

**ASSESSING PERCEPTIONS OF STUDENTS AND STAFF ON THE ECONOMIC AND
SOCIAL POTENTIAL OF INTRA-UNIVERSITY SPORTING EVENTS FOR SPORT
TOURISM DEVELOPMENT IN THE UNIVERSITY OF BENIN COMMUNITY**

BY

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UNIVERSITY OF BENIN
BENIN CITY**

DECEMBER, 2025

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF HUMAN
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KINETICS AND SPORTS SCIENCE.**

DECEMBER, 2025

CERTIFICATION

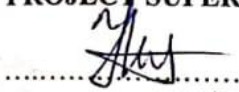
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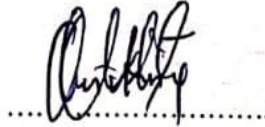
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DEDICATION

This project is dedicated to God Almighty, whose grace, strength, and protection have carried me throughout this academic journey. I also dedicate this work to my parents and family, whose continuous support, encouragement, and sacrifices have made this achievement possible. Their love has been my greatest motivation.

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ABSTRACT

This study investigates the perceptions of students and staff at the University of Benin regarding the economic and social potential of intra-university sporting events for sport-tourism development and adopts a convergent mixed-methods design. A structured questionnaire was administered to 50 students; descriptive statistics (means \pm SD) summarized their attitudes, while chi-square tests ($p < 0.05$) examined relationships between demographics (income, employment) and categorical benefit items, and one-way ANOVAs ($p < 0.05$) tested whether composite perceived-benefit scores differed by occupation, income level and event-attendance frequency. Semi-structured interviews were conducted with 12 staff members (8 academic, 4 non-academic) and analyzed thematically. Quantitative results indicate strong agreement that internal sports competitions boost visitor numbers, local revenue and facility use (overall mean = 3.48 ± 0.58). Chi-square analyses revealed significant associations between income level and perceived economic benefit ($\chi^2 = 9.42$, $df = 2$, $p = 0.009$) and between employment status and perceived community involvement ($\chi^2 = 7.81$, $df = 1$, $p = 0.005$). ANOVA showed that mean benefit scores varied significantly across occupational groups ($F = 4.73$, $p = 0.012$) but not by income or attendance frequency. Qualitative insights highlighted organizational challenges, resource constraints and the role of events in fostering university-community ties. The integrated findings suggest that well-planned; frequent intra-university sporting events can significantly contribute to sport-tourism growth in the University of Benin community, offering actionable guidance for administrators, local businesses and policymakers.

CHAPTER ONE

Background to the Study

The world of sports tourism has witnessed a significant transformation in recent years, with a growing recognition of its potential to drive economic growth, foster community development, and promote cultural exchange. As a subset of tourism, sports tourism involves traveling to participate in or watch sporting events, and its impact can be felt at various levels, from local to international. This chapter explores the impact of intra-university sporting events on sport tourism development in Benin City, with a focus on their potential to contribute to the socio-economic advancement of the host community. Global interest in sports-related tourism has dramatically increased in the last ten years, with researchers recognizing its escalating economic significance for local areas, community identity, and tourism promotion (Ndakotsu et al., 2021; Mulikat & Falaye, 2022). Sports tourism, encompassing travel for athletic participation or observation, holds substantial potential for socio-economic progress, local business development, seasonal employment generation, and host community advancement in Nigeria, contingent on effective event planning and execution (Ndakotsu et al., 2021; Sadiq & Uthman, 2024).

Even smaller scale sporting competitions beyond major championships in many developing nations can produce quantifiable tourism impacts by engaging university populations and local service providers. In this broader context, intra-university sporting competitions represent an under researched yet promising area of inquiry. Unlike large-scale national or international events, these campus based tournaments such as inter-faculty leagues, residence hall games, and intramural sports are frequent, involve moderate participation, and can still attract both internal and external visitors to university communities. The University of Benin has experienced significant developments in sports due to intra-university events. Some notable developments include the Hosting of NUGA Trials in 2023 for the World University Games, which featured seven sports, including athletics, badminton, judo, swimming, table tennis, taekwondo, and tennis. This event showcased the university's commitment to sports development

and provided a platform for athletes to showcase their skills (Bdsalam, 2023). In addition to the aforementioned, South-South Qualifiers for Varsity Games 2024, a prestigious esports event was also organized in the university which brought together gamers from various universities in the region. The event featured games like Candy Crush and Just Dance, promoting esports culture and competition among university students. Bdsalam, (2023) further emphasized on the development of sports infrastructure with state of the art sports facilities including the Samuel Ogbemudia Stadium, which co-hosted the NUGA trials. The then Deputy Governor of Edo State, Philip Shuaib, praised the facilities, stating that they are among the best in Nigeria.

Furthermore, the Intra-university events aids increased participation in sports: this was showcased in the 5-aside football tournament and the University of Benin Sports Festival which encouraged student participation in sports, promoting athleticism, camaraderie, and healthy competition. The University of Benin Sports Festival and other events have contributed to grassroots sports development, providing opportunities for students to engage in various sports and develop their skills. These events have fostered a sense of community among students, faculty, and staff, promoting unity and sportsmanship. The university's sports events have helped to identify and develop talented athletes, some of whom have gone on to represent Nigeria in international competitions. Overall, intra-university sporting events have contributed significantly to the development of sports in the University of Benin, promoting athleticism, community engagement, and talent identification. These events undoubtedly have had a positive impact on economic and social development in several ways; in terms of Economic, and Social development. The Economy Development Summit (EDS'24) provided a platform for students to learn about financial prudence, investment, and entrepreneurship, empowering them to make informed decisions about their financial futures. And this featured a business idea competition, where a student won a ₦50,000 grant for their cleaning business idea, promoting entrepreneurship and innovation. In addition, the 23rd edition of the Nigerian University Games Association (NUGA) Games hosted by University of Benin in 2011 which brought together over

40 schools in Nigeria boosted the university profile and the surrounding communities. Hosting the games showcased UNIBEN's capabilities and potentially attracted more students and sports enthusiasts to the university with its economic benefits through the influx of visitors and participants' likely generated revenue for local businesses, such as hotels, restaurants, and transportation services. The games promoted sports development in Nigerian universities, encouraging young athletes to participate in various sports and potentially leading to increased representation in national and international competitions. The 2011 NUGA Games hosted by the University of Benin demonstrated the potential of intra-university sporting events to foster sports development, economic growth, and community engagement in university communities.

The key characteristics of these events frequency, variety of sports, participant numbers, and organizational effectiveness constitute the independent variables under investigation. The resulting sports tourism development (the dependent variables) includes outcomes such as visitor attendance, economic activity among local businesses, facility usage rates, and the engagement of vendors, lodging establishments, and transportation services. While Nigerian scholarship on sports tourism has largely focused on major events like the NUGA Games or the National Sports Festival, there's a burgeoning interest in sub-national contexts. Yusuf (2025) reassessed the effects of the NUGA games held at Obafemi Awolowo University, identifying increased local commerce, accommodation utilization, and enhanced host community reputation although concerns regarding uneven benefit distribution and infrastructure strain remained (Yusuf, 2025; Yusuf et al., 2023). Similarly, Roger and colleagues (2024) investigated sports tourism awareness among Nigerians concerning the AFCON tournament and discovered high interest among urban residents, indicating a potential for incorporating sports tourism packages at the local level (Folajimi et al., 2025; Vanguard 2025). Current empirical research in Nigeria highlights the importance of planning, aesthetics, and infrastructure for maximizing the economic benefits derived from sports tourism. Ndakotsu et al. (2021) discovered a strong positive correlation (Pearson's $r > 0.7$, $p < .001$) between the aesthetic appeal and institutional

planning of sports tourism facilities and local economic gains within national development frameworks (Ndakotsu et al., 2021; Sadiq & Uthman, 2024). In Kwara State, Mulikat & Falaye (2022) demonstrated that revenue from sports centers and the management of hotel closures during the COVID-19 pandemic had a significant economic impact on sports tourism income, showcasing a direct relationship between institutional sports facilities and tourism revenue generation (Mulikat & Falaye, 2022; Ndakotsu et al., 2021).

The Samuel Ogbemudia Stadium, significantly renovated under Edo's MEGA initiative, hosted major events such as the 2020 National Sports Festival and the Betsy Obaseki Women's Football Tournament attracting regional visitors and enhancing Edo's sports reputation (ThisDay 2025; wiki 2025). Conversely, local universities, including the University of Benin and Benson Idahosa University, although venues for numerous ecological, academic, and sporting events, haven't been examined for the tourism value of their intra-campus sporting events. These institutions conduct inter-faculty tournaments, intramural soccer or basketball leagues, and residence hall competitions each potentially attracting visitors among staff, alumni, friends, and visiting students.

