Abstract

Sport tourism is a social, economic and cultural developmental phenomenon arising from the unique interaction of sporting activities, people and place. The synergy between sports and tourism facilitates local economy by stimulating goods and services small scale enterprises on an informal scale. Such grassroots leisure industry is underpinned by the concept of ‘pro poor tourism’. Pro Poor Tourism (PPT) is not another form of tourism but an approach that seeks to utilize tourism as strategic tool to alleviate poverty among the marginalized members of the communities. The aim of this study is to examine the effect of competitive sports tourism industry on informal economic sector activities using the recently concluded 2009 Federation of International Football Association (FIFA) U-17 World Cup tagged “Nigeria 2009” at Ijebu-Ode sub seat as a case study.

Questionnaires and observation were the instruments used to obtain the data from informal economic sector operators within 1km radius stipulated by FIFA. Structured interview of stakeholders and opinion leaders were conducted.

Five informal sector activities including the food and beverages; art and entertainment; memorabilia; transport; and affordable accommodation were identified. Financial gain increased remarkably for all the identified sectors during the event especially intra city transportation operators and food and beverages services. But over 90% of the souvenirs were from Lagos and Abeokuta. Study also revealed that there was increase in total workforce in various informal businesses during the event. Despite the level of preparation, community participation involving Chamber of Commerce, the various artisan groups and service provider cooperatives were not carried along.

The extent to which the potential benefits of sports tourism accrue to local communities depends on the economic and social culture of the community. The hosting of the 2009 Federation of International Football Association (FIFA) U-17 World Cup tagged “Nigeria 2009” is undeniably a definitive moment for sports tourism in Nigeria. This paper observed that if the gap between Local Organizing Committee and local stakeholders is closed, then benefits accrued to the local economy will increase. The paper recommends the need for a concerted effort between sport ministry and government tourism agencies to draw-up policies that will accommodate vibrant informal sector as a tool for poverty alleviation.

Key word: Informal Sector, Sport, Tourism, Pro-poor
Introduction

Most cities in Nigeria grew on informal sector. This is traceable to high poverty level as shown in year 2008 human development index of 0.47 for Nigeria (NM, 2009). Informal sector span a range of occupation including tailoring; intra and intercity transport modes; eateries; hairdressing/barbing; furniture and carpentry works; and electronic and leather works. These activities enhance the local population. Economic sustainability through informal sector is one of the avenues considered as wise use of public fund. Typical example is the construction of Ijebu-Ode International Stadium - one of the nine venues for the 2009 Federation of International Football Association (FIFA) U-17 World Cup tagged “Nigeria 2009”. Such sporting event is classified as competitive sports tourism. Competitive sports tourism according to Liu B and Liu L. (2005) is a trip with the main aim of joining in some sports competition. Tourists in sports tourism destinations include athletes, coaches, spectators, media staff, and other working personnel closely related to the industry.

Sports tourism are people oriented demanding goods and services for all economic and social benefits. WTO (1995) statistical records show that Nigeria earned about US$54million from international tourism in 1995. This increased to US$124 million in the year 2000 and by the year 2001, the earning was in excess of US$156 million. Similarly, the corresponding arrivals rose from about 813,000 in the year 2000 to about 955,000 in the year 2001 which qualify Nigerian to be among the three African nations that enjoyed growth of 4.8% WTO (2002). The contribution of informal economic sector to sport tourism industry is significant in recent years. Typical example is Indonesia where informal sector contribution to total urban employment rose from 6.1million in 1986 to 8.1million in 1990. ILO (2002).

This paper examines the strategic position of informal economic sector operators in competitive sport tourism destinations using the recently concluded 2009 Federation of International Football Association (FIFA) U-17 World Cup tagged “Nigeria 2009” at Ijebu-Ode subseat as case study.

