

# The Operations and Patronage Pattern of Event Centres in Ekiti State, Nigeria

Dr. Amen Osamede JEGEDE<sup>1</sup>, Dr. Stella Oluwatoyin Folajimi AINA<sup>2</sup>

<sup>1</sup>Department of Tourism and Hospitality Management, Faculty of the Social Sciences, Ekiti State University, Ado Ekiti, Nigeria

<sup>2</sup>Department of Hospitality and Tourism Management, Faculty of Agriculture, Federal University, Oye Ekiti, Nigeria.

DOI: <https://dx.doi.org/10.47772/IJRISS.2023.7644>

Received: 03 January 2023; Revised: 17 May 2023; Accepted: 20 May 2023; Published: 01 July 2023

## ABSTRACT

The study was carried out to examine the location and operation of recreation and tourists event centres in Ekiti State. Data were generated directly on the field through primary method of data collection using questionnaire as the research instrument. A total of 2000 copies of structured questionnaire were administered. Results from this study revealed that, event centres significantly influence the patronage pattern of event centres in Ekiti State. Factors influencing location of event centres showed that the location of more than half of the event centres were influenced by the nearness to the road, while proximity to town centres and accessibility had almost the same influence on the location of event centres in the study area. This study therefore recommends that, café and internet facilities be included in the services provided by the management of recreation and tourist event centres. Also, government should stabilize the supply of electricity to guarantee the comfort of the customers and attracts investors, thereby reducing unemployment.

**Key Words:** Challenges, Event Centres, Operations, Patterns and Prospects

## INTRODUCTION AND BACKGROUND TO THE STUDY

In tourism, the event as a tourist product is of rising significance which is best shown by the new tourist supply trends that seek to increase interest in learning about the cultures, customs and traditions of various nations and regions. Events nowadays are essential to culture and have a very important function in society (Olatunji et al., 2014). This means that events are one of the world's top tourist goods with limitless potential, mainly related to the maturity new events and activities planned and organized by public-private partnerships. Events are activities that correspond to the attraction generated by any location for effective tourism development. The activity is ongoing once a year and invites visitors to participate in and engage directly in their tourism in a particular location via the autonomous power of attraction generated by the event. Events need to draw participants and/or spectators not in a local community in order to become part of a tourist attraction.

Events focused on tourism, leisure and business as a contemporary and increasing phenomena are public gatherings of people with specific intention. This is partially due to the short time span and inherent simplicity, which distinguishes them from permanent institutions and other manufactured attractions. Their reputation and mood of the celebration are often more important than daily events. They may take place in many cultures and communities and the media coverage is a major part of the attention in modern society. The majority of typical events have a relaxed tone and are much less competitive and business.

Events are events or occurrences that may provide tourists and stakeholders in tourism entertainment, leisure and relaxation. Depending on the size, shape and substance, the event may be divided. Typically, the size of the events is decided by the magnitude of impacts relating to participation, media attention,

infrastructure costs and tastes. As stated and discussed before, events are significant motivators of tourism and affect the growth of a place considerably. In tourism-related literature, their function and effects on tourism have been extensively documented. However, just a few decades ago, Event Tourism was formed in the tourism business and in the academic community as an autonomous field. Increasingly, event tourism becomes an important subject of research and practice. As the “systematic development planning, marketing and organizing of events as tourist attraction,” Tassiopoulos (2005) defines event tourism: Event tourists are those who visit a place to participate or attend an event primarily (Turco et al., 2002). Even individuals who go away from home for work, entertainment, personal concerns or any other reason and who spend the night on an Event location may be classified as tourist events. A one-day-tourist event does not remain overnight, but may come back home or go somewhere. Event centres have developed into an important component of the property leasing sector. We live in a society in which we relish the opportunity to party and killing every weekend that presents itself to us.

### **Statement of the Problem**

According to the implication, any observable changes in the pattern of geographical distribution of these facilities over time provide adequate justification for study inquiries by academics working in the field of facility development and planning. Some of these facilities are without adequate car parks which have created a lot of problems such as traffic jams, whenever there is crowd in some event centres. Examples of these are “AB Foundation” event centre, “Amazing Grace” event centre along Iworoko – Adebayo Road and host of others. Though they have adequate set back distance but always filled to capacity whenever there is a function going on there, as a result of small parking space, people park on the sides of the major road, causing temporary traffic jam as long as the event lasts.

There are many opportunities that disguised as challenges; one of such areas is the absence of public halls that can be used at affordable prices by residents of several communities. Most of the traditional event centres do not have parking spaces and other associated services (security posts, meeting points etc,) some are not event accessible to everybody because of the fetish attachment of some events.

### **Aim and Objectives of the Research Study**

The aim of this study is to examine the operations and patronage pattern of event centres in Ekiti State, Nigeria.

The specific objectives of the study are to:

1. identify the contemporary challenges affecting the operations and patronage pattern of event centres in Ekiti State, Nigeria;
2. assess the basic factors that influences the operations and patronage pattern of event centres in Ekiti State, Nigeria;
3. examine how best, the identified challenges and problems could be ameliorated and turned around for the development of tourists’ event centres in Ekiti State, Nigeria.

