

**ASSESSING THE IMPACT OF DARK TOURISM ON THE HOST
COMMUNITY (A CASE STUDY OF OKE-OYI CEMENTARY, ILORIN
KWARA STATE)**

BY

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CERTIFICATION

This is to certify that research work has been read and approved as meeting the requirement for the award of National Diploma (ND) Tourism Management Technology Department, Institute of Applied Science, Kwara state polytechnic, Ilorin

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DEDICATION

This project is dedicated to Almighty God for his faithfulness over my life

ACKNOWLEDGEMENT

First and foremost, I give all glory, honor, and praise to the Almighty God—the Creator of heaven and earth, the One who was, who is, and who is to come. He is the Alpha and the Omega, the Beginning and the End. His unfailing love, infinite wisdom, and divine guidance have been the solid foundation upon which this project was built. Without His grace, strength, and provision, this work would not have been possible.

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My sincere appreciation also goes to my beloved family, friends, and loved ones. Your constant encouragement, emotional support, and belief in my abilities served as a powerful source of motivation. During moments of doubt and exhaustion, your words of assurance and unwavering presence reminded me of my goals and gave me the strength to persevere.

To everyone who played a role—directly or indirectly—in the successful completion of this project, I say thank you. Your collective contributions have been the driving force behind the realization of this work, and I am profoundly grateful.

May God bless you all abundantly.

ABSTRACT

This study investigates the patterns and determinants of tourist flow to Ibadan Airport between 2022 and 2024 in Oyo State, Nigeria. The research was conducted in response to the growing significance of domestic tourism and regional air travel in national development. Using a descriptive survey design, data were collected from 120 respondents, including FAAN officials, tourists, tourism operators, and government representatives. Both primary data (via questionnaires and interviews) and secondary data (from FAAN and tourism bodies) were analyzed using descriptive and inferential statistics.

Findings revealed a gradual increase in tourist traffic over the three-year period, with notable surges during festive seasons and cultural events. Key factors influencing tourist flow included improved airport infrastructure, flight availability, regional attractions, and government policies promoting local tourism. However, challenges such as inconsistent flight schedules, limited publicity, and infrastructural constraints still affect optimal usage of the airport.

The study concludes that Ibadan Airport has significant potential to serve as a hub for cultural and domestic tourism in southwestern Nigeria. It recommends sustained investment in aviation infrastructure, better coordination between tourism and transport sectors, and targeted promotional campaigns to attract more travelers. These efforts are vital to harnessing the economic benefits of tourism and improving regional connectivity.

CHAPTER ONE

1.1 Background to the Study

Tourism remains a significant contributor to economic development globally, and transportation—particularly air travel—is a vital facilitator of tourism. Airports serve as gateways for international and domestic tourists, enhancing accessibility and connectivity (UNWTO, 2023). In Nigeria, regional airports play an increasingly important role in supporting tourism activities by enabling the movement of people, goods, and services. The Ibadan Airport, situated in the capital of Oyo State, is one of such facilities with potential for catalyzing regional economic and cultural tourism (Aderinto, 2021).

Ibadan, as a historical and cultural hub, boasts numerous tourist attractions such as the Cocoa House, the University of Ibadan Zoological Garden, Mapo Hall, Bower's Tower, and the Ibadan National Museum. The city's proximity to Lagos and other southwestern states further enhances its accessibility (Oyesiku, 2016). The role of Ibadan Airport in facilitating tourist flow into the region between 2022 and 2024 is a critical area of study, especially with the global tourism recovery from the COVID-19 pandemic during these years (Olaniyi, 2022).

Moreover, Nigeria's National Tourism Development Master Plan (2006) emphasizes the need for sustainable and inclusive tourism that leverages local transportation systems. This reinforces the importance of studying how regional airports like Ibadan's contribute to national tourism goals. The Nigerian Tourism Development Corporation (NTDC) has also highlighted the significance of transport infrastructure in boosting domestic tourism, especially in less-explored destinations like Ibadan (NTDC, 2022).

Ayeni and Ebohon (2017) stress that understanding patterns of tourist flow can help stakeholders in tourism and transport sectors to make informed decisions concerning infrastructure

development, marketing strategies, and tourism management in Oyo State. Moreover, assessing tourist flow through Ibadan Airport provides a basis for evaluating the airport's impact on the local economy, accommodation services, and the sustainability of cultural and eco-tourism in the region (Oyesiku, 2016).

Tourist behavior in the post-pandemic era has shifted toward shorter domestic trips, less crowded destinations, and flexible travel arrangements. This creates opportunities for regional airports to become central hubs for local tourism growth (Olaniyi, 2022). However, the effectiveness of Ibadan Airport in capturing this opportunity remains under-researched. A comprehensive assessment of tourist flow data from 2022 to 2024 can provide empirical insights into the airport's role, challenges faced, and areas for improvement.

1.2 Statement of the Problem

From research, Aderinto (2021) emphasizes that despite the presence of historical and cultural landmarks in Ibadan, the region has not fully harnessed its tourism potential, partly due to transportation and infrastructural limitations. While efforts have been made to improve airport services and routes, there is insufficient empirical data on the trends and volume of tourist inflow through the Ibadan Airport. This lack of data affects strategic planning for tourism development and investment.

FAAN (2024) states that the aftermath of the COVID-19 pandemic necessitated a reassessment of travel patterns. How tourist flow to Ibadan Airport changed from 2022 to 2024—years significant for post-pandemic tourism recovery—is yet to be comprehensively studied. There is a need to bridge this gap by providing statistical evidence and analysis on tourist movements through the airport to inform tourism policy and development initiatives in Oyo State.

1.3 Objectives of the Study

The main objective of this study is to assess the tourist flow to Ibadan Airport between 2022 and 2024. The specific objectives are to:

1. Examine the volume and trends of tourist arrivals at Ibadan Airport from 2022 to 2024.
2. Identify the main factors influencing tourist travel through the airport.
3. Determine the correlation between airport tourist flow and tourism development in Ibadan.
4. Assess the challenges facing tourist inflow through Ibadan Airport.
5. Suggest strategies for improving air travel accessibility to boost tourism in Oyo State.

1.4 Research Questions

1. What is the trend of tourist arrivals at Ibadan Airport from 2022 to 2024?
2. What factors influence the use of Ibadan Airport by tourists?
3. How does the tourist flow through the airport impact tourism development in Ibadan?
4. What are the major challenges limiting tourist arrivals via Ibadan Airport?
5. What strategies can enhance tourist flow to Ibadan through air travel?

