

Facilities, Fund, Security, Managerial Skills, Policy and Accessibility as Predictors of Development of Osun Osogbo Grove, Osun State, Nigeria

Adekitan K. G., Lasisi, M.O., Okunola, A.O., Uche-Ibeaubuchi, C. & Adio, O.R.
National Institute for Hospitality and Tourism (NIHOTOUR)
Osogbo, Osun State, Nigeria
Corresponding E-mail: gbadeadekitan@gmail.com

ABSTRACT

Challenges of sports tourism heritage site such as: poor regulation, facilities, security, managerial skills and accessibility has been of interest to several visitors around the world and in Nigeria since the last five decades. The study sought to find out the impact of Inadequate Facilities, Security, Managerial Skills, Policy and Accessibility on Osun Osogbo Sacred Grove heritage site. Osun Osogbo Sacred Grove was selected for the study being an important reference point for Yoruba tribe identity and the Yoruba diaspora. One hundred stakeholders' visitors and devotees were conveniently selected for the study. The instrument for the study was a structural questionnaire. Data were analyzed using simple frequency counts, while simple regression statistics were used to analyze the hypotheses. Results revealed that, fund poses a challenge to the development of the site ($\pi = 2.60$) and ranked highest by the mean score rating followed by poor regulation ($\pi = 2.37$), accessibility, security, facilities ($\pi = 2.41$), ($\pi = 2.19$) and lack of managerial skills ($\pi = 2.11$). Results of the study also showed that the site has potential of providing income to the host community ($\pi = 2.93$), creating more employment opportunities ($\pi = 2.77$), and attracting development ($\pi = 2.92$) by the score rating. The study established the relationship between independent variables and dependent variables ($r = .394^*$, $N = 100$, $p < .05$), joint contribution of the independent variables to the dependent variable $R = .804$ and a multiple R^2 of .647. Analysis of variance (ANOVA) showed that for the regression yielded an F ratio of 58.667, relative contribution of independent variables to the dependent variables: $\beta = .50$, $p < .05$. Based on these findings, recommendations were made for the provision of adequate modern and training facilities and fund at the site in order to enhance tourist patronage.

Keywords: Evaluation, Regulation, Facilities, Managerial Skills, Accessibility, Sport Tourism, Development.

iSTEAMS Multidisciplinary Conference Proceedings Reference Format

Adekitan K. G., Lasisi, M.O., Okunola, A.O., Uche-Ibeaubuchi, C. & Adio, O.R. (2019): Facilities, Fund, Security, Managerial Skills, Policy and Accessibility as Predictors of Development of Osun Osogbo Grove, Osun State, Nigeria. Proceedings of the 22nd iSTEAMS Multidisciplinary SPRING Conference. Aurora Conference centre, Osogbo, Nigeria. 17th – 19th December, 2019. Pp 151-164. www.isteams.net/spring2019. DOI - <https://doi.org/10.22624/AIMS/iSTEAMS-2019/V22N1P14>

1. INTRODUCTION

The significance of sports tourism and cultural heritage sites to any nation cannot be overestimated because of their unique roles in social, cultural and economic development. Today, there are over 30,000 sports tourism and cultural heritage sites around the world covering about 12.8 million square kilometers which account for 9.5% of the planet landscape (IUCN, 2006). The world conservation union (IUCN) (2006) described those tourism sites as protected areas due to the fact that they are used to organise sports events for commercial and non-commercial purposes.

This is more so for facilities dedicated to the protection of biological diversity and of natural and associated cultural resources. Nigeria Osun Osogbo Grove is one of protected areas (Fadipe, 2004). Other protected areas are: National parks, forest reserves, strict Nature Reserves, Game reserves, Game sanctuaries, Biosphere Reserves and National Museum, Sport tourism and Cultural heritage site has been of interest to several visitors around the world and in Nigeria since the last five decades. However, they have their own challenges. Some of the challenges of tourism sites are: unplanned environment, loss of habitats and biodiversity, Non involvement of the local community in their development, sewage discharge, gaseous emission, noise and solid resulting into serious pollution, kidnapping, social strife, and terrorism, poor regulation, modern facilities, security management, and accessibility. These challenges have posed serious threat to most tourists' sites in recent time.