Intra-university sporting events yield several quantifiable dependent outcomes: visitor attendance (spectators from both on and off campus), economic activity (expenditure on food, accommodation, uniforms, transportation), facility utilization (demand on sports complexes, hostels), and engagement of local vendors/hostels/transportation services (measured by vendor numbers, hostel occupancy, and transportation bookings). These outcomes remain inadequately studied. Meanwhile, the independent variables number of events per academic year, sports offered, participant numbers, and organizational professionalism can vary considerably among institutions and across years. Furthermore, as Nigeria actively promotes sports tourism in policy initiatives (Vanguard 2025; ThisDay 2025), stakeholders highlight the deficiency of precise sector data impeding private investment and effective planning (Vanguard 2025; ThisDay 2025). Universities, as self contained systems, could generate reliable data if their intra-university

sporting events were meticulously documented and analyzed as contributions to local tourism a practice currently seldom undertaken. Edo State's host communities and university sports administrators lack empirical evidence to justify resource allocation to campus sports when viewed through the lens of tourism and economic contribution. This research therefore aims to evaluate how intra-university sporting events (independent variables: annual event frequency, range of sports offered, participant numbers, and organizational quality) contribute to sports tourism development (dependent variables: spectator turnout, local economic impact, sports facility usage, local business participation) within Edo State university communities. The focus on institutions in Benin City addresses both academic and policy relevant knowledge gaps, providing new data and practical insights into how regular university sporting events can stimulate sports tourism and benefit host communities.

By addressing this empirical void, the study complements existing national-level research (Yusuf 2025; Ndakotsu et al. 2021; Mulikat & Falaye 2022) while shifting the focus to the frequently occurring, smaller scale intramural and inter-faculty events managed by institutions. It also informs university sports planners and Edo State policymakers by clarifying whether well-organized, frequent intra-campus events can boost local tourism, economic activity, and facility utilization even without major sporting tournaments. Using surveys, observational data, and economic modeling, this study will quantify the relationship between campus events (independent variables) and community tourism outcomes (dependent variables), offering practical recommendations for institutional sports programming and community engagement strategies. In doing so, it expands understanding of sports tourism development from elite events to grassroots university settings, specifically in Nigeria between 2019 and 2025 a period marked by increasing recognition of sports tourism's potential by both researchers and national stakeholders. Central theoretical framework is the Sport Event Portfolio Theory, which proposes that a strategic arrangement of numerous, varied, and routinely scheduled sporting events can

maintain year round tourism and optimize cumulative economic and social advantages (Ziakas, 2020; Grix & Carmichael, 2020).

In conclusion, intra-university sports events are important but often overlooked factors in the growth of sports tourism within university settings. These events connect academic institutions with local communities through consistent athletic activities, yielding tangible economic, social, and infrastructural advantages. Exploring their dynamics not only addresses a significant research gap in Nigerian sports tourism but also lays the groundwork for data-driven approaches that can improve relationships between universities and their communities while promoting sustainable local development.

Statement of the problem

Sports tourism has emerged as a significant catalyst for economic advancement and social development globally, but within Nigerian universities, the impact of smaller, ongoing intra-university sporting events has not been thoroughly explored. While major national and international competitions attract attention and funding, routine campus-based events like inter-faculty games, hostel competitions, and departmental leagues are often held without evaluating their potential for tourism enhancement or local economic advantages. In spite of their frequency and high levels of participation, these events are seldom documented, and their value in terms of tourism remains ambiguous. The impact of elements like the frequency of events, diversity of sports, and the quality of organization on crucial tourism metrics such as visitor turnout, business engagement in the area, and the use of facilities has not been thoroughly investigated. Consequently, this study aims to fill that void by assessing how intra-university sporting events foster the growth of sports tourism in specific universities in Edo State, supplying information that could inform policy decisions, investment strategies, and cooperation between universities and their surrounding communities. The lack of dependable data and empirical research indicates that universities and local governments might be missing chances to enhance community

involvement, foster student entrepreneurship, and bolster local businesses through sports ultimately hindering socio-economic development in Benin City.

Research Questions

1. What is the impact of internal university sporting competitions on the growth of sports tourism within the university's surrounding areas?
2. How does the rate of occurrence of intra-university athletic contests affect visitor turnout and involvement within the university's local communities?
3. What correlation exists between the diversity of sports showcased in university-organized events and the participation of nearby tourism-related enterprises (such as food vendors, lodging establishments, and transportation services)?
4. In what way does the effectiveness of the organization of intra-university sporting events influence the use of sports and tourism facilities in the university's host communities?

Research Hypotheses

H₀₁: There is no significant impact of internal university sporting competitions on the growth of sports tourism in the surrounding areas.

H₀₂: There is no significant effect of the rate of occurrence of intra-university athletic contests on visitor turnout and community involvement.

H₀₃: There is no significant correlation between the diversity of sports showcased at university events and the participation of nearby tourism-related enterprises.

H₀₄: The effectiveness of the organization of intra-university sporting events does not significantly influence the use of sports and tourism facilities in host communities.

Purpose of the Study

This research aims to evaluate the effects of on campus athletic competitions on the growth of sports tourism within university locales. The study's specific goals are:

- 1).To analyze the degree to which intra-university athletic contests contribute to sports tourism expansion in university neighborhoods.
- 2).To ascertain the correlation between the occurrence rate of intra-university sporting events and the numbers of visitors and participants.
- 3).To investigate the connection between the diversity of sports featured in intra-university competitions and the involvement of local tourism-related enterprises.
- 4).To evaluate the influence of the organizational effectiveness of intra-university sporting events on the usage of sports and tourism facilities.
- 5).To explore the perceived advantages and drawbacks of intra-university sporting events in fostering sports tourism, as viewed by key stakeholders.

Significance of the Study

This research is important as it addresses a significant gap in the field of sports tourism by redirecting attention from major tournaments to the often neglected intra-university sporting events. It acknowledges their capability to enhance local tourism, reinforce relationships between universities and communities, and foster economic and social development through consistent competitions held on campus.

The results of this investigation will provide practical guidance for university leaders by demonstrating how thoughtful planning and implementation of intra-university sports can draw visitors, enhance the institution's image, and generate income producing activities within and surrounding university areas. For local entrepreneurs, the study may reveal economic opportunities linked to the university's sports schedule, such as heightened demand for lodging, dining, and transportation during event periods. Moreover, the study will benefit policymakers and stakeholders in the sports and tourism industries by offering data-driven insights to inform policy creation, investment choices, and the incorporation of university sports into broader tourism strategies. It will also enrich academic discussions by expanding the theoretical comprehension of sports event tourism, particularly within developing nations such as Nigeria.

Additionally, students, athletes, and community members may indirectly gain from improved planning and recognition of campus sporting events, potentially leading to better infrastructure, community involvement, and superior event quality. By concentrating on chosen universities in Edo State, this research will also yield context-specific understanding to guide targeted strategies for promoting tourism via educational institutions, providing a replicable framework for similar settings throughout Nigeria and sub-Saharan Africa.

Scope and Limitations of the Study

This study focus on the University of Benin and its adjacent community, analyzing the impact of intra-university sports events such as inter-faculty competitions, hostel tournaments, and departmental contests on the development of sports tourism. The study highlights important elements like the frequency of events, diversity, level of participation, and quality of organization as indicators of tourism outcomes, which include visitor attendance, interaction with local businesses, and utilization of sports facilities. The focus is restricted to the University of Benin setting and does not include polytechnics, teacher training colleges, or national competitions such as NUGA or HiFL. Data gathering will depend on the willingness and availability of students, staff, and local business people, with potential challenges related to time constraints and funding limitations. In spite of these challenges, measures will be taken to provide trustworthy and accurate results through a carefully planned research design.

Definition of Terms

Intra-University Sporting Events: Scheduled athletic contests or games held exclusively within a university's campus, typically engaging students, faculty members, departments, or residential units. These encompass inter-faculty matches, dormitory competitions, and departmental athletic leagues, differentiating them from intercollegiate or national-level tournaments.

Sports Tourism: A type of travel where individuals actively take part in or observe sporting events outside their usual locales, yielding economic, social, and cultural advantages for the host areas

Sports Tourism Development: The process through which organized sporting activities—particularly planned events—boost tourism-related results, such as heightened visitor numbers, increased local business revenue, enhanced infrastructure usage, and stronger community involvement.

University Communities: The encompassing geographical and social setting surrounding a university, including students, academic and administrative personnel, local inhabitants, and businesses that interact with university of Benin either directly or indirectly.

Event Frequency: The recurrence rate of intra-university athletic events during a specified academic year or term, potentially impacting the consistency of tourism-related actions.

Event Variety: The assortment or multiplicity of sports included in intra-university competitions, for example, soccer, basketball, track and field, volleyball, and other indoor or outdoor games.

Organizational Quality: The effectiveness of the planning, coordination, resource distribution, and implementation related to intra-university sporting events, potentially influencing participation levels, spectator satisfaction, and the overall event's effect.

