

Sport Tourism: Perceived Economic Impact of Okpekpe Marathon Race on the Host Community

By

¹Bello Yekinni Ojo Ph.D, ²Bello Mercy Busayo and ¹Obiora Nkiruka Judipat Ph.D.

¹Department of Hospitality Management and Tourism
Faculty of Management Sciences, University of Port Harcourt, Rivers State

²Department of Hospitality Management
Faculty of Applied Sciences, Federal Polytechnic, Auchi, Nigeria

DOI:<https://doi.org/10.33281/JTHS20129.2017.6.1.7>

Abstract

Okpekpe "Bronze Label" road race, a certified International Athletics Federation (IAAF) competition, has attracted over 1200 world-class runners from nine countries since inception. Studies that examined the economic impact of this sporting event on Okpekpe, the host community, have not been reported. This article examines the perception of sport tourism by Okpekpe people and the extent to which it has economically impacted the community. Sport tourism and economic development Model (STEDM) were proposed and tested. Two hundred and thirty eight (238) questionnaires were administered and analysed using multiple regression. The results show that majority of the respondents believe that sport tourism encourages entrepreneurial drive, provides both direct and indirect employment opportunities, generates revenue to the locals and improves their health and welfare. The result also shows that sport tourism encourages the development of local transportation infrastructure, and facilitates social and cultural infrastructure development. The correlation analysis revealed that there is a positive and significant relationship between dimensions of economic development and sport tourism in Okpekpe community. Consequently, it is recommended that aggressive investment and infrastructural development should immediately be deployed to the area and its surrounding communities to achieve the desired objectives of sport tourism development in Edo State, and Nigeria in particular.

Keywords: *Economic Impact, Sport Tourism, Marathon Race, Okpekpe Community, and Okpekpe Road Race.*

Introduction

Sport tourism has been identified as one of the largest and most dynamic industries in the current global economy. It generated 10% of the world's gross domestic product (GDP) and created 500 million jobs in 2015 (UNWTO, 2016), while the estimated visitors' spending associated with sport events increased from \$8.3b in 2012 to \$9.45b in 2015 (National Association of Sport Commission, 2016). This is an indicator of the strength of sport tourism industry which has had a consistent growth in the past four years. Indeed, sport tourism is seen as an

instrument of economic regeneration and stability. In England, Rugby World Cup tournament was reported to have generated an economic contribution of over \$3.6 billion (£2.3 billion) in 2015 (Professional Services Company EY, 2016; Cited in Sport Market intelligence, 2016). The EY study showed that the 2015 world cup attracted 406,000 international visitors from 151 countries, staying for an average of 14 days and spending a total of \$1.5 billion (£958 million), or an average of \$3,740 (£2,400) per person, while the tournament supported 34,000 jobs or volunteer roles across the UK (Sport Market intelligence, 2016). According to the report, foreign visitors spent \$420.4 million (£270 million) on accommodation, \$362.8 million (£233 million) on leisure activities, \$292.7 million (£188 million) on food and drink, \$242.9 million (£156 million) on travel and \$172.8 million (£111 million) on retails.

In the African context, Bello, *et al.* (2014) pointed that sport tourism has provided economic impetus to many African countries and communities. So far, the attention of many countries in Africa has shifted to sport tourism as a vehicle for poverty alleviation, employment generation and wealth creation. African countries such as South Africa, Kenya, and Ethiopia among others are seriously reaping the benefits of this growing sub-tourism sector (International Sport Press Association, 2010). According to the report, more than 10% of foreign tourists that visits South Africa were attracted by sport events, with spectators accounting for 60% to 80% of these arrivals. The constructions linked to the 2010 World Cup in South Africa contribute R50bn to the South Africa's economy, with 3.5 million fans in attendance, including 450,000 foreign tourists (International Sport Press Association, 2010). In Nigeria, much has not been reported regarding notable sport tourism events that have the capacity to attract both the locals and international tourists. However, the successful hosting of the 10km "Okpekpe Road Race" (ORR) in four consecutive years from 2013-2016 attests to the capacity of Nigeria to develop a sport tourism brand of world class. Okpekpe Road Race is a "Bronze Label" road race certified by the IAAF. The ORR attracts world-class runners from around the world especially from Kenya, Eritrea, Ethiopia, Uganda, Morocco, Israel, Bahrain, Morocco and Nigeria. The races were conducted in accordance with the rules and regulations of the IAAF and AFN. This study examined the economic impact of this sporting event on the host community so as to fill a need gap created by the absence of reported works in this area of endeavour.

Literature Review

Motivational research in tourism has shown that tourist(s) may choose a destination for more than a reason (Wall and Mathieson, 2006). Sport tourism is one of the tourism typologies, primarily motivated by the quest for sport (Okoli, 2001; Ritchie et al., 2003). It is pertinent to state that aside defining sport tourism based on the objective of the journey, the concept could also be defined from

both the business/economic, and technical perspectives as presented in Tables 1 and 2.

Table1: Economic Approach to Definition of Sport Tourism

S/n	Author(s) / Year	Definition / Proposition
1.	UNWTO (2006); Anthony et al. (2004)	Sport tourism is defined as an internationally impactful business with wide cross section components of activities such as sport, transportation, accommodation, recreation, food and other related services.
2.	Naido (2007)	It is defined as the provision of resources and services to enhance sporting and recreation experience of sport tourists while contributing towards the economic development of the host communities.
3.	Anthony et al.(2004); Okoli (2001).	The concept of sport tourism can be defined as the science, art and business of attracting and graciously catering to meet the holistic needs and expectations of sport tourists.
4.	Okoli (2001).	Sport tourism is defined as an economic activity that provides both direct expenditures to the host region by the sport organisers, sport active participants and visitors including the indirect effect of these expenditures on regional income when an appropriate spending multiplier is applied.

