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Unraveling the Polarization of Event Centres' Locational Pattern and Tourism Development in an Emerging City: Evidence from Ado Ekiti

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Authors' contributions

This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.

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ABSTRACT

The study examined the relationship between event centres' locational pattern and tourism development in Ado Ekiti. This is a survey research which involved the use of questionnaire. The data was analysed descriptively and inferentially. Findings from the study revealed that: only few event centres are built in the outskirts of the town. It also showed that event centres are built spacious like hall and are built where it is easily accessible within the residential areas in Ado Ekiti. The study further revealed that tourist finds it more comfortable locating event centres that are well situated. The study also showed that location of event centres have impacts on tourism development in the study area as location play a major role in beautification of the city, comfortability and source of attraction for tourist. The study concluded that increase in event centres has also increased tourism activities in Ado Ekiti. The study recommended that it is necessary to find suitable strategies to source fund for the development of event centres by private and public sectors which will help to facilitate tourism development in the study area. It is also important to note that domestication of the modern methods of building event centre is needed in order to have an attractive event centre which will also enhance the development of tourism in Ado Ekiti among others.

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1. INTRODUCTION

Tourism has risen to unparalleled heights of development and profitability worldwide as a complex social and economic phenomenon [1]. The tourism business has been confronted by a succession of unforeseeable developments in the last several years. Political uncertainty, terrorism, changing consumer preferences and requirements, economic turbulence among others have generated challenges in the industry [2]. Tourism industry had to restructure and refocus its operations in an effort to adapt to a changing marketplace. As business plans became shorter, governments should realize that the growth and development of this industry should not be left to chance only. On the other hand, the increasing global awareness of these challenges will be a great potential for the sector in the future. It is noticeable that sustainable development and appropriate spatial planning and their impact are important on tourism and their reciprocal connections [1].

It would not be appropriate to look closely into event tourism without first discussing what tourism is, because events and tourism go hand in hand. The growth and change in the activity associated with tourism resulted in so many definitions of tourism, but a single definition has long since been accepted: temporary movement of people to destinations outside their normal places of work and residence [3]. Event Tourism involves systematic planning, development, and marketing of special events, such as tourism attractions, imagery, infrastructure and economic development catalysts and built-in attractions animators. Tourism management deals with the growth of tourism based on the behavior and incentive analysis of tourists of all kinds. Event management on the other hand works with event promotion, design and management [4, 5].

In addition, it attempts to understand and manage event experiences. Therefore, tourism and event center are two sectors that are inseparable. In other words, event tourism intends to make full use of event capacities to achieve the development of host towns' tourism [6]. Tourism service providers tend to offer products and services that meet the demands of the consumers, who "unite" in some manner because of certain mutual and specialized needs [7,8]. It is apparent that the growth and expansion of the event centers and the increase

in the number and size of tourist attractions will have huge implications for the economy, for cultural identities and for the physical environment. At a global and local level, event centres enhances and provides support for event tourism [1].

2. STATEMENT OF THE PROBLEM

Right from time immemorial, individuals have always participated in certain kinds of events whenever they wanted to mark certain occasion or event. Even now when media and high technology have increased globally and caused many persons to lose interest in common standards and convictions, social activities are still needed to define our indigenous lifestyles. Events have recently been a major aspect of people's lives as leisure and disposable incomes have increased, resulting in a rapid increase in public events, festive events and entertainment [3].

Furthermore, the increase and expansion of event centers and tourism markets has become obvious, this includes creation of larger and more numerous tourist destinations which makes the growth in the tourism sector to increase as never before in the past few decades, which consequently have enormous economic, cultural and physical effects [3]. With little or no studies domesticated on this relationship, there is dire need for studies on the relationship that exists between the development of event centers and tourism both at global and local level. Hence, this study would seek to unravel the polarization of event centres' locational pattern and tourism development in a growing city like Ado Ekiti.

3. OBJECTIVE OF THE STUDY

The seeks to examine the relationship between event centres' locational pattern and tourism development in Ado Ekiti.

4. THE STUDY AREA

Ado-Ekiti is located between latitude 7°25'N and 7°45'N of the equator and between longitude 5°05'E and 5°30'E of the Greenwich Meridian as shown in Fig. 1. Ado-Ekiti has length has breadth of 32 and 28km respectively. It is about 199 km to the Northern Ekiti and Erio to the north (43.5 km), Ijero to the North East (7.5 km),

of the quality of event service and hence demand more detailed frameworks to impact and analyze event tourist consumer satisfaction. The design of event experiences is seen as being inextricably linked to site specifications and tourism center [11,12]. Efforts in every event have also provided insights into the relationship between event tourist pleasure, sponsor identity, future levels of attendance and earnings [13,14].

Wanhill [3] conducted a survey of event research, i.e. event subjects, themes and new trends. The study which included over 400 published publications, found that much attention was dedicated to defining concerns, event types as well as logistics and stage-related issues with a conspicuous neglect of event centres impact on event tourism development. The apparently low interest level in analyzing event utilities could be caused by the close links between the aims and parallel studies in the domain of event tourism destinations [15,16]. This leads to a valuable insight from the many investigations of tourist locations from research viewpoints on the value of events or facility analyses.

6. RESEARCH METHODS

This is a survey research in which data for the study was collected with the use of questionnaire. A total number of 40 event centres were purposefully selected in the study area. In each of the event centres selected, a total of 5 staff including the event centre owners were randomly selected in which copies of questionnaire were administered. This simply means a total of 200 copies of questionnaires were administered in total to the selected staff of each event centres selected. Data collected from

the respondents was analyzed through the use of descriptive and inferential methods. The descriptive analysis was done with the use of frequency tables, percentage and charts, while the inferential analysis to establish the relationship between events centres and tourism development was done with the use of chi square.

