

ACCESS TO INFORMATION OF TOURISM BASED ON PHYSICAL AND RECREATIONAL ACTIVITIES AMONG ACADEMIC STAFF OF BAYERO UNIVERSITY KANO, NIGERIA

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ABSTRACT

The benefit of tourism to human is enormous, when one participates in tourism through recreation (physical exercises), it makes one look agile, healthy, mental alert, always look youthful, it low body fats and weight, reduce blood sugar level in body system (systolic blood pressure (BP) to pave way for efficient functioning of heart and lungs and it makes one intellectually balance and cohesive to manage it time well. Keeping in view this fact this study was structured. The sample for this study were 168 academic staff of Bayero University Kano, Nigeria. A close-ended questionnaire was design and validated by three lecturers in the department of geography of Ahmadu Bello University, Zaria. Cronboch Alpha coefficient was used at 0.05 level of significance and was found to be consistent at 0.75. Descriptive statistics of frequency distribution and simple percentages were used in the analysis. Findings of this study, shows that access to tourism information leads to arousal of interest to participate in tourism activities which is very necessary in planning of itinerary, furthermore tourism has been noted to be a social therapy to reduce stress and boredom. The study recommends that information on all types of tourism products and services should be provided and made available for academic staff and public accesses. Necessary infrastructure should be provided and make available in order to enhance information accesses.

Keywords: *Tourism, access, physical & recreational activities, information.*

1. INTRODUCTION

Participation in tourism activities make one fit, gives participant more energy, greater mental alertness, reduces stress and allows for better time management and

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power to create social cohesion productivity (Kumar, & Kar, 2010; Oleśniewicz, Sołtysik, Markiewicz-Patkowska, & Cieplik, 2015). Health is wealth, when you have good health you save a lot of resource. Tourism is life, when you participate in leisure, recreation through exercise, it elongates one's life, it reduces one's body weight, it enhances youthful appearance and also it burnout calories in human system and pave way for adequate functioning of heart (Rotz, & Merz, 2013; Alagbu, Alagbu, & Agwubuike, 2013). Scarrott, and Kyriakaki (2011) observed that from history the ancient Greeks (where education took its roots) believed that the main idea of educating a man was to produce an individual that would be mentally and physically balanced. According to him the Greeks believed that regular physical exercise through recreation, are not only necessary for the development and maintenance of optimal level of health, but is also contributes to youthful appearance, increase in physical work capacity and decrease early disability and sudden death. He further stressed that access to necessary tourism information by academic staff is in order to enhance their mental relieves (Marguba, 2010). The importance of this is for body refreshment, boredom therapy, increase productivities and long life span. Leisure, recreation and tourism are the largest industry in the world; the business is booming and growing rapidly. Tourism through recreation has a wide range of positive impacts range from cognitive, economic, social, culture, environmental and physiological. People who frequently take advantage of recreation activities have doctor less visits, low body mass indexes and lower symbolic blood pressure (BP) than those who do not (Kalichman, Weinhardt, Benotsch, DiFonzo, Luke, & Austin, 2002; Alagbu, *et al.*, 2013). Kolawole (2010) stated that non participation in tourism activities like leisure and recreation can lead to fatigue, stress and subsequently death. Despite the health value of tourism, it is sad to note that today many academics slumps on their official seat and died due to fatigue and stress related illness like hypertension, heart failure, cardiac arrest and stroke. According to Triantoro (2013) posits that stressful condition experience by academic staff increases their distress and vulnerability to psychological and behavioral problems such as depressions, fatigue, low productivity, absenteeism and several health problems.

Access to information is very important for human development, education, lives improvement, physical wellbeing and mental alertness (Asemi, 2005; Buhalis, 2011); as human beings, we want to be informed, keep abreast of the latest event that affects, or are of interest to us (Kalichman, *et al.*, 2002). In the same vein, academics need information on leisure, recreation and tourism (Chang, & Perng, 2001), they want to know the latest football scores, a very legislation that affects their lives, economic activities that affects their daily living to be a part-taker (Sinha, 2011; O'Conner, 2012). Furthermore, academics need information on leisure and recreation, activities of our operators and transportation sectors, natural recreation center or site, e.g. (National parks), hotel and accommodations, religion,

historical site, sport and events and world around them (Lucy, 2005; Tasic, & Lazarevic, 2010; Newsome, & Dowling 2010; Ayodele, 2012). This will enable the academics to develop interest and be full participant of the activities. WHO (2013) said that participation in tourism through physical activities like sports and other recreation help to build and maintain healthy bones, muscles and joints, intellectual balance, reduce fat, control body weight and develop efficient functioning of the hearts and lungs.