The economic definitions of sport tourism as presented in Table 1 failed to recognise the "sport tourist," the human element and possibly the focal point of the subject. Also, it does not recognise spatial or temporal elements, which are equally important (Bhatiah, 2001) thus, the need for technical definition; as presented in Table 2.

Table 2: Technical Definitions of Sport Tourism

S/n	Author(s) / Year	Definition / Proposition
1.	OECD (2008)	Sport tourism is the movement of person(s) to a place other than that in which he habitually lives for a period of at least 24 hours and not more than a year for the purpose of sport.
2.	UNWTO (1963)	Sport tourism is described as the movement of person(s) visiting a place other than that in which he has his usual residence, and staying at least 24 hours in the destination visited for the purpose of sport among other reasons.
3.	UNWTO(2006); OECD (2008); Lew and Mckercher (2004).	Sport tourism is defined as the movement of person(s) away from his / her original place of residence with the purpose of sport and whose period of stay at the destination is not less than 24 hours, not permanent in nature and unconnected to earning purpose.

The technical definitions of sport tourism as presented in Table 2 identified two components of sport tourist activities: (i) the dynamic component (i.e. the journey), and (ii) the static component (i.e. the stay and purpose) (Huang, 2008; Okoli, 2001). Sport tourists by virtue of the above features can be regarded as people(s) in transition who have come to accomplish sporting goal before returning home (Rayner and Easthope, 2001), thus, fulfilling the dynamic component. Also, their period of stay at the destination is not expected to be less than 24 hours and not more than a year (Wall, and Mathieson, 2006), thus, taking into consideration the static component.

Theoretical Perspective: Economic Impact of Sport Tourism on the Host Community

Theory is a system of constructs and variables in which the constructs are related to each other by propositions and the variables are related to each other by hypotheses (Thomas and Thomas, 1992). As it relates to the present study, various economic models have been used to explain the impacts of tourism on the economy of countries. Cost-benefit analysis model was used to explain economic impacts of tourism on countries that have large quantities of relatively reliable and comparable data (Wall and Mathieson, 2006). Adoption of this model (cost-benefit analysis model) is not feasible in this study due to poor and unreliable data bank that characterised the Nigerian tourism sector. Economists have traditionally used input-output (IO) model to examine the impacts of tourism on the economy of countries and at the same time, have been cognizant of their limitations (Fletcher, 2006). Other models that have also been used

include: multiplier analysis model, linear programming, and general equilibrium models (Leung, et al., 2013). In this study, the economic benefit model proposed by Wall and Mathieson (2006) that explain the contributions of tourism to the host communities with respect to employment generation, infrastructure development, income creation, and investment promotion among others were used to measure the impacts of sport tourism on the economy of Okpeke Community, Edo State.

Sport Tourism and Employment Generation

Sport tourism industry generates three types of employment: direct, indirect and induced employment opportunities (Jennifer and Thea, 2013, Ahmed and Krohn, 1992). In terms of direct employment provision, sport tourism industry accounted for about 102 million jobs (i.e. 3.4% of total employment) globally in 2012 (Jennifer and Thea, 2013). This figure rose by 1.2% in 2013, and it is expected to increase at 2.0% p.a, thus, creating direct job opportunities estimated at about 126 million jobs (3.7%) in 2023 (Jennifer and Thea, 2013). The total contribution of the sport tourism industry to the global employment, including, jobs indirectly supported by the industry was 10% of total employment put at 262 million jobs. This figure rose by 1.7% in 2013, thereby created estimated jobs of about 266 million (Jennifer and Thea, 2013). It was forecasted that the total contribution of the sport tourism industry to the global employment is expected to rise by 2.4% p.a put at about 338 million jobs in 2023 (Jennifer and Thea, 2013). The above information reveals that sport tourism accounted for 1 in every 11 jobs on the planet with the projection to rise to 1 in 10 jobs by the year 2023. In view of the above, the present study hypothesised that there is a positive and significant relationship between sport tourism and employment provision in Okpeke community.

H₁ Sport tourism has a positive and significant relationship with employment provision in Okpepe community, Edo State.

Sport Tourism and Revenue Generation

Previous studies on the impacts of sports tourism on the economy and wellbeing of the people revealed that the net income from sports tourism ranges from 25% to 90% of the total receipts, depending on the share of national and local interest in the tourist business (Bello et al., 2015). The direct contribution of the sports tourism sector to the global GDP in 2012 was put at about US\$2, 056.6 billion (2.9%) (World Economic Forum, 2013). This figure rise by 3.1% in 2013, and predicted to rise by 4.4% p.a, from 2014 to 2023 estimated at about US\$3, 249.2 billion (WEF, 2013). However, the total contributions of the sports tourism sector to the global GDP was about US\$6, 630.4 billion (9.3%) in 2012, and rose by 3.2% in 2013, hence, predicted to rise by 4.4% p.a estimated at about US\$10, 507.1 billion in 2023 (UNWTO, 2014). Sports tourism earnings positively contribute to the balance of payments of countries (Celik et al., 2013; WTO, 2006; International

Monetary Fund (IMF), 2002). Most developing countries face the problem of generating enough foreign currency, because, they do not have a competitive advantage over the developed countries, hence, sport tourism industry provides them with an opportunity to earn foreign currency (Akal, 2010; Wall and Mathieson, 2006). It is believed that foreign currency earnings from sport tourism provide the much needed capital for the development of developing countries. However, because of the import of infrastructure and other tourism related resources, most of the foreign currency earnings leaked out of their economy, thus, making the balance of payment effect unfelt (Sharpley, 2001; Pitchford, 1990). The above reveals that sport tourism positively enhances balance of payment of destination countries. In view of this, the present study hypothesised that there is correlation between sport tourism and revenue generation in Okpeke community, Edo State.

