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Heritage Tourism: the Back-and-Forth Among Tourists, Sites and Residents

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Abstract: Heritage tourism destinations attract a heterogeneous number of players each with significantly different interests at the expense of residents. Therefore, this study assesses impacts and patronage of heritage tourism sites on the host communities in Osun State, Nigeria. Data for this study was derived through questionnaire administration. Random sampling without replacement was used to select eleven (11) heritage tourism sites in which two hundred and twenty-two (222) questionnaires were administered to the residents. The findings revealed that propelling factors of an influx of tourists to heritage sites are socio-economic (33.06%), service (17.75%), mobility (12.77%) and management (10.78%), and the possible outcomes are both positive and negative, which were further categorized into social, economic and environmental impacts. The implications of this study revealed the prominence of social drawbacks such as an increase in prostitution, traffic congestion, and noise pollution, among others, in the areas accommodating heritage tourism sites, hence working out appropriate policies for proper guidance concerning heritage tourism sites, tourists and residents is highly recommended.

Keywords: tourism, heritage tourism, host community.

JEL code: Z30, Z32, Z38

1. Introduction

Tourism is known to create jobs at various levels that are essential to the growth of the rural and national economy of a country (Ekechukwu, 2010). According to Dimoska (2008), since tourism industry is an important branch representing an average of 80% of the industries in developing countries. However, while these incomes have been claimed to benefit the host residents directly and indirectly, they also generate costs and various economic linkages due to various imports needed to satisfy tourist consumption (De Kadt, 1979). Tourism is a vitally important industry to many regions of the world and forms an important and growing part of the world's economy. There were 1.087 billion international tourists in 2013, generating \$6.6 trillion, which accounted for 9% of the world's GDP and created 260 million jobs (1 in every 11 of the jobs around the world). These were projected to reach 1.561 billion tourists by 2020 and to generate \$10.97 trillion, i.e. 10.3% of the world's GDP, in 2024 (United Nation World Tourism Organization (UNWTO, 2014)). The report of WTTC (2019) revealed the economic impact of global travelling, where tourism accounted for 10.4% of the world's GDP and created 319 million jobs (1 out of every 5 jobs, representing 10% of the global employment) (WTTC, 2019), thus surpassing the projection made by UNWTO in 2014. Despite the contribution and growth of tourism, it also brings negative economic impacts for destinations, such as an increase in prices of real estate property, goods and services, as well as many others. This is revealed in the works of Tatoglu, Erdal, Ozgur, Azakli (2000), Aref *et al* (2009), Marzuki (2009) and Brida, Osti, Faccioli (2011). In a broad context, progress of tourism development contributes to both profits and costs of the local economy as a higher demand from tourists will significantly influence a rise in prices and fees of tourism products and services offered in sites of tourist destinations. Thus, tourism has clearly both social and economic effects on the life of people (Agbabiaka et al., 2017; Peters, Chan and Legerer, 2018).

The rising interest in heritage tourism impact studies was influenced by the fact that heritage tourism development has not only contributed to the positive outcomes, but also potentially presented negative consequences to host residents (Richards, 2000; Dans and González, 2017). Loomis and Walsh (1997) claimed that businesses and public organizations are increasingly interested in the economic impacts of heritage tourism at national, state and local levels. Heritage tourism is thus high on the list of government priorities for various communities

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in Osun State (the center for black culture and international understanding). The one missing piece is statistically valid information on socio-economic impacts of heritage tourism, along with the ecology and the economy of their community. Moreover, there is scanty information that gives any insight into how people view heritage tourism. In view of this, the study will therefore attempt to bring to fore the socio-economic impacts of heritage tourism on the host communities in Osun State.

2. Literature Review

Heritage Tourism encompasses traveling to experience places with artifacts and activities that genuinely represent stories and people of the past. It may include cultural, historic and natural resources (National Trust for Historic Preservation, 2014). It is also expected to include elements of living culture, history and natural history of places, which communities cherish and conserve for the future (Heritage tourism team, 2014). These elements are very specific to a community or region and can contribute to pride, stability, growth, and economic development. The United Nations Educational, Scientific and Cultural Organization (UNESCO) defined cultural heritage as the legacy of physical artefacts and intangible attributes of a group or society that are inherited from past generations, maintained in the present and bestowed for the benefit of future generations. Timothy (2018) and Timothy and Boyd (2006) assert that heritage overlaps with other forms of tourism, such as pilgrimage, religion, and dark tourism. Richness of heritage is a propellant for attraction and enriching visitors' experiences to improve positive words of mouth, decision to revisit and tourism development (Gravari-Barbas, 2018; Muzaini, 2017; Park, 2014).

Cultural heritage constitutes an essential engine for economic development. The possibility to generate income from cultural assets creates employment, reduces poverty, stimulates enterprise development, fosters private investment and generates resources for environmental and cultural conservation. The major measurable economic impacts of heritage include: heritage tourism, cultural industries, jobs and household income, small business incubation, center city revitalization and property values. (Tüzin and Luigi, 2011). Heritage tourism is a multidimensional phenomenon that demands attention. Heritage tourism destinations attract a heterogeneous number of players, each with significantly different interests. In the past, nationalistic narratives functioned in a top-down fashion in order to instill patriotism into the citizenship (Glover, 2008), but the nature of heritage tourism has made the narrative(s) far more

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complicated. Heritage tourism is based on tourist motivations and perception rather than on specific site attributes. Heritage tourism is a subcategory of tourism in which the main motivation for visiting is based on heritage characteristics (Poria et al., 2001 in Lesley et al., 2013). The impacts of heritage tourism are changes (be it environmental, economic or social) in a given state over time as the result of external stimulus (Hall and Lew, 2009).

Studies on the impacts of tourism have shown that the given local population recognize economic and social benefits and costs of tourism with reference to their community and the life of the people (Tomoko and Samuel, 2009). Economic impacts of tourism are categorized into positive and negative. Positive Economic Impact, according to Vilayphone 2010, includes but is not limited to: an increase in foreign exchange income, providing employment opportunities, increase in income, improved living standards, stimulation of growth in the tourism industry and by virtue of this – it triggers an overall economic growth and poverty reduction of the inhabitants. Tourism is commonly used as a tool to stimulate marginal economies and to promote development through jobs and incomes that it can foster. Although not always explicitly stated, it is often hoped that it will reduce hardships through promotion of upward labor mobility (Abby and Geoffrey, 2005). On the other hand, the negative impact of heritage tourism includes: payment of low wages to local employees, compared to imported workmanship, polarization of social classes in the environment, soaring up prices of commodities, discouragement of local production of consumable goods, and increasing housing costs, among others (Tomoko and Samuel, 2009).