Study Area

Ijebu-Ode city is located in south-western Nigeria geo-political zone at latitude 6° 49' 0" North and longitude 3° 56' 0" East. NPC (2007) estimated the population of 222,653 for the city. Ijebu-Ode is within the tropic lowland rain forest region. Tropical pattern with rainy season starting about March and ending in November and followed by dry season
characterize the study area. The mean annual rainfall varies from 128cm in the Southern parts of the State to 105cm in the Northern areas.

**Literature Review**

THRS (2009) defines tourism as a dynamic and competitive industry that requires the ability to constantly adapt to customers' changing needs and desires. Customer’s satisfaction, safety and enjoyment are particularly the focus of tourism businesses. There are different types of tourism. They are ecotourism, heritage tourism, beach tourism and sports tourism.

Gibson (1998) defines sport tourism as ‘Leisure-based travel that takes individuals temporarily outside of their home communities to participate in physical activities, to watch physical activities, or to venerate attractions associated with physical activities’. He also classified sport tourism into three groups including nostalgia sport tourism (including halls of fame and museums), active sport tourism (activity holidays and active events) and event sport tourism that may be passive or active. On the other hand, Hinch and Higham (2001) conceptualize sport tourism by positioning sport as a central attraction, in the context of its activity, its spatial and its temporal dimensions. It is ‘sport-based travel away from home for a limited time to where sport is characterized by unique rule sets of competition related to physical prowess, and a playful nature’.

Weed and Bull (2004) argues that sport tourism is a synergistic phenomenon that is more than the simple combination of sport and tourism. They conceptualize sport tourism as a ‘social, economic and cultural phenomenon arising from the unique interaction of activity, people and place’. They identify five main categories of sport tourism. These are sports participation, tourism with sports content, luxury sports tourism, sports events, and sports training. Ijebu-Ode subseat destination for 2009 Federation of International Football Association (FIFA) U-17 World Cup falls within sports events classification.

Sports tourism facilitates the overall development of local economies by stimulating informal economic sector. Local communities benefits more widely from tourism if they are producers in related sectors. This is known as domestic tourism. It is an important part of local tourism plans and marketing activities in order to help provide a more stable economic base for local tourism development (UN, 2001). Domestic tourism enables the host communities to participate in sports tourism industry. Participation is often casual and informal and had been
known to promote sports development. Therefore, participation provides quality; accessible facilities that meet individual and community needs; and developing links and structures that help fulfil personal aspiration (UN, 2003).

Kgathi (1997) identified several factors militating against effective sports development. According to him, the limiting factors are inadequate funding and poor sport-loving culture among the people. Other constraints identified by Kgathi (1997) included absence of a sport policy and poor state of sports facilities with marked disparities in distribution between rural and urban areas. He identified other limiting factors as lack of trained coaches and poor co-ordination amongst stakeholders. Sports participation creates job for the unemployed or underemployed members of the community who are mostly informal economic sector operators. This demands proactive planning for sports tourism destinations with the goal of creating and improving livelihoods. The paper is underpinned by the concept of pro poor tourism.

**Pro Poor Tourism**

Pro-Poor Tourism (PPT) is not another form of tourism as most people tend to think but it is an approach that seeks to utilize tourism as strategic tool to alleviate poverty among the marginalized communities (APTDC, 2006). It is an approach to tourism that results in increased net benefits for poor people. Thus, any form of tourism can contribute to poverty reduction. Whichever tourism subsector, the aim is to empower the host communities especially in the rural areas where employment opportunity is difficult. Ashley (2005) classified pro poor tourism benefits in rural settings into three groups namely: economic benefits, other livelihood benefits, less tangible benefits. While economic benefits of pro poor tourism include expansion of employment and local wages, and expansion of business opportunities for the poor, livelihood benefits include capacity building, training and empowerment. Also, management of the competing use of natural resources, improved social and cultural impacts of tourism and improved access to services and infrastructure are focus of livelihood benefits. Less tangible benefits includes policy, process, and participation which create more supportive policy and planning framework that enables participation by the poor. Pro poor tourism benefits according to Ashley is not in the type or size of tourism, but how the tourism economy is structured, how supply chains work, how far linkages extend into different parts of the local economy, and how tourists spend their money when they arrive. This was buttressed in her further studies on the local economic impacts of tourism.
Ashley et al. (2006) in her study on the local economic impacts of tourism using pro poor concept in Ethiopia, Gambia, Luang Prabang and Tunisia stated that the same type of tourism have high or low local economic linkages. This she explained using two cultural destinations, one (Luang Prabang) with strong local linkages, and one (Ethiopia) with weak local linkages. Her studies also illustrated two beach destinations where the majority of tourists are on sun, sand and sea packages. The Gambia has strong pro poor flows via local shopping and out of pocket expenditure. Tunisia is very weak on these linkages, but has strong pro-poor impacts via the supply chain and hospitality employment.