### **Research Questions**

1. What are the contemporary challenges affecting the operations and patronage pattern of event centres in Ekiti State, Nigeria?
2. What are the factors influencing the operations and patronage pattern of event centres in Ekiti State, Nigeria?
3. how best, will the identified challenges and problems be ameliorated and turned around for

the fortunes and development of tourist event centres in Ekiti State, Nigeria?

### Research Hypotheses

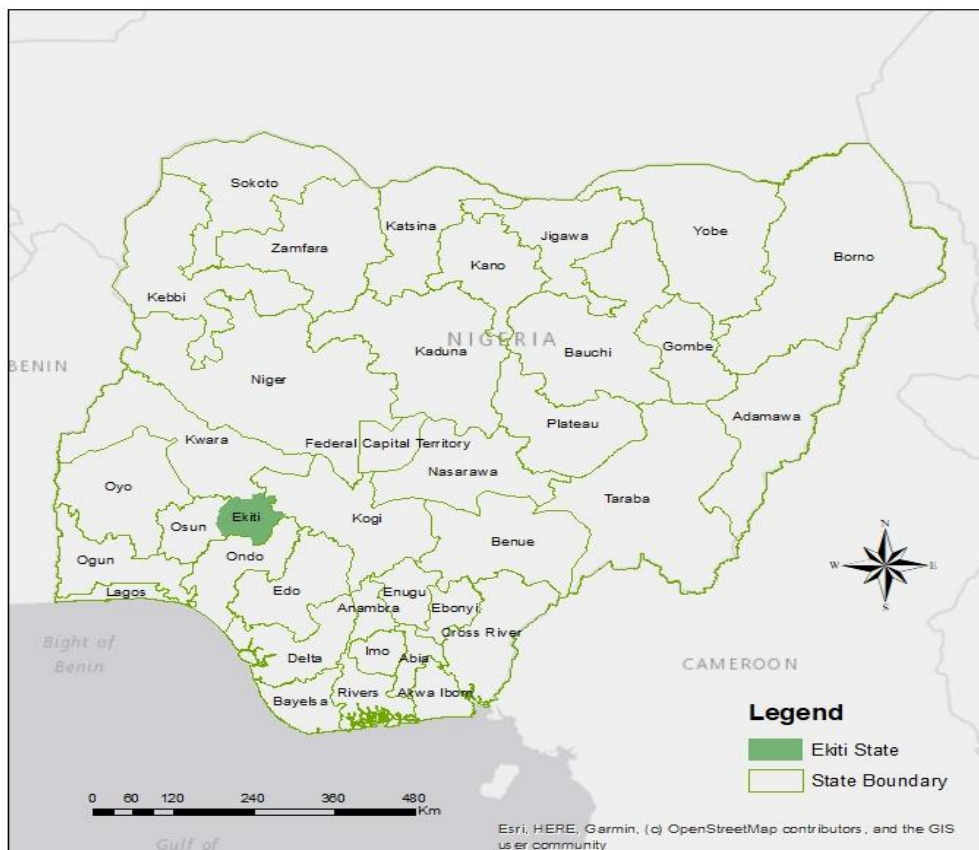
1. There are no significant challenges affecting the operations and patronage pattern of event centres in Ekiti State;
2. There are no significant factors influencing the operations and patronage pattern of event centres in Ekiti State;
3. There is no significant challenges and problems be ameliorated and turned around for the fortunes and development of tourist event centres in Ekiti State.

### The Study Area

Ekiti State is located in South-West geo-political zone of Nigeria. It lies between Latitudes  $7^{\circ}15'1''$  North and  $8^{\circ}05'1''$  North of the Equator and Longitudes  $4^{\circ}45'1''$  East and  $5^{\circ}45'1''$  East of Greenwich Meridian occupying an area of 7000Sqkm undulating gently in the South and West generally, flat in the central and Northern parts. Ekiti is bounded in the South by Akure North, Ifedore and Owo local government in Ondo State, in the East by Akoko also in Ondo State and Kogi State in the West by Osun State and in the North by Kwara and Kogi States.

In 1996, Ekiti was carved out from the former Ondo State, with Ado-Ekiti as its capital. Ado-Ekiti Local Government Area is one of the sixteen local government areas that make up the State. Others are: Ekiti West, Efon Alaaye, Emure, Ekiti East, Ekiti South West, Ise/Orun, Ido/Osi, Ijero, Ikere, Ikole, Oye, Iropodun/Ifelodun, Moba, Ilejemeje and Gbonyin.

Figure 1.1: Map of Ekiti State within Nigeria



**Source:** Ministry of Land, Urban and Regional Planning/Dept. of Geography and Planning

## LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

No definition of event is generally recognized. Various authors debated the concept of events and the different words employed for their description. However, the consensus on standardized terminology, definitions or categories is limited (Sonja, 2015). The differing methods of writers in defining specific events reveal the disparities. Many writers agree that the event is part of the service economy, and the implications of the particular features of the environment that are created by a number of authors are various ways to describing this event. Moreover, the events are very flexible. The definition of events may thus be flexible to adapt to various circumstances.