The socio-cultural impact is also viewed from both positive and negative perspective; it comes as a result of direct interaction between local residents and visitors (Ogorelc, 2009). DeKadt (1979) suggested that there are three different types of interaction between local residents and visitors: the first occurs when tourists buy goods and services from the local residents, the second – when tourists and residents share the same facility and the third – when tourists and residents meet for a cultural exchange. Archer, Cooper and Ruhanen (2005) drew attention to the fact that differences in nationalities and differences in cultural behavior among visitors and hosts are able to stimulate a great mutual understanding. They further highlighted that tourism can encourage the preservation of ancient cultures and ways of living. The positive social impacts include: an exchange of culture and heritage, maintenance of traditional cultures, improved social welfare, quality of life, improved shopping and increased recreational opportunity. The negative

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social impact comprises damage done to local socio-culture, spreading of foreign fashion, drug abuses, increased crime rates, prostitution, friction between tourists and residents, changes in traditional cultures and hosts' lifestyle (Tomoko and Samuel, 2009).

An array of studies have been carried out on cultural and heritage tourism. Some established the economic impact of tourism on host communities. These studies revealed that heritage tourism has a range of impacts on host destinations and they are usually divided into economic, social, environmental and political impacts (Dimmock and Tiyce, 2001; Allen et al., 2002; Jackson et al., 2005; Tomoko and Samuel, 2009). A number of research undertakings have contributed to tourism development of historical sites/ heritage sites and monuments in existence. The attention of some studies has also been focused on patronage (Omisore and Akande, 2009 and Omisore and Agbabiaka, 2016), conservation and maintenance of cultural heritage sites (Omisore, Ikpo and Oseghale, 2009; Oseghale, Omisore and Gbadegesin, 2014), assessing the environmental, social and economic impacts of tourism, festivals, historical sites and monuments in either urban cities, developed and developing countries, like the USA, the UK, Cyprus, China, Europe and Nigeria (Liu, Sheldon and Var, 1987; Sheldon and Abenoja, 2001; Esu and Arrey, 2009; Ogunberu, 2011; Enemu and Oduntan, 2012, Agbabiaka, 2016). This study essays to tie knots of the impacts as well as patronage of heritage tourism sites on the residents in Osun State.

3. Materials and methods

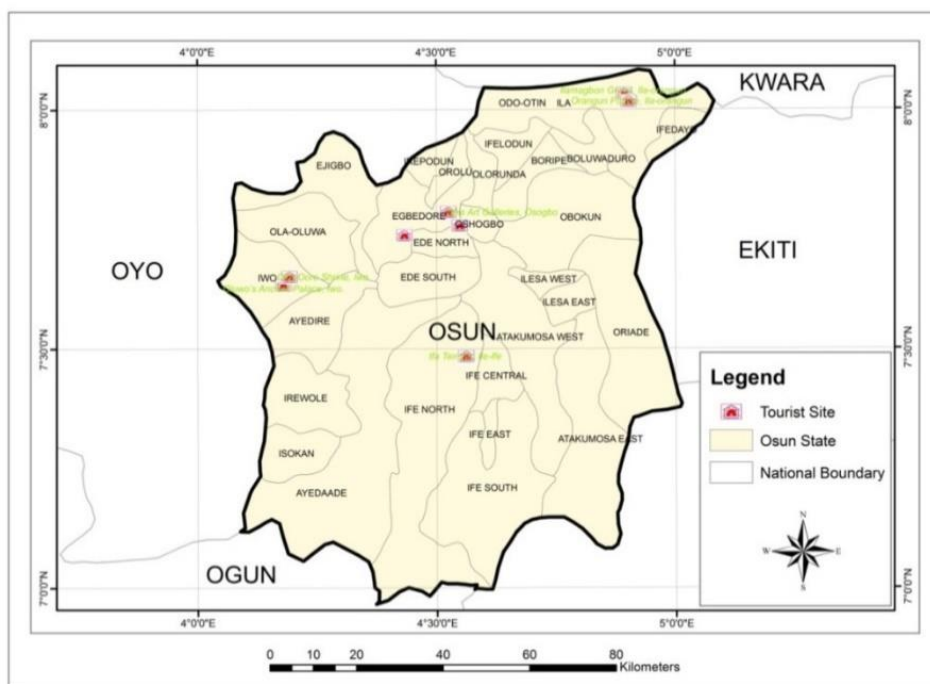
Osun State is blessed with many tourism sites and is the citadel of the Yoruba cultural heritage. There are one hundred and fifty (150) tourism sites spread across the senatorial districts in Osun state. Out of about 150 tourism sites, eighty-eight (88) are classified as cultural/ heritage sites, eleven (11) as ecotourism sites, seventeen (17) as water/beach sites, twenty-five (25) as adventure sites, two (2) as resorts, three (3) as business tourism sites and four (4) as religious sites. Some of the popular ones are the National Museum, Oranmiyan Staff, the Natural History Museum, Obafemi Awolowo University Zoological Garden, Ile-Ase, Yeyemolu and Oduduwa Shrines and Groove, all at Ile-Ife. Others include Osun Osogbo Shrine, which is the venue of the internationally recognized Osun-Osogbo Festival, the Mbari Mbayo Culture Heritage, Idi-Baba Cultural Centre, Adunni Susan Wengers' Centre and Nike Arts Gallery, all in Osogbo, Oluwo Palace and Oke Oore in Iwo, Ilamagbon grove in Ila Orangun. There are also the Olumirin

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Waterfall at Erin-Ijesa, Igbo Sango, Ede and the Ayikunnugba Waterfall at Oke Ila-Oranguna as presented in Figure 1.

Primary data was obtained through administration of a questionnaire to the residents of the host communities, where the heritage tourism sites are located. Buildings within 500 meter radius of the selected heritage sites were surveyed. This range was adopted because it is believed that residents within this radius will feel the impacts of heritage sites more than residents beyond this distance. Information obtained through the use of questionnaire administration includes: socio-economic characteristics of the respondents (age, income, educational background, gender, employment status, etc.), and residents' perception index on impact of heritage tourism sites, patronage footprint and factors influencing patronage of the selected sites in the study area.

Figure 1. Geographical location of selected heritage tourism sites in Osun State



Source: Author's field survey, 2016.