In Nigeria, Fadipe (2014) explained some of the benefits accruable to tourism sites. For instance, tourism sites provide major sources of revenue to the local government, state and federal government, enhance establishment of tourism enterprises where job opportunities are 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. Despite these benefits, the inability of government to manage tourism sites, lack of investment which often requires borrowing and servicing cost, congestion and over use of tourism facilities are some of challenges of tourism sites in Nigeria. Others are lack of cultural orientation among people resident in the host community.

Adekitan and adebayo (2011) explained that the Osun-Osogbo Sacred Grove is a large cultural landscape of undisturbed forest near the city of Osogbo in southwestern Nigeria. 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 Yoruban 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.

According to Adekitan and Adebayo (2011) 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.

Although, in January 2014, one of the shrines within the grove was restored by craftsmen who employed traditional materials and techniques in their work. During the following year, various improvements were made at the site. The number of annual river cleanings increased from one to four, resulting in significant improvements in water quality, and plant regeneration and replanting projects drastically increased the diversity of tree and shrub species in the forest.

Conservation management, cultural tourism, and disaster risk management plans were prepared, and a higher percentage of funds from the grove's annual festival were allocated to conservation work. Despite the foregoing, many challenges are still militating against its development. This is the focus of this study. The challenges and opportunities of tourism sites have always been a subject of considerable controversy in Nigeria. This is because of relatively scarce studies at local level.

The situation is worsened by the lack of empirical studies on the nature of challenges confronting our tourism sites in Nigeria. One major constraint is inadequate data on the challenges facing tourist site development, thereby causing a gap in the literature. Again, the expectation of every stakeholder in the tourism business is that, any challenges could be ameliorated if their causes are known and proper attentions were given to them. Fadipe (2014) explained that, one of the important ways of improving service delivery system is to know the challenges of the destination. As part of strategic interest, knowledge of potentials and challenges of a cultural heritage site help in marketing and attracting visitors.

Although, studies have been carried out on Osun Osogbo Grove, unfortunately, study that assesses the potentials and challenges of Osun Osogbo Grove is relatively scarce. This thus justifies the need for the study. Where risks and challenges to tourism sites are known, there are many approaches which can be used to reduce risk. With the current growing interest in tourism site visitations, it is important that challenges are known, managed and reduced in order to make them a tool for creating economic development while preserving our heritage values and cultural resources. The challenge to preserve our cultural heritage and cultural facilities offer an authentic experience, respect the social and cultural way of life of a host communities as well ensuring sustainability and authenticity of the tourist product (tourist site). Recognizing the importance of the needs to reduce risk and annexing potentials of our tourism site for prevention of economic loss, this study is imperative.

1.1 Statement of Research Problem

The United Nation World Tourism Organisation (2016) report indicated that cultural heritage site offers an opportunity for the social and cultural development of a nation, despite that, most developing nations' emphasis do not strive to address some of the challenges that pose serious problem to their development. Furthermore, lack of knowledge about the impact of challenges confronting these tourism sites poses a threat to their development. This study therefore, evaluated the poor regulation, facilities, security, managerial skills and accessibility in Osun Osogbo Grove sport tourism and cultural site in South West Nigeria.

1.2 Research Questions

1. What are the demographic characteristics of the participants in the study in South West Nigeria?
2. How do challenges facing the Osun Osogbo Grove?
3. Do poor regulation, facilities, security, managerial skills, and accessibility have impact on Osun Osogbo Grove development?
4. How do participants' rates provide solutions to these challenges identified in the Osun Osogbo Grove Sport tourism and heritage site?