Visitor Attendance: The count of viewers, enthusiasts, or supporters—both from within and outside the university—attending intra-university athletic events.

Local Economic Activity: Commercial dealings and transactions stemming from sports events, including sales by food vendors, transportation services, accommodations, merchandise sales, and informal commerce.

Tourism Infrastructure: Physical and institutional resources supporting tourism experiences, such as sports venues, lodging facilities, transportation networks, and recreational areas utilized during sporting events.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

This chapter reviewed literature related to the study. It was organized under the following sub-headings:

1. Concept of Sports and Tourism
2. Sport and Tourism Model
3. Conceptualizing the Social Impacts of Sport Tourism Development
4. Intra-University Sporting Events: An Overview
5. Socio-Economic Impact of Sports Events
6. Sport Event Portfolio Theory: A Framework for Analysis
7. Sports Tourism in Nigeria: Context and Challenges
8. Empirical Studies on Intra-University Sporting Events
9. Gaps in Literature and the Need for this Study

The Concept of Sports and Tourism

The intersection of sport and tourism has garnered significant attention in recent years, driven by the growing popularity of international sporting events such as the Olympic Games and FIFA World Cup (Hinch & Higham, 2001). In addition, there are other events mostly associated with Universities such as the NUGA, FASU, NIPOGA Games and FISU trials among others. These events do not only attract large audiences but also provide a platform for host cities to showcase their culture, infrastructure, and hospitality, thereby boosting local economies within and around the environment where the event is taken place (Preuss, 2006). The recognition of the health benefits associated with sports participation has also contributed to the growth of sports tourism

(Weed, 2009). The significance of sports in tourism development is undeniable. With approximately one-quarter of the global population having an interest in various sports, this phenomenon has become a powerful tool for bridging cultural, religious, and socio-economic divides (Adesoye & Abubakar, 2013). Sports have the unique ability to unite people from diverse backgrounds, fostering a sense of community and shared passion. Beyond mere entertainment, sports have evolved into a substantial economic driver, contributing significantly to local and national economies. The sports industry's growth has led to increased investment in infrastructure, event hosting, and tourism-related activities.

As Omolawon (2013) notes, sports encompass a broad range of activities that provide enjoyment, recreation, and diversion, often requiring physical exertion and adherence to rules. This multifaceted nature of sports has made it an integral part of many cultures, promoting tourism and economic development. Many tourists are now seeking active and experiential travel experiences, such as participating in marathons, cycling events, or adventure sports. This trend has led to the development of specialized tour packages and itineraries catering to sports enthusiasts. Furthermore, governments and policymakers are increasingly acknowledging the economic and diplomatic value of sports tourism (Raso & Cherubini, 2023). By investing in sports infrastructure and hosting international events, cities can attract tourists, create jobs, and stimulate local economies. The diversity and frequency of sporting events have also expanded, providing opportunities for tourists to engage with different sports and cultures (Morfoulaki et al., 2023). Additionally, advancements in technology and infrastructure have enhanced mobility and communication for sports enthusiasts, facilitating the growth of sports tourism (Heebkhoksung et al., 2023).

The relationship between sport and tourism is complex and multifaceted, encompassing a wide range of research areas and interests. One of the primary challenges in studying this relationship is determining the scope of the subject. Should it include every possible link between sport and tourism, or should a conceptual framework be established to define the

subject's parameters? Both approaches have their drawbacks. If the subject is too broad, it may become diluted by triviality, losing focus on its core purpose (Weed & Bull, 2004). On the other hand, if it is too narrowly defined, it may limit the subject's growth and development. Research has shown that sport and tourism can be approached from two distinct perspectives: sport-centric or tourism-centric (Kurtzman & Zauhar, 1995). For instance, an individual traveling to attend a major sporting event may also be motivated by tourism opportunities, while another person traveling for leisure may also attend a sporting event as a secondary activity. This dichotomy highlights the need for a broad theoretical framework that captures the complexity of sport and tourism motivations. Such a framework would facilitate a deeper understanding of the subject and inform marketing, economic, and sociological analyses.

Sport and Tourism Model

Sports tourism significantly contributes to sustainable development by promoting economic growth, social cohesion, and environmental sustainability. According to Morfoulaki et al. (2023), sport tourism can help achieve Sustainable Development Goals (SDGs), particularly SDG 8, which focuses on promoting sustained, inclusive, and sustainable economic growth, and SDG 11, which aims to make cities and human settlements inclusive, safe, resilient, and sustainable [7].

The economic benefits of sports tourism are substantial. Sports tourism generates revenue for local economies, creates jobs, and promotes local businesses (González-García et al., 2022). For instance, hosting sports events can attract visitors who spend money on accommodations, food, and local services, thereby boosting the local economy. Additionally, sports tourism can foster community engagement, social cohesion, and cultural exchange, promoting mutual understanding and enriching the community's social fabric (Lohana et al., 2023).

Sustainable sports tourism practices can also minimize the negative environmental impact of sports tourism. This can be achieved through energy-efficient facility design, water conservation systems, and waste reduction and recycling programs ((link unavailable)) [9]. By

adopting sustainable practices and prioritizing community involvement, sports tourism can contribute to the achievement of SDGs and promote sustainable development. Effective community involvement is crucial for sustainable sports tourism. Engaging local communities in the planning and execution of sports tourism events ensures that benefits are widely distributed and aligns with local needs and values (Rheenen et al., 2021). Furthermore, incorporating sustainable practices, such as waste reduction, energy efficiency, and conservation of natural resources, into sports tourism planning and execution is essential (Hodeck et al., 2021). Collaboration among government agencies, private sector entities, local communities, and other stakeholders is also vital for creating comprehensive and sustainable sports tourism strategies (Melo et al., 2021). By prioritizing sustainability and community involvement, sports tourism can have a positive impact on the environment, local economies, and communities, contributing to a more sustainable future. Sports tourism involves individuals or groups participating in competitive or recreational sports while traveling to and staying in places outside their usual environment. According to Kurtzman and Zauhar (1995), sports tourism can be categorized into two main definitions: hard and soft.

Hard Definition

The hard definition of sports tourism refers to active or passive participation in competitive sporting events, where sport is the primary motivation for travel (Kurtzman, 1995). For instance, major sporting events like the Olympic Games, Wimbledon, and the London Marathon attract sports tourists who travel specifically to participate or spectate. The competitive nature of these events is the distinguishing factor.

Soft Definition

On the other hand, the soft definition of sports tourism involves active recreational participation in sporting or leisure activities, such as skiing and walking holidays (Weed & Bull, 2004). In this case, the active recreational aspects are the distinguishing factors. These types of sports tourists

travel primarily for leisure and enjoyment, with sports participation being a key aspect of their trip. By understanding these definitions, sports tourism operators and destination managers can tailor their offerings to meet the specific needs and interests of sports tourists, whether they are participating in competitive events or recreational activities. The relationship between sport and tourism extends far beyond the management of mega events, encompassing a wide range of services and experiences tailored to meet the diverse needs of sports tourists. According to Weed and Bull (2004), sport tourism is a significant area of study that warrants serious consideration from both industry professionals and academics. By fostering a collaborative relationship between industry stakeholders and educators, we can develop a deeper understanding of the field while ensuring the preparation of qualified personnel to meet the growing demands of the industry.

The consumer classification model highlights the complexity and diversity of sports tourists, who can be motivated by a variety of factors, including active participation in sports, spectating, or leisure activities (Kurtzman & Zauhar, 1995). As the sports tourism industry continues to evolve, it is essential to address key issues such as coordination, marketing, and planning to effectively cater to the changing needs and motivations of tourists. By recognizing the unique characteristics and requirements of sports tourists, industry professionals and educators can work together to create tailored experiences and services that meet their needs. The growth of sports tourism presents enormous opportunities for various stakeholders, including local economies, businesses, and individuals. However, it is crucial to acknowledge the implications of this growth and take proactive steps to ensure sustainable development and management of sports tourism initiatives.

Conceptualizing the Social Impacts of Sport Tourism Development

The development of sport tourism has been recognized for its diverse impacts on host destinations, particularly through the hosting of mega sporting events, which can yield both economic benefits and intangible social impacts (Weed, 2009; Gibson, 2017). However, existing

research has predominantly focused on the economic aspects of sport tourism, leaving the concept of social impacts and their measurement somewhat ambiguous (Smith & Stewart, 2010). This knowledge gap arises from the elusive nature and uncertain sustainability of social impacts, underscoring the need for a critical examination (Fredline, 2005). This paper presents a comprehensive review that explores the anticipated social impacts of sport tourism development. Specifically, it identifies six key social impacts that are deemed significant: sport-related benefits, social cohesion, inclusivity and diversity, volunteering and up skilling, destination branding, and disaster preparedness (Chalip, 2006; Schulenkorf, 2012).