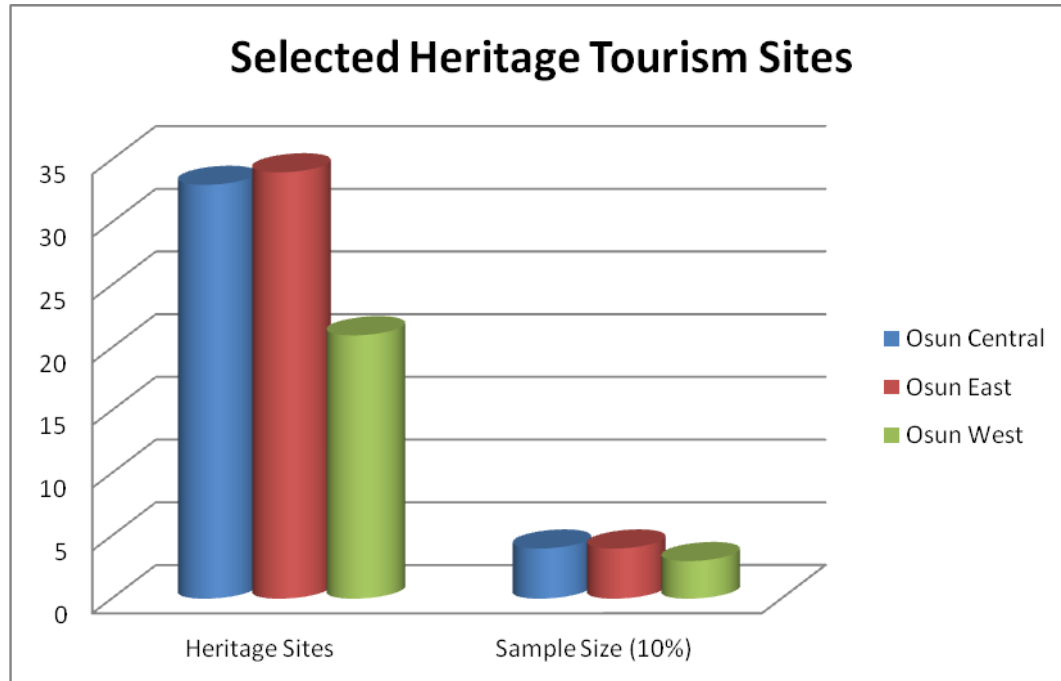
Sampling Procedure

Multistage sampling techniques were used to collect data for the study. The study adopted the statutory stratification of Osun State into the existing 3 senatorial district, namely: Osun Central, Osun East and Osun West. One (1) out of every ten (10) heritage tourism sites (10%) in each

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senatorial district was randomly selected by ballot without replacement, making a total of 11 heritage tourism sites sampled as presented in Figure 2.

Figure 2. Selected heritage tourism sites



Source: Author's field survey, 2016.

Sample frame and Sample Size

Information from Google earth software (2015) revealed that there are 14,299 buildings within 500 meter radius of the 11 selected heritage tourism sites. The first building in each of the host community was selected randomly, while systematic random sampling technique was used to select 1% of the buildings. Still, in Osun East, 3% of the total number of buildings within specified radius were selected because of the concentration of the selected heritage tourism sites. The household's head of each randomly selected building was sampled and in these circumstances, the relevant questionnaire was administered to the male or female household's head and where the household head was not available, the next available male or female adult was selected (see Table 1).

Table 1. Summary of the questionnaire administration

Heritage Tourism Site	Estimated number of buildings in 500 m around the tourism sites	Number of questionnaires to be administered
Ooni's Palace Ile-Ife, Oduduwa Grove Ile-Ife, National Museum Ile-Ife, Ifa Temple, Ile-Ife	2 171	*66(3%)
Nike Art Galleries, Osogbo	1 800	18
Osun-Osogbo Groove, Osogbo.	32	32
Ilamagbon Grove, Ila-orangun	1 721	18
Orangun Palace, Ila-orangun	2 212	23
Oluwo's Ancient Palace, Iwo.	2 170	22
Oke-Oore, Iwo.	2 220	23
Sango Shrine (Ojubo Sango), Ede	1 973	20
Total	14 299	*222

Note:*error due to rounding up
Source: Author's field survey, 2016.

The collected data were analyzed using descriptive and inferential statistics, such as frequency count percentages, cross tabulation, residents' agreement index (RAI) and principal component analysis. The instrument was structured using 5 point Likert scale rating. Strongly Agree – 5, Agree – 4, Neutral – 3, Disagree – 2 and Strongly Disagree – 1. From the rating of the scale, it should be noted that “neutral” is the midpoint of the respondents' responses which could also be termed as “Indifferent” (Agbabiaka, 2016).

To calculate the residents' agreement index of (RAI), the residents/respondents were instructed to rate each variable using one of the five ratings: *strongly agree*, *agree*, *neutral*, *disagree* and *strongly disagree*. Each of this was respectively assigned with a value of 5, 4, 3, 2, and 1. The summation of the weight value (SWV) for each variable is obtained through the addition of the products of the responses for each rating of the variable and their respective weight values. This can be mathematically expressed thus:

$$SWV = \sum_{I=1}^5 X_i Y_i, \quad (1)$$

where: SWV is the summation of weight value,

X_i is the respondents' rating of a particular variable (impact of heritage tourism),

Y_i is the weight value assigned to each variable.

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The residents' agreement index (RAI) for each variable (impact) influence is arrived at by dividing the summation of weight value by the addition of the number of respondents to each of the five ratings. This is expressed mathematically as:

$$RAI = \frac{SWV}{\sum_{i=1}^5 P_i}, \quad (2)$$

where: RAI is the residents' agreement index,

SWV and P_i were defined earlier.

The closer the RAI of a particular variable to 5, the higher the residents' agreement on the particular impact of heritage tourism on the host community. The influence of heritage tourism is categorized under the following three major impacts: social, economic and environmental ones, as presented in Table 2.

Computation of RAI values in Table 2

Column 1: Identified impact of heritage tourism sites in the study area;

Column 2: Number of individual respondents rating each of the impact variables with 5 (Strongly agree);

Column 3: Number of individual respondents rating each of the impact variables with 4 (Agree);

Column 4: Number of individual respondents rating each of the impact variables with 3 (Neutral);

Column 5: Number of individual respondents rating each of the impact variables with 2 (Disagree);

Column 6: Number of individual respondents rating each of the impact variables with 1 (Strongly disagree);

Column 7: Addition of the product of individual respondents rating a particular variable (impact) and their respective weight values. For instance, SWV for "Heritage tourism site has created more jobs" = $(104 \times 5) + (54 \times 4) + (29 \times 3) + (17 \times 2) + (18 \times 1) = 875$;

Column 8: Residents' agreement index equals summation of weight value (SWV) divided by additional of individual respondents rating each variable. For instance, RAI for "Heritage tourism

site has created more jobs" = $875 / (104 + 54 + 29 + 17 + 18) = \frac{875}{222} = 3.94$;

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Column 9: The deviation equals the mean of Residents' Agreement Index for all the 30 variables

subtracted from RAI value for each variable, e.g. $\frac{102.96}{30} = 3.43$, deviation $(RAI - \overline{RAI}) = (3.94 - 3.43) = 0.51$;

Column 10: Square of values in column 9, e.g. $(RAI - \overline{RAI})^2$, $(0.51)^2 = 0.2601$.

4. Results and discussion

This section is divided into two different parts. The first part discusses the social, economic and environmental impacts of the selected heritage tourism sites in the study area, while the second part discusses the patronage pattern and factors influencing patronage of the sites. This offers an insight into what happens within and around a heritage site. Conclusions which are drawn enhance adopting policies to mitigate the negative and improve the positive impacts on host communities, increase attraction and improve patronage of heritage properties.