1.3 Objectives of the Study

The following objectives were drawn to guide the study:

1. To ascertain the demographic characteristics of the participants in Osun Osogbo-Groove, sport tourism and heritage site.
2. To find out the challenges militating against the development of Osun Osogbo – Grove, sport tourism and heritage site.
3. To find the possible solutions to the challenges of Osun Osogbo sport tourism and heritage site.

1.4 Scope of the Study

The study was delimited to Osun Osogbo – Grove in Osun State of Nigeria. It was also limited to questions raised and statistically analyzed based on the data obtained from the administered instruments.

1.5 Research Hypotheses

The following hypotheses are set to guide the study:

1. There is no significant relationship between challenges (inadequate policies, regulation, facilities, security, managerial skills, and accessibility, and sport tourism and heritage site development).
2. There is no significant relationship between perceived challenges and tourism development of Osun Osogbo Groove Tourism Centre.
3. There is no significant relationship between perceived challenges and tourism policies on Osun Osogbo Groove Tourism Development Centre.
4. There is no significant joint relationship between effect of causes challenges, potential and tourism policies Osun Groove Tourism development Centre.

2. METHOD OF THE STUDY

The population of the study was drawn from tourists, and devotees of Osun Osogbo Groove. In other words, a tourist that visited the Groove during the period of this study and also the osun devotees formed the population of this study. Descriptive survey technique was adopted for this study, because the design allows the researcher to collect relevant data concern the variables in their natural setting without manipulation.

The instrument for the study was structured questionnaire with focus on challenging factors and demographic characteristics of participants ($r=.98$). The instrument was validated by an experienced Professor in Sports tourism and cultural heritage management.

The sample size of the study was determined by using the list of registered visitors obtained through the National commission for Museum and Monument Osogbo office. Purposeful sampling technique was used to select one hundred males and females participants with the help of researcher's assistant.

Data were analysed using simple count and frequency, while simple descriptive statistics was used to analyze the hypotheses and researcher's questions.

3. RESULTS

RQ1: What is the demographic characteristics of the participants in the study area?

Table One: Demographic characteristics of the Participants

Gender	Frequency	Percentage
Male	48	48.0
Female	52	52.0
Age		
Less than 20 years	3	31.0
21-30 years	20	20.0
31-40 years	37	37.0
41 years and above	40	40.0
Marital Status		
Single	22	22.0
Married	74	74.0
Divorced	4	4.0
Ethnicity		
Nigerians	72	72.0
Foreigners	18	18.0
Others	10	10.0
Occupation		
Farming	2	2.0
Trading	6	6.0
Artisan	18	18.0
Civil Servant	74	74.0
Qualification		
Secondary Education	6	6.0
Tertiary Education	90	90.0
No formal Education	4	4.0

Source: Field survey, 2019.

The table one above showed that 48(48.0%) of the respondents were males while 52(52.0%) were females. 37(37.0%) were less than 20 years old, 20(20.0%) were aged 21-30 years, 40(40.0%) are aged 31-40 years and 3(3.0%) were above 40 years old. 22(22.0%) were single, 74(74.0%) were married and 4(4.0%) were divorced. 72(72.0%) were 18(18.0%) were Hausas, 8(8.0%) and 2(2.0%) were devotees. 2(2.0%) were Farmers, 6(6.0%) were Traders, 18(18.0%) were Artisans and 74(74.0%) were Civil Servants. 6(6.0%) had Secondary school certificates, 90(90.0%) had Tertiary school certificates while 4(4.0%) had no formal education. The result is in line with Ogar (2012) who noted that visitation to tourist site has become a common phenomenon in Nigeria in recent time.

RQ2: How do participants rate challenges facing Osun Osogbo Groove, sport tourism and heritage centre?