In view of the above observed problems, this study investigates type, source and means of accessing tourism information among academic staff of Bayero University Kano, Nigeria.

2. METHODS AND MATERIALS

Survey research method was adopted for the study.

2.1 Participants

The sample for this study were recruited from different faculties of Bayero University Kano, Nigeria. A total of 168 academic staff of the university were served as the sample of the study.

2.2 Tools

A self-developed questionnaire was used for data collection in this study. The questionnaire was validated by three lecturers in the department of geography of Ahmadu Bello University, Zaria and their suggestions were used to improve and produced the final copy of the questionnaire. Pre-test and post-test of the instrument was done with 20 academic staff in the department of computer science, Ahmadu bello University, Zaria to ascertain the reliability of the questionnaire and it was found 0.75 consistent.

2.3 Data Collection and Analysis

The questionnaire was distributed amongst the subjects. All filled and completed questionnaires were retrieved and analyzed using Cronbach at alpha coefficient level of significance at 0.05 descriptive statistics of frequency distribution of simple percentages were used in the analysis.

3. RESULTS

Table 1: Percentage analysis on type of tourism information

Types of Tourism Information	Responses	
	Available (%)	Not Available (%)
Information on leisure and recreation	32 (19.0)	136 (77.3)
Sports and games	97 (57.7)	71 (42.3)
Tour operation and transport	35 (20.8)	133 (75.6)
Spas and planetarium	13 (7.7)	155 (92.3)
National park and wildlife	59 (35.1)	109 (64.9)
Hotel and catering	59 (35.1)	109 (64.9)
Arts festival	51 (30.4)	117 (69.6)
Amusement park/fun fair	31 (18.5)	137 (81.5)
Road side resorts	26 (15.5)	142 (80.6)
Cultural heritages	111 (66.1)	57 (33.9)
Wax work	15 (8.9)	153 (91.1)
Museum/monumental centers	62 (36.9)	106 (63.1)
Beaches and waters falls	26 (15.5)	142 (84.5)
Picnics and fountains	34 (20.2)	134 (79.8)

Table 2: Summary of sources of tourism information among the academic staffs

Means of Access	Frequency	Percentage
Internet	140	83.30
Video Clips	39	23.20
Phone Call	29	23.40
Travel Website	28	16.70
Leaflets	43	26.50
Brochures	43	26.50
Colleagues/Friends/Families	65	38.70
Telex	6	3.60

Table 3: Summary of importance of accessing tourism information

Importance of having access to tourism information	Agree	Indifference	Disagree
Having access to tourism information enables you to participate in tourism activities	95 (56.5)	24 (14.3)	49 (29.2)
Access to tourism information enables you plan itinerary	116 (69.1)	11 (6.5)	42 (29.4)
Access to tourism information gives you the choice to choose your destination before embarking on the trip	94 (54.9)	11 (6.5)	63 (38.6)

Table 4: Present the summary of challenges in accessing tourism information

Challenges	SA	A	IND	DA	SD
Most of tourism outlets/ sectors have not viable websites to locate them	14 (8.3)	67 (39.9)	32 (13.7)	61 (36.3)	3 (1.8)

Library staff discouraged access	30 (17.9)	8 (4.8)	56 (33.3)	60 (35.7)	14 (8.8)
Most of the tourism owned internet sites are not accessible or not interfaced friendly	17 (9.7)	24 (14.3)	40 (23.8)	54 (32.1)	33 (19.6)
Poor infrastructure like power, telephone, postal services hamper you from accessing tourism information	68 (40.5)	68 (40.5)	16 (9.5)	12 (32.1)	4 (2.4)
Poor knowledge of the organization of library resources	41 (24.2)	48 (28.7)	8 (4.8)	48 (28.4)	23 (13.7)
Lack of parents of library within your locality	10 (5.9)	30 (17.9)	14 (8.0)	60 (35.7)	54 (32.5)
Poor arrangement of library resources	48 (28.7)	46 (27.0)	27 (16.2)	37 (22.2)	10 (5.9)
Do you agree that some of the academics lack that knowledge of internet surfing on how to locate the needed information on tourism	47 (28.0)	80 (47.6)	21 (12.5)	11 (6.5)	9 (5.4)
Lack of interest on tourism information	46 (27.4)	65 (38.9)	8 (4.5)	23 (13.7)	26 (15.5)
Low knowledge on how to approach and search for information tourism in library	14 (8.5)	6 (3.6)	3 (1.8)	78 (46.5)	67 (39.7)