In addition, Kleissner (2006) estimated that the added value of sport in Austria was located between 0.46% (statistical method) and 3.65% (broader definition) of the GDP. The fulltime employment equivalent was estimated between 0.83% (statistical method) and 5.4% (broader definition) which indicated that the sport sector is labour-intensive. According to her, sport had an enormous employment potential and is useful for regional development policies. She explained that the figure of 0.46% of sport’s added value, calculated through the usual statistical method, formed the basis for national sport policies, but obviously represented an underestimation of the real economic impact of sport.

**Research Methodology**

Structured questionnaires, oral interview with the stakeholders and direct observation were the instrument used for obtaining the primary data. A total of 192 questionnaires were administered randomly on various informal economic sector operators within 1 kilometre radius as stipulated by FIFA. Industries concerned are refreshment, memorabilia, transport, accommodation and entertainment. Various stakeholders in sports tourism and informal sector like the Chairman, Local Organizing Committee, Ijebu-Ode subseat; Secretary, Ijebu-Ode Chamber of Commerce, Chairman, Ijebu-Ode unit of National Union of Road and Transport Workers, Landlords’ Associations and spectators. Responses were analyzed using both descriptive and inferential statistical tools.

**FINDINGS AND DISCUSSION**

This section examines various sports tourism informal economic sectors in Ijebu-Ode subseat; the effect of FIFA U-17 World Cup on average daily income and employment opportunities of informal sector operators.

**Types of Informal Sector Activities**

Survey on various types of informal sector activities according to the respondents is
discussed below. It was gathered that 57.3% are engaged in refreshment like food, snacks, barbecue and off-license shops while 1.1% are engaged in entertainment (TV centre and local musical band). More so, 14.6% are engaged in memorabilia, 13.5% are engaged in accommodation and 13.5% also are engaged in transportation businesses. This is shown in the table 1.0 below.

**Table 1.0: Types of Informal Sector Activities**

<table>
<thead>
<tr>
<th>VARIOUS SPORTS TOURISM INFORMAL SECTOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Refreshment</td>
</tr>
<tr>
<td>Entertainment</td>
</tr>
<tr>
<td>Memorabilia</td>
</tr>
<tr>
<td>Accommodation</td>
</tr>
<tr>
<td>Transport</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Refreshment</td>
</tr>
<tr>
<td>Entertainment</td>
</tr>
<tr>
<td>Memorabilia</td>
</tr>
<tr>
<td>Accommodation</td>
</tr>
<tr>
<td>Transport</td>
</tr>
</tbody>
</table>


**Effects of Sports Tourism informal business operation on average daily income**

Table 2.0 shows the variation in average daily income in various sampled informal business activities before and during the event. 20.9% of the respondents in refreshment industry make less than N500 and between N500 and N1000. 42.7%, 12.7% and 2.8% of the respondents were making average daily income of between N1001 and N2000, N2001 and N5000 and above N5000 respectively before the event. 50% respondent in entertainment industry make average daily income between N500 and N1,000 and N1,001 to N2,000 respectively before the event. Memorabilia industry recorded that 35.7%, 25% and 39.3% of the respondents make average daily income of less than N500, between N500 and N1,000 and between N1,001 and N2,000 respectively before the event. Responses from accommodation industry show that 60.7% of the respondents make average daily income between N1,001 and N2,000 while 30.8% of the respondents and 3.8% of the respondents have average daily income between N2,001 and N5,000, and above N5,000 respectively before the event. Data
gathered from transport industry showed that 11.5%, 42.3% and 46.2% of the respondents record average daily income of less than N500, between N500 and N1,000 and between N1,001 and N2,000 respectively before the event.