H₂ Sport tourism has a positive and significant relationship with revenue generation in Okpepe community.

Sport Tourism and Investment Promotion

Foreign ownership of tourist facilities and dominance in sport tourism investment are common features of sport tourism, particularly in developing countries (Jackson, 1973). The author posits further that foreign control over the sport tourism industry is a normal phenomenon although it is also undesirable especially from the perspective of developing countries. Developing sport tourism infrastructure requires huge capital investment, which developing countries rarely possess. Runyon (1980) found that in the recent past, Jamaica made large investments in infrastructural development for sport tourists, but the Jamaican government was not the source of the investment. The author affirmed further that foreign direct investment (FDI) to Jamaica for this sector shows substantial changes going from negative 6 million dollars in 1981 to positive 523.7 million dollars in 1999. Dwyer (2002) argues that lack of entrepreneurship skills among domestic investors to participate in the sport tourism industry, along with the reluctance by domestic financial institutions to make funds available for tourism developments, was catalytic in bringing FDI to fill this gap. Therefore, they are seeking foreign investment to develop their sport tourism sector which results in profit outflow from their countries because foreign investors return their profits to their home countries from host countries. It is apparent from the above discussion that sport tourism brings investment in the local economy and facilitates infrastructural development, the benefits of which can be enjoyed not only by tourists but also the local communities. The index from the above information shows that sport tourism has a positive correlation to investment in the host community. In view of this, we hypothesised as follows.

H₃. There is a positive and significant relationship between sport tourism and investment promotion in Okpeke community, Edo State.

Sport Tourism and Infrastructure Development

Smith (1977) was among the first to acknowledge the role of service infrastructure in creating a product experience. He argued that "service infrastructure is housed within the larger macro-environment or physical plant of the destination" (Smith, 1977:PP. 54). He stressed the fact that the level, use, or lack of infrastructure and technology in a destination (for example transportation, water and power supply, use of computer technology and communications among others) are also visible and determining features that can enhance the visitors' trip experience. Other authors subsequently supported his views (Goeldner et al., 2000). They posited that tourists' overall impression develops their image of a destination after their visitation and that infrastructure may play an important role in that respect. Goeldner et al.,(2000) interestingly summarized the various factors that together make a tourist destination experience attractive. They highlighted the importance the service infrastructure layer, which includes transport services, in the tourist destination experience. The destination's general infrastructure services in this category in fact represent one of the most important factors. The tourism phenomenon relies heavily on public utilities and infrastructural support. Tourism planning and development would not be possible without roads, airports, electricity, sewage, and potable water. The infrastructural dimension is thus a necessary element for sport tourism development hence the basic elements for attracting visitors to a destination. Generally, infrastructure has not been included in empirical works because it is expected to be available at a destination and has not been promoted as an attraction factor. Smith (1994), and Goeldner et al.,(2000) provide a good theoretical treatment of the role of service infrastructure in creating a sport tourism product experience. Akal (2010) also recognizes the importance of infrastructure, more specifically transport as an essential component of successful sport tourism development in that it induces the creation of new attractions and the growth of existing ones. Laurent and Kapferer(1985)asserts that infrastructure is a big part of the sport tourist equation. For instance it is posited that the transport system is responsible for connecting sport tourismgenerating regions to sport tourism-destination regions as well as providing transport within the destination. It should be easy to get to and around in destinations (Akal, 2010). Inhabitants of developed countries, from where the majority of sport tourists originate, are used to modern transport infrastructure that enables high quality service. These tourists prefer to maintain essentially the same comforts as at home while traveling (Cohen, 1979; Mo, Howard and Havitz, 1993). In fact, Mo, Howard and Havitz (1993), using survey methodology, find that sport tourists prefer to travel to countries that have the same infrastructures as in their home country. Laurent and Kapferer (1985) argued that if the ability of tourists to travel to preferred destinations is inhibited by inefficiencies in the transport system such as uncompetitive prices or lengthy and uncomfortable journey, the likelihood that they will seek alternative

destinations may increase. In view of the above we hypothesized that there is correlation between sport tourism and infrastructure development.

H₄ Sport tourism has a positive and significant relationship with infrastructure development in Okpekpe community, Edo State.

