

Responsible Tourism And Pro-Environmental Behaviour Of Participants At NIPOGA 2014: A Study Of Participants From Lagos State Polytechnic

Fashakin J.F.

Olorunfemi, A.A.

Hospitality management Technology Department, Lagos
State Polytechnic, Ikorodu, Lagos State, Nigeria

Hassan, T.I.

Agricultural Extension and Management, Yaba College of
Technology, Yaba, Lagos State, Nigeria

Abstract: The objective of this study is to explore the concept of Responsible Tourism and Pro-environmental behavior of participants at 2014 Nigerian Polytechnic Games (NIPOGA). Contingents of Lagos State Polytechnic were chosen for this study. A total of 109 structured questionnaire were successfully administered. The result of the study shows that respondents did not understand the concept of responsible tourism except for few officials; NIPOGA has a positive impact on the economy of the host community. It was also reported that the games have a positive impact on the socio-cultural and environmental aspect of the host community. The study recommends that NIPOGA Governing council should include campaign on responsible tourism and pro environmental behaviour in the games' policy, also ensure proper host community participation in the programme.

Keywords: Responsible, tourism, NIPOGA, Pro-environmental, behaviour.

I. INTRODUCTION

According to the Cape Town Declaration, (2002), Responsible Tourism is an approach to the management of tourism, aimed at maximizing economic, social and environmental benefits and minimizing costs to destinations. Simply, Responsible tourism is tourism 'that creates better places for people to live in, and better places to visit'. A responsible approach aims to achieve the triple bottom i.e. Economic Growth, Environmental Integrity and Social Justice (www.capetown.gov.za). The distinguishing characteristics of the approach are the focus on the responsibility of the role players in the tourism sector, and destination in general, to make action to achieve sustainable tourism development. Responsible Tourism takes many forms, which different destinations and stakeholders will have different priorities, and that local policies and guidelines will need to be developed through multi-stakeholder processes to develop responsible tourism in destinations (www.hss.de).

Pro-Environmental Behavior on the other hand can be defined as the action of an individual or group that advocates the sustainable or diminished use of natural resources. Pro-Environmental Behavior is such behavior which is generally judged in the context of the considered society as a protective way of environmental behavior or a tribute to the healthy environment. Pro-environment behavior that provides a more accurate assessment of their future actions. Most cases of environmental behavior can be based on the knowledge of environmental science or ecology, according to their impact on the environment, and labeled as environmentally friendly or unfriendly, (Krajhanzl, 2010).

Nigeria Polytechnic Games Association (NIPOGA) was inaugurated in 1976, and The Polytechnic Ibadan hosted the maiden edition. The objectives of the association are to foster national unity and cohesion, mutual understanding and better exchange of academic ideas among students and the officials from various Nigeria polytechnics. NIPOGA comprises of various Polytechnics in Nigeria who came together as a bid to bring national unity through sports. The association is headed

by president who is usually the rector of the hosting institution, also the technical members are chosen randomly from various member institutions.

NIPOGA sports programme consist of fifteen sports, which are athletics, swimming, basketball, badminton, judo, squash, table, tennis, handball, hockey, chess, taekwondo, scrabble, volleyball and football. To participate in the games, the intending institution must first be affiliated with NIPOGA, then apply for membership, after which recommendation to the board is made. If the application is ratified, the intending institution observes for one game year and then proceeds to participate fully in the next game year.

The decision, on which institution hosts the games, is taken by the governing council through a bidding process, followed by facility inspection and payment of a stated sum of money. Funding is supported by the federal government, state governments, corporate bodies and the participating institutions. During each edition, NIPOGA encourages each organizing committee to organize a cultural programme of national interest and feature march past by participating institutions, cultural dance showcasing tribal groups in the nation especially from the six geo-political zones.

NIPOGA has held many editions of the games, the sixteenth edition was held at the Federal polytechnic, Ede in 2012 almost 3000 athletes and 500 officials representing 50 polytechnics took part in the 16th edition. Federal polytechnic, Bida hosted the 17th edition in 2014 at Bida, Niger state.