Average daily income of respondents in various informal business during the event indicated that there was increase in income as more respondents were on the average income of between N2,001 and N5,000, and also above N5,000. This is as discussed below;

Data gathered on refreshment industry revealed that average daily income during the event by 9.1% of the respondents, 14.5% of the respondents, 20% of the respondents, 20.9% of the respondents and 35.5% of the respondents were less than N500, between N500 and N1,000, between N1,001 and N2,000, between N2,001 and N5,000 and above N5,000 respectively. The two respondents in entertainment industry made average daily income of between N1,001 and N2,000. Data on memorabilia industry showed that no respondent made average daily income that is below N1,000 during the event. Rather, out of the 28 respondents in the industry, 39.3% of the respondents made average daily income between N1,001 and N2,000, while 60.7% of the respondents made between N2,001 and N5,000. 34.6% of the respondents from accommodation made between N1,001 and N2,000 while 46.2% respondents and 19.2% of the respondents made between N2,001 and N5,000 and above N5,000 respectively as their average daily income during the event. Transport industry also recorded that 7.7% of the respondents and 15.3% of the respondents made average daily income less than N500 and between N500 and N1,000 respectively during the event. 38.5% of the respondents each also made average daily income of between N1,001 and N2,000, and between N2,001 and N5,000 during the event.

Data gathered that 18.7% of the total respondents of the informal business operations earn < N500 as the average daily income before the event. While 21.9% of the respondents earn between N500-N1000 before the event, 45.8%, 11.5% and 2.1% of the respondents earn between N1001 and N2000, N2001 and N5000, and above N5000 before the event respectively. Data average daily income during the event revealed that 6.3% of the respondents earn < N500, 10.4% of the respondents earn between N500 and N1000, 27.1% of the respondents earn between N1001 and N2000, 33.3% of the respondents earn between N2001 and N5000, and 22.9% of the respondents earn above N5000. It was revealed in table 2.0 below that refreshment industry has the highest increase in income as the respondents increases from 2.8% to 35.5% in an average daily income of above N5,000. There was more
demand for refreshment by tourists during the event. On the other hand, entertainment industry recorded the lowest effect on income as none of the respondents made up to an average daily income of between N2,001 and N5,000. This indicates that there was less patronage by the tourists.
### Table 2.0: Average Daily Income of the respondents before and during the event

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No</td>
<td>%</td>
<td>No</td>
<td>%</td>
<td>No</td>
<td>%</td>
<td>No</td>
<td>%</td>
<td>No</td>
<td>%</td>
</tr>
<tr>
<td>Refreshment</td>
<td>23</td>
<td>20.9</td>
<td>10</td>
<td>9.1</td>
<td>23</td>
<td>20.9</td>
<td>16</td>
<td>14.5</td>
<td>47</td>
<td>42.7</td>
</tr>
<tr>
<td>Entertainment</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>50</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>50</td>
</tr>
<tr>
<td>Memorabilia</td>
<td>10</td>
<td>35.7</td>
<td>-</td>
<td>-</td>
<td>7</td>
<td>25</td>
<td>-</td>
<td>-</td>
<td>11</td>
<td>39.3</td>
</tr>
<tr>
<td>Accommodation</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>17</td>
<td>65.4</td>
<td>9</td>
<td>34.6</td>
<td>8</td>
<td>30.8</td>
</tr>
<tr>
<td>Transport</td>
<td>3</td>
<td>11.5</td>
<td>2</td>
<td>7.7</td>
<td>11</td>
<td>42.3</td>
<td>4</td>
<td>15.3</td>
<td>12</td>
<td>46.2</td>
</tr>
<tr>
<td>Total</td>
<td>36</td>
<td>18.7</td>
<td>12</td>
<td>6.3</td>
<td>42</td>
<td>21.9</td>
<td>20</td>
<td>10.4</td>
<td>88</td>
<td>45.8</td>
</tr>
</tbody>
</table>

