INFLUENCE OF RECREATIONAL SUPPORT AND PROFESSIONAL LEAGUE SERVICES ON ECONOMIC DEVELOPMENT OF LAGOS STATE

By
Ajibola, Gbenga Samson Ph.D.
Human Kinetics and Health Education Department
Faculty of Education, University of Lagos, Nigeria
+2348060324590; samgbenga001@yahoo.com

&
Salami, Boluwatife Esther
Human Kinetics and Health Education Department
Faculty of Education
University of Lagos, Nigeria
+2348068684323
bobisami@unilag.edu.ng

&
Adekanmbi, Barakat Omolabake
Human Kinetics and Health Education Department
Faculty of Education, University of Lagos, Nigeria
badekanmbi@unilag.edu.ng; +2348138282004

&
Odin, Ebako Faith
Human Kinetics and Health Education Department
Faculty of Education, University of Lagos, Nigeria
eodin@unilag.edu.ng; +2348169130932

Abstract
This study investigated the influence of recreational support and professional league services on economic development of Lagos State. Two research questions and hypotheses were raised and formulated to guide this study. Literatures relevant to this study were reviewed using journals, unpublished theses, and internet. The descriptive survey research method was adopted for this study. The purposive sampling technique was used in the selection of the sample for this study. The population of this study consisted of all sport managers, fans, coaches, workers and athletes in Lagos state. The sample used for this study consisted of 250, which are sport
managers, fans, coaches, workers and athletes in Lagos State. Fifty (50) participants were selected from five sports centers in Lagos State. A self-developed questionnaire was used to provide the desired information needed for the study. The inferential statistics of Chi-Square ($\chi^2$) was used to test all stated hypothesis at 0.05 alpha level. From the study, it was found that group instruction services in sports facilities will have a significant influence on economic development in Lagos State. Concessioning of sports facilities will also have a significant influence on economic development in Lagos State and rental services in sports facilities will have a significant influence on economic development in Lagos State. The study recommended that the state and federal government should ensure the provision of adequate and supervised sport facility management services towards improving the economy. Tax cuts should be given to private sports organizations setting up sports facilities in communities in order to develop the economy and the government should formulate polices as regards sports facility management services to improve the economy of the nation through sports.

Keywords: Economic Development, Professional Sports League, Recreational Support, Services, Sports Facility

Introduction
Sports is a vital and dependable weapon for all kinds of battles; it is today's greater marketing instrument for political mass mobilization and for direct governance and anchorage for national and international unity. Sports has become an important aspect of Nigerian culture so much that the interest and popularity of sports have affected the political, social, educational and economic fabrics of the nation; the review become imperative as the nation is gearing towards rebranding and reviewing its sports policy. Sports worldwide have become progressively capital intensive; yet our history shows that government has almost single handedly shouldered the responsibility for sports in Nigeria, especially when it comes to provision of sports facilities, programme, personnel and participation in continental and global competitions. Managing and maintaining facilities in a stadium might be expensive and problematic in nature but nevertheless, it is inevitable. An investment in such a stadium is not to be lost. Egboluche (2009) commented on the perception in Nigeria and states that the culture of
management and maintenance has gone down to the drain and this has affected virtually our social and economic lives.

Like any business, generating income is a constant preoccupation for sport administrators. However, unlike businesses in other industries, the need to generate income is not primarily motivated by a desire for profit but rather a greater desire to improve sporting performance (Ogunmola, 2002). He stressed further that greater income allows clubs/teams to attract better coaches and players, improve sporting facilities and/or purchase better equipment to improve results. Sports differ greatly in its ability to generate income despite little difference in the level of passion of the consumer for their preferred sport product.

When a debate arises over the prudence of spending public funds on a new sports facility, invariably an economic impact study is undertaken to determine the amount and employment impacts of the new facility or of the local professional sports team. Conway and Beyers (2004) concluded that a new stadium or arena would pump tens of millions of dollars into the local economy. For example, a study prepared for King County (Seattle Metropolitan Area) on the impact of the Seattle Mariners Baseball Club determined that the total impact of the team on the local, regional, and state economy was $142 million in 1993, generating over 2,200 jobs in the state that year (Conway & Beyers, 2004). Baade (2002) cites several studies that estimate the impact of sports in Philadelphia, New York, and Baltimore from as low as $200,000 in annual marginal economic activity generated by Baltimore's NFL team, to $500 million for the total economic impact of all of Philadelphia's teams combined. A study by Ragas (2000) of the New Orleans Superdome concluded that the public's investment in that facility was well worth the costs, with a benefit-cost ratio of over twelve dollars in benefit for every one dollar in the public's cost. The implication of these studies is that a local government should devote public funds to a sports facility by given massive economic impact of these investments. Scholars have taken issues with these economic impact studies, concluding that they often over-inflate the economic impacts of sports teams and facilities (Crompton, 2001).