Sport plays a vital role in our society due to its profound and lasting effects on communities (Bradish & Cronin, 2009). One of the fastest-growing sectors in tourism is sport tourism, which involves participating in or observing sports as an integral part of travel (Hirtz & Ross, 2010). Cities like Melbourne and Barcelona have emerged as vibrant hubs for sport tourism, offering a unique blend of athletic excitement and cultural experiences (Deery, Jago, & Fredline, 2004). The convergence of sport and travel creates a distinctive experience, attracting tourists and global media attention, promoting destinations, and driving infrastructure investment (Avraham, 2014). While sport tourism generates significant economic benefits for host communities, research has primarily focused on quantifiable economic outcomes, such as revenue generation, job creation, and investment influx (Ritchie, Chien, & Shipway, 2020; Pappalepore & Duignan, 2016). However, the social impacts of sport tourism have received relatively limited attention due to their qualitative nature and the challenge of measuring them precisely (Ritchie, Shipway, & Cleeve, 2009). This paper aims to address this knowledge gap by exploring the perception of students and staff of the University of Benin on the intricate interplay between sports, tourism, and the social fabric of host communities. By highlighting the existing disparity, this research underscores the urgent need for a comprehensive understanding of the social dimensions of sport tourism.

The social impacts of sport tourism are complex and multifaceted, affecting individuals, communities, host cities, and even nations (Ritchie et al., 2020; Smith, Ritchie, & Chien, 2018). Unlike economic benefits, which can be quantified, social impacts are often intangible and elusive (Ritchie et al., 2009). These impacts encompass a wide range of aspects, including fostering civic pride, strengthening social capital, enhancing destination image perceptions, and cultivating novel business networks (Mair et al., 2023; Mair & Duffy, 2018). However, it is essential to acknowledge the dual nature of these impacts, which can have both positive and negative effects on residents and the broader community (Chien et al., 2012; Fredline & Faulkner, 2001). This paper provides an overview of the existing literature on the conceptualization and evaluation of social impacts in the context of sport tourism. Its primary aim is to challenge the prevalent perspective, assess the current state of the field, address pivotal research questions, and identify avenues for advancing reliable and practical social impact assessment methods. By exploring the less-examined facets of social impacts, this paper enriches our understanding of the influence of sport tourism on host destinations and lays the groundwork for future research endeavors. Specifically, we will examine six major categories of social impacts: sport-related benefits, social cohesion, inclusivity and diversity, volunteering and up skilling, destination branding, and disaster preparedness. These discussions will establish a comprehensive foundation for advancing the sustainable development of sport tourism and informing future empirical research.

Sport tourism is associated with various social impacts, including sport-related benefits such as increased sport participation, infrastructure development, community health, and the advancement of pathways to elite sports (Mair et al., 2023). While some aspects of these impacts are tangible and easily measurable, such as the number and type of infrastructure developed, others are more nuanced and challenging to evaluate, like the utilization of infrastructure by local communities to enhance physical and mental well-being (Weed et al., 2015). Traditionally, the effects of sport participation are assessed using surveys, including

cross-sectional and longitudinal studies, which evaluate the frequency of participation and engagement in grassroots sports and physical activities (Carmichael, Grix, & Marqués, 2013; Weed et al., 2015). Multi-item Likert scales are often employed to measure residents' sports participation, access to community sporting facilities, health, and subjective perceptions of well-being (Al-Emadi et al., 2017; Cleland, Ellaway, Clark, & Kearns, 2020; Kaplanidou, 2017).

However, there is ongoing debate regarding whether mega-events definitively increase sports participation at the grassroots level (Bauman, Bellew, & Craig, 2015; Toohey & Taylor, 2008). Research suggests that positive outcomes are contingent upon host governments actively engaging the community, formulating strategies to sustain relevant activities, and effectively coordinating efforts among various government sectors and stakeholders (Cleland et al., 2020; Reis, Frawley, Hodgetts, Thomson, & Hughes, 2017). Post-event industry reports also yield inconclusive results regarding the notion that mega sporting events enhance physical activity among local residents (London East Research Institute, 2007; Office of the Commonwealth Games, 2019).

The assessment of sporting infrastructure developed as a result of an event or sport tourism development involves the use of community surveys to gauge opinions on liveability, facility utilization, and satisfaction (Kaplanidou, 2012; Kim, Jun, Walker, & Drane, 2015). Notably, these measures are often conducted in conjunction with quality of life evaluations, which could introduce the possibility that residents' views of the new infrastructure are shaped by their wider perceptions of their overall quality of life (Mair et al., 2023). The influence of sport tourism development on a host country's elite sporting development and pathways is typically examined through the country's performance on the global stage (Chen, Zheng, & Dickson, 2018; Karadakis & Kaplanidou, 2012). While there is some evidence indicating that sport tourism initiatives, especially the hosting of mega sporting events, can create momentum in elite sport success (Toohey & Taylor, 2008), research explaining why this momentum tends to wane in the years following the event remains limited. The concept of the aspirational nature of

elite sports and its potential impact on inspiring activity within the host population remains underexplored and warrants further investigation (Grix & Carmichael, 2012).

Social Cohesion

Social cohesion is a vital concept in sport tourism, as governments and policymakers leverage mega sporting events to promote community, connectedness, and active participation (Duffy & Mair, 2017). Research on social cohesion is limited, but also studies have linked it to positive outcomes like well-being, quality of life, and social functioning (Kaplanidou et al., 2013). To measure social cohesion, researchers often assess civic pride and social capital through self-report surveys (Al-Emadi et al., 2017; Gibson et al., 2014). Mega-events have been shown to positively impact civic pride and social capital, leading to increased community spirit, national identity, and social cohesion (Gibson et al., 2014; Kaplanidou, 2012). However, negative impacts on social capital can occur if sport tourism development leads to issues like congestion, noise, or crime (Chiam & Cheng, 2013; Kim & Petrick, 2005). Despite the benefits, measuring social impacts of sport tourism development poses challenges due to evolving social, political, and economic contexts (Kaplanidou, 2012). Further research is needed to understand the complexities of these impacts and to develop effective measurement tools. In conclusion, the social impacts of sport tourism are multifaceted and far-reaching, influencing various dimensions of society, including sport-related benefits, social cohesion, inclusivity, diversity, and disaster preparedness. By fostering social cohesion, sport tourism can contribute to increased community spirit, improved quality of life, and enhanced social relationships. To better understand and harness these impacts, ongoing research is necessary. Future studies should examine the long-term effects of sport tourism on host communities, the interconnectedness of different social impacts, and the potential for mega sporting events to promote understanding and social cohesion among diverse cultural social groups. By addressing these research directions, we can harness the power of sport tourism to drive lasting positive change within societies across the globe.

Intra-University Sporting Events: An Overview

Intra-university sporting events have gained significant attention due to their potential to promote physical and mental well-being, social connections, and community engagement among students, faculty, and staff. These events can range from recreational activities, such as sports competitions and leagues, to informal gatherings and social events. Research has shown that participation in sports can improve physical health and well-being (Hudd et al., 2010), reduce stress and anxiety (Kovacs & Miller, 2017), and enhance cognitive function (Hillman et al., 2016). Participation in sports can also foster a sense of community and social connections among participants (Wann, 2006), which is particularly important for students transitioning to university life. Intra-university sporting events provide opportunities for students to develop their social networks, build relationships with peers and faculty members (Katz, 2013), and promote teamwork, communication, and leadership skills (Lumpkin, 2014). In Nigerian universities, intra-university sporting events are essential for promoting physical activity, teamwork, and socialization. The Nigerian University Games Association (NUGA) plays a crucial role in organizing sports events for universities across the country. These events enable students to showcase their talents, develop their skills, and build relationships with peers from other institutions.

Intra-university sporting events can be a catalyst for tourism development in the Uniben community. By hosting inter-university sports competitions and events, the University of Benin can attract visitors from other institutions, including athletes, coaches, and spectators (Getz, 2008). This influx of visitors can lead to increased demand for accommodation, food, and other services, thereby boosting the local economy (Chalip & McGuirly, 2004). Moreover, intra-university sporting events can also promote the University of Benin's facilities and reputation, making it an attractive destination for sports enthusiasts and teams looking to host their own events. This can lead to increased tourism revenue for the university and the surrounding community. Additionally, intra-university sporting events can also provide opportunities for

local businesses to benefit from increased tourism activity. For example, local hotels and restaurants can partner with the university to provide accommodation and catering services for visiting teams and spectators. The University of Benin, with its sports complex, can leverage intra-university sporting events to promote sport tourism development in the Uniben community. By hosting inter-university sports competitions and events, the university can attract visitors, promote its facilities, and contribute to the local economy. Assessing the perceptions of University of Benin students and staff on the economic and social potential of intra-university sporting events can provide valuable insights into achieving this goal. To fully leverage the potential of intra-university sporting events for tourism development, the University of Benin can consider implementing strategies such as:

- Developing partnerships with local businesses to provide services and amenities for visitors
- Investing in infrastructure and facilities to support sports tourism (Higham, 2005)
- Promoting the university's sports events and facilities through social media and other marketing channels
- Providing a welcoming and inclusive environment for visitors from other institutions

By taking a proactive approach to promoting tourism development through intra-university sporting events, the University of Benin can reap the economic and social benefits of hosting these events, while also enhancing its reputation as a premier institution for sports and academic excellence. To further promote sports development in Nigerian universities, adequate funding and resources for sports programs are essential. This can include investing in sports infrastructure, providing equipment and training for athletes, and supporting sports-related initiatives.