Table Two: Rating of the challenges facing the Osun Osogbo Grove

s/n	Challenges	SD	D	A	SA	\bar{x}	S.D
1	The tourist is not safe	52 52.0%	29 29.0%	16 16.0%	3 3.0%	2.23	1.09
2	In this tourist site, there is lack of delicious foods in the café/restaurants	33 33.0%	27 27.0%	26 26.0%	14 14.0%	2.21	1.06
3	In this tourist site, there is high level of illiteracy	39 39.0%	34 34.0%	21 21.0%	6 6.0%	2.09	.99
4	In this tourist site, the population is more than the facilities	34 34.0%	33 33.0%	23 23.0%	10 10.0%	2.09	.99
5	In this site, there is no good drinking water	44 44.0%	30 30.0%	19 19.0%	7 7.0%	1.99	.93
6	In this site, tourist lack access to roads	33 33.0%	45 45.0%	12 12.0%	10 10.0%	1.94	.92
7	In this tourist site, the quality of food is poor	31 31.0%	34 34.0%	16 16.0%	19 19.0%	1.89	.95
8	In this tourist site, there is no room for conveniences (toilet)	50 50.0%	26 26.0%	15 15.0%	9 9.0%	1.83	1.00
9	Tourist finds it difficult to communicate with the tourist guide	42 42.0%	45 45.0%	13 13.0%	%	1.71	.69
10	In this site, the tourist lack security	47 47.0%	36 36.0%	17 17.0%	%	1.70	.85
		Weighted $\bar{x} = 1.97$					

Source: Field survey, 2019.

Rating of the responses on the challenges facing the Osun Osogbo Grove is as shown below:

The tourist is not safe ($\bar{x} = 2.23$) 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 ($\bar{x} = 2.09$), In this tourist site, the population is more than the facilities ($\bar{x} = 2.09$), In this site, there is no good drinking water ($\bar{x} = 1.99$), In this site, tourist lack access to roads ($\bar{x} = 1.94$), In this tourist site, the quality of food is poor ($\bar{x} = 1.89$), 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 ($\bar{x} = 1.71$) 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 not safe for the tourist as the time of this report.

RQ3: What are the causes of those challenges facing the Osun Osogbo Grove, sport tourism and heritage centre and how do participants rate them?

Table Three: Staff rating on the challenges facing the Osun Osogbo Grove

s/n	Causes of challenges	SD	D	A	SA	\bar{x}	S.D
1	Fund poses a challenge to the development	23 23.0%	19 19.0%	33 33.0%	25 25.0%	2.60	1.10
2	Low wages and salaries for employees, poses a challenges in the site	25 25.0%	24 24.0%	31 31.0%	20 20.0%	2.46	1.08
3	Insufficient investment for training staff by the government, causes challenges in the site	24 24.0%	23 23.0%	38 38.0%	15 15.0%	2.44	1.02
4	Poor regulation and inadequate support from government for capacity building, causes challenges in the site	30 30.0%	20 20.0%	33 33.0%	17 17.0%	2.37	1.09
5	Limited exposure to good business environment and inability to communicate in other language, causes challenges in this site	25 25.0%	39 39.0%	20 20.0%	16 16.0%	2.27	1.01
6	Poor facilities cause low patronage in this site	32 32.0%	29 29.0%	27 27.0%	12 12.0%	2.19	1.02
7	Accessibility poses challenge	37 37.0%	30 30.0%	18 18.0%	15 15.0%	2.11	1.07
8	Effective managerial skills, poses a challenge in the site	38 38.0%	30 30.0%	15 15.0%	17 17.0%	2.11	1.10
9	Lack of modern facilities poses challenges to the tourists in this site	34 34.0%	32 32.0%	24 24.0%	10 10.0%	2.10	.99
10	In this site, most workers are illiterate	39 39.0%	31 31.0%	17 17.0%	13 13.0%	2.04	1.04
Weighted $\bar{x} = 2.27$							

Source: Field survey, 2019.

Staff rating on the challenges facing the Osun Osogbo 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 ($\bar{x} = 2.46$), Insufficient investment for training staff by the government, causes challenges in the site ($\bar{x} = 2.44$), 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. This means that, despite of the fact that there are many challenges facing the site, funding is most paramount.