4. DISCUSSION

Table 1 shows available information on tourism for the academics. Information on cultural heritage has the highest scores with 111 (66.1%) of the respondents this is likely due to role culture plays in the life of an African man, these findings tend to disagree with that of the Europeans Travel commission (2011) which observes that cultural tourism suffers a general unawareness of potential and use and enjoyment due to lack of accessibility. Perhaps their submission is based on Europeans setting. The need for man to understand culture and document tends to make information on it easily available.

The responses of the respondents indicated that internet has the highest with 140 (83.3%) as major means of accessing tourism information (Table 2); this is due to the availability of mobile network as academics can easily browse with their mobile communication devices (Buhalis, 2011). This is in line with Asemi, (2005) who said that internet can allow users to visually tour and visit tourism sites in real term. Colleagues and friends came second with 56 (38.7%). In Africa one of the easiest ways to pass information across is through personal contact and this can be between colleagues, friends or family. Through, this is now being taken over through the net as each individual can now access information from the web easily as all one needs is just the knowledge. Telex has the lowest responses with 6 (3.6%) as this is been wipe out by the electronic media. The internet and mobile network have now hence people are moving away from the old of communication towards the modern ways like mobile phones, internet, text and many more. These questions

were further raised from research question two aimed at determining the importance of having access to tourism information among the academics of Bayero University, Kano.

Results presented in Table 3 shows the importance of having access to tourism information. From the results, it revealed that having access to tourism information arouse academics interest to participate in tourism activities with responses scores of 95 (56.6%) agreed, 49 (29.2) disagree, 24 (14.3) indifferent. Having access to tourism information enables the academics to choose destination to be visited, to plan and develop interest to participate on the activities. The implication is that when an individual has access to information and utilizes it, he/she has become inform and better understand that will help an individual to develop interest on that thing. Furthermore, if academics have access and use information on tourism, they may have interest to participate and moreover plan against the trip.

Pertaining to the results which is presented in Table 5 shows 67 (39.9%) of the respondents agrees that most of the tourism outlets/sectors did not have viable website to locate them. Furthermore 80 (47.6%) of the respondents agreed that some of the academic lack the knowledge of internet surfing on how to locate the needed information on tourism, 68 (40.5%) of the respondents agreed to poor infrastructure as the hindrances to tourism information access, 65 (38.9%) indicated lack of interest. While library staff discourages access 60 (35.7) were strongly disagreed. However, lack of parents of library within locality ranked the lowest with 10 (5.9%) strongly disagreed, this implies that hindrances to information on tourism poor infrastructures and lack of interest by the academic.

5. CONCLUSIONS

From the findings of this study, it could be concluded that types of tourism information available in the University are information on culture and festival, sport and games, leisure and recreation, museum, hotel and catering. The means of accessing tourism information are internet, television, documentaries, video clips, colleagues, family and Libraries. The sources of tourism information are internet, Library, Friends/colleagues and family, travel agencies, transport industries, Newspaper and magazines, brochures and exhibition. The challenges academic staff faced in accessing tourism information lack of awareness, tourism interest and poor infrastructure.

The accessibility to tourism information by academic staff is found to be very necessary because, tourism has been a social therapy to stress and boredom. Hence academics are vulnerable to fatigue and stress due to the work overload. The benefit of tourism to human is enormous, when one participates in tourism through recreation (physical exercises), it makes one look agile, healthy, mental alert,

always look youthful, it low body fats and weight, reduce blood sugar level in body system (systolic blood pressure (BP) to pave way for efficient functioning of heart and lungs and it makes one intellectually balance and cohesive to manage it time well. From this study, it can be deduced that it is necessary for everybody academics not left out to have access to tourism information, hence it will help individual to develop maintain optimal level of health, increase physical work capability and decrease early disability and sudden death.

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