The Proposed Model: Perceived Economic Impact of Sport Tourism on the Host Community

In view of the literature reviewed above, including the hypothesis proposed, the current study thus, proposed a model capable of explaining the perceived economic impact of sport tourism on the host community with emphasis on Okpekpe community in Edo State, Nigeria. The model is depicted in Figure

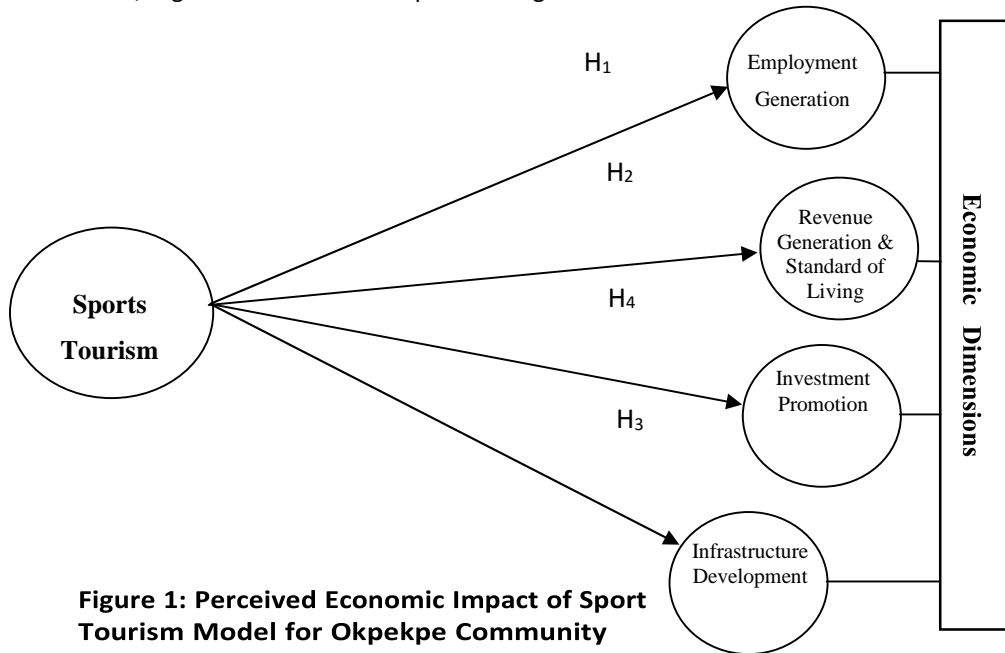


Figure 1: Perceived Economic Impact of Sport Tourism Model for Okpekpe Community

1.

The proposed conceptual model as shown in Figure 1 explains the relationships between the independent variable and dependent variables. The independent variable is the sport tourism while the dependent variable is economic factor. For the purpose of this study, we then measured economic factors based on four variables, which include employment generation, income provision and standard of living, investment promotion and infrastructure development to determine how each of the factors has been influenced by the independent variable (i.e. Sport tourism) in Okpekpe community in Edo State.

Research Methodology

In line with the philosophy of critical rationalism and positivistic assumptions, a non-experimental design (survey) was applied in this study. Survey research provides a quantitative or numerical description of trends, attitudes, or opinions

of a population by studying a sample of that population (Creswell, 2010). The population of this study includes 510 households spread across 14 streets in Okpekpe community, Edo State. This implies that the study focused on about 3,155 inhabitants of Okpekpe community as estimated by the 2006 census of national population commission (NPC). Since it is practically impossible to compile a list of all the 3,155 inhabitants of Okpekpe, a multistage sampling (Clustering) method was adopted for the study (Babbie, 2007).

In stage one, the researcher acknowledged the number of streets in Okpekpe community hence, a total of fourteen (14) streets which include Obe new site, Ivoke central, Agbige, Okiode, Ofwokha, Ogwoagbige, Ufuodobobo, Ufuodikpotso, Unodighegbe, Otsatsa, Okugi, Ofomhe, Ikpoba, and Geri were serially numbered 1-14. In stage two, the first street on the list were automatically picked while others were picked at an interval of two (2) thus, about seven (7) streets which include Obe new site, Agbige, Ofwokha, Ufuodobobo, Unodighegbe, Okugi, and Ikpoba were picked. This is necessary to give all the streets in the community equal chances of being picked (Creswell, 2010). In stage three, the researcher administered two questionnaires each per household and about seventeen (17) households were covered within each street of an average of thirty four (34) households. This implies that 17 selected household out of the 34 households per street were selected at an interval of 2. Therefore, a total of thirty (34) questionnaires were administered per street; hence, two hundred and thirty eight (238) questionnaires were administered in all the seven (7) selected streets in Okpekpe community under study.

The instrument used in this research survey is a set of questionnaires that was adapted from previous research by one of the authors on the "Perceived impact of tourism on economy of Ekiti State" (Bello et al., 2014). The questionnaire was modified to measure employment generation, revenue generation and standard of living, investment promotion, and infrastructure development. The original instrument consists of 11 items: the core dimension of employment generation consisted of three items; revenue generation and standard of living three items; investment promotion three items; and infrastructure development three items on a five-point scale using different adjectives or behavioral descriptors. For the purpose of this study, the modification was 25 items of four dimensions that measure economic development. Each item is measured on a 5 point Likert scale, with 1 representing strongly disagree and 5 representing strongly agree. Multiple regression was adopted for the analysis of data collected, and the results are as follow.

Results and Discussion

Psychometric test of the four dimensions of economy was done, and the results of the reliability coefficient of individual items met the threshold Cronbach's alpha (α) value $>.5$ (Pallant, 2010). Hence, employment generation (EMG) is 0.501; revenue generation (RGS), 0.561; investment promotion (INP), 0.624, and infrastructural development (IND), 0.615. This suggests that all the items measure

underlying dimensions consistently (Coakes et al., 2009). The composite reliability score for aggregate dimensions of economic development(SPT) is 0.608.