Residents' Agreement Index on the impact of heritage tourism on host communities

This examines the impact of heritage tourism on the host communities in the study area. This was established using the five point Likerts' Scale rating to determine the residents' agreement index (RAI) in identifying their level of agreement on the impact of heritage tourism on host communities. For this study, 30 possible impacts of heritage tourism were identified. It is believed that the level of residents' agreement on the impact which heritage tourism holds on the host communities was established.

Social impact of heritage tourism

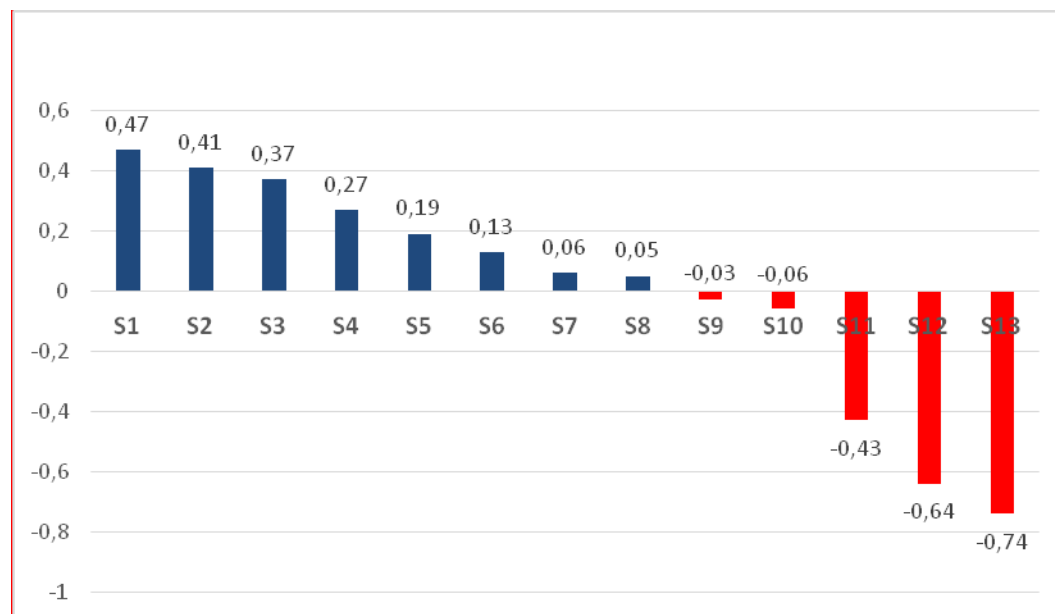
The social impact of heritage tourism sites on the host communities was measured using thirteen indicators as presented in Table 2 and Figure 3. This study considered social interaction, such as willingness to be part of tourism planning (RAI= 4.29, MD= 0.47), willingness to present more of the local culture and events to tourists (RAI= 4.23, MD= 0.41), heritage tourism as a medium of cultural exchange (RAI= 4.19, MD= 0.37), heritage tourism as a medium of cultural identity (RAI= 4.09, MD= 0.27), tourists' willingness to learn about local culture and tradition (RAI= 4.01, MD= 0.19), tourists' interaction in exposing cultural and societal values (RAI= 3.88, MD= 0.06) and tourists' external influence on modernizing the precious local culture (RAI= 3.87, MD= 0.05) as a positive social impact of heritage tourism on the host community, whereas they also

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considered that authority does not support heritage tourism (RAI= 3.79, MD= -0.03), heritage tourism does not enhance local activities (RAI= 3.76, MD= -0.06), sharing accommodation with tourists (RAI= 3.18, MD= -0.64) as a negative social impact of heritage tourism on the host community.

Invariably, the implication of finding out about the social impact of heritage tourism sites is that residents clamor for being part of the planning committee responsible for governing the activities of the heritage site, so as to be able to safeguard the interest of the community, and also acquaint the authority with intricacies and peculiarity of their community cultural and societal values. This will incite the community dwellers to take initiative of accepting activities connected with the heritage tourism sites in the study area.

Figure 3. Social impact of heritage tourism



Source: Author's field survey, 2016

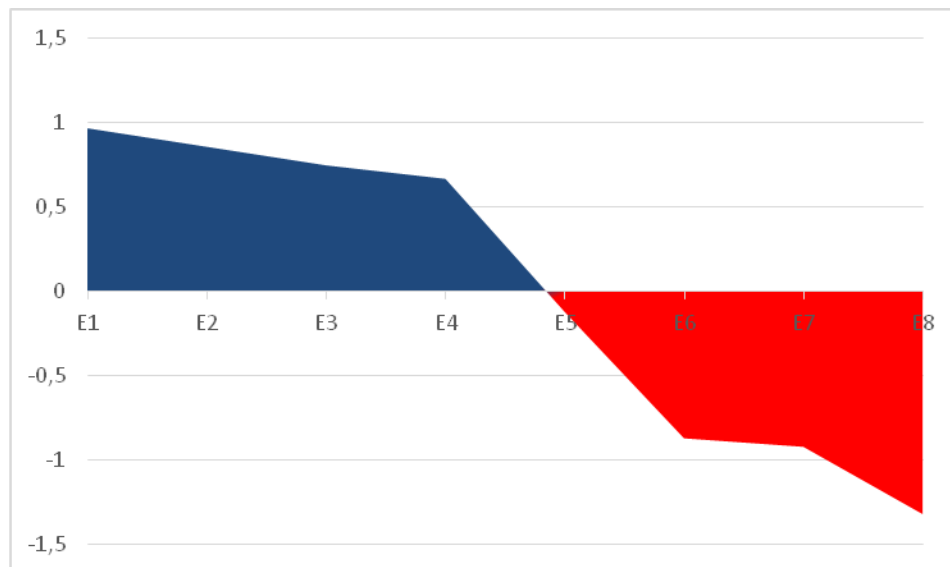
Economic impact of heritage tourism

The economic impacts of heritage tourism sites on the host communities were assessed and evaluated using nine indicators as presented in Table 2 and Figure 4. These indicators were rated by the respondents according to their perception. They considered an increase in prices of goods as a result of the heritage site (RAI=4.05, MD= 0.97), creation of more jobs (RAI=3.94, MD=

0.86), boosting of local economic activities (RAI=3.75, MD= 0.67) as the positive economic impact. On the other hand, they considered inability of the site to attract investment to the locality (RAI=2.96, MD= -0.12), increasing the standard of living as an effect of the heritage tourism sites (RAI=2.21, MD= -0.87), and residents' generating revenues from other industries rather than from the heritage tourism sites (RAI=1.76, MD= -1.32) as negative economic impacts.

The implication of the findings is that economically, residents make more money from small business around the heritage tourism sites. This is an indication that heritage tourism sites as a hub are centripetal forces that attract informal sector activities (Small Business), thereby creating more jobs in their various locations. As a result of the proliferation of small business entities around heritage tourism sites, it considerably increases the standard of living of people and attracts more spending in these locations.