Effects of sports tourism on informal business operations on employment opportunities

Effect of the event on employment was determined and shown in table 3.0 below. This study gathered that 26.4%, 41.8%, 20% and 11.8% of the total respondents had a total workforce of 1, 2, 3 to 5 and 6 to 9 workforces respectively before the event. Entertainment industry has 2; and 3 to 5 workforce respectively before the event. Rather, from among 28 respondents in memorabilia industry, 64.3% respondents had 1 workforce, while 21.4% respondents had 2 workforces, 10.7% respondents had between 3 and 5 workforces and 3.6% respondent had between 6 and 9 workforces before the event. Data on accommodation revealed that 53.8% respondents had 1 workforce, 38.5% respondents had 2 workforces, and 7.7% respondents had between 3 and 5 workforces before the event. It was gathered from the transport industry that 92.4% of the respondents had 1 workforce and 3.8% of the respondent each had 2 workforces and 3-5 workforces respectively before the event.

Study also revealed that there was increase in total workforce in various informal businesses during the event. Refreshment industry shows that the respondents with total workforce of 1 and 2 before the event has reduced as there was increase in respondents with total workforce of 3 to 5 and 6 to 9 workforces. Details are as discussed below;

13.6% and 17.3% of the respondents have 1 and 2 total workforces respectively during the event while 43.6% of the respondents and 25.5% of the respondents have 3 to 5 and 6 to 9 workforces respectively during the event. This indicates the increase in demand for refreshment by tourists during the event. Both respondents in entertainment industry had between 6 and 9 workforces during the event. 42.9%, 53.5% and 3.6% of the respondent in memorabilia industry had 1, 2 and between 3 and 5 workforces respectively during the event. 42.3% of the respondents in the accommodation industry have 1 workforce during the event while 19.2% and 30.8% of the respondents have a total workforce of 2 and between 3 and 5 workforces. Transport industry recorded that 30.8% and 53.8% of the respondents have 1 workforce and 2 workforces respectively during the event while 15.4% of the respondents have between 3 and 5 workforces.

Data gathered from all sports tourism informal economic sector operators shows that 44.3%, 33.3%, 15.1% and 7.3% of the respondents had 1, 2, 3 to 5 and 6 to 9 workforces respectively before the event. 23.9%, 27.6%, 31.8% and 16.75 had 1, 2, 3 to 5 and 6 to 9 workforces respectively were recorded during the event. This indicated that FIFA U-17 World Cup created more job opportunities in the city as workforces between 6 -9 increases from 7.3% to 16.7% and workforce of between 3 and 5 also increases from 15.1% to 31.8%. This represents 129% and 111% increase in workforces between 6-9 and 3-5 respectively.
Table 3.0: Effects of sports tourism on informal business operations on employment opportunities

<table>
<thead>
<tr>
<th>Business Operations</th>
<th>1</th>
<th>2</th>
<th>3-5</th>
<th>6-9</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Before</td>
<td>During</td>
<td>Before</td>
<td>During</td>
<td>Before</td>
</tr>
<tr>
<td>Refreshment</td>
<td>No</td>
<td>%</td>
<td>No</td>
<td>%</td>
<td>No</td>
</tr>
<tr>
<td>Entertainment</td>
<td>No</td>
<td>%</td>
<td>No</td>
<td>%</td>
<td>No</td>
</tr>
<tr>
<td>Memorabilia</td>
<td>No</td>
<td>%</td>
<td>No</td>
<td>%</td>
<td>No</td>
</tr>
<tr>
<td>Accommodation</td>
<td>No</td>
<td>%</td>
<td>No</td>
<td>%</td>
<td>No</td>
</tr>
<tr>
<td>Transport</td>
<td>No</td>
<td>%</td>
<td>No</td>
<td>%</td>
<td>No</td>
</tr>
<tr>
<td>Total</td>
<td>85</td>
<td>46</td>
<td>46</td>
<td>23.9</td>
<td>64</td>
</tr>
</tbody>
</table>