Results of Percentage Item Analysis of the Independent and Dependent Variables

Table 2 shows the mean score of the items that were used to gather information from respondents concerning the measures of sport tourism.

Table 2: Percentage Item Analysis of the Concept of Sport Tourism in Respect of Okpepe

Sport Tourism	SA (%)	A (%)	N (%)	D (%)	SD (%)
Sport tourism is primarily motivated by the quest for sport	0.6	48.4	25.9	3.8	21.1
Participants in sport tourism engage in sport activities	29.4	38.1	24.4	6.9	-
Sport tourism is an economic activity that provides both direct expenditures to the host region.	0.3	40.0	25.0	3.8	4.0

SA=Strongly Agree, A=Agree, N=None, D=Disagree, SD=strongly disagree Source (Authors Computation, 2017).

The survey was developed to obtain feedback from respondents regarding the measures of sport tourism in respect of Okpeke Community. Table 4.3 reveals that items with high scores fall under the Likert scale (Agree); hence, the statement "Sport tourism is primarily motivated by the quest for sport" has the highest percentage of 48.4%, followed by item with the statement "Sport tourism is an economic activity that provides both direct expenditures to the host region" (40.0%), and item with statement "Participants in sport tourism engage in sport activities (38.1%). The result implies that greater percentage of Okpeke people agrees to the contribution of sport tourism.

Table 3: Percentage Item Analysis of Extent of Employment Generation Capacity of Sport Tourism in Okpeke

Employment Generation	SA (%)	A (%)	N (%)	D (%)	SD (%)
Sport tourism provides direct employment opportunities.	0.6	42.2	24.7	6.3	26.3
Sport tourism encourages entrepreneurs drive among locals.	0.9	44.1	25.6	2.5	26.9
Induced employment is created as local residents re-spend additional money earned through sport tourism.	0.6	40.9	24.7	5.3	28.4
Sport tourism creates jobssatisfaction for resident.	0.9	41.3	24.7	6.3	26.9
Sport tourism promotes multiplier effect for local business.	0.3	40.0	25.3	8.4	25.9
Sport tourism provides indirect employment opportunities.	0.6	43.8	24.1	8.1	23.4

SA=Strongly Agree, A=Agree, N=None, D=Disagree, SD=strongly disagree Source (Authors Computation, 2017).

Table 3 indicates that item with statement “Sport tourism encourages entrepreneurial drive among the locals in Okpekpe community” has the highest percentage of 44.1%, followed by the statement “Sport tourism provides indirect employment opportunities for the locals in the community” (43.8%). Item with the statement “Sport tourism provides direct employment opportunities for the locals in Okpekpe community” has (42.2%), and item with the statement “Sport tourism creates job satisfaction for resident of Okpekpe community” (41.3%). The results of other items are as follow: “Induced employment is created as local residents re-spend additional money earned through sport tourism” (40.9%), and “Sport tourism promotes multiplier effect for local business at Okpekpe community” (40.0%). The responses to each of the statements fall under the Likert scale (Agree). Impliedly, the respondents believed that sport tourism generates employment in Okpekpe community.

Table4: Percentage Item Analysis of Revenue Generation Capacity of Sport Tourism in Okpepe

Revenue Generation and Standard of Living	SA (%)	A (%)	N (%)	D (%)	SD (%)
Income multiplier of the locals in Okpekpe community is boosted due to tourist expenditure.	0.6	35.6	20.9	6.9	30.0
Local business turnover receives a boost due to tourist’s expenditure in Okpekpe community.	0.6	41.6	25.0	5.0	27.8
Import multiplier of local goods and services in Okpekpe community is created and enhanced due to sport tourism.	0.6	27.2	31.9	3.4	26.9
Tourist expenditure through sport tourism enhances output multiplier of the locals in Okpekpe community.	0.6	43.4	26.9	6.6	22.5
The quality of life of the locals in Okpekpe community generally improves due to sport tourism.	-	37.2	26.9	7.8	28.0
The quality of health and welfare of residents of Okpekpe community changes due to the impacts of sport tourism.	0.9	41.9	23.4	7.2	26.6

SA=Strongly Agree, A=Agree, N=None, D=Disagree, SD=strongly disagree Source (Authors Computation, 2017).

Table 4 shows the response of participants on revenue generation capacity of Sport Tourism in Okpeke community. The result shows that the statement "Tourist expenditure through sport tourism enhances output multiplier of the locals in Okpeke community" constitutes the highest percentage (43.4%), while item with statement "The quality of health and welfare of residents of Okpeke community changes due to the impacts of sport tourism" represents 41.9%, followed by the item "Local business turnover receives a boost due to tourist's expenditure in Okpeke community" (41.6%) and item "The quality of life of the locals in Okpeke community generally improves due to sport tourism" (37.29%). The statement "Income multiplier of the locals in Okpeke community is boosted due to tourist expenditure" has 35.6%. The result further shows that most of the responses with high score fall under the Likert scale (Agree). However, the statement "Import multiplier of local goods and services in Okpeke community is created and enhanced due to sport tourism" falls under the Likert scale (Strongly disagree). The above findings imply that majority of the participants in the study area recognize that sport tourism is a source of revenue generation and improvement in the standard of living of the people of Okpeke community.