The poor maintenance management practice in Nigeria, particularly in some regions has resulted to loss of value in investment on those sporting complexes and eventually the cost of restoring the facilities when the need arises in the sporting complexes to their initial state of soundness and good working order is on the high side. It is evident that Nigeria has lost and
wasted a large amount of money and time in the development of sports complexes. This is so since investment in terms of money and time in the development of these sports complexes have failed to yield desired results. Hence, sports investment by the government and corporate organizations on the decline since no meaningful economic impact has been noticed.

Statement of the Problem
Sports have been the avenue through which great nations of the world exhibit their supremacy over others through sports development strategies. Effective sports development therefore requires variables like sport policy, sports personnel, sports funding, sports program, sports facilities, and sponsorship. Sports world wide have become progressively capital and time intensive; yet our history shows that government has almost single-handedly shouldered the responsibility for sports in Nigeria, especially when it comes to provision of sport facilities, programme, personnel and participation in continental and global competitions. There is minimum private Sector participation. Therefore, Government is forced to invest most of its scarce resources on sports development. Almost all the sports facilities in Nigeria are owned by governments while maintaining them is a recurring problem that has left them in sorry situations. The impact of sports facilities in sports marketing cannot be underestimated, the number and nature of sports facilities are the place (market) where the product (sports) are showcased if the product (sports) are to be appreciated and patronised by the consumers. Even though in the recent years, corporate organisations have ventured into sports funding, the impact of these funding on the Nigerian economy is not known. The inputs remain vague and hence the tangible development can be attributed to the state. If these impacts were known to the various authorities, efforts and measures could be put in place to enhance sports development.

Research Hypotheses
These hypotheses were tested in the study:
1. Professional sports league services in sports facilities will have significant influence on economic development in Lagos State.
2. Recreational support services in sports facilities will have significant influence on economic development in Lagos State.
Methodology
The descriptive survey research method was adopted for this study. This method required the investigator to collect data, analyze and interpret it in order to understand the influence of sports facility management services on economic development in Lagos state. The population of this study consists of all sport managers, fans, coaches, workers and athletes in Lagos state. The sample used for this study consisted of 250 sport managers, fans, coaches, workers and athletes from Teslim Balogun Stadium, Surulere, National Stadium, Surulere, Agege Stadium, Agege, Omikan Stadium, Victoria Island and Rowe Park, Yaba, in Nigeria. Fifty (50) participants were selected from five sports centers in Lagos State. They were selected through the use of purposive sampling technique. A self-developed questionnaire was used to provide the desired information needed for the study. The response of the respondents was used to develop a frequency counts and percentage distribution table for analysis. The inferential statistics of Chi-Square was used to test all stated hypothesis at 0.05 alpha level.

Results
Section A: Data Presentation
Table 1: Distribution of respondents according to Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>154</td>
<td>61.6</td>
</tr>
<tr>
<td>Female</td>
<td>96</td>
<td>38.4</td>
</tr>
<tr>
<td>Total</td>
<td>250</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Table 1 shows that 61.6% (n=154) of the respondents were male while, 38.4% (n= 96) were female.

Figure 1: Distribution of Respondents by Gender

Table 2: Distribution of Respondents According to Age
Table 2 above shows that 4.4% (n = 11) of the respondents were below 18 years old, 16.8% (n = 42) were 18-24 years old, 22.8% (n = 57) were 25-29 years old, 29.2% (n = 73) were 30-39 years old, 13.6% (n = 34) were 40-49 years old and 13.2% (n = 33) were 50 years and above.

Table 3: Distribution of Respondents According to Designation

<table>
<thead>
<tr>
<th>Designation</th>
<th>Frequency</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrator</td>
<td>36</td>
<td>14.4</td>
</tr>
<tr>
<td>Stakeholder</td>
<td>11</td>
<td>4.4</td>
</tr>
<tr>
<td>Coach</td>
<td>22</td>
<td>8.8</td>
</tr>
<tr>
<td>Supporters</td>
<td>96</td>
<td>38.4</td>
</tr>
<tr>
<td>Players</td>
<td>85</td>
<td>34</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>250</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

Table 3 above shows that majority of the respondents (n=296) were supporters, while few of the respondents (n=17; 6.8%) were stakeholders.
Table 4: Distribution of Respondents According to Sports Facility

<table>
<thead>
<tr>
<th>Sport Facility</th>
<th>Frequency</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teslim Balogun Stadium</td>
<td>50</td>
<td>20.0</td>
</tr>
<tr>
<td>National Stadium, Surulere</td>
<td>50</td>
<td>20.0</td>
</tr>
<tr>
<td>Agege Stadium</td>
<td>50</td>
<td>20.0</td>
</tr>
<tr>
<td>Omikan Stadium</td>
<td>50</td>
<td>20.0</td>
</tr>
<tr>
<td>Ilupe Park</td>
<td>50</td>
<td>20.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>250</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

Table 4 above shows that 20% (n = 50) respondents were sampled from each selected sports facility.
Testing of Hypotheses
Hypothesis one states that professional sports league services in sports facilities will have no significant influence on economic development in Lagos State. The inferential statistics of Chi-square ($X^2$) was used to test this hypothesis and the result is presented in Table 5.