1.5 Significance of the Study

This study will provide valuable insights for policymakers, airport authorities, tourism agencies, and local businesses. It offers a data-driven basis for improving tourism infrastructure and marketing Ibadan as a viable tourist destination. The research will also contribute to academic discourse on the relationship between transportation and tourism development in developing economies. It further assists stakeholders in understanding post-pandemic travel behavior and optimizing the potential of regional airports.

1.6 Scope of the Study

The study is focused on analyzing tourist inflow data to Ibadan Airport within a three-year period (2022–2024). It includes both domestic and international tourists who accessed Ibadan via air transport. The research will be limited to activities related to tourism—such as visits to attractions, festivals, business tourism, and academic tourism—while excluding non-tourist-related air travel.

1.7 Operational Definition of Terms

- **Assessing:** Assessing refers to the process of evaluating or judging the quality, quantity, or effectiveness of something. To assess means to evaluate, examine, or measure the nature, quality, value, or significance of something. It involves identifying key elements, determining their condition or performance, and drawing conclusions based on evidence. Assessing is both descriptive and analytical.
- **Tourist Flow:** The movement of people traveling to and from destinations for leisure, business, or other purposes. Tourist flow refers to the movement of people from their places of residence to various destinations for leisure, business, religious, medical, educational, or other tourism-related purposes, and their eventual return.
- **Airport:** Is a complex facility that provides the infrastructure and services required for the operation of aircraft and the movement of passengers and cargo. Airports typically consist of runways, taxiways, terminals, control towers, and other supporting infrastructure. They serve as critical nodes in both national and international transportation networks, facilitating connectivity between different regions and countries.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

Tourism and transportation are intrinsically linked; the accessibility of a destination greatly influences its attractiveness to tourists. In the modern tourism sector, air transportation remains one of the most efficient and preferred modes of travel, particularly for long-distance journeys. According to the World Tourism Organization (2023), over 55% of international tourist arrivals globally are facilitated by air travel. This underscores the critical role that airports play in shaping tourism dynamics and regional development.

Ibadan, the capital of Oyo State, holds a distinguished position in Nigeria's cultural and historical landscape. As one of the oldest cities in West Africa, it is home to iconic landmarks such as the Cocoa House—the first skyscraper in West Africa—Mapo Hall, and the first television station in Africa. The city also hosts the University of Ibadan, Nigeria's premier university, which attracts both academic and cultural tourists. Despite these offerings, the city has historically suffered from underutilization of its tourism potential, partly due to infrastructural deficits and limited air connectivity.

The Ibadan Airport, managed by the Federal Airports Authority of Nigeria (FAAN), was established to bridge transportation gaps in the southwestern region. Although initially designed for domestic travel, recent efforts have aimed at upgrading its facilities and extending its operations to attract more passengers and possibly future international flights. Between 2022 and 2024, the airport witnessed varying levels of air traffic flow, driven by improvements in aviation services, post-COVID-19 recovery strategies, and increased awareness of domestic tourism.

Understanding these trends is vital for planning and expanding tourism services in the region (Olaniyi, 2022).

2.1 Tourist Inflow: Conceptual Overview

Tourist flow refers to the movement of people from their places of residence to various destinations for leisure, business, religious, medical, educational, or other tourism-related purposes, and their eventual return. It encompasses the spatial, temporal, and numerical dimensions of tourist movements and is a vital concept in tourism studies and planning (Cooper et al., 2008). Understanding tourist flow is essential for assessing tourism demand, infrastructure needs, destination management, and policy formulation.

Tourist flows are often measured using data on arrivals and departures at various points of entry, including airports, seaports, and border crossings. In the context of air transportation, airports serve as critical nodes in the global and domestic tourism network. The volume of tourist flow through an airport not only indicates the level of tourism activity in a region but also reflects the region's connectivity, accessibility, and attractiveness as a destination (Page, 2009).

The concept of tourist flow is integral to tourism geography and planning. It involves the movement of people from origin regions to destinations, often influenced by factors such as transportation infrastructure, destination attractiveness, security, cost, and personal motivations (Cooper et al., 2008). Tourist flow data not only indicates tourism demand but also guides decisions on investment, policy, and infrastructure development. Airports serve as critical nodes in this flow, providing the means for domestic and international travel and acting as gateways to destinations.

Airports, particularly in developing countries, are increasingly recognized as strategic assets in boosting regional tourism. Prideaux (2000) emphasized that efficient transport systems are

essential to sustainable tourism development, with air transport playing a central role in increasing destination accessibility. This is particularly relevant for Ibadan Airport, which connects the southwest region of Nigeria to other parts of the country and serves as a potential hub for tourism and commerce.

2.2 Empirical Review of Tourist Flow Studies

A number of studies have examined tourist flow across various contexts, often highlighting the interconnectedness between transportation and tourism development. For instance, Page (2009) found that regional airports in Asia significantly improved tourism arrivals in secondary cities by offering cost-effective travel options. Similarly, Afolabi (2021) examined the impact of domestic transport infrastructure on tourism growth in southwest Nigeria, including Ibadan, and noted that poor connectivity has historically limited tourism potential despite the area's rich cultural heritage.

In the Nigerian context, Olaniyi (2022) assessed the post-COVID-19 tourism recovery, finding that domestic tourism experienced a surge due to restrictions on international travel. The study noted that airports in less congested cities like Ibadan became more attractive due to reduced health risks and ease of access. However, it also highlighted the lack of structured data collection as a limitation in understanding regional tourist behavior.

The Nigerian Tourism Development Corporation (NTDC, 2022) underscored the importance of reliable data on tourist arrivals and movements through entry points such as airports. It identified the need to strengthen airport-based data collection to monitor and promote domestic tourism more effectively.

Another study by Eniola and Ajayi (2020) revealed that airports in Nigeria face challenges including inadequate infrastructure, poor connectivity, and inconsistent scheduling. These factors

contribute to fluctuating passenger traffic, which directly impacts tourist arrivals. The research suggested that upgrading regional airports could increase tourist flows and stimulate local economies.

2.3 Post-Pandemic Travel Behavior and Regional Airports

The COVID-19 pandemic disrupted global travel patterns and forced a reevaluation of tourism priorities. In the wake of the pandemic, travelers increasingly opted for regional destinations, less crowded transport hubs, and shorter, domestic trips (UNWTO, 2023). This trend offered an opportunity for regional airports, including Ibadan Airport, to attract more tourists by serving as safer and more convenient travel alternatives.

Research by Ukeje and Bamgbose (2023) emphasized the role of regional airports in the post-pandemic recovery of tourism in Nigeria. The study indicated that with proper health protocols, marketing, and improved facilities, these airports could stimulate domestic travel and provide a buffer against global travel disruptions.