Table 5: Percentage Item Analysis of Investment Promotion Capacity of Sport Tourism in Okpeke Community

Investment Promotion	SA (%)	A (%)	N (%)	D (%)	SD (%)
Sport tourism attracts direct foreign investment to Okpeke	0.6	42.2	24.7	5.9	26.6
Sport tourism facilitates economic development in Okpeke	0.9	45.6	22.5	5.9	25.0
Sport tourism brings investment to the local economy and facilitates infrastructural development.	0.9	41.9	23.4	5.3	28.4
Sport tourism enhances investment opportunities in Okpeke	1.3	40.3	24.4	7.8	26.3
Sport tourism activates brand image of Okpeke to outside world	1.3	45.9	22.2	7.2	23.1
Sport tourism enhances demand for landed assets in Okpeke	0.6	43.4	23.4	5.6	26.9
Small scale business that support sport tourism is enhanced.	-	40.0	25.9	8.1	25.9

SA=Strongly Agree, A=Agree, N=None, D=Disagree, SD=strongly disagree Source (Authors Computation, 2017).

Table 5 shows information from respondents regarding investment promotion capacity of Sport Tourism in respect of Okpeke community. The result of the analysis found that the statement "Sport tourism activates brand image of Okpeke community to outside world" constitutes the highest percentage (45.9%), followed by item with statement "Sport tourism facilitates economic

development in Okpeke community” (45.6%), and item with statement “Sport tourism in Okpeke community enhances demand for land and landed assets” 43.4%. It was also revealed that item with statement “Sport tourism attracts direct foreign investment to Okpeke community” has 42.2%. Other items with the statement “Sport tourism enhances investment opportunities domicile in Okpeke community” and “Small scale business enterprise that support quality sport tourism development is enhanced” represents 41.9%, and 40.0% respectively. All the responses fall under the Likert scale (Agree). The findings show that majority of the people felt that sport tourism plays a major role in investment promotion.

Table 6: Percentage Item Analysis of Infrastructural Development Capacity of Sport Tourism in Okpepe

Infrastructural Development	SA (%)	A (%)	N (%)	D (%)	SD (%)
Sport tourism facilitates social and cultural infrastructure development among the locals in Okpeke community.	0.3	35.6	28.8	9.7	25.6
Local transportation infrastructure is enhanced due to tourist arrival and expenditure in Okpeke community.	-	40.6	23.4	8.1	27.8
Sport tourist industries are socially responsible to the locals and the host communities.	0.6	40.3	25.3	7.5	26.2
Sport tourism brings about positive present and future conditions of the environment.	-	69.4	16.9	0.3	13.4
Sport tourism offers new social opportunities for local residents.	31.3	28.4	14.7	18.4	7.2
Sport tourism provides essential services that enhance and sustain good living condition in Okpeke community.	31.3	23.4	15.5	20.6	9.1
Sport tourism attracts permanent installations necessary for the support, redeployment and operation of businesses and other social services in Okpeke community.	34.7	8.1	4.7	48.8	3.8

SA=Strongly Agree, A=Agree, N=None, D=Disagree, SD=strongly disagree.
Source (Authors Computation, 2017).

Table 6 presents respondents' perception of Infrastructural Development capacity of Sport Tourism in Okpeke. The result shows that item with statement "Sport tourism brings about positive present and future conditions of the environment" has the highest percentage of 69.4%, followed by the statement "Local transportation infrastructure is enhanced due to tourist arrival and expenditure in Okpeke community" with 40.6%. Item with the statement "Sport tourist industry is socially responsible to the locals and the host communities" has 40.3%, and item with the statement "Sport tourism facilitates social and cultural infrastructure development among the locals in Okpeke community" has 35.6% agree response rating. Other items with statement "Sport tourism offers new social opportunities for local residents" and "Sport tourism provides essential services that enhance and sustain good living condition in Okpeke community" have equal percentages of (31.1%) strongly agree rating. Sport tourism attracts permanent installations necessary for the support, redeployment and operation of businesses and other social services in Okpeke community" has 48.8% disagree rating. Thus, the response to each of the statements, but one, falls under the Likert scale (Agree). Therefore, majority of the people in the community believe that infrastructural development contributes largely to the economic impact of sport tourism.

Results of Correlation Analysis of the Sport Tourism and Dimension of Economic Development

The data collected was analyzed using Pearson correlation to determine the relationship between economic dimensions and sport tourism in Okpeke Community. The result is shown in Table 7.

Table 7: Correlations of Sport Tourism and Economic Dimensions

Variables	R	P	Level
Sport Tourism (SPT)	--	--	--
Employment Generation (EMG)	0.367**	0.000	Medium
Revenue Generation and Standard of Living (RGSL)	0.299**	0.000	Small
Investment Promotion (INP)	0.436**	0.048	Medium
Infrastructural Development (IFD)	0.283**	0.024	Small

Source (Authors Computation, 2017).

Table 7 reveals that sports tourism is perceived to have a positive and significant correlation with each of the economic dimensions studied. The results are as follow: employment generation (EMG) ($r = 0.367$; $p = 0.000$), Revenue generation and standard of living (RGSL) ($r = 0.299$; $p = 0.000$), investment promotion (INP) ($r = 0.436$; $p = 0.048$) and infrastructural development (IFD) ($r = 0.283$; $p = 0.024$).

In terms of the strength of the relationship, the results show that employment generation and investment promotion have an intermediate relationship ($r = 0.306$), while revenue generation and infrastructural development have little relationship with sport tourism in the community. Therefore, the alternate hypothesis, which states that there is a significant relationship between economic dimensions and sport tourism in Okpekpe community, was accepted. This suggests that sport tourism promotes employment, investment, revenue generation and infrastructural development in the community.