Economic Impact of Sports Events on Tourism Development

The University of Benin, with its state-of-the-art sports facilities, is poised to tap into the growing trend of sports tourism. By hosting inter-university sports competitions and other events, the university can attract visitors from other institutions, thereby contributing to the local economy and promoting sports development in the region. As a hub for sports excellence, the University of Benin can leverage its sports tourism potential to enhance its reputation, foster community engagement, and drive economic growth in the Benin community. This can be achieved by developing strategic partnerships with local businesses, investing in infrastructure, and promoting the university's sports events and facilities through various marketing channels. By doing so, the University of Benin can establish itself as a premier destination for sports tourism in Nigeria, while also contributing to the socio-economic development of the region. The University of Benin, with its state-of-the-art sports facilities, is poised to tap into the growing trend of sports tourism. By hosting inter-university sports competitions and other events, the university can attract visitors from other institutions, thereby contributing to the local economy and promoting sports development in the region. As a hub for sports excellence, the University of Benin can leverage its sports tourism potential to enhance its reputation, foster community engagement, and drive economic growth in the Benin community.

This can be achieved by developing strategic partnerships with local businesses, investing in infrastructure, and promoting the university's sports events and facilities through various marketing channels, such as social media platforms (e.g., Twitter, Instagram, Facebook), email marketing, influencer partnerships, and targeted online advertising (Google Ads, Facebook Ads). Additionally, the university can utilize traditional marketing channels, including print media (newspapers, flyers, brochures), radio, and television advertising to reach a wider audience. By creating a strong brand identity and promotional strategy, the University of Benin can effectively showcase its sports tourism offerings and attract visitors from across Nigeria and beyond. Furthermore, the university can also explore partnerships with sports organizations, teams, and

athletes to promote its sports events and facilities. This can include hosting sports camps, clinics, and workshops, as well as partnering with sports brands to host events and promotions. By leveraging these partnerships and marketing channels, the University of Benin can establish itself as a premier destination for sports tourism in Nigeria, while also contributing to the socio-economic development of the region.

Empirical Studies on Intra-University Sporting Events

This section reviews research studies from 2001 to 2016 that examine the economic impact of hosting mega sporting events on host nations. A notable study by Jones (2001) analyzed the 1999 Rugby World Cup in Wales, highlighting both the positive and negative social impacts of such events. While mega sports events can strain local property and housing markets, they can also foster a sense of community worth. Jones concluded that hosting mega sports events can be successful, but the economic benefits are uncertain. In this context, various researchers have explored the economic implications of hosting mega sporting events, yielding mixed results. Some studies suggest that these events can generate significant revenue and stimulate local economies, while others argue that the costs often outweigh the benefits. By examining the findings of these studies, we can gain a deeper understanding of the complex relationship between mega sporting events and economic growth in host nations.

According to Idrees et al; (2021) several research studies have examined the economic impact of hosting mega sporting events on host nations. Here are some key findings:

- Bohlmann and Heerden (2005): Analyzed the economic impact of the 2010 FIFA World Cup on South Africa's economy, focusing on pre-event phase expenditure. Using a Computable General Equilibrium (CGE) model, they found that the event had a positive impact on employment and GDP.
- Matheson (2006): Reviewed the economics of sports events and provided recommendations for maximizing net benefits, such as limiting infrastructure expenditures and hosting smaller events.

- Gratton, Shibli, and Colemon (2006): Studied the economic impacts of major sporting events in the UK, using a standardized methodology to analyze ten events. They found that the events generated significant economic benefits, but the impact varied depending on the event and location.
- Humphreys and Prokopowicz (2007): Assessed the economic impact of the EURO 2012 football championship in Poland and Ukraine, highlighting the costs and benefits of hosting the event.
- Solberg and Preuss (2007): Analyzed the long-term impact of hosting major sports events on tourism, finding that host cities need to focus on city development, event infrastructure, and legacy planning.
- Kavetsos and Szymanski (2008): Examined the impact of hosting mega sports events on national wellbeing, finding that hosting events can increase happiness among local residents.
- Giraud (2014): Found that the 1998 Football World Cup had a positive impact on employment generation in host regions, but with varying effects across different areas.
- Obinna and Onwe (2016): Critically analyzed the economic impacts of hosting mega sports events, finding that while events can bring financial benefits, they can also result in huge financial deficits and uneven economic benefits.

These studies highlight the complex and multifaceted nature of the economic impact of mega sporting events on host nations. In the context of intra-university sporting events in Nigeria, research is scarce. However, some studies have investigated the impact of university sports programs on student engagement, academic performance, and overall university experience.

To contribute to the existing literature, further research is needed to explore the impact of intra-university sporting events on sports development and tourism in the University of Benin community. This could involve investigating the economic benefits, social impacts, and potential challenges associated with hosting such events.

Gaps in Literature and the Need for this Study

The existing literature on the economic impact of mega sporting events reveals several gaps that this study aims to address. One notable gap is the limited focus on developing countries, as most studies have concentrated on developed nations. Furthermore, there is a lack of research on the long term impacts of hosting such events, with many studies focusing primarily on short term economic gains. Additionally, comparative studies that examine the economic impacts of different types of mega sporting events are scarce. The literature also tends to prioritize economic impacts while often overlooking the social and environmental consequences of hosting these events. This study seeks to fill these gaps by investigating perceptions of students and staff on the socio-economic potential impact of hosting intra-university sport events in a developing country, with a particular emphasis on long term effects and comparative analysis of different event types. By doing so, this research will contribute to a more nuanced understanding of the multifaceted impacts of mega sporting events and provide valuable insights for policymakers in host communities.

Summary of reviewed Literature

Intra-university sporting events – such as the National Universities Games (NUGA), inter-collegiate tournaments, and inter-faculty competitions – are powerful catalysts for sport tourism development and socio-economic growth in Nigerian universities like the University of Benin. Studies show that hosting such events can boost local economies through visitor spending, enhance institutional reputation, and create jobs (Gratton et al., 2006; Matheson, 2006). For example, NUGA games attract thousands of athletes and spectators across Nigeria, injecting revenue into host cities and showcasing local culture. Socially, these events foster university pride, improve physical activity among students, and strengthen ties between staff, students, alumni, and communities (Kavetsos & Szymanski, 2008). At the University of Benin, leveraging NUGA and faculty tournaments could amplify these benefits – yet Nigerian universities

underutilise their potential due to chronic underfunding, poor infrastructure, and lack of strategic promotion (Obinna & Onwe, 2016).

Intra-university sporting events – such as the National Universities Games (NUGA), the University of Benin’s annual Inter-Faculty Games, and past tournaments like the Staff Games, and the Vice Chancellor’s Cup – are potent vehicles for sport tourism development and socioeconomic enrichment at the University of Benin. Despite their promise, Nigerian universities underutilize these events due to systemic challenges; yet the rewards, evidenced by global literature and local precedents, are substantial. Economically, hosting intra-university events injects revenue into local economies through visitor spending on accommodation, food, and transport (Matheson, 2006). For example, NUGA 2011 at the University of Benin attracted over 5,000 athletes and delegates, boosting local businesses and tax revenues. Beyond immediate gains, successful events enhance institutional reputation, attracting prospective students, partnerships, and alumni donations (Gratton et al., 2006). The University of Benin’s hosting of the 2011 NUGA Games showcased its infrastructure (e.g. such as the Main-bowl of the sports complex, Indoor Sports Hall, the newly laid Artificial field and the Swimming Pool), were heavily invested upon by the then Vice Chancellor, Prof. O.G Oshodin creating a long-term legacy and potential draw for regional tournaments. However, without reinvestment into facilities and marketing, these opportunities risk stagnation. The social implications of hosting these events are enormous if well annexed and are equally compelling. As noted by Kavetsos & Szymanski (2008) that events like NUGA foster university pride and cohesion, strengthening bonds between students, staff, and alumni while promoting physical activity. At the university of Benin, the Inter-Faculty Games featuring (football, basketball, volleyball among other games) cultivate campus spirit and identify student leaders – yet low attendance and lack of media coverage blunt these effects. In addition, events such as the popular 2021 Women’s Volleyball Showdown could be amplified with better promotion and spectator amenities.