Figure 4. Economic impact of heritage tourism



Source: Author's field survey, 2016.

Environmental impact of heritage tourism

Since heritage tourism sites are localized, it is important to assess the environmental impact of the sites on the local community. The present study considered provision of more parks and recreational facilities for local residents (RAI=2.98, MD= -0.20), improving public facilities (RAI=2.85, MD= -0.33), high standard roads and other facilities (RAI=1.63, MD= -1.55) as the positive environmental impact, while the remaining six environmental impact indicators were

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considered negative environmentally. They are: vandalism as a result of the location of the site (RAI=3.78, MD= 0.60), overcrowding of parks and other public places (RAI=3.73, MD= 0.55), suffering of local residents as a result of influx of tourists (RAI=3.28, MD= 0.10), destruction of natural environment as a result of construction around the site (RAI=3.20, MD= -0.02), and traffic congestion noise and other pollution (RAI=3.19, MD= 0.01) (see Table 2).

The implication of the findings connotes that the location of the heritage tourism sites in the various localities should draw attention to upgrading the infrastructural facilities, such as roads, public facilities and parks or recreational facilities. On the contrary, the locations of those sites are harmful to the environment in terms of vandalism, overcrowding, destruction of natural environment, traffic congestion and pollution.

Table 2. Impacts of heritage tourism on host communities

Indicators	Level of Agreement					SWV	RAI	Mean Deviation		Rank
	SD (1)	D(2)	N(3)	A(4)	SA(5)			$(RAI - \overline{RAI})$	$(RAI - \overline{RAI})^2$	
Social Impact										
S1	20	26	24	62	90	952	4.29	0.47	0.2209	1 st
S2	69	19	11	50	73	936	4.23	0.41	0.1681	2 nd
S3	9	10	23	69	111	929	4.19	0.37	0.1369	3 rd
S4	19	17	12	52	122	907	4.09	0.27	0.0729	4 th
S5	47	43	59	43	30	890	4.01	0.19	0.0361	5 th
S6	18	15	19	78	92	877	3.95	0.13	0.0169	6 th
S7	31	12	9	71	99	861	3.88	0.06	0.0036	7 th
S8	14	15	41	67	85	860	3.87	0.05	0.0025	8 th
S9	8	21	18	43	132	842	3.79	-0.03	0.0009	9 th
S10	22	27	21	65	87	834	3.76	-0.06	0.0036	10 th
S11	37	31	13	69	72	753	3.39	-0.43	0.1849	11 th
S12	52	35	31	51	53	705	3.18	-0.64	0.4096	12 th
S13	17	29	22	61	93	684	3.08	-0.74	0.5476	13 th
Total	363	300	303	781	1139	11030	49.71	$\overline{RAI} = 3.82$		
Economic Impact										
E1	18	15	21	53	115	898	4.05	0.97	0.3844	1 st
E2	18	17	29	54	104	875	3.94	0.86	0.2581	2 nd
E3	17	23	18	47	117	850	3.83	0.75	0.16	3 rd
E4	27	25	11	72	87	833	3.75	0.67	0.1024	4 th
E5	22	66	44	80	10	656	2.96	-0.12	0.2209	5 th
E6	9	61	12	41	15	490	2.21	-0.87	1.4884	6 th
E7	102	50	22	29	19	479	2.16	-0.92	1.6129	7 th
E8	127	62	5	15	13	391	1.76	-1.32	2.7889	8 th

Total	340	319	162	391	480	5472	24.66	$\overline{RAI} = 3.08$		
Environmental Impact										
EN1	112	81	29	-	-	877	3.95	0.77	0.5929	1 st
EN2	27	14	14	55	112	838	3.78	0.6	0.36	2 nd
EN3	41	49	21	48	63	829	3.73	0.55	0.3025	3 rd
EN4	47	29	28	51	67	728	3.28	0.1	0.01	4 th
EN5	25	35	49	54	59	710	3.2	0.02	0.0004	5 th
EN6	39	51	21	49	62	709	3.19	0.01	1E-04	6 th
EN7	21	32	23	55	91	661	2.98	-0.2	0.04	7 th
EN8	18	32	21	62	89	632	2.85	-0.33	0.1089	8 th
EN9	51	45	34	42	50	361	1.63	-1.55	2.4025	9 th
Total	381	368	240	416	593	6345	28.59	$\overline{RAI} = 3.18$		

Source: Author's field survey, 2016.

Note

Social Impact

S1= I am willing to be a part of tourism planning for our community.

S2= I am willing to present more of our culture and events to tourists.

S3= Heritage tourism has resulted in more cultural exchange between tourists and residents.

S4= Heritage tourism has resulted in positive impacts on cultural identity of our community.

S5= Tourists are interested in learning the culture of our community.

S6= High spending tourists have negatively affected our ways of life.

S7= Meeting tourists from other regions is an invaluable experience to better understand their culture and society.

S8= Tourists have changed our precious traditional culture.

S9= The authority should support heritage tourism development.

S10= Heritage sites have enhanced a variety of cultural activities by the local residents.

S11= Heritage tourism has increased prostitution and alcoholism.

S12= I am willing to share my accommodation with tourists visiting our community.

S13= I am willing to see more tourists in our communities.

Economic Impact

E1= The prices of goods and services have increased because of heritage sites.

E2= Heritage site has created more jobs for our community.

E3= The profit from heritage sites is higher than the expenses borne by the residents.

E4= Heritage sites have given economic benefits to local people and small businesses.

E5= Heritage sites have attracted more investment to our community.

E6= Our standard of living has increased considerably because of heritage sites.

E7= Heritage sites have led to more spending in our community.

E8= Revenues from tourism are more important than revenues from other industries.

Environmental Impact

EN1= Heritage tourism has provided an incentive for the restoration of other forms of tourism and for the conservation of natural resources.

EN2= Heritage tourism has led to more vandalism in our community.

EN3= Heritage tourism has resulted in unpleasantly overcrowded parks and other outdoor places in our community.

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EN4= Local residents have suffered from living in a tourism destination area.

EN5= Construction of hotel and other tourist facilities have destroyed the natural environment.

EN6= Heritage tourism activities has resulted in traffic congestion, noise and pollution.

EN7= Provision of more parks and other recreational areas for local residents.

EN8= Improving public facilities.

EN9= Our roads and other public facilities are kept at a high standard.

Patronage pattern of selected heritage tourism sites

This section presents information on the patronage pattern of selected sites in the study area. The findings established that out of the 11 heritage tourism sites chosen for this study, only 2 sites keep a record of patronage, the two being the National Museum and Osun Osogbo Grove and Shrine. The other nine sites such as Ooni's Palace, Oduduwa Grove, Ifa Temple, Nike Art Galleries, Ilamagbon Grove, Orangun Palace, Oluwo's Ancient Palace, Oke-Oore Shrine, Sango Shrine (Ojubo Sango) are shrines and a palace.

