

## Assessment of Challenges and Potentials of Osunosogbo Sacred Grove Among Staff of National Commission for Museum and Monument, Osogbo, Osun State Nigeria

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### ABSTRACT

The importance of tourist site cannot be overestimated because of their unique roles in social, cultural and economic development. It boosts local economies by attracting tourists and promotes outdoor recreation. However, lack of knowledge of the challenges and their potentials still constitutes a clog in the wheel of their development. This study assessed challenges and potentials of OsunOsogbo Sacred Grove among staff and tourists in Osogbo metropolis, Osun State Nigeria. Descriptive survey design was adopted. Questionnaire was used as instrument to collect data. One hundred males and females participated in the study. Multiple regression statistics was used to analyze the data. Findings revealed that there is a positive significant relationship between challenges, potentials and site development. There is a relative contribution of challenges, potentials and polices towards OsunOsogbo Sacred Grove development. Funds, lack of security and safety, poor facilities, inconsistence polices negatively influence the development of OsunOsogbo Sacred grove. Based on these results, it was recommended that government should provide adequate funding to provide necessary facilities for the site, where government funding is not visible government should work with private tourism investors to provide some of the facilities. Also, National Commission for Museums and Monuments (NCMM) should change their policy on usage of revenue being generated from activities in Osun Osogbo Sacred grove by retaining certain percentage of the revenue for carrying out conservation and maintaining safety and security at the site. The study is significant to NCMM, Bureau of Tourism Development State of Osun and Nigeria Tourism Development Corporation.

**Keywords:** Potentials, Challenges, Tourism, Development and Osun-Grove

### INTRODUCTION

The significant of tourist sites to any nation cannot be overestimated because of their unique roles in social, cultural and economic development. Today, there are over 30,000 tourist's sites around the world covering about 12.8 million square kilometers which account for 9.5% of the planet landscape. Those tourist sites as protected areas and they are usually area of land or sea especially dedicated to the protection of biological diversity and of natural and associated cultural resources. The need for protection and conservation of biodiversity and the environment in Nigeria is basic and age long. According to Usman and Adefalu (2010) cited by Oladipo (2017) the colonial government long foresaw such needs for conservation of forests to prevent soil degradation, deforestation and create tourist

centres. They reacted by enacting environmental protective laws that served as the genesis to the National Policy on Environment of 1999. Likewise artifacts and monuments of immense cultural and historical value are being protected by laws to prevent their destruction, bringing to focus the creation of the National Commission for Museum and Monuments (NCMM) by Decree No. 77 of 1979, established to create and manage museums, monuments and heritage sites including the Osun Osogbo Sacred Grove.

Every human endeavour has its own benefits, so is the tourist site. Kukoyi and Iwwuagwu (2013) explained some of the benefits accruable to tourist sites. For instance, tourist sites provide major sources of revenue to the Local Government, State and Federal government, enhance establishment of tourism enterprises where job opportunities are

## Assessment of Challenges and Potentials of Osunosogbo Sacred Grove Among Staff of National Commission for Museum and Monument, Osogbo, Osun State Nigeria

guaranteed for both skilled and unskilled labour, provide opportunity for the provision of infrastructure and community amenities such as roads, transport, communication, water supply and recreational facilities, provide alternative source of livelihood for the residents in a more sustainable manner and create employment and income to support other sector of the economy.

The Osun-Osogbo Sacred Grove is a large cultural landscape of undisturbed forest near the city of Osogbo in southwestern Nigeria. See Fig.1 below. Dedicated to Osun, the Yoruba goddess of fertility, the area was established more than four centuries ago and is the largest of the sacred groves that have survived to the present. The Osun River meanders through the protected area with sanctuaries and shrines erected along its course. In the twentieth century, the development of the movement of New Sacred Art invigorated efforts to protect the grove, and modern sculpture now adds to the spiritual significance of the site. This movement was led by Susanne Wenger (1915–2009), an

artist and Yoruba priestess, and it transformed Osogbo into a hub of artistic activity and new ideas about contemporary African art. In 2005, the Osun-Osogbo Sacred Grove was designated a World Heritage Site.