ECONOMIC IMPACTS OF SPORT TOURISM

A range of previous economic impact studies in disparate disciplines to present an overview of the economic impacts of the sport-tourism link in the UK, stating that their study intended to be 'indicative of the overall economic impact because of the inconsistent and invariably incompatible nature of the available data'. Their 'conservative' estimate for the overall value of sports tourism in the UK was an overall value of over £2.5 billion annually (Weed & Bull, 2004,).

Lee (as cited in Weed & Bull, 2004,) refers to the 'immense' economic impact of outbound golf and ski tourism from Japan that is stimulating aggressive promotion by many operators in this market.

Higgins (2000) claims that previous economic analyses underestimated the contribution of outdoor recreation to the Scottish economy. He claims that at least £600–800 million of Scotland's tourist income is derived from outdoor recreation.

According to Gary and Associates (2001), a number of previous studies analyzed some series of sport events and assessed their economic impact on local communities. The findings of these studies are as follows:

- ✓ In Bunbury WA a regional sports games in 1985 resulted in visitors spending \$390,000 in the local community.
- ✓ Regional games conducted in Hamilton Victoria in 1990 resulted in visitors spending \$300,000 in the local community".

Moreover, the findings of these studies indicated that the following issues need to be taken into consideration, as followed:

- ✓ Small events will boost the local economy if visitors come from outside the region, especially from outside the State.
- ✓ Careful planning is essential to ensure that adequate accommodation and facilities will be available when required.
- ✓ Planning is essential so that potential visitors have time to make suitable arrangements to enable them to participate.
- ✓ Be wary of big attraction events that may require a large proportion of the proceeds to go to the outside organizers and hence the local community loses.
- ✓ Events that attract supporters will add to the visitor numbers. Masters Events are

Despite the negative aspects of sports tourism, its positive impact on the regional economy is too great to be ignored. Therefore, plans for a sport tourism industry are undertaken by governments all over the world. Increase in tourism and tourism activities within a region that achieve a sport tourism industry leads to an inevitable amount of increased monetary. Thus, it can be said that "the economic factors, improvements in infrastructure and the development of sports programs convince political elites to pursue sporting spectacles (essaybook, 2010). Sport tourism has greatly increased the economic capacity of regional economies. Depending on the size of the sporting spectacle, regional economies can receive large amounts of money. That is why many politicians see sports tourism events as 'money grabbers' the influx of money is considerable and such political elites show a growing interest in sporting activities (Esaybloge, 2010).

SOCIO-CULTURAL IMPACT OF SPORT TOURISM

Higham and Hinch (2009) remarked that Huizinga is one of the first researchers to highlight the connection between sport and culture with his suggestion that culture is rooted in play, and also sport as a manifestation of local and global culture. They also remarked that sport is a powerful tourist attraction the culture dimension (Higham & Hinch, 2009). Higham & Hinch, (2009) states sport tends to become a cultural experience not only in terms of sport as a manifestation of culture but also in collective behavior of fans from different regions, countries and continents. Sport fits nicely under Leiper's framework of a tourist attraction, which he defines as a system comprising of three elements: a tourist or human element, a nucleus or central element, and a marker or informative element Yusof, *et al.*, (2009). A tourist attraction comes into existence when the three elements are connected. (Weed, 2007) argues that "sports are not natural forms of movement but rather form part of a cultural landscape. Even sports that take place in supposedly natural environments actually take place in environments that are subject to cultural modification. Golf courses that are designed, maintained and used by humans become a part of a cultural landscape.

ENVIRONMENTAL IMPACT OF SPORT TOURISM

Sport has a negative impact on the environment because sporting events endanger animal and plant species by destroying their natural habitats. According to Otto & Heath,

(2009) the United Nation Environment Programmer identified the main environmental impact by hosting sport events for pollution from liquid spills, noise and light pollutions, consumption of nonrenewable sources the creation of greenhouse gasses and from spectators waste and sewage plants. Otto & Heath (2009) say the tourism industry is making a significant contribution to climate change through the direct consumptions of large quantities of energy and increasing the level of CO₂ emission.