Personal visits to these sites gave a clear understanding as to why records of patronage are not kept there: the majority of people in charge of the shrines are aged king's men or priests that are very particular about keeping the secret of their kingdom and oracles. From personal discussions with the attendants in the palace and the shrines it followed that the majority of them did not know the essence of documentation and what they were interested in was merely to take care of the shrine, perform rituals, and do whatever was assigned to them.

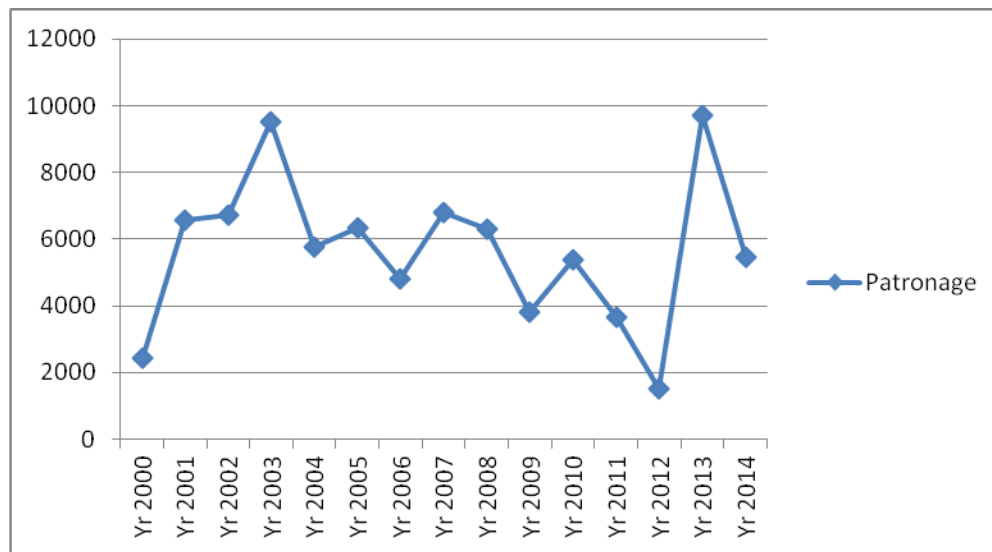
Osun Osogbo grove, as mentioned earlier, is a traditional park with various art works of historical and heritage attributes. This traditional park has turned into the meeting point of people from all over the world on a yearly basis. Osun Osogbo festival is a twelve-day event held once a year at the end of July and the beginning of August. The festival invokes the spirit of the ancestor king and rededicates the present Oba to Osun. The festival held on the yearly basis unvaryingly attracts over 100,000 people to this heritage site. This was revealed by the head of the management of the site in a personal discussion with her.

The National Museum in Ile-Ife is an organized museum with historic artifacts. The records of patrons were kept. However, the available data obtained from the management of the Museum came from the years 2000 to 2014 and the effort made to get more updated data from the Museum were abortive. Therefore, findings as presented in Figure 4, established that the highest patronage was recorded in the year 2013 with 9,715 visitors, while the lowest patronage was recorded in 2000, with 2,421 visitors. The total visitors number within the periods was

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84,996, in the following proportion male accounted for 44,570 visitors, representing 52.6% of the total, whereas female visitors accounted for 40,165, representing 47.4% of the total number of visitors (see Fig. 5). The implication of the findings is that the Museum recorded moderate patronage considering its location in the cradle of Yoruba land (Traditional Town), and housing historical relics, artifacts, and monuments.

Figure 5. Trend analysis of the patronage level of the National Museum



Source: Author's field survey, 2016.

Factors influencing the patronage of heritage tourism sites in the study area

Factors influencing the patronage of heritage tourism sites were assessed using a number of variables as factors that determine patronage across the selected heritage tourism sites in the study area. The level of agreement on the influence of these variables was measured on the five-point Likert scale rating in the order of *1- Strongly disagree, 2- Disagree, 3- Just agree, 4- Agree, and 5- Strongly agree*. Kaiser-Mayer-Olkin (KMO) measure of sampling adequacy and Bartlett's Test of Sphericity was carried out to test the suitability of data set for factor analysis as presented in Table 3. The result indicates the sufficiency of the 25 variables loaded for factor analysis, as presented in Table 4. The KMO value of 0.824, which is greater than minimum 0.5, Bartlett's test of sphericity chi-square value of 8231.125 and significant value of 0.000 ($p \leq 0.05$) agree with Field (2005). Therefore, factors analysis is considered relevant and possible for this study.

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Table 3. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.824
Bartlett's Test of Sphericity	Approx. Chi-Square	8231.125
	Df	275
	Sig.	.000

Source: Author's field survey, 2016.

Table 4 shows the correlation matrix of factors influencing patronage of a tourism site. The Table contains Pearson correlation coefficient between all pairs of variables. It is important to eliminate multicollinerity (variables that are highly correlated with other ones) and singularity (variables without correlation with other ones) in the data set. Therefore, all variables in this data set correlated fairly well and only a few among the correlation coefficient are relatively large and those cannot create multicolliniarity and singularity in the data. Also the determinant which is a good measure of determining the level of multicolliniarity and singularity is 0.0023 as presented in Table 3, which is far greater than the value of 0.00001 suggested by Field (2005).

Furthermore, Table 5 presents the initial communalities of the factors before extraction through principal component analysis with an initial assumption that all variables are common with 1.000 each. After extraction, it was observed that each variable reflects common variance in the data set, which is evident in the proportion of the variance explained by the underlying factors. For instance, variables such as *Social class*, *Educational Background*, *Quality of Environment*, and *Preference and Satisfaction* have associated variations of 0.987(98.7%), 0.986(98.6%), 0.983(98.3%), and 0.965(96.5%), respectively. Other variables with lower associated variation are *Gender*, *Age*, and *Marketing*, with 0.884(88.4%), 0.856(85.6%), and 0.843(84.3%). It is expected that the communalities after extraction must be high for a reasonable representation. The average communality as computed from Table 4 is 0.946 (94.6%).

According to Kaiser's criterion, four factors are to be extracted (Gorsuch, 1983). However, it is important to note that this criterion is accurate when there are less than 30 variables and the communalities after extraction is greater than 0.7 (Field, 2005). This study satisfies the condition where 25 variables are loaded for analysis with average communality value of 0.946 after extraction.

The findings, as presented in Table 6, revealed that four factors with the initial eigen values of between 1.797 and 9.530 were extracted with 74.36% as total variance explained.

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Factor 1 accounted for 38.12% of the total variance explained in the original set of data; Factor 2 accounted for 18.54%, while Factors 3 and 4 accounted for 10.50% and 7.19%, respectively.