Table 8: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.611 ^a	.476	-.881	.22084

a. Predictors: (Constant), IND, INP, EMT, RSLG **Source (Authors Computation, 2017).**

Table 8 portrays that the R-square for the model was .476, meaning that perceived economic contribution of sport tourism in the area of employment generation, investment promotion, revenue generation and standard of living and infrastructural development in Okpekpe presented about 47.6% of the variance. The remaining 52.4% was due to other factors and residuals. Also, the multiple R ($R = .611$) revealed a significant high relationship between independent variables (employment generation, investment promotion, and revenue generation and standard of living and infrastructural development) and dependent variable (Sport Tourism).

Table 9: ANOVA^b

Table 9 indicates that F value was significant (F= 0.298, p=.000), implying that the

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.058	4	.015	.298	.861 ^a
	Residual	.098	2	.049		
	Total	.156	6			

a. Predictors: (Constant), IND, INP, EMT, RSGL

a. Dependent Variable: SPT

Source (Authors Computation, 2017).

model was valid. Given the findings, it can be concluded that there was a linear relationship between sport tourism and the indicators of economic development (employment generation, investment promotion, and revenue generation and infrastructural development).

Conclusion and Policy Implications

The results of the study, particularly the perception of the concept of sport tourism, show that the respondents view sport tourism from both the activity and economic perspectives. This is in consonance with the views canvassed by previous literature in which sport tourism is seen first, as an internationally impactful business that traverses such activities as sport, transportation, accommodation, recreation, food and other related services (UNWTO, 2006; Anthony *et al.* 2004); and second, as an activity that entails the movement of persons away from their normal abode for a period of not less than 24 hours for the purpose of sport... (UNWTO, 2006; OECD, 2008; Lew and Mckercher, 2004). The conclusion that we arrived at in view of the above is that there is no stereotyped definition for the term sport tourism. The implication of this for academic research is that the two scholarly definitions of the concept of sport tourism should be employed so as to capture its varying dimensions. The results of analysis of the employment generation capacity of sport tourism in Okpeke community shows that majority of the respondents were of the view that sport tourism encourages entrepreneurial drive, provides both direct and indirect employment opportunities, and creates job satisfaction for residents. This is in tandem with previous studies carried out by Yan and Wall (2003); Madden and Spurr (2000) and Archer and Fletcher (1996). These studies agree that tourism encourages entrepreneurial drive in local residents, and provides job opportunities. The conclusion that could be drawn from this study is that sport tourism supports employment generation. The implication of this for the

Nigerian government and more so, Edo State is that they should encourage the growth of this industry.

The results on revenue generated through sport tourism shows that tourist expenditure enhances output multiplier of the locals, improves the quality of health and welfare of residents, boosts local business turnover, and income multiplier of the locals. These results are in consonance with the reports of Vanhove (2005); and Dwyer *et al.* (2004). The conclusion that could be reached here is that the income generation capacity of local residents in the study area was enhanced through sport tourism events. Therefore, a properly articulated calendar of this event supported by government policies will provide the impetus for its sustenance. Furthermore, the outcome of analysis on investment promotion capacity of sport tourism in the community shows that sport tourism activated brand image of the community, enhanced investment opportunities domiciled in Okpekpe, and supported the growth of small scale business enterprise. The result is in line with reports of Bull (1991); Dwyer and Forsyths (1994). There is therefore the need for aggressive marketing of sporting events in Nigeria, and the provision of amenities that offer an enabling environment for doing business in the host communities.

In addition, the result on sport tourism support for infrastructure development in Okpekpe community shows that sport tourism encourages environmental sustainability, enhances local transportation infrastructure, and facilitates social and cultural infrastructure development. It also enhances and sustains good living condition of the local residents. This result validates the report of Shaw and Williams (2002); and Swarbrooke (1991). The implication of this is that the more the sporting events, the more development in infrastructure experienced in the host community. The hypothesis on correlation analysis revealed that there is a positive and significant relationship between dimensions of economic development and sport tourism in Okpekpe community. Thus, aggressive investment and infrastructural development should immediately be deployed to the area and its surrounding communities to achieve the desire objectives of sport tourism development in Edo State.