7. RESULTS AND DISCUSSION

Data presented in Table 1 shows that 83% of the respondents in the study area strongly agreed that event centre are mostly built like hall in Ado Ekiti, while very few of about 1% of the respondents agreed that event centres are designed like houses for people to live and 14% said event centres are like residential apartment that provide accommodation and some other services. The findings further revealed that event centres are mostly built in the residential areas as 26% strongly agreed and 25.5% agreed while others disagreed to the opinion. High percentage agreed that only few event centres are built at the outskirts of the town. Thus, this shows that event centres are built spacious like hall and are built where it is easily accessible within the residential areas in Ado Ekiti.

Table 2 revealed the impact of location of event centres on tourism development, it can be observed that highest percentage of about 71% of the respondent agreed that increase in event centres has greatly increase tourism in Ado Ekiti, also, event centres increases tourist activities in the city as 24% strongly agreed to the opinion and 40.5% agreed to the opinion. The beauty in the design of event centres also contributes the inflow of tourist into the city as more than

Table 1. Patterns exhibited in the Location of Event Centres

S/N	Items	SA		A		D		SD	
		F	%	F	%	F	%	F	%
1.	Event centre are mostly built like hall in Ado Ekiti	166	83.0	26	13.0	8	4	-	-
2.	Some event centres are designed like houses for people to live in	2	1.0	4	2.0	152	76	42	21.0
3.	Event centres are like residential apartment that provide accommodation and some other services.	14	7.0	20	10.0	132	66	34	17.0
4.	Event centers are mostly built in a residential areas	52	26.0	85	42.5	45	22.5	18	9.0
5.	Few event centres are built outskirts the town.	74	37.0	51	25.5	43	21.5	32	16.0

Source: Field Survey, 2021

Table 2. Impacts of location of Event Centres on Tourism Development

S/N	Items	SA		A		D		SD	
		F	%	F	%	F	%	F	%
1.	The increase in the location of event centres has greatly increase tourism in Ado Ekiti.	142	71.0	46	23.0	8	4	4	2.0
2.	Location of event centre increases tourist activities in Ado Ekiti.	48	24.0	81	40.5	40	20	31	15.5
3.	Beautiful event centres attract more tourists into the city.	54	27.0	102	51.0	35	17.5	9	4.5
4.	In terms of the impact of event centre on tourism development in Ado Ekiti, event centre plays a major role.	126	63.0	57	28.5	12	6	5	2.5
5.	Tourists find it more comfortable locating event centres that are well situated in Ado Ekiti.	102	51.0	84	42.0	12	6	2	1.0

Source: Field work, 2021

Table 3. Chi-square test

X ² Calculate	X ² Tabulated	Decision H ₀	H ₁
5.332	7.815	Reject	Accept

Source: Field work, 2021

average of the respondents amounting to 51% agreed to the opinion. Furthermore, the findings showed that tourists find it more comfortable locating event centres that are well situated. This result shows that location of event centres have impacts on tourism development in Ado Ekiti as location play a major role in beautification of the city, comfortability and source of attraction for tourists.

7.1 Hypothesis Testing

H₀: There is no relationship between the locational pattern of event centres and tourism development in Ado Ekiti. Relationships between the locational pattern of event centres and tourism development using were tested with chi-square using the formula below:

The formula for chi-square is

$$X^2 = \frac{(Observed - expected)^2}{Expected} \text{ or } X^2 = \sum \frac{(O - E)^2}{E}$$

Where:

O = Observed frequency,
E = Expected frequency

Statistical test was evaluated at 0.05 level of significant. Therefore, if calculated chi-square

values is less than the tabulated values, the null hypothesis will be rejected and the alternative hypotheses will be accepted and vice versa.

(a) level of significant = 0.05

(b) Test statistics $X^2 = \sum \frac{(O_1 - E_1)^2}{E_1}$

(c) Degree of freedom DF = (R – 1)(C – 1)

Where R = No of row and C = No of column = (4-1)(2-1)= 3 x 1

Therefore, Degree of freedom = 0.05

From the Table 3, it can deduced that the calculated X² is lesser than the tabulated X², therefore, H₁ which states that there is relationship between the locational pattern of event centres and tourism in Ado Ekiti is accepted. The implication of this is that, designing attractive event centres in a suitable location in the study area helps in the urban development of the city, entice tourists and encourage environmental quality within Ado Ekiti.

8. CONCLUSION

It is therefore concluded that increase in event centres has greatly increase tourism in Ado Ekiti. The beauty in the design of event centres also contributes to the inflow of tourist into the city. Furthermore, tourists find it more comfortable

locating event centres that are well situated as the location of event centres have impacts on tourism development in Ado Ekiti, this is because location play a major role in beautification of the city, comfortability and source of attraction for tourists. Designing attractive event centres in suitable locations in the study area will enhance the urban development, entice tourist and encourage environmental quality of Ado Ekiti.

9. RECOMMENDATIONS

The study of event centres and tourism denotes the process of shaping, modifying and creating an outdoor scene and aesthetic environment, ordered to effectively express the functional and supportive attribute of a liveable tourism environment. In other to make the open spaces serve as greenbelts to limit development and to act as buffer zones between urbanized areas or elements, this study thereby recommend that: it is necessary to find suitable strategies to source fund for the development of event centres by private and public sectors which will help to facilitate tourism development in the study area. It is also important to note that domestication of the modern way of building event centres is needed in order to have an attractive event centres which will also enhance the development of tourism in Ado Ekiti. It is also recommended that before the location of event centre, urban planning strategies with a focus on even tourism development should be appropriately considered in the study area.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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