Sacred groves used to be found near every Yoruba settlement, but their disappearance over time has made Osun-Osogbo an important reference point for Yoruba identity and the Yoruba Diaspora. The historic landscape remains a place of worship and plays host to an annual festival, but by the time it was included on the 2014 World Monuments Watch it faced a number of modern challenges. The rapid growth of the city of Osogbo was causing pressure on land use that was affecting the area around the site. Additionally, the Osun River was becoming increasingly polluted and bush fires posed a continuing threat to the sacred area. The Osogbo community is strongly attached to the site, and Nigerian heritage authorities are leading efforts to raise awareness about these challenges through community activities.

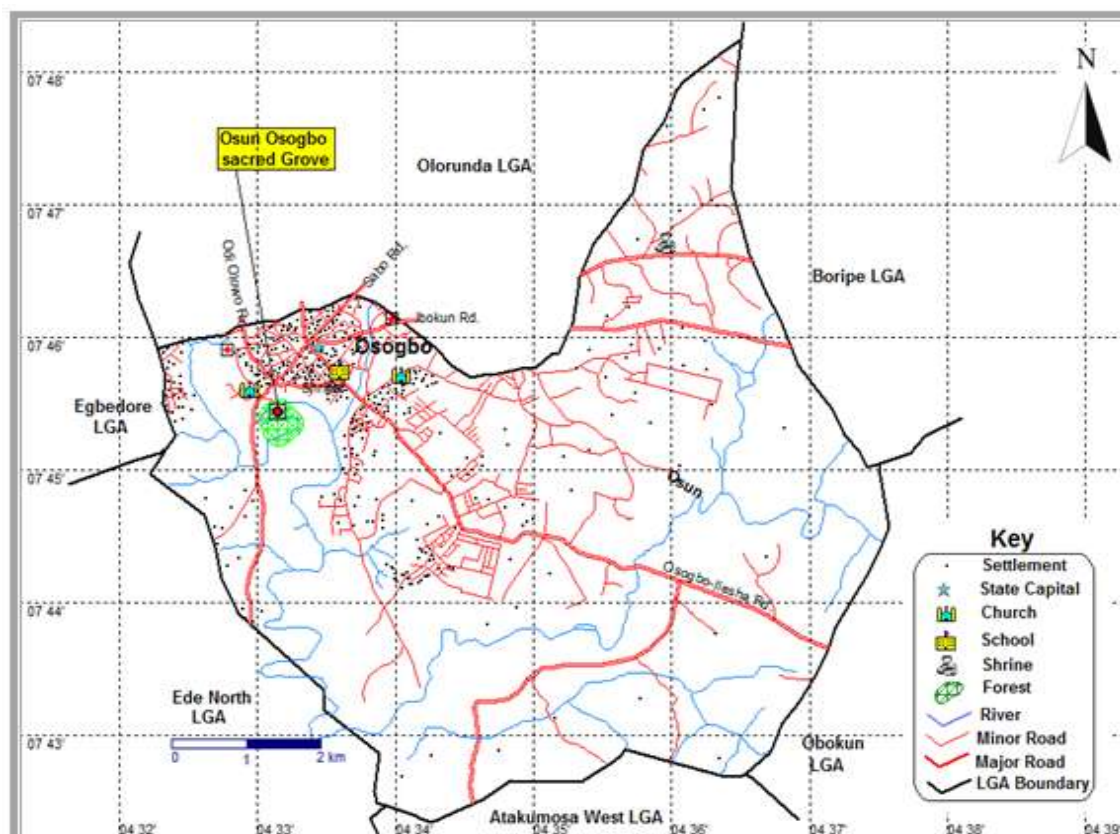


Fig.1. Osun Osogbo Sacred Grove

Source: Ministry of Land and Physical Planning & Field Work, 2019

Study by Orga, Habeeb and Tijani (2017) on the community participation and the perceived socio-economic benefits of Osun Osogbo festival

in Osogbo metropolis shows that respondents agreed that the festival provides significant level of economic benefits to the host community in

form of: income to the community, employment opportunity for the community people, promotion of local crafts as well as local food among others. This study like the previous one such as Adebayo(2011); Jimoh (2011); Aminu (2012); Meduna (2012) and Ebighgbo (2014) emphasis the values inherent in it without addressing in details some of the challenges that pose serious problem to their development which is necessary for their effective planning and management. This study therefore assessed the challenges and potentials of Osun-Osogbo Grove.