RQ4: Do Osun Osogbo Groove has the potential for participants as a potential centre tourism development?

Table Four: Staff rating on the potential of Osun Osogbo tourism development

s/n	Potentials	SD	D	A	SA	\bar{x}	S.D
1	The site has potential of providing income to the host community	19 19.0%	15 15.0%	20 20.0%	46 46.0%	2.93	1.17
2	The site is capable of attracting infrastructural development to the community	17 17.0%	16 16.0%	25 25.0%	42 42.0%	2.92	1.13
3	The site generally support improvement in tourist and community well-being	18 18.0%	6 6.0%	49 49.0%	27 27.0%	2.85	1.02
4	This site has potential of creating more employment	18 18.0%	22 22.0%	25 25.0%	35 35.0%	2.77	1.12
5	This site has the potential of generating more revenue to government	24 24.0%	11 11.0%	34 34.0%	31 31.0%	2.72	1.15
6	The site is capable of generating foreign exchange	20 20.0%	15 15.0%	38 38.0%	27 27.0%	2.72	1.07
7	The site is capable of promoting environmental beautification	25 25.0%	14 14.0%	26 26.0%	35 35.0%	2.71	1.19
Weighted $\bar{x} = 2.80$							

Source: Field survey, 2019.

Patronage Staff rating of the potential of Osun Osogbo tourism development is as shown below:

The site has potential 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 potential of creating more employment ($\bar{x} = 2.77$), This site has the potential of generating more revenue to government ($\bar{x} = 2.72$), The site is capable of generating foreign exchange ($\bar{x} = 2.72$), The site is capable of promoting environmental beautification ($\bar{x} = 2.71$) respectively. This means that, majority respondents agreed that the tourist site has potential of providing income to the residents of host community. This agreed with Fadipe (2014) who explained that tourist provide major sources of revenues to the local community, state and federal government.

RQ5: How do staffs rate the perceived solutions to the challenges of Osun Osogbo Grove?

Table Five: What are the perception of participants on the solutions to the challenges of Osun Osogbo Grove ports tourism and heritage centre?

s/n	Solutions to the challenges	SD	D	A	SA	\bar{x}	S.D
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 4.0%	22 22.0%	25 25.0%	49 49.0%	3.19	.92
2	Addressing the problems of inadequate safety and security will be the solution for some of the challenge in this tourist site	14 14.0%	23 23.0%	34 34.0 %	29 29.0%	2.78	1.02
3	Addressing the problems of undeveloped tourism infrastructure will be the solution for some of the challenge in this tourist site	22 22.0%	9 9.0%	41 41.0%	28 28.0%	2.75	1.10
4	Addressing the problem of tourist attraction in Nigeria will be the solution for some of the challenges in this tourist site	21 21.0%	18 18.0%	30 30.0%	31 31.0%	2.71	1.12
5	Public private partnership is the solution	16 16.0%	31 31.0%	23 23.0%	30 30.0%	2.67	1.07
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 13.0%	31 31.0%	32 32.0%	24 24.0%	2.67	.99
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 24.0%	34 34.0%	27 27.0%	15 15.0%	2.33	1.01
		Weighted $\bar{x} = 2.73$					

Source: Field survey, 2019.

Rating of the responses on Staff rating on the perceived solutions to the challenges of Osun Osogbo 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 challenge 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 ($\bar{x} = 2.71$), 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 challenge 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.

RQ: Do the tourism policies used in Osun-Osogbo grove affect its development?