Table 4. Correlation matrix of the loaded factors

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
A	1																									
B	.331	1																								
C	.221	.865	1																							
D	.224	-.120	-.320	1																						
E	.316	.200	.236	-.293	1																					
F	.409	.661	.440	-.386	.232	1																				
G	.357	-.486	-.358	.365	.302	-.521	1																			
H	.465	-.284	-.350	.117	-.100	-.489	.199	1																		
I	.209	.847	.980	-.328	.206	.456	-.239	-.359	1																	
J	.293	.686	.581	-.347	.140	.926	-.209	-.386	.598	1																
K	.176	.701	.811	-.102	.171	.610	-.384	-.213	.828	.761	1															
L	.572	.462	.527	.236	.294	.213	-.171	.399	.508	.321	.424	1														
Correlation M	.230	.627	.726	.017	.228	.711	-.042	-.026	.741	.870	.895	.464	1													
N	-.457	.412	.336	.138	.128	.265	.347	-.176	.364	.488	-.330	-.135	.226	1												
O	.289	.151	.161	.338	.187	.054	-.355	.581	.144	.265	.168	.380	.131	-.413	1											
P	.572	.462	.527	.036	.294	.213	-.171	.399	.508	.321	.424	.443	.464	-.135	.380	1										
Q	.230	.627	.726	.617	.228	.711	-.242	-.326	.741	.870	.895	.464	.419	.426	.131	.464	1									
R	-.116	-.151	-.223	.293	.354	.413	.792	-.201	.301	.430	-.367	-.166	-.517	.560	-.114	-.166	-.217	1								
S	.289	.151	.161	.138	.387	.254	-.055	.581	.144	.365	.168	.380	.131	-.413	.336	.380	.131	-.114	1							
T	.277	-.191	-.073	.812	-.152	-.134	.173	.304	-.280	-.292	-.154	-.215	-.319	.298	-.192	-.215	-.219	.205	-.292	1						
U	.289	.151	.161	.238	.087	.454	-.355	.581	.144	.465	.168	.380	.131	-.413	.532	.380	.131	-.114	.326	-.192	1					
V	.209	.847	.980	-.128	.206	.456	-.339	-.159	.240	.598	.828	.508	.741	.364	.144	.508	.741	.201	.144	-.280	.144	1				
W	.323	.686	.581	-.247	.140	.926	-.209	-.286	.598	.632	.761	.321	.870	.088	.365	.321	.870	.230	.365	-.092	.165	.598	1			
X	.176	.701	.811	-.102	.171	.610	-.284	-.313	.828	.761	.521	.424	.895	-.030	.168	.424	.895	-.067	.168	-.154	.168	.828	.761	1		
Y	.298	-.080	-.042	.106	-.103	-.293	-.222	.754	-.053	-.089	-.201	.138	-.219	-.226	.648	.138	-.219	-.316	.648	.298	.648	-.253	-.089	-.4511	1	

Source: Author's field survey, 2016.

Determinant= 0.0023

PLEASE NOTE

A= Age, B= Income, C= Gender, D= Accessibility, E= Social Class, F= Proximity to the site, G= Qualities of accommodation, H= Attraction to the site, I= Price Level in the sites, J= Availability of transportation system, K= Cost of Transportation, L= Educational Background, M= Changes in Population, N= Marketing, O= Provision of Infrastructural Facilities, P= Quality of Environment, Q= Maintenance and Management of Site, R= Security and Safety, S= Cultural Values, T= Lifestyles, U= Past Experience, V= Need, W= Prior Knowledge, X= Preference and satisfaction, and Y= Parking Facilities

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Table 5. Communalities before and after extraction process

	Initial	Extraction
Age	1.000	.856
Income	1.000	.884
Gender	1.000	.927
Accessibility	1.000	.970
Social class	1.000	.987
Proximity to the sites	1.000	.960
Qualities of accommodation	1.000	.943
Attractions to the sites	1.000	.954
Price level in the sites	1.000	.958
Availability of transportation system	1.000	.938
Cost of transportation	1.000	.960
Educational background	1.000	.986
Changes in population	1.000	.960
Marketing	1.000	.843
Provision of infrastructural facilities	1.000	.954
Quality of environment	1.000	.983
Maintenance and management of site	1.000	.960
Security and safety	1.000	.943
Cultural values	1.000	.954
Lifestyles	1.000	.970
Past experience	1.000	.954
Need	1.000	.958
Prior knowledge	1.000	.938
Preference and satisfaction	1.000	.965
Parking facilities	1.000	.954

Extraction Method: Principal Component Analysis.

Source: Author's field survey, 2016.

Table 6. Total variance explained on the factors influencing patronage of heritage tourism sites

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.530	38.120	38.120	9.530	38.120	38.120
2	4.636	18.542	56.662	4.636	18.542	56.662
3	2.627	10.509	67.171	2.627	10.509	67.171
4	1.797	7.186	74.357	1.797	7.186	74.357
5	1.611	6.446	80.803			
6	1.143	4.572	85.375			
7	.909	3.637	89.012			
8	.792	3.170	92.182			
9	.646	2.585	94.767			
10	.440	1.760	96.527			
11	.257	1.028	97.556			
12	.173	.690	98.246			
13	.141	.564	98.809			
14	.123	.493	99.303			
15	.058	.231	99.534			
16	.050	.202	99.736			
17	.046	.185	99.921			
18	.020	.079	100.000			
19	1.651E-016	6.604E-016	100.000			
20	8.735E-018	3.494E-017	100.000			
21	-3.159E-017	-1.264E-016	100.000			
22	-4.170E-017	-1.668E-016	100.000			
23	-6.128E-017	-2.451E-016	100.000			
24	-1.068E-016	-4.272E-016	100.000			
25	-1.898E-016	-7.594E-016	100.000			

Extraction Method: Principal Component Analysis.

Source: Author's field survey, 2016

Findings of the rotated component matrix (as presented in Table 7) revealed the types of variable loading highly on each factor. Factor 1 accounted for 33.06% variance, Factor 2 accounted for 17.75% variance, while Factors 3 and 4 accounted for 12.77% and 10.78% variance, respectively. This study agrees with Adeyinka (2006), Agbabiaka (2015) and Omisore and Agbabiaka (2016) who adopted 0.55 and above, therefore any variable loading with value that is greater than 0.55 will be interpreted in line with Adeyinka (2006), Agbabiaka (2015) and

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Omisore and Agbabiaka (2016). Accordingly, Component 1 has eight (8) variables loading highly on it, these are *Income*, (0.838), *Gender* (0.879), *Price level in the site* (0.884), *Educational background* (0.622), *Change in Population* (0.916), *Environmental quality* (0.622), *Lifestyle* (0.780), *Need* (0.884), and *Prior knowledge* (0.839). Due to the nature of these variables loading on Factor 1, it is named **Social/Economic factors**.

Component 2 has five (5) variables loading as follows: *Available facilities at the site* (0.867), *Cultural Value* (0.866), *Past experience* (0.865), *Preference and satisfaction* (0.919), and *Parking facilities* (0.795). They are referred to as **Services factors**.

Component 3 has 4 (four) variables loading which are: *Accessibility* (0.797), *Proximity to the site* (0.710), *Availability of transport system* (0.839) and *Cost of transportation* (0.919). These variables fall within **Mobility factors**.