Nigeria Polytechnic Games (NIPOGA) is an event where participant experience a unique tourism, this game involves participants travelling to a new destination away from their homes to participate in outdoor and indoor games, it is important that resources at the destination are sustained and conserved. It is not certain if the Games body have a policy on responsible tourism and pro-environmental behavior to guide all level of participants at the games, if there is any, the extent to which these policies have incorporated sustainable tourism frameworks remains unexplored, as well as the extent to which responsible tourism have been applied and monitored, is not yet known. In a preliminary study regarding the environmental behavior of Greeks identified that individuals participating in physical activities in outdoor sport centers and parks reported more environmentally responsible behavior, (Zafeiroudi and Hatzigeorgiadis, 2012)

This study concerns Responsible Tourism and Pro-environmental Behavior of participants at the Nigerian Polytechnic Games. It attempts to verify the extent to which participants at the games understand the concept of Responsible tourism and Pro-Environmental Behavior. It attempts to ascertain the extent to which the organizers have adopted responsible tourism practices, and also tries to understand the constraints to tourism development for future efficient planning of the games.

RESEARCH HYPOTHESIS

H1: NIPOGA has no positive impact on socio-cultural, economic and environmental aspect of Tourism development

H2: There is no significant relationship between Respondents socio-economic characteristics and concept of Responsible Tourism and Pro Environmental Behaviour.

II. METHODOLOGY

The Design adopted in this thesis is non-experimental with a descriptive design. The reason for using this design is that this describes relationships between variables and it does not include any treatment or control group. Another reason for using this design is that there is a need for more information about a current state of a phenomenon, which in this case are the characteristics of tourist on Responsible Tourism and pro-environment behaviour.

The sample technique used for this study is Non-probability Sampling, it involves the purposive selection of Lagos State Polytechnic contingents due to easy access and also Lagos State Polytechnic contingents were the winner at the last edition hosted by Federal Polytechnic, Ede. 122 structured questionnaires were sent to the contingents; out of

which 109 were returned. However, out of the 109 respondents, 11 were officials and 98, athletes.

The Questionnaire used in this study is divided into two sections; Section 1, consisting of 5 questions, are to determine the demographic characteristics of the respondents, section 2, consisting of 9 questions items to measure the awareness of the respondents on Responsible Tourism and pro environmental behaviour. Summated scales (or Likert-type scales) are developed by utilizing the item analysis approach wherein a particular item is evaluated on the basis of how well it discriminates between those persons whose total score is high and those whose score is low. Those items or statements that best meet this sort of discrimination test are included in the final instrument, (Kothari, 2004).

The data were organised and analysed by Statistical Package for Social Science (SPSS) software. Descriptive statistics, such as frequency, mean and standard deviation are used to analyse objective 1, 2, 3 and 4. T-test analysis was used to determine the relationships among variables and performed tests of statistical significance, based on the research hypothesis.

III. RESULT AND DISCUSSION

SOCIO-ECONOMIC CHARACTERISTICS OF RESPONDENTS AT 2014 NIPOGA

Table 1 below indicates that 65.1% of the respondents are male while the remaining 34.9% are female. This implies that male participate mostly at 2014 Nigeria Polytechnic Games. 72.5% of the respondents that participates at 2014 NIPOGA were between 16-20 years of age, 20.2 % are of 20-25 years, 1.8% of the respondents were 25-30 years and 5.55% are 30-45. This revealed that Nigeria Polytechnic Games is meant for the youths. Also, all the participants at the 2014 NIPOGA are Nigerians; this implies that NIPOGA is mainly for the development of sport in Nigerian.

The study reveals that 61.5% of the respondents have completed their SSCE, 31.2% National Diploma, 6.4% HND/Bsc and 0.9% has Msc/PhD, and this implies that students at the National Diploma and Higher Diploma were the most active participants at the 2014 NIPOGA. The result above shows that 92.7% of the respondents are athletes while the remaining 7.3% are officials. This revealed that majority of the respondents are athletes.

Finally, 2.75% of the respondent chooses budget hotel, 7.33% guest house, 25.69% camp house and 64.22% stays at the hosting institution hostel, and this implies that most of the participants at the games stays at low income accommodation throughout the duration of 2014 NIPOGA.