**METHODOLOGY**

Descriptive survey technique was adopted for this study. The design allows the researchers to

collect relevant data concern the variables in their natural setting without manipulation. The study used Krejcie and Morgan sample size table to select sample size of hundred (100). Purposeful sampling technique was used to pick hundred (100) male and female staff of National Commission for Museum and Monument, Osogbo. The researchers with the help of the research assistant distributed the instrument to the staff and lasted for a week. The research instrument were later collated and coded for the analysis. Simple descriptive statistics was used to analyze the demographic information, while simple regressing statistics was used to analyze the hypotheses and researcher questions.

**DISCUSSION OF FINDINGS**

**Table1.** Demographic characteristics of the respondents

| <b>Gender</b>                 | <b>Frequency</b> | <b>Percentage</b> |
|-------------------------------|------------------|-------------------|
| Male                          | 48               | 48.               |
| Female                        | 52               | 52                |
| <b>Age</b>                    |                  |                   |
| Less than 20 years            | 37               | 37                |
| 21-30 years                   | 20               | 20                |
| 31-40 years                   | 40               | 40                |
| 41 years and above            | 3                | 3                 |
| <b>Marital Status</b>         |                  |                   |
| Un-married                    | 22               | 22                |
| Married                       | 74               | 74                |
| Divorced                      | 4                | 4                 |
| <b>Ethnicity</b>              |                  |                   |
| Yoruba                        | 72               | 72                |
| Hausa                         | 18               | 18                |
| Igbo                          | 8                | 8                 |
| Other                         | 2                | 2                 |
| <b>Occupation</b>             |                  |                   |
| Farmers                       | 2                | 2                 |
| Traders                       | 6                | 6                 |
| Artisans                      | 18               | 18                |
| Civil Servants                | 74               | 74                |
| <b>Educational Level</b>      |                  |                   |
| Secondary school certificates | 6                | 6                 |
| Tertiary certificates         | 90               | 90                |
| Non-formal education          | 4                | 4                 |

**Source:** Field survey, 2019

The Table 1 above showed that 48(48%) of the respondents were males while 52(52%) were females. 37(37%) were less than 20 years old, 20(20%) were aged 21-30 years, 40(40%) are aged 31-40 years and 3(3%) were above 40 years old. 22(22%) were un-married, 74(74%) were married and 4(4%) were divorced. 72(72%) were Yorubas, 18(18%) were Hausas, 8(8%) were Igbos and 2(2%) belonged to other

Ethnic groups. 2(2%) were Farmers, 6(6%) were Traders, 18(18%) were Artisans and 74(74%) were Civil Servants. 6(6%) had Secondary school certificates, 90(90%) had Tertiary school certificates while 4(4%) had no formal education. The result is in line with Orga (2012) who noted that visitation to this tourist site has become a common phenomenon in Nigeria in recent time.

## RESEARCH QUESTIONS

**RQ1:** How do you rate the challenges facing the Osun Osogbo Sacred Grove?

**Table2.** Rating of the challenges facing the Osun Osogbo Grove

| S/No  | Challenges   | SD          | D           | A           | SA          | $\bar{x}$ |
|---|--|-------------|-------------|-------------|-------------|-----------|
| 1   | The tourist is not safe  | 52<br>52.0% | 29<br>29.0% | 16<br>16.0% | 3<br>3.0%   | 1.70      |
| 2   | In this tourist site, there is lack of delicious foods in the café/restaurants | 33<br>33.0% | 27<br>27.0% | 26<br>26.0% | 14<br>14.0% | 2.21      |
| 3   | In this tourist site, there is high level of illiteracy                        | 39<br>39.0% | 34<br>34.0% | 21<br>21.0% | 6<br>6.0%   | 1.94      |
| 4   | In this tourist site, the population is more than the facilities               | 34<br>34.0% | 33<br>33.0% | 23<br>23.0% | 10<br>10.0% | 2.09      |
| 5   | In this site, there is no good drinking water                                  | 44<br>44.0% | 30<br>30.0% | 19<br>19.0% | 7<br>7.0%   | 1.89      |
| 6   | In this site, tourist lack access to roads                                     | 33<br>33.0% | 45<br>45.0% | 12<br>12.0% | 10<br>10.0% | 1.99      |
| 7   | In this tourist site, the quality of food is poor                              | 31<br>31.0% | 34<br>34.0% | 16<br>16.0% | 19<br>19.0% | 2.23      |
| 8   | In this tourist site, there is no room for conveniences (toilet)               | 50<br>50.0% | 26<br>26.0% | 15<br>15.0% | 9<br>9.0%   | 1.83      |
| 9   | Tourist finds it difficult to communicate with the tourist guide               | 42<br>42.0% | 45<br>45.0% | 13<br>13.0% | 0<br>0%     | 1.71      |
| 10  | In this site, the tourist lack security  | 47<br>47.0% | 36<br>36.0% | 17<br>17.0% | 0<br>0%     | 1.70      |
| <b>Weighted <math>\bar{x} = 1.92</math></b> |  |             |             |             |             |           |