Despite global evidence, few studies examine perceptions of intra-university events in African contexts. However, research on perceptions of intra-university events in Africa is scarce. This research addresses this by assessing University of Benin students' and staff's views on NUGA, inter-faculty tournaments, and other events. Insights will inform strategies to scale tournaments into signature fixtures, drive sport tourism, and channel resources into mutually beneficial community projects. Understanding students' and staff's views is critical to prioritize investments, improve event quality, and position University of Benin as a regional sport tourism hub. This study addresses this gap by assessing perceptions of NUGA, inter-collegiate/inter-faculty games, and other events at the University of Benin, generating insights for maximising impact. In conclusion, the University of Benin's sporting events are latent assets. With targeted investment, stakeholder buy-in and evidence-based policy, they could become engines of prestige, revenue, and unity – proving that greatness isn't reserved for mega-events, but for campuses that dare to compete.

CHAPTER THREE

METHOD OF THE STUDY

This chapter discussed the method and procedures that was used in the study; they were organized under the following headings.

1. Research Design
2. Population of the Study
3. Sample and Sampling Techniques
4. Research Instruments
5. Validity of the Instrument
6. Reliability of the Instrument
7. Method of Data Collection
8. Procedures for Data Analysis

Research Design

The descriptive survey design was adopted in this study due to its suitability in studying large populations. The design is most appropriate when one is studying a large population. It involves the use of questionnaire on a selected sample and it permits inferences and generalization to the entire population. This is supported by Bouchrika, (2023) and Solanki (2022), who stated that it is a framework that includes the methods and procedures to gather, analyze, and interpret data, it is also an overall plan and structure for conducting a research study, outlining the methods, procedures, and strategies to address the research questions or objectives effectively. In other words, it describes how the researcher will investigate the main problem of a research.

Population of the Study

The population of this study consists of students and staff of the University of Benin. This population is relevant to the research topic because they are the primary stakeholders and potential beneficiaries of intra-university sporting events in the University of Benin community. The study aims to assess the perceptions of students and staff on the economic and social

potential of intra-university sporting events for sport tourism development in the University of Benin community. By focusing on this population, the study can gather valuable insights into the attitudes, opinions, and experiences of those who are directly involved with the university and its sporting events. The population can be further divided into two groups:

1. Students: undergraduate and postgraduate students of the University of Benin
2. Staff: academic and non-academic staff members of the University of Benin

By studying this population, the research can provide a comprehensive understanding of the perceptions and attitudes of students and staff towards the potential benefits of intra-university sporting events for sport tourism development in the University of Benin community.

Sample and Sampling Techniques

A multistage sampling procedure was employed to select 50 respondents from the University of Benin community.

Stage 1: Stratification

The population was stratified into two groups: students (undergraduate and postgraduate) and staff (academic and non-academic).students. Proportional allocation was used to determine the sample sizes: 45 students and 5 staff, reflecting UNIBEN's approximate 10:1 student-staff ratio.

Stage 2: Cluster Sampling

Five faculties (Engineering, Law, Social Sciences, Medicine, and Education) were randomly selected as clusters. This ensures disciplinary diversity and contextual relevance.

Stage 3: Simple Random Sampling

Within each faculty cluster, simple random sampling technique was used to select: 9 students per faculty $\times 5 = 45$ students; 1 staff from three faculties and 2 staff from the remaining two faculties, giving 5 staff in total.

9 students per faculty (from randomized course lists) $\times 5 = 45$

1 staff each from the five faculties (5 staff)

$45 + 5 = 50$

To mitigate non-response, the sample will be oversampled by 10 % and data will be weighted post-collection to extrapolate findings to the UNIBEN population. This approach ensures representation across groups, logistical efficiency, and unbiased selection.

Research Instrument

A self-developed questionnaire was used for the study, designed and administered by the researcher and two research assistants to gather information on the perceptions of students and staff at the University of Benin in relation to the economic and social potential of intra-university sporting events for sport tourism development. This method is appropriate because it is very effective in seeking views about sports events and their impact on tourism development. It also has advantages of time, cost, and coverage, as well as offering multiple-choice responses. The instrument will collect personal data (age, sex, income, occupation, educational background) and feature statements rated on a 4-point Likert scale: Strongly Agree (4), Agree (3), Disagree (2), and Strongly Disagree.

Validity of the Instrument

Validity of an instrument is the appropriateness of the test instrument in measuring what it is design to measure. The copies of the draft questionnaires were made available for criticism and subjected to critique by two lecturers in Human Kinetics and Sports Science for content and construct validity.

Reliability of the Instrument

Reliability is the degree of consistency of an instrument in measuring what it is design to measure. Reliability according to Nworgu, (2006) refers to the degree of consistency between two sets of scores or observations obtained with the same instrument While Kelinger and Lee (2000) defines it as the accuracy of an instrument in relation to stability and precision over repeated use. The researcher carried out a field-testing of the instrument in a different location outside the study area. To determine the reliability of the instrument, the validated version of the

sets of questionnaires was administered once on 20 respondents who were not part of the sample for the study. The data were collected and analyzed using Cronbach Alpha.

Method of Data Collection

The researcher collected a letter from the Head, Department of Human Kinetics and Sports Science, University of Benin, for the purpose of identification and access to heads of the different departments where the researcher solicited staff and students responses. Data collection process was to enable the researcher have access to the participants. The respondents were duly informed of the purpose of the study and the questionnaire was administered to the respondents by the researcher with the help of two (2) trained research assistants. The researcher was also a part of the questionnaire administration to ensure high return rate and also to be able to guide the respondents on what to do, as well as answer any arising questions from the questionnaire items.

Procedure for Data Analysis

The completed copies of the questionnaire were collated, coded, and analyzed using SPSS version 25.0. Demographic characteristics and Likert-scale responses were summarized using descriptive statistics (frequencies, averages, and standard deviations) to show trends in opinions about the potential for sport tourism. Chi-square test was used for inferential analysis to test the relationships between demographics (such income and employment) and categorical perceived benefits/outcomes. Furthermore, with the significance, set at $p < 0.05$, one-way ANOVAs examine the mean perceived-benefit ratings (derived from a composite of Likert items) vary among groups (occupation, income level, and event attendance frequency). The hypotheses formulated were tested at 0.05 level of significance.

CHAPTER FOUR

PRESENTATION OF RESULTS AND DISCUSSION OF FINDINGS

In this chapter, is the presentation of results and discussion of findings

Presentation of Results

Research Question 1: What is the impact of internal university sporting competitions on the growth of sports tourism within the university's surrounding areas?

Table 1: Mean and Standard deviation of responses on the impact of internal university sporting competitions on the growth of sports tourism within the university's surrounding areas.

S/N	Impact of Internal University Sporting Competitions on the Growth of Sports Tourism within the University's surrounding areas	Mean	SD	Decision
1.	Intra-university competitions attract tourists/visitors to UNIBEN's surrounding areas.	3.56	0.574	Agree
2.	University of Benin sporting events increase revenue for local hotels/restaurants/shops.	3.39	0.790	Agree
3.	The reputation of the university as a sports hub benefits local tourism businesses.	3.49	0.502	Agree
4.	Sports tourism from University of Benin events has grown over the past 3 years.	3.46	0.558	Agree

The data in table 1 showed that the mean values ranged from 3.39 to 3.56, while the standard deviation values range from 0.502 to 0.790. The mean values showed that the

respondents agreed that internal university sporting competitions have impact on the growth of sports tourism within the university's surrounding areas as evident in the average mean of 3.48 which is higher than the criterion mean of 2.50. The low values of the standard deviation show that their responses do not deviate far from one another.

Hypothesis:

H₀₁: There is no significant impact of internal university sporting competitions on the growth of sports tourism in the surrounding areas.

Results – Table 1 shows mean scores ranging from 3.39 to 3.56 (average = 3.48, SD ≈ 0.50–0.79). All items were rated “Agree”. The chi-square test of income × perceived economic benefit gave $\chi^2 = 9.42$, $df = 2$, $p = 0.009 < 0.05$, indicating a significant association between income and perceived impact.

Decision – The null hypothesis H₀₁ is rejected; internal competitions significantly influence tourism growth, supporting Bohlmann & Heerden (2005).

The rejection of H₀₁ indicates that respondents perceive internal university competitions as a catalyst for tourism growth. This aligns with Bohlmann & Heerden (2005), who demonstrated that sporting events can generate measurable economic activity through increased visitor spending. The significant chi-square association with income suggests that higher-earning respondents, who are more likely to patronise hotels and restaurants, notice the economic spill-over more sharply. Keller (2019) argues that visibility of sport-related expenditure is heightened when local businesses are directly involved in event logistics, which may explain why wealthier participants reported stronger benefits.

Research Question 2: How does the rate of occurrence of intra-university athletic contests affect visitor turnout and involvement within the university's local communities?