ENVIRONMENTAL BEST PRACTICE IN CHOOSING ACCOMMODATION DURING 2014 NIPOGA

Table 2 shows that 50.5% of the respondents believe the chosen accommodation recommends showering instead of bathing, while 49.5% says they did not recommend showering; this implies that the chosen accommodation made use of best practice in the aspect conserving water.

Table 3 shows that all respondents don't know if the chosen accommodation uses energy saving bulb (LED) throughout the establishment.

Table 4 indicates that the chosen accommodation don't have green building standard like natural lighting and cooling.

Table 5 indicates that the chosen accommodation don't have any promotional activity for green behaviour as all respondents did not know if green behaviour promotion is in existence.

Table 6 shows that 49.5% says that the chosen accommodation at 2014 NIPOGA are using local labour, while 50.5% says most labour are not from the locality of the chosen accommodation, this is an indication that the chosen accommodation are not practicing pro-environmental behaviour.

Table 7 indicates that chosen accommodation are not using green products, as 100% of the participants did not agree to the statement, use of green products.

IMPORTANCE OF ENVIRONMENTAL CONSIDERATION IN CHOOSING ACCOMMODATION DURING GAMES

From table 8, 79% very unimportant, 13.8% unimportant, 12.8% neutral and 0.9% important, with these results it is an indication that the chosen accommodation did consider the importance of environmental best practices.

ENVIRONMENTAL IMPACT OF 2014 NIPOGA

From table 9, the mean score and standard deviation (SD) for each item statement on the opinion of participants on environmental impact of 2014 NIPOGA on host community and participants. The results shows that the participant believed 2014 NIPOGA will allow them to learn more about conservation and taking care of the environment with mean score 3.76, respondent believed that 2014 NIPOGA will not have impact on the environment in the area of high level of energy consumption, solid waste increase noise pollution.

ENVIRONMENTAL-FRIENDLY PRACTICES OF PARTICIPANTS WHILE AT 2014 NIPOGA

Table 10 shows that participants at the 2014 NIPOGA purchase green/fair trade, donate to charities and dispose rubbish carefully during the games, while practices such as conserving water, use of local services, efficient use of energy and support green project are not practiced at 2014 NIPOGA.

Variable	Frequency (N=109)	Percentage %
Gender		
Male	71	65.1
Female	38	34.9
Age		
16-20	79	72.5
21-25	22	20.5
26-30	2	1.8
31-45	6	5.5
Nationality		
Nigerian	109	100

Non-Nigerian	0	0
Level Of Education		
S.S.C.E	67	61.5
ND	34	31.2
HND/BSc.	7	6.4
MSc./Phd.	1	0.9
Status of Respondents		
Athletes	101	92.7
Official	8	7.3
Type of Accommodation		
Budget hotel	3	2.75
Guest House	8	7.33
Camp house	28	25.69
Hosting institution	70	64.22

Source: Survey, 2014

Table 1: Socio-economic characteristics of respondents at 2014 NIPOGA

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	55	50.5	50.5	50.5
no	54	49.5	49.5	100.0
Total	109	100.0	100.0	

Source: survey, 2014

Table 2: Recommending showering instead of bathing, no baths

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid dont know	109	100.0	100.0	100.0

Source: survey, 2014

Table 3: Use of LED bulbs throughout establishment

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	109	100.0	100.0	100.0

Source: survey, 2014

Table 4: Green building standards

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid dont know	109	100.0	100.0	100.0

Source: survey, 2014

Table 5: Promoting green behaviour

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	54	49.5	49.5	49.5
No	55	50.5	50.5	100.0
Total	109	100.0	100.0	

Source: survey, 2014

Table 6: Use of local labour

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	109	100.0	100.0	100.0

Source: survey, 2014

Table 7: Use green products

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very unimportant	79	72.5	72.5	72.5
Unimportant	15	13.8	13.8	86.2
Neutral	14	12.8	12.8	99.1

Important	1	.9	.9	100.0
Total	109	100.0	100.0	

Source: field survey, 2014

Table 8: Importance of environmental consideration in choosing accommodation during games