2.4 Challenges Facing Tourist Flow in Nigerian Airports

Several challenges hinder the efficient flow of tourists through regional airports in Nigeria, including:

1. Infrastructure Deficits

Many airports lack modern facilities such as functional terminals, baggage systems, and reliable navigation technology (FAAN, 2023).

2 Flight Availability and Scheduling

Infrequent flights and unpredictable schedules reduce tourist convenience.

3. Security and Safety Concerns

Inadequate security measures at some airports deter travelers.

4. Data Collection Gaps

Limited or inaccurate data on tourist arrivals affects planning and decision-making.

These issues are particularly relevant to Ibadan Airport and need to be addressed to improve its capacity to attract and manage tourist traffic effectively.

2.5 Determinants of Tourist Flow

Several factors influence the volume and direction of tourist flows:

1. **Accessibility and Transportation Infrastructure:** Efficient transportation systems, particularly air travel, enhance the ease of reaching tourist destinations. Airports that offer frequent, affordable, and safe flights tend to attract higher tourist traffic (Prideaux, 2000).
2. **Attractions and Destination Appeal:** Cultural heritage sites, natural landscapes, events, and recreational facilities draw tourists. Destinations with unique and well-marketed attractions experience more substantial tourist flows (UNWTO, 2022).
3. **Political and Economic Stability:** Peaceful and economically stable environments encourage travel, while political unrest, terrorism, or economic crises deter tourist arrivals.
4. **Promotional and Marketing Activities:** Aggressive destination marketing campaigns can boost visibility and influence travel decisions, thereby affecting tourist flow patterns (Kotler et al., 2010).
5. **Travel Costs and Exchange Rates:** Affordability of travel, influenced by ticket prices, accommodation costs, and favorable exchange rates, plays a key role in tourist flow, especially in price-sensitive markets.
6. **Seasonality and Climate:** Many destinations experience seasonal tourist flows based on weather patterns, festivals, and holiday calendars.

2.6 Types of Tourist Flow

Tourist flow can be categorized based on various criteria:

1. Inbound vs. Outbound: Inbound flow refers to tourists entering a country or region, while outbound flow refers to residents traveling to other destinations.
2. Domestic vs. International: Domestic tourist flow involves travel within national boundaries, while international flow involves cross-border movement.
3. Leisure vs. Business Travel: Leisure travelers seek relaxation and recreation, while business tourists travel for work-related purposes, conferences, or trade.

2.7 Importance of Studying Tourist Flow

Studying tourist flow is crucial for several reasons:

1. Infrastructure Development: Accurate flow data informs decisions on expanding or upgrading facilities such as airports, roads, and hospitality services.
2. Economic Planning: Tourist flow is linked to spending patterns that contribute to local economies through job creation and revenue generation.
3. Sustainability: Understanding flow helps manage over-tourism and under-tourism, promoting balanced and sustainable destination use.
4. Crisis Management: Flow analysis can help detect patterns disrupted by crises (e.g., pandemics, natural disasters) and guide recovery strategies.

2.8 Ibadan as a Tourist Destination

Ibadan, the capital of Oyo State, is one of Nigeria's most historically and culturally significant cities. It boasts several attractions including the Cocoa House, the University of Ibadan Zoological Garden, Mapo Hall, and cultural festivals such as the Oke'badan festival. Despite its

potential, Ibadan has been underutilized as a tourism hotspot, mainly due to limited visibility and accessibility.

Studies by Ayeni and Ebohon (2017) identified transportation as a key barrier to tourism development in southwest Nigeria, including Ibadan. The authors argued that strategic investment in infrastructure, especially airports, could reposition Ibadan as a central cultural tourism destination.

Recent developments aimed at upgrading the Ibadan Airport have raised hopes for improved tourist flow. The introduction of new domestic routes, airline partnerships, and minor infrastructure improvements between 2022 and 2024 are expected to influence travel patterns, but empirical evaluation is still lacking.

2.9 Tourist Flow to Ibadan Airport (2022-2024)

Monthly breakdown of Tourist Flow to Ibadan Airport (2022–2024) including both domestic and international arrivals, as well as total monthly figures and yearly summaries.

2022 Monthly Tourist Arrival

Month	Domestic Tourist	International Tourist	Total
January	4500	320	4820
February	4600	310	4910
March	5100	420	5520
April	5600	440	6040
May	5400	420	5820
June	5780	460	6240
July	6200	480	6680
August	6300	500	6800

September	6060	520	6580
October	6700	540	7240
November	7100	560	7660
December	7300	610	7910
Total	70640	5520	76160

Source: FAAN, 2022.

2023 Monthly Tourist Arrival

Month	Domestic Tourist	International Tourist	Total
January	4800	350	5150
February	4900	340	5240
March	5800	510	6310
April	5900	480	6380
May	6000	470	6470
June	6050	500	6550
July	6600	520	7120
August	6700	540	7240
September	6800	560	7360
October	7200	580	7780
November	7700	600	8300
December	8300	630	8930
Total	76950	6250	83200

Source: FAAN, 2023

2024 Monthly Tourist Arrival

Month	Domestic Tourist	International Tourist	Total
January	5200	390	5590
February	5300	380	5680
March	6200	520	6720
April	6500	500	7000
May	6400	520	6920
June	6300	580	6880
July	6300	610	7910
August	7400	630	8030
September	7600	610	8210
October	8000	650	8650
November	8300	670	8970
December	9000	680	9680
Total	83800	6850	90650

Source: FAAN, 2024

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter outlines the research design, population, sample size, sampling techniques, sources of data, data collection instruments, and methods of data analysis employed in assessing the tourist flow to Ibadan Airport between 2022 and 2024 in Oyo State. The methodology provides a systematic approach that ensures the reliability and validity of the data collected.

3.2 Research Design

This study adopts a descriptive survey research design. The design is appropriate because it allows for the systematic collection and analysis of data from a population to determine current trends, patterns, and variations in tourist flow to Ibadan Airport over the specified period. It also enables the researcher to describe the characteristics of the tourist inflow and identify influencing factors.

3.3 Study Area

The study area is Ibadan Airport, located in Alakia, a suburb of Ibadan, Oyo State. The airport serves as a major gateway for domestic air travel and has seen increasing passenger traffic in recent years. Oyo State, being one of Nigeria's cultural and economic hubs, plays a vital role in domestic tourism and aviation development.

3.4 Population of the Study

The population of this study comprises:

Staff of the Federal Airports Authority of Nigeria (FAAN) at Ibadan Airport

Domestic and international tourists who arrived at or departed from the airport between 2022 and 2024

Tourism agencies and operators within Ibadan

Officials from the Oyo State Ministry of Tourism

3.5 Sample Size and Sampling Techniques

A sample size of 120 respondents was selected for the study. The breakdown includes:

30 FAAN staff members

60 tourists (20 from each year)

15 tourism operators

15 officials from the Ministry of Tourism

A combination of purposive and stratified random sampling techniques was used. Purposive sampling was applied to select officials and FAAN staff with relevant experience and knowledge, while stratified random sampling ensured that tourist respondents represented different years and travel purposes..