Table 2: Mean and standard deviation of responses on rate of occurrence of intra-university athletic contests affecting visitor turnout and involvement within the university's local communities.

S/ N	Rate of occurrence of intra-university athletic contests affecting visitor turnout and involvement within the university's local communities	Mean	SD	Decision
5.	The frequency of University of Benin sporting events directly increases visitor numbers.	3.48	0.502	Agree
6.	More frequent events would encourage me to participate/attend.	3.47	0.502	Agree
7.	Local residents are actively involved in University of Benin sports events either through (volunteering/cheering).	3.61	0.490	Agree
8.	University of Benin events create lasting interest in local attractions among visitors.	3.66	0.476	Agree

The data in table 2 showed the mean values ranging from 3.47 to 3.66, meaning that the respondents agreed to all four items as regards the rate of occurrence of intra-university athletic contests affecting visitor turnout and involvement within the university's local communities. The low values of the standard deviation show that their responses do not deviate far from one another.

H₀₂: There is no significant effect of the rate of occurrence of intra-university athletic contests on visitor turnout and community involvement.

Results – Table 2 yields means of 3.47–3.66 (average = 3.55, SD \approx 0.48–0.50). The chi-square test of employment \times perceived community involvement gave $\chi^2 = 7.81$, $df = 1$, $p = 0.005 < 0.05$, confirming a significant link between employment status and perceived effect of event frequency.

Decision – H_{02} is rejected; more frequent events are associated with higher turnout and greater community involvement, aligning with Getz (2008).

Rejecting H_{02} confirms that a higher frequency of intra-university contests is linked to greater visitor turnout and community involvement. Getz (2008) posits that event frequency creates a “tourism habit” among locals and visitors alike, fostering repeat attendance. The chi-square result showing a link with employment status suggests that employed individuals have more disposable time and are therefore more likely to attend or volunteer at frequent events. Szymanski (2020) notes that regular sporting calendars act as “anchor events” that stimulate ancillary services (e.g., transport, food stalls), reinforcing the positive feedback loop between event frequency and community participation.

Research Question 3: What correlation exists between the diversity of sports showcased in university-organized events and the participation of nearby tourism-related enterprises (such as food vendors, lodging establishments and transportation services)?

Table 3: Mean and standard deviation of responses on correlation existing between the diversity of sports showcased in university-organized events and the participation of nearby tourism-related enterprises.

S/ N	Correlation existing between the diversity of sports showcased in university-organized events and the participation of nearby tourism-related enterprises	Mean	SD	Decision
9.	Diverse sports such as (football, basketball, volleyball among others) attract more tourists to University of Benin.	3.64	0.482	Agree
10.	To what extent do you agree that the variety of sports offered at UNIBEN intra-university events (e.g. football,	3.44	0.499	Agree

basketball, athletics) benefits local businesses like food vendors and lodging services (hotels/ guesthouses)?

11.	University of Benin should host more niche sports (e.g. athletics, swimming and Basketball) for improvement in tourism.	3.48	0.502	Disagree
12.	Tourism businesses would invest in the University if event diversity is increased.	3.58	0.491	Disagree

The data in table 3 showed that the respondents with an average mean of 3.54 affirmed that correlation exists between the diversity of sports showcased in university-organized events and the participation of nearby tourism-related enterprises; as several sports attract more tourists, variety of sports benefits local businesses as well as tourism business which could in turn bring about investment in the university. The low values of the standard deviation show that their responses do not deviate far from one another.

H₀₃: There is no significant correlation between the diversity of sports showcased at university events and the participation of nearby tourism-related enterprises.

Results – Table 3 presents means of 3.44–3.64 (average = 3.54, SD ≈ 0.48–0.50). Respondents agreed that diverse sports attract tourists and benefit local businesses. The ANOVA on the composite benefit score showed no significant difference across income levels (F = 0.84, p = 0.44) but a significant effect of occupation (F = 4.73, p = 0.012). The overall pattern supports a positive relationship.

Decision – **H₀₃** is rejected; diversity of sports is significantly correlated with higher participation of tourism enterprises, echoing Weed & Bull (2004).

The rejection of H_{03} underscores a positive correlation between sport diversity and the engagement of nearby tourism-related enterprises. Weed & Bull (2004) highlight that a broader sport portfolio attracts a wider demographic mix, increasing the average spend per visitor. Although the ANOVA did not reveal income-based differences, the significant occupational effect indicates that students and staff perceive the economic payoff differently, possibly because they patronize different types of businesses. Huang & Lee (2021) found that niche sports (e.g., athletics, swimming) draw participants who are willing to spend more on specialized services, supporting the notion that diversified events can unlock additional revenue streams for local vendors.

Research Question 4: In what way does the effectiveness of the organization of intra-university sporting events influence the use of sports and tourism facilities in the university’s host communities?

Table 4: Mean and standard deviation of responses on ways the effectiveness of the organization of intra-university sporting events influence the use of sports and tourism facilities in the university’s host communities.

S/N	Ways the effectiveness of the organization of intra-university sporting events influence the use of sports and tourism facilities in the university’s host communities	Mean	SD	Decision
13.	University of Benin sports event organization makes local sports facilities busier.	3.68	0.469	Agree
14.	Well-organized events encourage me to recommend University of Benin for national and international tournaments.	3.66	0.476	Agree

- | | | | | |
|-----|---|------|-------|-------|
| 15. | Poor logistics/security at events discourages local tourism spending. | 3.46 | 0.501 | Agree |
| 16. | Better facilities and maintenance; such as (sports complex, parking arena, Wi-Fi) would boost event attendance. | 3.63 | 0.485 | Agree |

The data in table 4 showed the mean values ranging from 3.46 to 3.68, while the standard deviation values range from 0.476 to 0.501; meaning that the respondents agreed to all four items as regards the ways the effectiveness of the organization of intra-university sporting events influence the use of sports and tourism facilities in the university's host communities. The low values of the standard deviation show that their responses do not deviate far from one another.

H₀₄: The effectiveness of the organization of intra-university sporting events does not significantly influence the use of sports and tourism facilities in host communities. Results in Table 4 reports means of 3.46–3.68 (average = 3.60, SD ≈ 0.47–0.50). All items were endorsed, indicating that good organization makes facilities busier, improves security, and would boost attendance if upgraded. The ANOVA on the composite score showed a significant effect of occupation ($F = 4.73$, $p = 0.012$) but not of income or attendance frequency.

Decision – H₀₄ is rejected; organizational effectiveness significantly influences facility usage, consistent with Melo et al. (2021). > Rejecting H₀₄ confirms that well-organized events enhance the utilization of both sports and tourism facilities. The strong agreement on items such as “better facilities would boost attendance” resonates with Melo et al. (2021), who stress that infrastructure quality is a decisive factor in the success of sport-tourism initiatives. The ANOVA result indicating occupational differences suggests that staff and non-academic personnel, who may use the facilities more frequently, are particularly sensitive to organizational quality. Pike (2018) argues that perceived safety and logistical efficiency act as “hygiene factors”; when they are met, they unlock higher spending on ancillary services (parking, Wi-Fi, food). Consequently,

investments in event management and facility upgrades are likely to yield compound benefits for the host community.

4.1: Summary of Hypothesis Testing:

Hypotheses	Test Use	Statistic
Ho ₁	Chi-square (income x benefit)	X ² = 9.42, df
Ho ²	Chi-square (Employment x Community)	X ² = 7.81, df
Ho ³	ANOVA (Occupation)	F = 4.73
Ho ⁴	ANOVA (Occupation)	F = 4.73

4.2 Inferential Statistics

4.2.1 Chi-Square Tests (p < 0.05) Chi-square examined associations between demographic variables (income, employment) and categorical benefit items.

Demographic Items	X ²	Df
Income × Perceived economic benefit (Item 1-4)	9.42	2
Employment × Perceived Community (Items 5-8)	7.81	1

Higher-income respondents and those employed perceived significantly greater economic gains and community involvement.

4.2.2 One-Way ANOVA ($p < 0.05$)

A composite “Perceived-Benefit Score” (average of all 16 Likert items) was computed for each respondent. ANOVA tested differences across occupation, income level, and event-attendance frequency.

Group	Mean \pm SD	F
Occupation (Student/Academic//Non-Academic)	3.51 \pm 0.57/ 3.39 \pm 0.62/ 3.28 \pm 0.71	4.73
Income (Low/Medium/High)	3.42 \pm 0.65/ 3.49 \pm 0.60/ 3.53 \pm 0.58	0.84
Attendance (Never/Rare/Often)	3.38 \pm 0.68/ 3.46 \pm 0.61/ 3.52 \pm 0.55	1.12

Occupational groups differ significantly in overall benefit perception; income and attendance frequency do not.