The last, Component 4, has just 3 (three) variables loading, which are: *Quality of accommodation* (0.657), *Maintenance and management of site* (0.916), and *Security and safety* (0.670). These variables fall within **Management Factors**.

Table 7. Rotated component matrix

ROTATED COMPONENT MATRIX	COMPONENT			
	1	2	3	4
Age	.296	.433	.396	-.338
Income	.838	-.121	-.085	-.070
Gender	.879	-.081	.035	-.234
Accessibility	-.058	.079	.797	.010
Social class	.256	-.024	-.027	-.354
Proximity to the sites	-.053	-.251	.710	.461
Qualities of accommodation	-.097	-.249	.127	.657
Attractions to the sites	.031	.751	.190	.229
Price level in the sites	.884	-.108	.043	-.207
Availability of transportation system	.011	-.253	.839	.362
Cost of transportation	-.055	-.108	.919	.088
Educational background	.622	.355	.070	-.461
Changes in population	.916	-.142	.069	.142
Marketing	-.036	-.504	.504	-.049
Available facilities at the site	.288	.867	.026	.189

Quality of environment	.622	.355	.070	-.461
Maintenance and management of site	.142	-.142	.069	.916
Security and safety	-.072	-.345	.102	.670
Cultural values	.288	.866	.026	.189
Lifestyles	.780	.084	-.124	.011
Past experience	.288	.865	.026	.189
Need	.884	-.108	.043	-.207
Prior knowledge	.839	-.253	.011	.362
Preference and satisfaction	-.108	.919	-.055	.088
Parking facilities	.044	.795	.112	.251
Eigenvalue	8.266	4.438	3.192	2.694
% variance explained	33.063	17.752	12.768	10.775
Cumulative % variance explained	33.063	50.814	63.583	74.357

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Source: Author's field survey, 2016.

The summary of the variance explained by the extracted components after rotation revealed that social/economic factors played a significant role in influencing patronage of the heritage tourism sites in the study area, as they accounted for 33.06% among the rest of the factors extracted. The next component in the order of loading variability among the 25 variables as factors influencing patronage of heritage tourism is Services factor, with 17.75% of the extracted components. While the next components are mobility factor and management factor with the respective share of 12.77% and 10.78%, respectively, of the extracted components. This is an indication that social/economic factors, services factors, mobility factors and management factors are the factors influencing patronage of heritage tourism sites in the study area.

5. Conclusion and recommendations

The research examined the impacts and patronage of heritage tourism sites on the host communities in the study area. It was established that there is no record of patronage, out of 11 heritage tourism sites selected for this study, only 2 sites have their records of patronage, the two sites being the National Museum in Ile-Ife and Osun Osogbo grove; the other 9 sites were shrines and a palace. The reasons why records of patronage are not kept is that people in charge of the shrines are aged king's men and priests that are very particular about keeping the secret of their

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kingdom and oracles. The findings revealed further that the majority of carers do not know the essence of documentation and what they are interested in is to take care of the objects, perform rituals, and perform duties assigned to them. However, the factors influencing patronage, as revealed by the study, are the following: *Socio-Economic, Services, Mobility and Management Factors*.

The study concluded that the impacts of the heritage tourism sites on the host communities can be both positive and negative. The positive ones, as revealed by the study, include (but are not limited to): willingness to be part of tourism planning for one's own community, willingness to present more of the local culture and traditional events to tourists, heritage tourism contributing to a more intensive cultural exchange between tourists and residents, heritage tourism resulting in a positive impact on cultural identity of the local community, prices of goods and services going up because of heritage sites, and tourists in the area being interested in getting to know the culture of the communities. On the other hand, the negative impacts, as revealed by the study, include the following: heritage tourism aggravates social problems like prostitution and alcoholism, local residents may feel hardships of living in a tourism destination area, construction of hotels and other tourist facilities affects the natural environment, activities related to heritage tourism result in traffic congestion, noise and pollution, locals tend to object to sharing their accommodation with tourist in their own community, they may not be willing to see more tourists around. Apart from that, local residents stress the following aspects (either on the positive or negative side): provision of more parks and other recreational areas for local residents, the fact that heritage sites do not attract more investment to their community, improving public tourist facilities is a waste of tax payers' money, their standard of living increases considerably because of heritage sites, heritage sites lead to more spending in their community, tourism generates higher revenues than other industries, roads and other public facilities are not kept at a high standard. The last means that roads leading to the sites are in a poor condition and also that the relevant infrastructure is of low quality: not enough public facilities are provided and if they are available, they are not maintained at acceptable standards. This also shows negligence on the part of the government regarding provision of necessary facilities in the study area.

Accordingly, the implications of the findings are that socially arduous problems, such as an increase in prostitution, traffic congestion and noise pollution are prominent in areas

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accommodating heritage tourism sites, as revealed by the study. The impact of these vices and other negative impacts occurring as a result of the location of tourism sites has a direct and/or indirect effect on people living in such localities. Therefore, policy responses, such as upgrading the sites themselves, provision of adequate infrastructure including roads, electricity and accommodation for tourists, among others, broadening public awareness and sensitivity, as well as institution of relevant laws to delineate boundaries in guiding the regular activities of heritage tourism sites, taking into account both tourists and residents, are the priority actions to be taken. This will help to mitigate the negative impacts.

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Dziedzictwo turystyczne: wyjazdy i powroty wśród turystów, miejsc i mieszkańców

Streszczenie

Zabytkowe miejsca turystyczne przyciągają różną grupę osób, z których każda ma odmienne interesy realizowane kosztem mieszkańców. Dlatego niniejsze badanie ocenia wpływ patronatu nad miejscami będącymi dziedzictwem turystycznym na społeczności przyjmujące turystów w stanie Osun w Nigerii. Dane do tego badania uzyskano poprzez kwestionariusz. Losowy dobór próby bez zamiany zastosowano do wybrania jedenastu (11) zabytkowych miejsc turystycznych, których dwustu dwudziestu dwóm (222) mieszkańcom przekazano kwestionariusze. Badania ujawniły, że czynnikami napędzającymi napływ turystów do zabytków są czynniki społeczno-ekonomiczne (33,06%), usługi (17,75%), mobilność (12,77%) i zarządzanie (10,78%), a uzyskane wyniki mają zarówno pozytywne, jak i negatywne znaczenie. Wyniki zostały następnie podzielone na skutki społeczne, gospodarcze i środowiskowe. W wyniku badania ujawniono znaczące wady społeczne, takie jak wzrost prostytucji, zatłoczenie ruchu drogowego i zanieczyszczenie hałasem, między innymi na obszarach obejmujących zabytkowe obiekty turystyczne. Dlatego opracowano odpowiednie wytyczne dla polityki odnoszące się do zabytkowych obiektów turystycznych, turystów i mieszkańców.

Słowa kluczowe: turystyka, turystyka zabytkowa, społeczność lokalna.