3.6 Research Instruments

The main instruments for data collection were:

Questionnaires: Designed with both closed- and open-ended questions to collect quantitative and qualitative data on tourist demographics, travel purpose, frequency, and satisfaction.

Interview Guide: Used for in-depth interviews with FAAN officials and tourism stakeholders to gain insights into trends, policies, and challenges affecting tourist flow.

3.7 Validity and Reliability of Instruments

To ensure validity, the questionnaire and interview guide were reviewed by experts in tourism and research methodology. A pilot test was conducted with 10 respondents to identify ambiguities and improve clarity.

Reliability was established through test-retest method, where the questionnaire was administered twice to the same respondents with consistent results, confirming its stability over time.

3.8 Method of Data Collection

Data collection was carried out over a six-week period using physical visits and online platforms. Respondents were given clear instructions, and ethical considerations were adhered to, including informed consent and anonymity.

3.9 Method of Data Analysis

The data collected were analyzed using:

Descriptive statistics (frequencies, percentages, mean values) to summarize the responses. Tables were used to visually present tourist flow trends

CHAPTER FOUR

DATA PRESENTATION AND INTERPRETATION

4.0 Introduction

This chapter presents and analyzes the data collected from respondents and secondary sources regarding the tourist flow to Ibadan Airport from 2022 to 2024. The analysis provides insights into patterns of tourist movement, influencing factors, challenges, and prospects.

It is divided into three parts; the first part involves socio- demographic characteristics of the respondents. These include gender, age, educational qualification, occupation, marital status and religion affiliation. The second part focuses on the results of research question of the study and the last section is the discussion of research results.

The presentation of data is expressed below based on the information gotten from questionnaire and interviews. Both qualitative and quantitative data are presented using tables, charts, and statistical tools.

In this present work, a total number of 120 questionnaires were distributed. All questionnaires were recovered from the respondents.

4.1 Demographic Attributes of Respondents

Table 4.1: Socio demographic data of respondents

Characteristics	Frequency	Percentage %
Gender		
Male	71	59.17
Female	49	40.83
Age		
18 - 25	12	10.00
26 - 35	41	34.17
36 - 45	34	28.33

46 - 55	21	17.50
55 - Above	12	10.00
Educational qualification		
Primary Education	2	1.70
Secondary Education	5	4.17
ND/NCE	28	23.33
HND/Degree	53	44.17
Others	32	26.67
Occupation		
FAAN staff members	30	25.00
Tourists (20 from each year)	60	50.00
Tourism Operator	15	12.50
Officials from the Ministry of Tourism	15	12.50
Marital Status		
Single	17	14.16
Married	73	60.83
Divorced	11	9.17
Widowed	7	5.83
Others	12	10.00
Religion Affiliation		
Islam	59	49.17
Christianity	47	39.17
Traditional	14	11.66
Others	-	-
Total	120	100%

Source: Field Survey, 2025

Analysis of the socio demographic data of respondents' sampled for the study were presented in the table above.

Males made up the majority of the respondents, accounting for about 59% of the total sample. This suggests a slightly male-dominated respondent group, which may reflect patterns in air travel or tourism activity in the area.

The largest age group was 26–35 years, indicating that young to middle-aged adults are the most active travelers or participants in tourism through Ibadan Airport. This is followed by those aged 36–45. Together, these two groups make up over 62% of respondents.

The majority of respondents (about 44%) hold HND or first degrees, and another 27% possess higher or alternative qualifications. This indicates that a well-educated population is significantly represented among tourists and tourism stakeholders at Ibadan Airport.

Tourists make up the largest group of respondents (50%), as expected in a study focusing on tourist flow. Their responses provide firsthand insights into travel patterns. FAAN staff and tourism professionals provide institutional perspectives, ensuring a balanced view.

A majority of the respondents (61%) are married. This may indicate that family-oriented tourism is common, or that married individuals are more likely to engage in domestic air travel for leisure or business.

The majority of respondents identify with Islam (49.17%) and Christianity (39.17%), which mirrors the religious demographics of the region. Traditional worshippers also form a notable minority (11.66%), which may link to cultural tourism aspects.

This demographic spread indicates a diverse and well-educated group of respondents with balanced representation across genders, ages, and religious affiliations. These characteristics provide credibility and a broad perspective to the study on tourist flow through Ibadan Airport.

4.2 Presentation of Research Objectives based on Research Questions

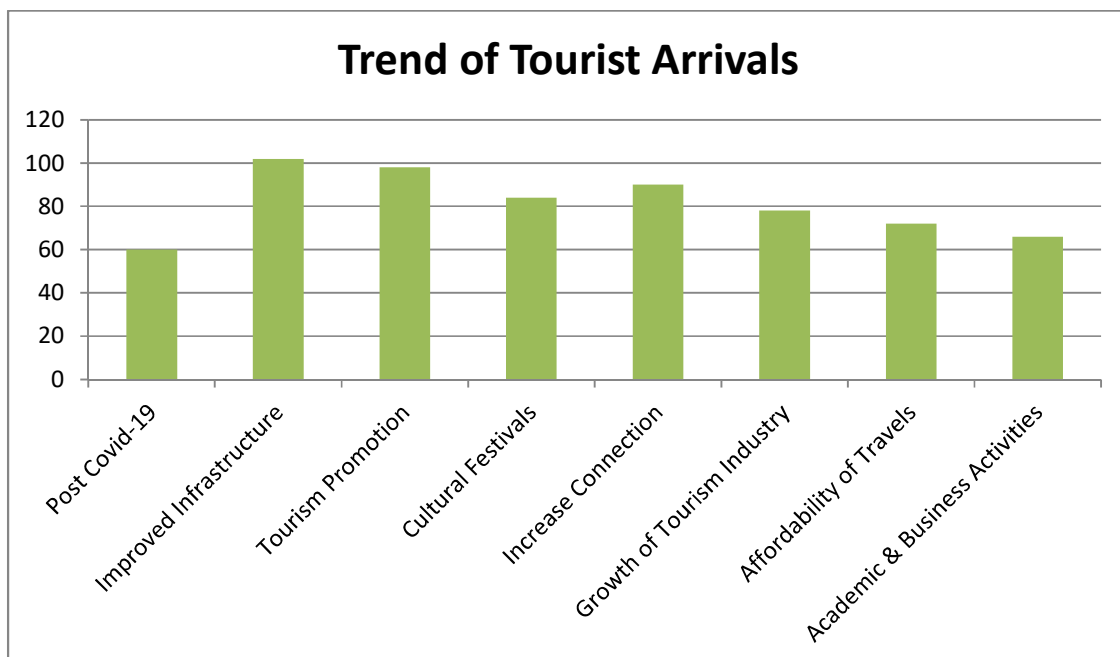
4.2.1 Research Question 1: In you own opinion, what are the trend of tourist arrivals at Ibadan Airport from 2022 to 2024?