**Source:** Field survey, 2019

Rating of the responses on the challenges facing the OsunOsogbo Sacred Grove is as shown below:

The tourist is not safe ( $\bar{x} = 1.70$ ) ranked highest by the mean score rating and was followed by In this tourist site, there is lack of delicious foods in the café/restaurants ( $\bar{x} = 2.21$ ), In this tourist site, there is high level of illiteracy ( $\bar{x} = 1.94$ ), In this tourist site, the population is more than the facilities ( $\bar{x} = 2.09$ ), In this site, there is no good drinking water ( $\bar{x} = 1.89$ ), In this site, tourist lack access to roads ( $\bar{x} = 1.99$ ), In this tourist site, the quality of food is poor ( $\bar{x}$

$=2.23$ ), In this tourist site, there is no room for conveniences (toilet) ( $\bar{x} = 1.83$ ), Tourist finds it difficult to communicate with the tourist guide ( $\bar{x} = 1.73$ ) and in this site, the tourist lack security ( $\bar{x} = 1.70$ ) respectively. This means that majority of the respondents believe that the site is deficient in many facilities such as access roads, toilet facilities, potable water and security. This finding is in tandem with that of Issa and Adeniran (2013a) those tourists were not satisfied with the level of infrastructure-roads, water, and electricity in the Osun Osogbo Sacred grove.

**RQ2:** How does staff rate cause of those challenges facing the OsunOsogbo Sacred Grove?

**Table3.** Staff rating on the challenges facing the OsunOsogbo Sacred Grove

| S/No | Causes of challenges   | SD          | D           | A           | SA          | $\bar{x}$ |
|------|--|-------------|-------------|-------------|-------------|-----------|
| 1    | Fund poses a challenge to the development  | 23<br>23.0% | 19<br>19.0% | 33<br>33.0% | 25<br>25.0% | 2.60      |
| 2    | Low wages and salaries for employees, poses a challenges in the site   | 25<br>25.0% | 24<br>24.0% | 31<br>31.0% | 20<br>20.0% | 2.16      |
| 3    | Insufficient investment for training staff by the government, causes challenges in the site                                  | 24<br>24.0% | 23<br>23.0% | 38<br>38.0% | 15<br>15.0% | 1.86      |
| 4    | Poor regulation and inadequate support from government for capacity building, causes challenges in the site                  | 30<br>30.0% | 20<br>20.0% | 33<br>33.0% | 17<br>17.0% | 2.37      |
| 5    | Limited exposure to good business environment and inability to communicate in other language, causes challenges in this site | 25<br>25.0% | 39<br>39.0% | 20<br>20.0% | 16<br>16.0% | 2.27      |

**Assessment of Challenges and Potentials of Osunosogbo Sacred Grove Among Staff of National Commission for Museum and Monument, Osogbo, Osun State Nigeria**

|   |   |             |             |             |             |      |
|---|---|-------------|-------------|-------------|-------------|------|
| 6   | Poor facilities cause low patronage in this site                        | 32<br>32.0% | 29<br>29.0% | 27<br>27.0% | 12<br>12.0% | 2.19 |
| 7   | Accessibility poses challenge   | 37<br>37.0% | 30<br>30.0% | 18<br>18.0% | 15<br>15.0% | 2.11 |
| 8   | Effective managerial skills, poses a challenge in the site              | 38<br>38.0% | 30<br>30.0% | 15<br>15.0% | 17<br>17.0% | 2.11 |
| 9   | Lack of modern facilities poses challenges to the tourists in this site | 34<br>34.0% | 32<br>32.0% | 24<br>24.0% | 10<br>10.0% | 2.10 |
| 10  | In this site, most workers are illiterate                               | 39<br>39.0% | 31<br>31.0% | 17<br>17.0% | 13<br>13.0% | 2.04 |
| <b>Weighted <math>\bar{x} = 2.18</math></b> |   |             |             |             |             |      |