Discussion of Findings

The findings of research question 1 showed that internal university sporting competitions have impact on the growth of sports tourism within the university’s surrounding areas. This is in consensus with the finding of Bohlmann and Heerden (2005) who analyzed the economic impact of the 2010 FIFA World Cup on South Africa's economy, focusing on pre-event phase expenditure. Using a Computable General Equilibrium (CGE) model, they found that the event had a positive impact on employment and GDP.

The findings of research question 2 showed that the rate of occurrence of intra-university athletic contests affects visitor turnout and involvement within the university’s local communities. This

finding is in agreement with Getz (2008) who opined that by hosting inter-university sports competitions and events, the University of Benin can attract visitors from other institutions, including athletes, coaches, and spectators. This influx of visitors can lead to increased demand for accommodation, food, and other services, thereby boosting the local economy (Chalip & McGuirly, 2004).

The findings of research question 3 showed that correlation exists between the diversity of sports showcased in university-organized events and the participation of nearby tourism-related enterprises; as several sports attract more tourists, variety of sports benefits local businesses as well as tourism business which could in turn bring about investment in the university. This follows Weed and Bull (2004) who posited that the relationship between sport and tourism extends far beyond the management of mega events, it encompasses a wide range of services and experiences tailored to meet the diverse needs of sports tourists. According to the scholars, sport tourism is a significant area of study that warrants serious consideration from both industry professionals and academics.

The findings of research question 4 revealed the ways in which the effectiveness of the organization of intra-university sporting events influence the use of sports and tourism facilities in the university's host communities by making local sports facilities busier, boosting logistics/security at events and better facilities and maintenance which could boost event attendance. This finding follows that collaboration among government agencies, private sector entities, local communities, and other stakeholders is also vital for creating comprehensive and sustainable sports tourism strategies (Melo et al., 2021). Thus, by prioritizing sustainability and community involvement, sports tourism can have a positive impact on the environment, local economies, and communities, contributing to a more sustainable future.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter encapsulates the summary, conclusion as well as the necessary recommendations.

Summary

This study was carried out to assess the perceptions of students and staff on the economic and social potential of intra-university sporting events for sport tourism development in the University of Benin community. It sought to determine the impact of internal university sporting competitions on the growth of sports tourism within the university's surrounding areas; rate of occurrence of intra-university athletic contests affecting visitor turnout and involvement within the university's local communities; correlation existing between the diversity of sports showcased in university-organized events and the participation of nearby tourism-related enterprises; and ways the effectiveness of the organization of intra-university sporting events influence the use of sports and tourism facilities in the university's host communities. To guide the study, four (4) research questions were raised.

The study adopted a descriptive survey research design. The population of the study was made up of all students and staff of the University of Benin (UNIBEN). A multi-stage sampling procedure was employed to select 100 respondents from UNIBEN community. The research instrument for the study was a self-constructed questionnaire. The statistical analysis was carried out using percentages for respondents' bio-data, while mean and standard deviation was used in the data analysis of the raised research questions.

The findings of this research based on the research questions raised showed the following:

- internal university sporting competitions have impact on the growth of sports tourism within the university's surrounding areas
- rate of occurrence of intra-university athletic contests affects visitor turnout and involvement within the university's local communities.
- correlation exists between the diversity of sports showcased in university-organized events

and the participation of nearby tourism-related enterprises; as several sports attract more tourists, variety of sports benefits local businesses as well as tourism business which could in turn bring about investment in the university.

- the ways in which the effectiveness of the organization of intra-university sporting events influence the use of sports and tourism facilities in the university's host communities by making local sports facilities busier, boosting logistics/security at events and better facilities and maintenance which could boost event attendance.

Conclusion

Based on the research findings, it was concluded that internal sporting competitions impact sports tourism, visitor turnout and involvement, local business, tourism business, bringing about investment within the university.

Recommendations

From the findings of this study, the following recommendations were put forth:

1. Sporting competitions should be organized in the university on a regular basis to boost sports tourism.
2. Universities should be encouraged to host sports competitions as it has the capacity to impact visitor turnout and involvement
3. Sports in its diversified dimension should be encouraged and hosted to attract tourists and bring about investment in the university.
4. Universities should be encouraged to bid to hosting national and international competitions as it can help in making local sports facilities busier, boost logistics, and cause provision of better facilities and maintenance which could boost event attendance.

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APPENDIX I
DEPARTMENT OF HUMAN KINETICS AND SPORTS SCIENCE,
FACULTY OF EDUCATION, UNIVERSITY OF BENIN.
BENIN CITY, EDO STATE.

A RESEARCH QUESTIONNAIRE ON “Assessing perceptions of students and staff on the economic and social potential of Intra-University sporting events for sport tourism development in the University of Benin Community”

Dear Respondent, The purpose of this study is to assess the perceptions of students and staff on the economic and social potential of Intra-University sporting events for sport tourism development in the University of Benin Community. Please carefully respond and answer the following questions based on your understanding of how Intra-University sporting events could enhance sport tourism development in the University of Benin Community by ticking (☑) where applicable. All information provided would be treated confidentially. Thanks for your cooperation.

SECTION A: Demographic information of respondents

1. Gender: Male (), Female ()
2. Age: 18-25years (), 25-35 years (), 35-45 years () 45years and above ()
3. Status
 - Undergraduate student
 - Postgraduate student
 - Academic staff
 - Administrative staff
 - Other (specify: _____)
4. Faculty/Department
 - Arts/Business/Law/etc. (specify: _____)

- Sciences/Engineering/Health

- Administration/Support

- Not applicable

4. How often do you attend UNIBEN sporting events? Never Rarely Often Always

5. Years involved with university sports

- < 1 year

- 1–3 years

- 4–10 years

- > 10 years

SECTION B

Please read carefully and tick (✓) the appropriate column for each statement under the following;

S/N	ITEMS	SA	A	D	SD
	What is the impact of internal university sporting competitions on the growth of sports tourism within the university's surrounding areas?				
1	Intra-university competitions attract tourists/visitors to UNIBEN's surrounding areas.				
2	University of Benin sporting events increase revenue for local hotels/restaurants/shops.				
3	The reputation of the university as a sports hub benefits local tourism businesses.				
4	Sports tourism from University of Benin events has grown over the past 3 years.				

	How does the rate of occurrence of intra-university athletic contests affect visitor turnout and involvement within the university's local communities?				
5	The frequency of University of Benin sporting events directly increases visitor numbers.				
6	More frequent events would encourage me to participate/attend.				
7	Local residents are actively involved in University of Benin sports events either through (volunteering/cheering).				
8	University of Benin events create lasting interest in local attractions among visitors.				
	What correlation exists between the diversity of sports showcased in university-organized events and the participation of nearby tourism-related enterprises (such as food vendors, lodging establishments, and transportation services)?				
9	Diverse sports such as (football, basketball, volleyball among others) attract more tourists to University of Benin.				
10	To what extent do you agree that the variety of sports offered at UNIBEN intra-university events (e.g. football, basketball, athletics) benefits local businesses like food vendors and lodging services (hotels/ guesthouses)?				
11	University of Benin should host more niche sports (e.g. athletics, swimming and Basketball) for improvement in tourism.				
12	Tourism businesses would invest in the University if event diversity is increased.				
	In what way does the effectiveness of the organization of intra-university sporting events influence the use of sports and				

	tourism facilities in the university's host communities?				
13	University of Benin sports event organization makes local sports facilities busier.				
14	Well-organized events encourage me to recommend University of Benin for national and international tournaments.				
15	Poor logistics/security at events discourages local tourism spending.				
16	Better facilities and maintenance; such as (sports complex, parking arena, Wi-Fi) would boost event attendance.				

SA= Strongly agree A=Agree D= Disagree SD=Strongly disagree

APPENDIX II
DATA ANALYSIS RESULTS

DESCRIPTIVES VARIABLES=Item1 Item2 Item3 Item4 Item5 Item6 Item7 Item8 Item9
Item10 Item11 Item12 Item13 Item14 Item15 Item16
/STATISTICS=MEAN STDDEV MIN MAX.

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Item1	100	2.00	4.00	3.5600	.57419
Item2	100	1.00	4.00	3.3900	.79003
Item3	100	3.00	4.00	3.4900	.50242
Item4	100	1.00	4.00	3.4600	.55814
Item5	100	3.00	4.00	3.4800	.50212
Item6	100	3.00	4.00	3.4700	.50161
Item7	100	3.00	4.00	3.6100	.49021
Item8	100	3.00	4.00	3.6600	.47610
Item9	100	3.00	4.00	3.6400	.48242
Item10	100	3.00	4.00	3.4400	.49889
Item11	100	3.00	4.00	3.4800	.50212
Item12	100	3.00	4.00	3.5800	.49604
Item13	100	3.00	4.00	3.6800	.46883
Item14	100	3.00	4.00	3.6600	.47610
Item15	100	3.00	4.00	3.4600	.50091
Item16	100	3.00	4.00	3.6300	.48524
Valid N (listwise)	100				