Despite the level of preparation and awareness as claimed by the Local Organizing Committee, it was observed that there was little or no community participation. This was evident in an interview with the National Union of Road and Transport Workers (NURTW), Epe garage Unit, there is no any form of arrangement with NURTW and the LOC concerning the sporting event. The Chairman of the Union also faulted the road construction embarked on in less than three weeks to the commencement of the event as the road serves as a major access to the stadium. Drivers therefore cover longer distance to get to the stadium.

One of the landlords that respond to the questionnaires stated that despite the neglect by the Local Organizing Committee, Ijebu-Ode subseat, the Community Development Association (C.D.A.) represented by landlords have taken measures to prevent any negative impact of the event in their areas, especially on security issues. He stated further that members were encouraged to put their houses in good position in anticipation of the event. Generally, local residents were unprepared for tourism’s demands.

In an interview with the Local Chamber of Commerce, the Secretary, Mr Aliu stated that the Chamber is not anyway playing role in the event. He mentioned further that members of the Chamber are mostly agro-allied companies who are duly registered with Corporate Affairs Commission. On his perception about the informal sector, the Secretary said the Local Chamber of Commerce is encouraging some business operators that can be registered with them to do so. It was also gathered that non-involvement of the Chamber in FIFA U-17 World Cup in Ijebu-Ode is the attribute of its effectiveness in the area.

Tourists express their great dissatisfaction in the tourist services and products in the study area. This was revealed in their response to questions on rating of general services in the study area. Most respondents claimed that tourist services and products are bad. This has invariable affected the total expenditure of the respondents during visit. There was restrain to the stadium due to the road construction. Restriction on movement and some mode of transport reduced an average time a tourist would have spent in the area thereby affects the economic profits to the host town and sponsors.
Conclusion And Recommendations

The extent to which the potential benefits of sports tourism accrue to local communities depends on the economic and social culture of the community. The hosting of the Federation of International Football Association (FIFA) U-17 World Cup is undeniably a definitive moment for sports tourism in Nigeria and has the potential to bring significant ongoing benefits to the tourism sector. This research study has described some of the benefits of sports tourism on the local economy in Ijebu-Ode. Findings have also established that there is a gap between Local Organizing Committee and other stakeholders, which invariably affects the maximization of the benefits that were supposed to accrue to the local community especially the informal business operators. This paper suggested good relationship between the Local Organizing Committee and the local community in order to accrue maximum benefits.

It is however recommended that;

- Companies should do business differently, as it makes commercial sense in pro poor business.

- Community members should be involved in and benefits from tourism and similar social activities. This can be achieved through partnership and joint ventures in which communities have a significant stake with appropriate capacity building and a substantial role in management.

- Government as the leader of the team should develop vision for sports tourism in Ijebu-Ode. The visioning session should be centred on three questions namely; where are we now? Where do we want to be? and how do we get there? Stakeholders need to compare the present situation and the desired future situation so as to determine what steps are needed to get for the present to the desired vision?

- Government should formulate transport policies geared towards tourism that will easy movement of tourists.

- Government should formulate policies that incorporates the Local Chamber of Commerce towards active participation in tourism delivery.

- Public awareness and sensitization towards tourism delivery should be greatly improved on.
• Federal and State Sport Ministries should improve on local football leagues and other sporting events should be developed so as to avoid abandonment of Ijebu-Ode International Stadium.

• Government should constitute a body that controls standards and qualities of services the informal sector operators provide to the tourists.

References


Citation