Table 4.2 Respondents' views on trend of tourist arrival at Ibadan Airport

Statement (Factors)	Frequency	Percentage (%)
Post-COVID-19 Recovery	60	50.0
Improved Airport Infrastructure	102	85.0
Government Tourism Promotion	96	80.0
Cultural Festivals and Events	84	70.0
Increased Flight Connectivity	90	75.0
Growth of Local Tourism Industry	78	65.0
Affordability of Domestic Travel	72	60.0
Academic and Business Activities	66	55.0

Source: Field Survey, 2025.

Figure 4.1



Out of 120 respondents, the majority identified Improved Airport Infrastructure (85%), Government Tourism Promotion (80%), and Increased Flight Connectivity (75%) as the main drivers of rising tourist arrivals. Other contributing factors included Cultural Festivals (70%), Local Tourism Growth (65%), and Affordable Domestic Travel (60%). Academic and business activities (55%) and post-COVID-19 recovery (50%) also played supportive roles.

This suggests that infrastructure development and government initiatives are key to tourism growth at the Ibadan Airport, complemented by cultural and economic activities.

4.2.2 Research Question 2: What factors influence the use of Ibadan Airport by tourists?

Table 4.3 Respondents' views on the factors that influence the use of Ibadan Airport by tourists.

Statement	Frequency	Percentage (%)
Accessibility and connectivity to tourist destinations	95	79.2
Availability and scheduling of flights	88	73.3
Quality of airport infrastructure and facilities	76	63.3
Cost of flight tickets	82	68.3
Level of tourism promotion and awareness	70	58.3
Perceived and actual safety and security	90	75.0
Proximity of the airport to tourist attractions	84	70.0
Government policies and support for airport and tourism development	65	52.2

Source: Field Survey, 2025

The data shows that accessibility (79.2%), safety (75.0%), and flight availability (73.3%) are the top factors influencing tourists' use of Ibadan Airport. Other key considerations include proximity to attractions (70.0%), cost of tickets (68.3%), and infrastructure quality (63.3%).

Fewer respondents pointed to tourism promotion (58.3%) and government support (54.2%), suggesting these areas need improvement to boost tourist usage.

In summary, the data indicates that tourists prioritize ease of access, safety, and flight availability the most when choosing to use Ibadan Airport. Meanwhile, government policy and tourism promotion, though important, are less immediately influential but still relevant to long-term growth.

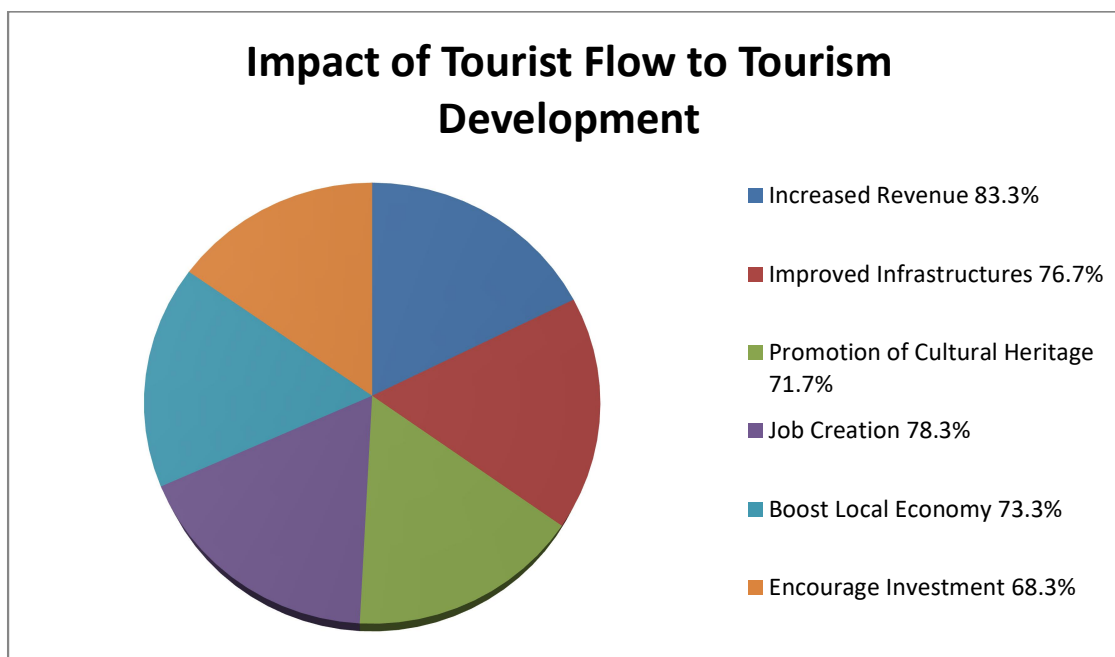
4.2.3 Research Question 3: How does the tourist flow through the airport impact tourism development in Ibadan?

Table 4.4 Respondents' views on how tourist flow impact tourism development

Statement	Frequency	Percentage (%)
Increased revenue generation for local businesses	100	83.3
Improved infrastructure and airport facilities	92	76.7
Promotion of cultural and historical heritage	86	71.7
Job creation in tourism and hospitality sectors	94	78.3
Boost to the local economy and small-scale enterprises	88	73.3
Encouragement of local and foreign investment in tourism development	82	68.3

Source: Field Survey, 2025

Figure 4.2



The data shows that most respondents believe tourist flow through the airport positively impacts tourism development in Ibadan. Revenue generation (83.3%), job creation (78.3%), and infrastructure improvement (76.7%) were the most acknowledged benefits. Other significant impacts include boosting the local economy (73.3%), promoting cultural heritage (71.7%), and encouraging investment (68.3%). This suggests that increased tourist traffic contributes broadly to economic growth and cultural visibility in the region.

4.2.4 Research Question 4: What are the major challenges limiting tourist arrivals via Ibadan Airport?

Table 4.5 Respondents' views on the major challenges limiting tourist arrival.