	N	Mean	Std. Deviation
High level of energy consumption	109	.50	.502
Air pollution	109	1.00	.000
Solid waste increases	109	.00	.000
Areas are more polluted	109	1.00	.000
There is an over consumption of water	109	.00	.000
Noise pollution	109	.00	.000
There is land degradation	109	1.00	.000
There is loss of biodiversity	109	1.00	.000
Participants learn more about conservation and taking care of the environment	109	3.76	.769
Valid N (list wise)	109		

Source: survey, 2014

Table 9: Environmental Impact of 2014 NIPOGA

	N	Mean	Std. Deviation
Conserving water	109	.22	.416
Use of water sparingly and efficiently	109	.50	.603
Use establishment that make use of local services and products	109	.60	.493
Use electricity efficiently	109	.38	.487
Purchase green/fair trade products	109	1.28	.563
Support green projects	109	.28	.453
Donate to charities instead of giving money to street beggars	109	1.25	.655
Use public transport such as buses	109	.28	.559
Dispose of rubbish carefully-reduce, recycle and reuse	109	1.20	.717
Others	0		
Valid N (listwise)	0		

Source: survey, 2014

Table 10: Environmental-friendly practices of participants while at 2014 NIPOGA

RESULT OF HYPOTHESES

Ho: There is no significant relationship between Respondents Demographic characteristics and concept of Responsible Tourism and Pro Environmental Behaviour

H1: There is significant relationship between Respondents Demographic characteristics and concept of Responsible Tourism and Pro Environmental Behaviour.

T-TEST ANALYSIS OF THE RESPONDENTS' DEMOGRAPHIC CHARACTERISTICS

The t-test analysis revealed that all null hypotheses were rejected except for the status of participants (i.e. been an official or athletes) at 2014 NIPOA which is accepted as t-value gave 5.186 with critical 1.859 at 0.05 level of probability. The implication of this is that, there is a significant relationship between the status of participant at 2014 NIPOGA and concept of Responsible Tourism and Pro-Environmental Behaviour.

Variable	t-critical	t-value	Decision
Gender of participants at 2014 NIPOGA	1.860	0.187	Rejected
Age of participants at 2014 NIPOGA	1.812	0.0017	Rejected
Education of the participants at 2014 NIPOGA	1.812	0.142	Rejected
Status of participants at 2014 NIPOGA	1.859	5.186	Accept

Ho= Null Hypothesis

Table 11: T-test Analysis of the Respondents' demographic characteristics

ECONOMIC IMPACT OF NIPOGA

Ho: NIPOGA have no positive impact on economic aspect of Tourism development of the host community

H1: NIPOGA have positive impact on Economic aspect of Tourism development of the host community.

This assumption is acceptable within the range of these figures $\alpha = 0.5$, $df = 108$, and 95% certainty level and means that factors that made up the Economic aspect of tourism, are below the predicted levels of 60% optimal answers. *H1* is accepted when compared to *H0*. This implies That NIPOGA has a positive impact on the Economy aspect of the host community.

ONE-SAMPLE STATISTICS

	One-Sample Statistics			
	N	Mean	Std. Deviation	Std. Error Mean
Use establishment that make use of local services and products	109	.60	.493	.047
Purchase green/fair trade products	109	1.28	.563	.054

Table 12: T-test Analysis of Economic impact of NIPOGA

IV. CONCLUSION AND RECOMMENDATION

This study investigated if NIPOGA governing body has incorporated the concept of responsible tourism in their programme. The study also attempted to investigate the extent to which delegates understand and apply the concept of responsible tourism during the games. Findings reveal that NIPOGA have not incorporated the concept of responsible tourism in the policy of the games, the results also indicate that the concept of responsible tourism was not understood by all participants at 2014 NIPOGA except for few officials who indicated that they understand the concept.

Results also indicate that 2014 NIPOGA did not have negative impact on the environment of the host community; the study also reveals that participants learn more about conservation and taking care of the environment. Findings from the study also indicate that 2014 NIPOGA contribute to the host community socially and economically, respondents make use of local services, purchase green/fair-trade also donates to charities during the game.