**Source:** Field survey, 2019

Staff rating on the challenges facing the OsunOsogbo Sacred Grove is as shown below:

Fund poses a challenge to the development ( $\bar{x} = 2.60$ ) ranked highest by the mean score rating and was followed by low wages and salaries for employees, poses a challenges in the site ( $\bar{x} = 2.16$ ), insufficient investment for training staff by the government, causes challenges in the site ( $\bar{x} = 1.86$ ), poor regulation and inadequate support from government for capacity building, causes challenges in the site ( $\bar{x} = 2.37$ ), limited exposure to good business environment and inability to communicate in other language, causes challenges in this site ( $\bar{x} = 2.27$ ), poor facilities

cause low patronage in this site ( $\bar{x} = 2.19$ ), Accessibility poses challenge ( $\bar{x} = 2.11$ ), effective managerial skills, poses a challenge in the site ( $\bar{x} = 2.11$ ), lack of modern facilities poses challenges to the tourists in this site ( $\bar{x} = 2.10$ ) and in this site, most workers are illiterate ( $\bar{x} = 2.04$ ) respectively. From all these, it can be concluded that inadequate funding is the major challenges hindering the site from performing at optimum.

This confirms study by Oladipo (2017) that poor government policies and corruption hinder proper funding of conservation efforts and ecotourism development of the grove.

**RQ3:** How does staff rate the potentials of Osun Osogbo Sacred Grove tourism development?

**Table4.** Staff rating on the potentials of Osun Osogbo Sacred Grove tourism development

| S/No  | Potentials   | SD          | D           | A           | SA          | $\bar{x}$ |
|---|--|-------------|-------------|-------------|-------------|-----------|
| 1   | The site has potential of providing income to the host community               | 19<br>19.0% | 15<br>15.0% | 20<br>20.0% | 46<br>46.0% | 2.93      |
| 2   | The site is capable of attracting infrastructural development to the community | 17<br>17.0% | 16<br>16.0% | 25<br>25.0% | 42<br>42.0% | 2.92      |
| 3   | The site generally support improvement in tourist and community well-being     | 18<br>18.0% | 6<br>6.0%   | 49<br>49.0% | 27<br>27.0% | 2.85      |
| 4   | This site has potential of creating more employment                            | 18<br>18.0% | 22<br>22.0% | 25<br>25.0% | 35<br>35.0% | 2.77      |
| 5   | This site has the potential of generating more revenue to government           | 24<br>24.0% | 11<br>11.0% | 34<br>34.0% | 31<br>31.0% | 2.72      |
| 6   | The site is capable of generating foreign exchange                             | 20<br>20.0% | 15<br>15.0% | 38<br>38.0% | 27<br>27.0% | 2.72      |
| 7   | The site is capable of promoting environmental beautification                  | 25<br>25.0% | 14<br>14.0% | 26<br>26.0% | 35<br>35.0% | 2.71      |
| <b>Weighted <math>\bar{x} = 2.80</math></b> |  |             |             |             |             |           |

**Source:** Field survey, 2019

Staff rating on the potentials of OsunOsogbo Sacred Gove tourism development is as shown below:

The site has potentials of providing income to the host community ( $\bar{x} = 2.93$ ) ranked highest by the mean score rating and was followed by the site is capable of attracting infrastructural

development to the community ( $\bar{x} = 2.92$ ), the site generally support improvement in tourist and community well-being ( $\bar{x} = 2.85$ ), this site has potentials of creating more employment ( $\bar{x} = 2.77$ ), this site has the potentials of generating more revenue to government ( $\bar{x} = 2.72$ ), the site is capable of generating foreign exchange ( $\bar{x} =$

## Assessment of Challenges and Potentials of Osunosogbo Sacred Grove Among Staff of National Commission for Museum and Monument, Osogbo, Osun State Nigeria

2.72), the site is capable of promoting environmental beautification ( $\bar{x} = 2.71$ ) respectively. This means that, majority of the respondents agreed that the tourist site has potentials of providing income to the residents of host community. This agreed with Issa and Adeniran (2013b) explanation that OsunOsogbo

cultural festival is a major source of revenue to the local community and Osun State Government in general. This finding also supported study by Orga, Habeeb and Tijani (2017) that Osun Osogbo festival have significant social benefits and increases the local economy gains of the organizers.