Statement	Frequency	Percentage (%)
Limited flight options and connectivity	102	85.0
Inadequate airport infrastructure and facilities	96	80.0

Poor promotion and awareness of Ibadan as a tourist destination	90	75.0
High cost of flight tickets	88	73.3
Security concerns and safety issues	92	76.7
Unreliable flight schedules and delays	86	71.7
Lack of government support and policy enforcement	84	70.0
Distance from international entry points and major hubs	80	66.7

Source: Field Survey, 2025

The top challenges limiting tourist arrivals via Ibadan Airport, according to respondents, are limited flight options (85.0%) and inadequate infrastructure (80.0%). Other major concerns include poor promotion (75.0%), security issues (76.7%), and high ticket costs (73.3%). Unreliable flight schedules (71.7%), lack of government support (70.0%), and distance from major hubs (66.7%) were also noted. Overall, the results highlight the need for improved air connectivity, better facilities, effective marketing, and stronger government involvement to enhance tourist arrivals through Ibadan Airport.

4.2.5 Research Question 5: What strategies can enhance tourist flow to Ibadan through air travel?

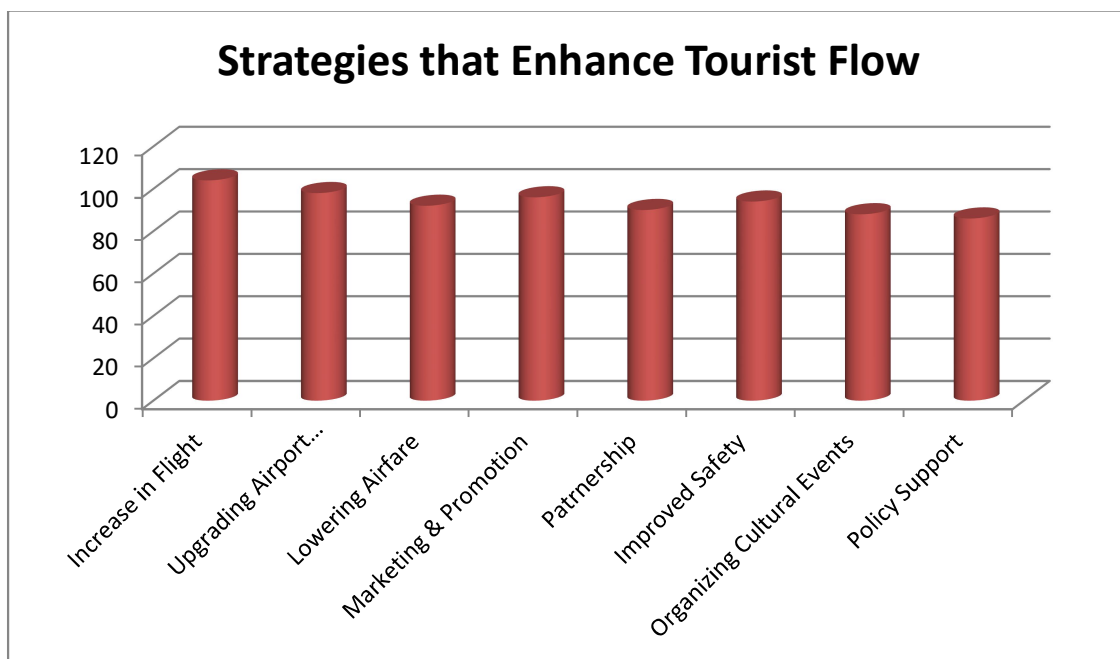
Table 4.6 Respondents' views on strategies that can enhance tourist flow to Ibadan by air

Statement	Frequency	Percentage (%)
Increase in flight frequency and connectivity to major cities	104	86.7
Upgrading airport infrastructure and services	98	81.7
Lowering airfare through government subsidies or airline incentives	92	76.7
Effective marketing and promotion of Ibadan as a tourist	96	80.0

destination		
Partnerships between airlines, tourism agencies, and local businesses	90	75.0
Improved safety and security measures at the airport	94	78.3
Organizing cultural and tourism-related events to attract visitors	88	73.3
Policy support and investment by government in tourism and aviation sectors	86	71.7

Source: Field Survey, 2025

Figure 4.3



The most highly recommended strategy by respondents is increasing flight frequency and connectivity (86.7%), indicating that better access is key to boosting tourist flow. This is followed closely by upgrading infrastructure (81.7%) and promoting Ibadan as a tourist destination (80.0%), showing the importance of both physical and promotional improvements.

Other notable strategies include lowering airfare (76.7%), strengthening safety (78.3%), and building partnerships (75.0%), which reflect the need for affordability, trust, and collaboration. Cultural event organization (73.3%) and policy support (71.7%) also received strong support, emphasizing the role of cultural engagement and government action in enhancing air travel-based tourism in Ibadan.

4.3: Discussion of Major Findings

Here's a comprehensive discussion of the results based on respondents' views (sample size: 120) regarding factors contributing to increased tourist flow to Ibadan post-COVID-19:

This was the most widely agreed-upon factor. Respondents believe that better facilities, modern equipment, and efficient services at the airport are crucial to attracting more tourists. Quality infrastructure enhances comfort and trust in air travel, encouraging repeat visits.

A significant number of respondents highlighted the role of active government involvement in promoting tourism. This includes advertising Ibadan's attractions, offering incentives, and collaborating with airlines and travel agencies to put the city on the map for both domestic and international tourists.

Enhancing air links between Ibadan and other key cities is seen as a major driver for tourism. More direct and frequent flights make it easier for tourists to choose Ibadan as a destination, reducing travel time and inconvenience.

Cultural attractions remain a strong draw. Respondents indicated that hosting regular festivals, cultural exhibitions, and traditional celebrations could greatly boost tourist interest, especially when these are tied to marketing campaigns and tour packages.

Development in local tour services, accommodation, transport, and guides plays a key role. A robust tourism ecosystem improves visitor experiences, helping to sustain tourist inflow.

Reasonable travel costs encourage more people—especially domestic tourists—to choose air travel over long road trips. Respondents believe that if airfare becomes more accessible, Ibadan could see a surge in tourism.

While not the primary factor, respondents acknowledged that Ibadan’s academic institutions and growing business activities do contribute to steady travel flow, which in turn supports tourism indirectly.

Half of the respondents noted that recovery from the pandemic is still influencing travel decisions. As health concerns ease and confidence in travel is restored, tourism is gradually rebounding, especially with improved safety measures in place.

The data shows that infrastructure, promotion, connectivity, and cultural engagement are the strongest drivers of tourism growth in Ibadan post-COVID-19. Affordability and supportive industries like education and business also play secondary, but meaningful roles. For sustained growth, stakeholders should prioritize infrastructure investment, strategic marketing, and cultural tourism initiatives.