Tabl Six: Tourism Policy

s/n	Tourism policy	SD	D	A	SA	\bar{x}	S.D
1	In this site, the change of policies has affected its development	18 18.0%	39 39.0%	28 28.0%	15 15.0%	2.85	1.02
2	Enforcement of government policies have negative impact on the development of this site	33 33.0%	20 20.0%	34 34.0%	13 13.0%	2.70	1.12
3	Policy statement establishing in this site should be reviewed	15 15.0%	29 29.0%	32 32.0%	24 24.0%	2.65	1.01
4	Lack of good policy has affected the development of this site	33 33.0%	29 29.0%	28 28.0%	10 10.0%	2.40	.95
5	Government need to make a policy on the provision of infrastructure (road, electricity, water, hospital)	19 19.0%	21 21.0%	25 25.0%	35 35.0%	2.27	1.06
6	Good government policy has positive impact on the development	23 23.0%	13 13.0%	35 35.0%	29 29.0%	2.15	1.00
Weighted $\bar{x} = 2.50$							

Source: Field survey, 2019.

The responses of participants on how tourism policy affect the grove are as follows:
 In this site, the change of policies has affected its development ($\bar{x} = 2.85$) ranked highest by the mean score rating and was followed by Enforcement of government policies have negative impact on the development of this site ($\bar{x} = 2.70$), Policy statement establishing in this site should be reviewed ($\bar{x} = 2.65$), Lack of good policy has affected the development of this site ($\bar{x} = 2.40$), Government need to make a policy on the provision of infrastructure (road, electricity, water, hospital) ($\bar{x} = 2.27$) and Good government policy has positive impact on the development ($\bar{x} = 2.15$) respectively. This means that majority of respondents believe that change in the government polices has negatively impact on the development of the site.

Test of Hypotheses:

Ho₁: There is no significant relationship between Challenges (inadequate policy, poor facilities, security, managerial skills and accessibility) Potentials of Osun Osogbo Grove

Table Seven: PPMC showing the relationship between Perceived Challenges and tourismdevelopment of Osun Osogbo Grove sports tourism centre

Variable	Mean	Std. Dev.	N	r	p-value	Remark
Perceived Challenges inadequate policy, poor facilities, security, managerial skills and accessibility)	19.2900 19.6200	5.9277 6.7507	100	.499*	.000	Sig.

** Sig at 0.5 level

The table above showed that there was a positive significant relationship between Perceived Challenges and Potentials of Osun Osogbo 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 Fadipe (2014) that, the potential of most tourists' sites in Nigeria are not explored because of challenges such as: unplanned environment, kidnapping, social strife and terrorism.

Ho₂: There is no significant relationship between Perceived Challenges and Tourism Policies of Osun Osogbo Grove

Table Eight: PPMC showing the relationship between Perceived Challenges and Tourism Policies Osun Osogbo Grove

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

* Sig at 0.5 level.

The table above showed that there was a positive significant relationship between Perceived Challenges and Tourism Policies of Osun Osogbo 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 Osun Osogbo Grove

Table Eight: ANOVA showing the joint effect of Causes of Challenges, Potential and Tourism Policies on Challenges of Osun Osogbo 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				

The table above showed that the joint effect of Causes of Challenges, Potential and Tourism Policies on Challenges of Osun Osogbo Grove was significant. The table 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.

Table Nine: Showing the Relative affects Challenges and Tourism Policies of Osun Osogbo Grove, sport tourism and heritage centre

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

Table above 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 (2012) who found that, inconsistency in polices is the bane of tourism development in this country.

4. DISCUSSION

The question which states that what is demographic characteristics of the participants has been answered based on the results of analysis. Results showed that the cultural site is being patronised by both Nigerians and foreigners (72.0% and 18.0%); results also showed that the site is one of the preferred destinations in Nigeria. This is inline with Orga (2012) who noted that visitation to sites has become a common phenomenon in Nigeria in recent time. The study established that there are constraints facing tourists' site in Nigeria because majority of participants in the study area believed that the site is not safe, managed properly. They also believe that there is no effective management, poor regulation and inadequate support from government. Lack of modern facilities poses threat to the development of the site.