**RQ4:** How does staff rate the perceived solutions to the challenges of OsunOsogbo Sacred Grove?

**Table5.** Staff rating on the perceived solutions to the challenges of OsunOsogbo Sacred Grove

| S/No  | Solutions to the challenges  | SD          | D           | A           | SA          | $\bar{x}$ |
|---|--|-------------|-------------|-------------|-------------|-----------|
| 1   | Addressing the problems of inadequate facilities in this tourist site will be the solution for some of the challenges in this tourist site           | 4<br>4.0%   | 22<br>22.0% | 25<br>25.0% | 49<br>49.0% | 3.19      |
| 2   | Addressing the problems of inadequate safety and security will be the solution for some of the challenge in this tourist site                        | 14<br>14.0% | 23<br>23.0% | 34<br>34.0% | 29<br>29.0% | 2.78      |
| 3   | Addressing the problems of undeveloped tourism infrastructure will be the solution for some of the challenge in this tourist site                    | 22<br>22.0% | 9<br>9.0%   | 41<br>41.0% | 28<br>28.0% | 2.75      |
| 4   | Addressing the problem of tourist attraction in Nigeria will be the solution for some of the challenges in this tourist site                         | 21<br>21.0% | 18<br>18.0% | 30<br>30.0% | 31<br>31.0% | 2.41      |
| 5   | Public private partnership is the solution   | 16<br>16.0% | 31<br>31.0% | 23<br>23.0% | 30<br>30.0% | 2.67      |
| 6   | Addressing the problem of low level of investment by private sector will be the solution for some of the challenges in this tourist site             | 13<br>13.0% | 31<br>31.0% | 32<br>32.0% | 24<br>24.0% | 2.67      |
| 7   | Addressing the problems of poor attitude and disposition of staff toward tourist will be the solution for some of the challenge in this tourist site | 24<br>24.0% | 34<br>34.0% | 27<br>27.0% | 15<br>15.0% | 2.33      |
| <b>Weighted <math>\bar{x} = 2.68</math></b> |  |             |             |             |             |           |

**Source:** Field survey, 2019

Rating of the responses on Staff rating on the perceived solutions to the challenges of OsunOsogbo Sacred Grove is as shown below:

Addressing the problems of inadequate facilities in this tourist site will be the solution for some of the challenges in this tourist site ( $\bar{x} = 3.19$ ) ranked highest by the mean score rating and was followed by addressing the problems of inadequate safety and security will be the solution for some of the challenge in this tourist site ( $\bar{x} = 2.78$ ), addressing the problems of undeveloped tourism infrastructure will be the solution for some of the challenges in this tourist site ( $\bar{x} = 2.75$ ), addressing the problem of tourist

attraction in Nigeria will be the solution for some of the challenges in this tourist site ( $\bar{x} = 2.41$ ), public private partnership is the solution ( $\bar{x} = 2.67$ ), addressing the problem of low level of investment by private sector will be the solution for some of the challenges in this tourist site ( $\bar{x} = 2.67$ ) and addressing the problems of poor attitude and disposition of staff toward tourist will be the solution for some of the challenges in this tourist site ( $\bar{x} = 2.33$ ) respectively.

This implies that, if facilities are made available to the site most of the challenges would have been solved.

**RQ5:** Do the tourism policies used in Osun-Osogbo Sacred Grove affect its development?

**Table6.** Tourism Policy

| S/No | Tourism policy  | SD          | D           | A           | SA          | $\bar{x}$ |
|------|---|-------------|-------------|-------------|-------------|-----------|
| 1    | In this site, the change of policies has affected its development                       | 18<br>18.0% | 39<br>39.0% | 28<br>28.0% | 15<br>15.0% | 2.40      |
| 2    | Enforcement of government policies have negative impact on the development of this site | 33<br>33.0% | 20<br>20.0% | 34<br>34.0% | 13<br>13.0% | 2.27      |