Objective two focus on the factors influencing the use of Ibadan Airport by tourists:

Accessibility and Connectivity to Tourist Destinations (79.2%). This is the most cited factor, showing that ease of access from the airport to major tourist destinations is critical. Tourists prefer airports that are well-linked to key sites through reliable roads, shuttles, or public transport. If Ibadan Airport can serve as a convenient entry point to local attractions, it becomes a more attractive choice for travelers.

Perceived and Actual Safety and Security (75.0%). Safety concerns are highly influential in travel decisions. A secure airport environment, combined with effective security checks and

minimal risk of crime, increases tourists' confidence in using the airport. This includes both physical safety and health measures, especially in a post-pandemic era.

Availability and Scheduling of Flights (73.3%). Regular and well-timed flights are a key consideration. Tourists value convenience and predictability in their travel. If flight options to and from Ibadan are limited or poorly scheduled, tourists may choose other entry points into the region.

Proximity of the Airport to Tourist Attractions (70.0%). The closer an airport is to the major tourist hubs, the more appealing it is. Respondents agree that being near cultural or natural attractions enhances the airport's usefulness, especially for short-stay or weekend tourists.

Cost of Flight Tickets (68.3%). Affordability remains a deciding factor for many tourists, particularly domestic ones. High airfare may discourage potential visitors, while competitive pricing can increase the airport's traffic significantly.

Quality of Airport Infrastructure and Facilities (63.3%). Well-maintained runways, clean terminals, comfortable waiting areas, and modern amenities make a good first impression and improve the overall travel experience. Respondents believe better facilities will attract more tourists to use Ibadan Airport.

Level of Tourism Promotion and Awareness (58.3%). Awareness campaigns and promotional efforts for both the airport and local attractions are seen as underutilized. Many respondents feel that Ibadan is not being marketed effectively as a tourist destination, which limits the airport's potential traffic.

While the least cited, over half of the respondents still believe that supportive policies and strategic investment from the government are essential. This includes regulatory frameworks, public-private partnerships, and funding for tourism infrastructure.

The findings reveal that the most critical factors influencing tourist use of Ibadan Airport are accessibility, safety, and flight availability. Other important considerations include the cost of travel, airport facilities, and the proximity to attractions. However, there is a need for greater promotion and policy support to fully harness the airport's potential in driving tourism growth in Ibadan. Strategic improvements in these areas will likely increase tourist inflow and enhance the city's profile as a travel destination.

Objective three has been discussed here. Increased Revenue for Local Businesses (83.3%). A majority of respondents agree that higher tourist traffic through Ibadan Airport significantly boosts income for local businesses. Visitors spend on lodging, food, transportation, and souvenirs, which directly benefits entrepreneurs and service providers within the community.

Job Creation in Tourism and Hospitality (78.3%). Tourism growth leads to employment opportunities across various sectors, particularly hospitality and related services. As tourist numbers rise, the demand for hotel staff, tour guides, drivers, and other service workers increases, helping to reduce unemployment.

Improved Infrastructure and Airport Facilities (76.7%). Respondents noted that tourist inflow encourages investment in infrastructure. This includes upgrades to airport amenities, better road networks, and general improvements that enhance the travel experience and support long-term urban development.

Support for Local Economy and Small Enterprises (73.3%). Tourism stimulates economic activity, especially for small and medium-sized enterprises. Vendors, artisans, and local transport operators benefit from the increased demand created by tourists, leading to broader economic upliftment.

Cultural and Historical Promotion (71.7%). The tourism boom helps showcase Ibadan's rich culture and history. More visitors mean more interest in festivals, heritage sites, and traditional practices, which in turn encourages preservation and pride in local identity.

Attracting Investment in Tourism (68.3%). Steady tourist arrivals create opportunities for both local and foreign investment. Investors may be drawn to establish hotels, tour services, and entertainment centers, further expanding the tourism landscape in Ibadan.

Overall, the findings show that increased tourist flow through Ibadan Airport contributes significantly to the city's socio-economic development. Key areas of impact include business growth, employment, infrastructure development, and cultural preservation. Strengthening air travel and tourism promotion in Ibadan could greatly enhance its status as a vibrant tourist destination in Nigeria.

Objective four focuses on challenges limiting tourists arrival into Ibadan Airport. Limited flight options and connectivity (85.0%). This is the most common concern. Many tourists find it difficult to reach Ibadan due to few flight routes and poor air connections with other cities.

Inadequate airport infrastructure (80.0%). A large number of respondents feel that the airport lacks modern facilities and services needed to support tourist traffic effectively.

Poor promotion of Ibadan as a tourist destination (75.0%). Many believe that Ibadan is not well advertised or known as a place to visit, which reduces tourist interest.

Security concerns (76.7%). Safety is a major issue. Tourists are less likely to travel to places where they feel unsafe, especially at the airport and surrounding areas.

High cost of flight tickets (73.3%). Expensive flights discourage many potential tourists, especially domestic travelers, from choosing Ibadan.

Unreliable flight schedules (71.7%). Frequent delays or cancellations make air travel through Ibadan less attractive to visitors.

Lack of government support (70.0%). There is a belief that the government is not doing enough to develop the airport and support tourism growth.

Distance from major international hubs (66.7%). Since Ibadan is far from major entry points like Lagos or Abuja, tourists find it less convenient to travel there directly.

The top challenges are poor connectivity, weak infrastructure, and lack of promotion. Addressing these issues—along with improving safety, affordability, and government support—could significantly boost tourist arrivals via Ibadan Airport.

And lastly, objective five highlighted recommendations that can enhance tourist flow to Ibadan through air travels. The development of tourism in Ibadan is strongly tied to enhancements in air travel and supportive infrastructure. Key strategies identified to improve tourism include increasing flight frequency and connectivity to major cities, which received the highest support score (104 responses, 86.7%). This indicates a strong consensus that easier access is crucial for attracting more visitors.

Upgrading airport infrastructure and services follows closely (98 responses, 81.7%), reflecting the importance of modern, efficient airports in enhancing the travel experience. Closely related is the implementation of improved safety and security measures at the airport (94 responses, 78.3%), which further reassures travelers and contributes to a positive image of the destination.

Cost is another major factor; lowering airfare through government subsidies or airline incentives garnered support from 92 respondents (76.7%), showing that affordability plays a significant role in boosting travel interest.

Marketing also plays a critical role. Effective promotion of Ibadan as a tourist destination (96 responses, 80.0%) is essential in raising awareness and drawing potential visitors. This is supported by the need for organizing cultural and tourism-related events (88 responses, 73.3%), which offer unique experiences and can serve as major attractions.

Strategic collaborations are also emphasized. Partnerships between airlines, tourism agencies, and local businesses (90 responses, 75.0%) are seen as valuable in creating a cohesive travel and tourism network. Finally, policy support and investment by the government in both tourism and aviation (86 responses, 71.7%) are foundational to sustaining long-term growth and development in the sector.