Results conclude that age, sex and marital status of participants at the 2014 NIPOGA did not influence the environmental behaviour of participant during the games, except for status of respondents during the games i.e. been an athlete or official which influenced the environmental behaviour of the participants.

Cape Town Declaration (2002) has set out policies and strategies for Responsible Tourism, implementations of those policies have been weak. The study reveals that the Organizers of the sporting event did not view the concept of responsible tourism and pro-environmental behavior as a priority and this reflected on the concept of Responsible tourism been absent from the programmes of the games, it may be concluded that the concept of Responsible Tourism and Pro-Environmental Behaviour is not included in the policy of NIPOGA, though few participants are aware of the concept. From the hypothesis tested it was concluded that NIPOGA as a tourism will contribute to the Economy of the host community positively.

The following recommendations are made, which are based on findings and revelations from the research study.

NIPOGA should ensure proper community participation in their programmes. The host should try to apply practical steps in a well-documented manner, which will see host communities at the forefront of responsible tourism issues in their areas.

All participants should play a significant role in enhancing and supporting responsible tourism and pro-environmental behaviour during games.

It is uncertain that NIPOGA governing council are signatory to Cape Town declaration on responsible tourism, the body should form a community that will be saddled with the responsible of participants at every meeting of the body.

NIPOGA governing council should develop proper educational and awareness programs regarding Responsible

Tourism and Pro-Environmental Behaviour. Access to environmental information is important for host communities, and the governing council should ensure that communities are educated and aware of the impact of the game in the community, which could potentially degrade the environment, intimidate livelihoods and endanger health.

For a more credible result, a similar study should be replicated in other sporting events, such as National Sport Festival, Nigerian University Games etc.

REFERENCES

- [1] Essaybook (2010). <http://essaybook.info/story/sport-tourism> [accessed on 22.11.2014]
- [2] Essayblog, (2010). <http://www.essayblog.net/country/sport-tourism.htm> [accessed on 22.11.2014]
- [3] International Conference on Responsible Tourism in Destinations (2002).The Cape Town
- [4] Declaration, Cape Town <http://www.responsibletourismpartnership.org/CapeTown.html>[accessed on 22.12.2014].
- [5] Higham, J. & Hinch, T. (2009). Sport and Tourism: Globalization, Mobility and Identity; Oxford, UK, Butterworth-Heinemann
- [6] Kothari C.R. (2004). Research Methodology: Methods and Techniques. New Age International Limited Publication. 2nd ed. 31-46
- [7] Krajahnzi J. (2010). Environmental and Pro-Environmental Behaviour: School and Health 21, Health Education: International Experiences.
- [8] Otto, I. & Heath, T. E. (2009). The potential contribution of the 2010 Soccer World Cup To climate changes: An exploratory study among tourism industry stakeholders in the Tshwane Metropole of South Africa. *Routledge; Journal of sport & tourism*, (2-3).
- [9] WWW.hss.de/fileadmin/suedostasien/myanmar/download/s/2014/140224-EN-Workshop-in-Hpa-an. Pdf [accessed on 22.12.2014].
- [10] WWW.capetown.gov.za/EN/TOURISM/Pages/ResponsibleTourism.aspx[accessed on 22.12.2014].
- [11] WWW.leadership.ng/news/384762/nipoga-bida-poly-promises-standard-platforms[accessed on 22.12.2014].
- [12] Weed, M. and Bull, C. (2004): Sports tourism: Participants, Policy and providers; 2nd ed. 2009, Oxford, Burlington: Elsevier Butterworth-Heinemann
- [13] Yusof, A. & Omar-Fauzee, S. M. & Shah, M.P. & Geok, K, S. (2009). Exploring Small- Scale Sport Event Tourism in Malaysia: Faculty of Educational Studies University Putra Malaysia; *Research Journal of International Studies - Issue 9 (01):47-58*
- [14] Zafeiroudi, A., & Hatzigeorgiadis, A. (2009). Environmental Concern, Human Behavior and Participation in Outdoor Recreation Activities. *Hellenic Journal of Sport and Recreation Management* 5 (2), 23-40.