**Table 5: Chi-Square ($X^2$) Analysis on Effect of Professional Sports League Services in Sports Facilities on Economic Development**

<table>
<thead>
<tr>
<th>Variable</th>
<th>N</th>
<th>LS</th>
<th>Df</th>
<th>Calc $X^2$</th>
<th>Tab $X^2$</th>
<th>Remark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Sports League</td>
<td>250</td>
<td>0.05</td>
<td>12</td>
<td>310.52</td>
<td>21.03</td>
<td>Reject Null Hypothesis</td>
</tr>
<tr>
<td>Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

($Df = 12; \ Tab X^2 = 21.03; \ CalcX^2 = 310.52; \ P<0.05$)

Table 5 above shows that the calculated $X^2$ value (310.52) was greater than the t-critical $X^2$ value (21.03) at 0.05 significant level; hence the stated null hypothesis is rejected. This implies that professional sports league services in sports facilities will have a significant influence on economic development in Lagos State.

Hypothesis two states that recreational support services in sports facilities will have no significant influence on economic development in Lagos State. The inferential statistics of Chi-square ($X^2$) was used to test this hypothesis and the result is presented in Table 6.

**Table 6: Chi-Square ($X^2$) Analysis on Effect of Recreational Support Services in Sports Facilities on Economic Development**

<table>
<thead>
<tr>
<th>Variable</th>
<th>N</th>
<th>LS</th>
<th>Df</th>
<th>Calc $X^2$</th>
<th>Tab $X^2$</th>
<th>Remark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recreational Support</td>
<td>486</td>
<td>0.05</td>
<td>12</td>
<td>284.36</td>
<td>21.03</td>
<td>Reject Null Hypothesis</td>
</tr>
<tr>
<td>Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

($Df = 12; \ Tab X^2 = 21.03; \ CalcX^2 = 284.36; \ P<0.05$)

Table 6 above shows that the calculated $X^2$ value (284.36) was greater than the t-critical $X^2$ value (21.03) at 0.05 significant level; hence the stated null hypothesis is rejected. This implies that recreational support services in sports facilities will have a significant influence on economic development in Lagos State.
Discussion of findings
The first finding of this study after analysis showed that professional sports league services in sports facilities will have a significant influence on economic development in Lagos State. The result of this finding is in line with Feng and Humphreys (2008) who discussed that one of the noted benefits associated with the construction of a new sport facility and professional sports league is the creation of jobs. Initially, there will be many construction jobs created. Once the construction is complete, individuals will be needed to run the facility, from ticket collectors to concession stand workers to maintenance personnel. Another benefit is when these supporters and employees spend money in the local community. The tourist attraction also serves as a benefit because these tourists bring in outside money and spend it within the community. It is argued that this new spending has a “multiplier effect.” In other words, as income within the community increases, there is increase in spending and, as a result, more jobs created (Feng & Humphreys, 2008).

The second finding of this study after analysis showed that recreational support services in sports facilities will have a significant influence on economic development in Lagos State. The result of this finding is in line with Coates and Humphreys (2014) who discussed that the construction of a new facility, or the improvement of an existing facility, serves to satisfy an increased number of participants, improve the condition of surroundings, provide local opportunities for those who currently travel to see sporting events and helps to improve the local economy. Proponents of subsidies argue that the construction of sports facilities results in substantial economic impact. Most studies have set out to prove the impact on jobs, income and tax revenues, while the intangible effects have been mostly ignored. Sports facilities and teams tend to have an impact on the community’s quality of life. This is an intangible benefit that is often related to fitness, civic duty and pride, community visibility and the enhancement of a city’s image.

Conclusion and Recommendations
1. Professional sports league services in sports facilities will have a significant influence on economic development in Lagos State.
2. Recreational support services in sports facilities will have a significant influence on economic development in Lagos State.
Recommendations
The study made the following recommendations:
1. The state and federal government should ensure the provision of adequate and supervised sport facility management services towards improving the economy.
2. Tax cuts should be given to private sports organizations setting up sports facilities in communities to develop the economy and the government should formulate polices as regards sports facility management services to improve the economy of the nation through sports.

References