The findings are inline with Adekitan (2017) who noted that lack of modern facilities or equipment is often a problem for most tourists' centres in Nigeria. He also noted that in Nigeria, many tourists centre in Nigeria are under very strict financial problems, which prevents them from expanding their range of recreational facilities. The study confirmed that there is significant relationship between challenges by being encountered by tourists and tourism development. It also corroborated the submission of Adekitan and Adebayo (2011) that Osun Osogbo Grove has the potential of contributing to the social economic development of Osogbo metropolis by providing job opportunities to the indigenes of the town if the challenges are eliminated.

Finally, the study established that lack of change in policy affected the service delivery in the centre. This is inline with finding of Adekitan (2017) that is major recreational centre in Nigeria, there are poor service deliveries, but could be improved by training and education programmes to increase the skill of the tourists centre. This is also inline with the submission of Prifli and Zenciaaj (2013) that only well-trained entrepreneurs who raise attractive structure and trained skilled personnel, who are service-oriented and who want to be responsible for their actions, will be able to satisfy the growing demands of domestic and international tourists. Many instances exist in service organisations that delivery of services has become difficult, partly due to the absence of enhancing factors such as: human and material resources and professionalism. Hammer (2008) that argued that a strategic approach that provides innovative and well coordinated human resources is exceedingly important for effective service delivery system.

Effective service is an importance quality services and business success. Also confirmed the view of Castric (2002) that good transportation management system could create value for tourists' interest in the tourism products and services as well as long-term interest in the environment. Accessibility and modes of transportation have been used to determine the service quality which is seen a critical for service organisations need to meet tourists demands, ensuring that information, facility and transport system are of high quality. Ensuring that the transportation service meets the expectation of customers must be a high priority of those who manage the organization. Failure to do this may lead to loss of customers.

5. CONCLUSION AND RECOMMENDATIONS

The study evaluated challenges (inadequate policy, poor facilities, security, managerial skills and accessibility) tourism development in Osun Osogbo Grove South West, Nigeria. and potentials of Osun Osogbo Grove among staff of National commission for Museum in Osun State of Nigeria. From the study, it is clear that, there are numerous challenges facing sports tourism and cultural heritage site development in Nigeria. From the results of finding, security and safety, poor facilities, inadequate regulation and policy the numerous challenges confronting Osun Osogbo Grove, sport tourism and cultural centre. The study concluded that, there is a positive significant relationship between challenges and development of the site, that challenges have relative contribution towards site development, facilities affect patronage of the centre. It is therefore recommended that the government should pay total commitment to its development, providing adequate fund, security, modern and training facilities and accessible roads in order to transform the site, staff and improve tourists' patronage.

REFERENCES

1. Adekitan K. G. and Adebayo, O. (2011). Resident Perceptions of Osun Osogbo Metroplasi on the Potential of Osun Osogbo Groove, Osun State. Nigeria Journal of Applied Art and Sciences (NIJAS). Page 111-120. Vol. 5. No2 ISSN: 117-1634.
2. Adekitan, G. K. (2017). Operational Management and Organisational Facotrs as Predictoprs of Quality Service Delivery in Sport and Recreational Parks in Nigeria. Unpublished (PhD). Thesis of the Univerasisty of Ibadan.
3. Fadipe, A. S. (2014). Tourism Destination Management: A Guide for policy Makers and Destination Managers. Ilupeju Lagos. Prince of prints Limited
4. Bucher, C & Bucher, N. 2004. Recreation and Tourism for Today's Society. New York: M.c. Mosby Publishing Company.
5. Bulter, S. & Geoge, N. 2004. An Introduction to tourism for Today's Society. New York: Appleton Century Press.
6. Cook, R.A; Yale, L.J. and Marqua J.J. 2010. Tourism the Business of Travel (Fourth Edition). Pearson Education, Inc. Upper Saddle River. New Jersey. Pp. 8-14.
7. Hammer, C. 2008. Strategic Sports and Events ManagemenL United Kingdom. Human Kinetics.
8. Pepe, M., (2010). The Impact of Extrinsic Motivational Dissatisfiers on Employee Level of