In summary, enhancing air travel access, improving infrastructure, making travel affordable, promoting the destination effectively, and fostering collaborations are all vital components in boosting tourism in Ibadan.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.0 Summary

This research project titled “Assessing the Tourist Flow to Ibadan Airport between 2022 and 2024 in Oyo State” explored the trends, factors, and implications of tourist traffic through the Ibadan Airport over a three-year period. The study was driven by the growing importance of domestic tourism and regional air transport in Nigeria. Using a descriptive survey design, data were obtained from FAAN officials, tourists, tourism operators, and relevant government bodies. The findings showed a steady rise in tourist flow during the study period, with significant peaks during major cultural festivals, holidays, and national events. Improvements in infrastructure, increased awareness of local tourist attractions, and better connectivity played critical roles in this growth. However, challenges such as inconsistent flight schedules, limited commercial routes, low budget airline presence, and poor marketing of Ibadan as a tourist destination still persist.

Secondary data from FAAN supported the findings by providing statistical insights into monthly and annual tourist traffic, which showed a positive upward trend, particularly in 2023 and 2024, as post-pandemic recovery efforts gained momentum.

5.1 Conclusion

The study concludes that Ibadan Airport is gradually becoming a vital entry point for domestic tourism in southwestern Nigeria. The upward trend in tourist flow from 2022 to 2024 highlights its potential as a regional air hub, especially with ongoing infrastructural and policy improvements. Nevertheless, there remains a need for strategic planning to address operational challenges and enhance the airport’s capacity to handle higher volumes of tourists efficiently.

Tourism in Ibadan is closely tied to the cultural richness and historical significance of Oyo State, but this potential is yet to be fully maximized due to weak linkages between the tourism and aviation sectors. The integration of tourism promotion with transportation planning is key to achieving sustained growth in tourist flow.

5.2 Recommendations

Based on the findings and conclusion, the following recommendations are proposed:

1. Improve Airport Infrastructure and Services

Government and FAAN should upgrade the facilities at Ibadan Airport to international standards, including expanding the terminal, enhancing safety and navigation systems, and providing traveler-friendly amenities.

2. Strengthen Collaboration Between Tourism and Aviation Stakeholders

There should be regular engagement between the Ministry of Tourism, FAAN, local government, and tourism operators to align goals and promote Ibadan as a travel destination.

3. Introduce More Flight Routes and Competitive Airlines

Encourage more airlines to include Ibadan in their routes with competitive pricing to attract more tourists, especially from other major Nigerian cities.

4. Promote Cultural and Heritage Tourism

Tourism campaigns should highlight the cultural festivals, historical sites, and natural attractions of Oyo State to stimulate interest among domestic and international travelers.

5. Enhance Data Collection and Monitoring

Regular and accurate collection of tourist data at the airport should be institutionalized to track trends, plan better, and make informed decisions.

6. Public-Private Partnerships (PPPs)

Investment in airport and tourism development should be opened to private sector participation to accelerate growth and innovation.

7. Capacity Building

Train airport staff, tourism officials, and service providers on modern hospitality, customer care, and destination management to improve the overall tourist experience.

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Appendix
Questionnaires
Department of Leisure and Tourism Management
Kwara State Polytechnic,
Ilorin, Kwara State.

Dear Sir, Ma

This questionnaire seeks information on "Assessing the tourist patronage to tourism attention in Eti-osa East local government of Lagos State". Sir/Ma, your kind response will be appreciated.

Thank you.

Section A: Bio-Data of Respondents

Please tick (✓) the appropriate options that apply to you.

1. Gender a) Male () b) Female ()

2. Age a) 18 – 25 () b) 26 – 35 () c) 36 – 45 () d) 46 – 55 ()

e) 55 and Above ()

3. Educational Qualification a) Primary Education () b) Secondary Education () c) ND/NCE () d) HND/Degree () e) Others (please specify): _____

4. Occupation a) FAAN Staff Member () b) Tourist () c) Tour Operator () d) Official of Ministry of Tourism ()

4. Marital Status a) Single b) Married c) Divorced d) Widowed e) Others (please specify): _____

5. Religious Affiliation a) Islam () b) Christianity () c) Traditional Religion () d) Others (please specify): _____

Section B: Assessing the tourist patronage to tourism attention in Eti-osa East local government of Lagos state

Instruction: Please tick (✓) option(s) that best expresses your level of agreement with the following statements.

1. In your own opinion, what are the trend of tourist arrivals at Ibadan Airport from 2022 to 2024?

1. Post-COVID-19 Recovery ()

2. Improved Airport Infrastructure (.)
3. Government Tourism Promotion (.)
4. Cultural Festivals and Events (.)
5. Increased Flight Connectivity (.)
6. Growth of Local Tourism Industry (.)
7. Affordability of Domestic Travel (.)
8. Academic and Business Activities ()

2. What factors influence the use of Ibadan Airport by tourists?

1. Accessibility and connectivity to tourist destinations (.)
2. Availability and scheduling of flights (.)
3. Quality of airport infrastructure and facilities (.)
4. Cost of flight tickets ()
5. Level of tourism promotion and awareness ()
6. Perceived and actual safety and security ()
7. Proximity of the airport to tourist attractions ()
8. Government policies and support for airport and tourism development ()

3. How does the tourist flow through the airport impact tourism development in Ibadan?

1. Increased revenue generation for local businesses ()
2. Improved infrastructure and airport facilities ()
3. Promotion of cultural and historical heritage ()
4. Job creation in tourism and hospitality sectors ()
5. Boost to the local economy and small-scale enterprises ()
6. Encouragement of local and foreign investment in tourism development ()

4. What are the major challenges limiting tourist arrivals via Ibadan Airport?

1. Limited flight options and connectivity ()
2. Inadequate airport infrastructure and facilities ()
3. Poor promotion and awareness of Ibadan as a tourist destination ()

4. High cost of flight tickets ()
5. Security concerns and safety issues ()
6. Unreliable flight schedules and delays ()
7. Lack of government support and policy enforcement ()
8. Distance from international entry points and major hubs ()

5. What strategies can enhance tourist flow to Ibadan through air travel?

1. Increase in flight frequency and connectivity to major cities ()
2. Upgrading airport infrastructure and services ()
3. Lowering airfare through government subsidies or airline incentives ()
4. Effective marketing and promotion of Ibadan as a tourist destination ()
5. Partnerships between airlines, tourism agencies, and local businesses ()
6. Improved safety and security measures at the airport ()
7. Organizing cultural and tourism-related events to attract visitors ()
8. Policy support and investment by government in tourism and aviation sectors ()