References

- Ahmed, Z. U., and Krohn, F. B. (1992). *International Tourism, Marketing and Quality of Life in the Third World: India, a Case in Point*, in Sirgy, M. H meadow, Drahtz, D and Samil, A. C (eds.). *Development in quality of Life Studies in Marketing*, 4, 150-156 g. Blacksburg, Virginia: Academy of Marketing Science.
- Akal, M. (2010). Economic Implications of International Tourism on the Turkish Economy . *Tourismos: An International Multidisciplinary Journal of Tourism*, 5, 131-152.
- Anthony, B., Marcelo, F., Andrew, H., Sarah, J., Neil, K., David, P., Kelvin, V. C. (2004). *Vission 2020; Forcasting International Student Mpbility; A UK Perspective*. England: British Council Department.
- Babbie, E. (2007). *The Practice of Social Research (11th ed.)*. Belmont, CA: Wadsworth/ Thomson.
- Bello, Y. O., Udi, I, O., Bello, M. B & Raja, N. R Y. (2015). *Introduction to Hospitality Management*. Ondo: Grace Excellent Publishers.
- Bhatiah, A. J. (2001). *International Tourism Management*. Uk: Starting PVT Ltd.
- Celik, A.K., Ozcan, S., Topcoglu, A., and Yildirim, K.E. (2013). Effects of the Tourism Industry on the Balance of Payments Deficit. *Anatolia- An International Journal of Tourism and Hospitality Reseach*, 24, 86-90.
- Coakes, S. J., Steed, L., and Ong, C. (2009). *Analysis Without Anguish: SPSS Version 16.0 for Windows*. Australia: John Wiley and Sons Ltd.
- Cohen, E. (1979). A Phenomenology of Tourist Experience. *Sociology*, 13, (1), 170201.
- Creswell, J. W. (2010). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches 3rd (ed)*. . Upper Saddle River, NJ: Merrill.
- Dwyer, L. (2002). *Economic Contribution of Convention Tourism: Conceptual and Empirical Issues in K. Weber and K. Chon (Eds.)*, *Convention Tourism: International Research and Industry Perspectives*. New York: Haworth Hospitality Press.
- Fletcher, D. (2006). Michigan Quality Leadership Lighthouse Award. In J. H. King, *Managing for Quality in the Hospitality Industry* (pp. 103-138). New Jersey: Pearson Education. Inc.
- Huang, R. (2008). Mapping Educational Tourists Experience in the UK: Understanding International Students. *Third World Quarterly*, 1003-1020.
- International Monetary Fund. (2002). *Balance of Payments Statistics Yearbook*. New York: IMF.
- International Sports Press Association. (2010). *Sport Tourism at Heart of Travel*. Retrieved March 14, 2017, from <http://www.aipsmedia.com/index.php?page=news&cod=4432>

- Jackson, G. A. (1986). *Workable, Comprehensive Models of College Choice*. . Washington, D.C.: Spencer Foundation Chicago: Carnegie Foundation for the Advancement of Teaching: National Institute of Education.
- Jennifer, B., and Thea, C. (2013). *Travel and Tourism Competitiveness Report; Reducing Barriers to Economic Growth and Job Creation*. Geneva: World Economic Forum.
- Laurent, G., and Kapferer, J.N. (1985). Measuring Consumer Involvement Profiles. *Journal of Marketing Research*, 22, 41-53.
- Leung, D., Law, R., Van Hoof, H., and Buhalis, D. (2013). Social media in Tourism and Hospitality: A Literature Review. *Journal of Travel and Marketing*, 30, (1), 3-22.
- Lew, A. A., and Mckercher, B. (2004). *Flows and the Spatial Distribution of Tourists, Williams Edition*. UK: Lew, C. M. Hall.
- Mo, C., Howard, D.R., & Havitz, M.E. (1993). Testing on International Tourist Role Typology. *Annals of Tourism Research*, 20, (2), 319-35.
- Naido, V. (2007). Research on the Flow of International students to UK Universities: Determinants and Implications. *Journal of Research in International Education*, 6, (3) 287-307.
- National Association of Sports Commission. (2016). *Sport Tourism: A State of the Industry Report*. USA: Ohio University.
- Okoli, C. I. (2001). *Tourism Development and Management in Nigeria*. Enugu : Jee Communication.
- Organisation for Economic Co-operation and Development. (2008). *Higher Education to 2030: What Futures for Quality Access in the Era of Globalisation*. Paris: OECD.
- Pitchford, J. (1990). *Australia's Foreign Debt: Myths and Realities*. Sydney: Allen and Unwin.
- Rayner, L., and Easthope, G. (2001). Postmodern Consumption and Alternative Medications. *Journal of Sociology*, 37, (2), 157-178.
- Ritchie, B., Carr, N., and Cooper, C. (2003). *Managing Educational Tourism*. Clevedon: Channel View Publications.
- Runyon, K. E. (1980). *Consumer Behaviour and the Practice of Marketing (2nd ed.)*. Columbus: Charles E. Merrill Publishing Company.
- Sharpley, R. (2001). *Tourism, Tourists and Society*. ELM: Huntingdon.
- Smith, V. (1977). *Host and Guests: The Anthropology of Tourism*. Philadelphia: University of Pennsylvania.
- Sport Market Intelligence. (2016). *Global Sport Impact Report*. London: Sportcal.
- Thomas, J., and Thomas, B. (1992). *Choice and Demand in Tourism*. U.K: Mansell Publishing.
- United World Tourism Organisation (UNWTO). (2006). *Tourism Highlights 2nd (Ed.)*. Retrieved December 12, 2012, from www.unwto.org/facts/menu

- UNWTO. (1963). Cited in *Organisation of Economic Cooperation and Development (OECD), (1974) Tourism policy and International Tourism in Member Countries*. Paris: OECD.
- Wall, G., and Mathiesom, A. (2006). *Tourism: Change, Impacts and Opportunities*. New York: Pearson Prentice Hall.
- World Economic Forum. (2013). *The Travel and Tourism Competitive Report: Reducing Barriers to Economic Growth and Job Creation*. Geneva: World Travel and Tourism Council.
- World Tourism Organization. (2014). *UNWTO World Tourism Barometer*. Retrieved February 16, 2014, from Madrid: UNWTO: <http://www.unwto.org/facts/eng/barometer.htm>.
- Yan, M., & Wall, G. (2002). Economic Perspectives on Tourism in China . *Tourism and Hospitality Research*, 3, (3), 257-275.