## Assessment of Challenges and Potentials of Osunosogbo Sacred Grove Among Staff of National Commission for Museum and Monument, Osogbo, Osun State Nigeria

|   |  |             |             |             |             |      |
|---|--|-------------|-------------|-------------|-------------|------|
| 3   | Policy statement establishing in this site should be reviewed  | 15<br>15.0% | 29<br>29.0% | 32<br>32.0% | 24<br>24.0% | 2.65 |
| 4   | Lack of good policy has affected the development of this site  | 33<br>33.0% | 29<br>29.0% | 28<br>28.0% | 10<br>10.0% | 2.15 |
| 5   | Government need to make a policy on the provision of infrastructure (road, electricity, water, hospital) | 19<br>19.0% | 21<br>21.0% | 25<br>25.0% | 35<br>35.0% | 2.27 |
| 6   | Good government policy has positive impact on the development  | 23<br>23.0% | 13<br>13.0% | 35<br>35.0% | 29<br>29.0% | 2.70 |
| <b>Weighted <math>\bar{x} = 2.40</math></b> |  |             |             |             |             |      |

**Source:** Field survey, 2019

The responses of the National Commission for Museum and Monument staff to tourism policy used in the grove are as follows:

In this site, the change of policies has affected its development ( $\bar{x} = 2.40$ ) ranked highest by the mean score rating and was followed by enforcement of government policies have negative impact on the development of this site ( $\bar{x} = 2.27$ ), policy statement establishing in this

site should be reviewed ( $\bar{x} = 2.65$ ), lack of good policy has affected the development of this site ( $\bar{x} = 2.15$ ), government need to make a policy on the provision of infrastructure (road, electricity, water, hospital) ( $\bar{x} = 2.17$ ) and good government policy has positive impact on the development ( $\bar{x} = 2.70$ ) respectively. This means that majority of respondents believe that the policy in place is not adequate to address the challenges facing the site.

### TEST OF HYPOTHESES

**Ho1.** There is no significant relationship between Perceived Challenges and Potentials of Osun Osogbo Sacred Grove

**Table7.** PPMC showing the relationship between Perceived Challenges and Potentials of OsunOsogbo Sacred Grove

| Variable             | Mean    | Std. Dev. | N   | r     | p-value | Remark |
|----------------------|---------|-----------|-----|-------|---------|--------|
| Perceived Challenges | 19.2900 | 5.9277    | 100 | .499* | .000    | Sig.   |
| Potentials           | 19.6200 | 6.7507    |     |       |         |        |

\*\* Sig at 0.5 level

**Source:** Field survey, 2019

The Table 7 above showed that there was a positive significant relationship between Perceived Challenges and Potentials of Osun Osogbo Sacred Grove ( $r = .499^*$ ,  $N = 100$ ,  $p < .05$ ).

Hence, challenges faced by the staff did influenced the potential of the grove in the study

The null hypothesis is rejected. This is in line with the finding of Kukoyi and Iwwuagwu (2013) that, the potential of most tourists' sites in Nigeria are not explored because of challenges such as: unplanned environment, lack of awareness, ineffectiveness of governmental policies among others.

**Ho2.** There is no significant relationship between Perceived Challenges and Tourism Policies of OsunOsogbo Sacred Grove

**Table8.** PPMC showing the relationship between Perceived Challenges and Tourism Policies OsunOsogbo Sacred Grove

| Variable             | Mean    | Std. Dev. | N   | r     | p value | Remark |
|----------------------|---------|-----------|-----|-------|---------|--------|
| Perceived Challenges | 19.2900 | 5.9277    | 100 | .394* | .000    | Sig.   |
| Potentials           | 14.9300 | 4.4637    |     |       |         |        |

\* Sig at 0.5 level.

**Source:** Field survey, 2019

The Table 8 above showed that there was a positive significant relationship between Perceived Challenges and Tourism Policies of Osun Osogbo Sacred Grove ( $r = .394^*$ ,  $N = 100$ ,  $p < .05$ ).

Hence, tourism policies had a positive influence on perceived challenges in the study. The null hypothesis is rejected.

**Ho3:** There is no significant joint effect of Causes of Challenges, Potential and Tourism Policies on Challenges of OsunOsogbo Sacred Grove

**Table9.** ANOVA showing the joint effect of Causes of Challenges, Potential and Tourism Policies on Challenges of OsunOsogbo Sacred Grove

| R          | R Square       |    |             | Adjusted R Square | Std. Error of the Estimate |        |
|------------|----------------|----|-------------|-------------------|----------------------------|--------|
| .804       | .647           |    |             | .636              | 3.5762                     |        |
| A N O V A  |                |    |             |                   |                            |        |
| Model      | Sum of Squares | DF | Mean Square | F                 | Sig. p                     | Remark |
| Regression | 2250.856       | 3  | 750.285     | 58.667            | .000                       | Sig.   |
| Residual   | 1227.734       | 96 | 12.789      |                   |                            |        |
| Total      | 3478.590       | 99 |             |                   |                            |        |

Source: Field survey, 2019

The Table 9 above showed that the joint effect of Causes of Challenges, Potential and Tourism Policies on Challenges of OsunOsogbo Sacred Grove was significant. The Table 9 also showed a coefficient of multiple correlation of  $R = .804$  and a multiple  $R^2$  of .647. This means that 64.7% of the variance was accounted for by the predictor variables when taken together. The significance

of the composite contribution was tested at  $<.05$ . The table also showed that the analysis of variance (ANOVA) for the regression yielded an F-ratio of 58.667. This implies that the joint contribution of the independent variables to the dependent variable was significant and that other variables not included in this model may have accounted for the remaining variance.

**Table9.** Showing the Relative contribution of Causes of Challenges, Potential and Tourism Policies on Challenges of OsunOsogbo Sacred Grove

| Model                | Unstandardized Coefficient |            | Stand. Coefficient | T     | Sig. |
|----------------------|----------------------------|------------|--------------------|-------|------|
|                      | B                          | Std. Error | Beta Contribution  |       |      |
| (Constant)           | 1.275                      | 1.537      |                    | .830  | .409 |
| Causes of Challenges | .697                       | .070       | .750               | 9.990 | .000 |
| Potential            | 2.430E-02                  | .069       | .028               | .352  | .726 |
| Tourism Policies     | .115                       | .093       | .087               | 1.236 | .219 |

Source: Field survey, 2019

Table 10above revealed the relative contribution of the independent variables to the dependent variable: that Cause of Challenges ( $\beta = .750$ ,  $p<.05$ ) had significant relative contribution, Potential ( $\beta = .028$ ,  $p>.05$ ) had no significant relative contribution and Tourism Policies ( $\beta = .087$ ,  $p>.05$ ) had no significant relative contribution. This results is in line with the finding of Orga, et al (2017) who found that, inconsistency in polices is the bane of tourism development in this country.

**SUMMARY**

The study assessed the challenges and potentials of OsunOsogbo Sacred Grove among staff of National commission for Museum and monument in State of Osun, south western Nigeria. Purposeful sampling technique was used to select one hundred respondents among the staff of NCMM. Findings revealed that:

- Security and safety of tourist need to be improved upon.
- That the site lack delicious food and snacks.

- That the site is also deficient in many facilities such as access roads, toilet facilities, potable water and communication facilities.
- That adequate funding also hindering the site from performing at optimum level.
- That the site has potentials of providing income to the residents of host community.
- That the policy in place is not adequate to address the challenges facing the site for instance all income realized from touristic activities are usually sent to the NCMM Headquarter office in Abuja even when there is funding challenges to carry out conservation and to maintain safety and security at the site.

**CONCLUSION**

The study concludes that there was a positive significant relationship between perceived challenges and potentials of OsunOsogbo Grove. This is in line with the finding of Kukoyi and Iwwuagwu (2013) that the full potentials of most tourists’ site in Nigeria are not explored because of challenges such as unplanned



## Assessment of Challenges and Potentials of Osunosogbo Sacred Grove Among Staff of National Commission for Museum and Monument, Osogbo, Osun State Nigeria

environment, lack of awareness, ineffectiveness of government policies, poor facilities, poor funding among others.

### RECOMMENDATIONS

In order to achieve sustainable development of Osun Osogbo Sacred Grove based on the study findings, the following recommendations are suggested:

- Government both at State and Federal levels should provide adequate necessary facilities for the site.
- Osun State Government should work with private tourism investors to provide some of the facilities at the site where government funding is not visible.
- Constant awareness should be giving to the public about the value of recreation through public lectures like seminars and workshops should be organized for staff to enhance their competency in areas of tourism, planning, management and financing.
- Lastly, NCMM should change their policy on usage of revenue being generated from tourism activities in Osun Grove from the current policy of remitting all money realized at the site to the NCMM Headquarters in Abuja despite the funding challenges in carrying out conservation and maintaining safety and security at the site.

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