The procedures accepted Industry glossary of terms APEX (2005) has defined an event as an organised event, including a conference, convention, expo, special event, dinner banquet, etc. An event typically consists of multiple functions that are distinct yet linked. Bowdin (2006) observes that the word “event” has been used to designate unique rituals, presentations, events or celebrations that are designed to commemorate certain events and accomplish social, cultural or business purposes. Six unique event components are presented by Jago and Shaw (1998). According to them, special events should:

- attract visitors or to promote tourism growth;
- have a set time restriction in place;
- occur just once or on a rare occasion;
- increase public awareness, a region’s image, or its prominence;
- provide an opportunity for socialization;
- do something out of the usual.

Jago and Shaw (1998) have shown that events that are rare and have a defined duration, provide participants chances to engage in a social way beyond daily life. Its particular appeal is the desire to experience the uniqueness of the event which distinguishes it from other locations with permanent interest (Getz, 1984).

Albert Weber’s theory of industrial location is applied to this study. Albert Weber’s theory of the least costly industrial location attempts to explain and forecast a macro-scale locational trend in the industry. It stresses that companies are seeking a minimal transport and labour expenses location. In other words, the location of industries is based on the reduction of transport and labour costs. To try to determine the general reasons that drive an industry into various geographical areas. He used this logical method to determine how an industry should really be established in a certain field. Weber had many severe issues, therefore he sought to know why the industry migrated from one place to another and what movement influenced the causes. After considerable thought, he realized that the primary factors influencing the location of industrials were regional factors and agglomerating and degglomerative factors, including land costs, buildings, machines, industries, power, fuel, labour, transport costs, costs and quantity of interest. The notion that industry occurs in situations where the transport, cost of raw materials and the end product are a minimum was the theory of industrial location. He selected two special cases, one of which is less than the weight of the raw material that the product is made. This is the case of weight loss. On the other hand, the end product is louder than the transport raw material.

Weber’s theory of industrial location was based on the following assumptions:

**Locational Figure:** Each industry will try, on the basis of its assumption, to make sure that it is situated in the place where raw materials are available nearest the place of consumption, on the one hand. The local figure thus constitutes the first and foremost basis for the formulation of the theory.

**Transportation:** The material index quantifies the weight to be transferred. He comprehended the weight

part of the localized material by the material index to the product weight. According to him the place of consumption is in all industries whose material index is not higher than one and thus their locational weight is not more than two. Costs are determined by the weight and distance to be carried on the one hand. Then the costs rely also on the kind of transport system available and the scope to which it is used, on the type of roads in the area where the products are to be transport or evaluated, whether rocky or plains, linked or disconnected by roads etc. Weber spoke about secondary industrial location reasons as well. He addressed agglomerative as well as degglomerative variables. According to him, the agglomeration factor is an advantage in producing or selling a product simply because industry stands at one place. This includes water, gas, peaceful surroundings, and so forth. It relies on the emphasis of the industry's output as well. On the other side, the degglomeratory factor provides these benefits since manufacturing is decentralized. Included among these variables are the value of land and taxes. In addition, in an industry that focuses on labor, when agglomerative forces appear, competition is created between the agglomerate difference and the work deviation, a struggle to create, and agglomeration locations compared to work sites that both have to do with the foundation of transport groundwork.

## RESEARCH MATERIALS AND METHODS

### Research Design

The descriptive research design of survey type was used in this study with a view of describing the condition of recreation and tourists event centres in the study area. The descriptive research design attempts to answer the question what, where, and how in the study.

Data used for this study were collected from both primary and secondary sources. Data on the names and number of event centres were collected by the researcher and the research assistants from management of the various event centres visited, while data on location, operations and patronage pattern were collected primarily, through the administered questionnaire.

### Methods of Data Collection

The data collection procedure basically includes; personal observation and the use of questionnaire. Variables such as location and operation of event centres, spatial pattern of event centres, patronage pattern of recreation and tourists event centres and the challenges facing event centres operation were used to generate data. A total of 2000 copies of questionnaire were administered to the patrons of event centres selected in the three senatorial districts in Ekiti State, Nigeria. A total of two hundred (200) guests were chosen in each recreation and event centres selected. 27 copies of questionnaire were administered to the management of each of the tourism selected event centres, i.e. one per tourist event centres.

### Target Population

The population used for the study is the event centres in Ekiti State. The total population of event centres in Ekiti State is 155 (researcher's field survey, 2020).

### Sample and Sampling Procedure

A total number of 27 recreation and tourists event centres were selected in the whole of Ekiti State, Nigeria. This was done through Systematic Random Sampling Technique. To achieve this, 9 recreation and tourists event centres were selected from each Senatorial Districts in Ekiti State (Ekiti North Senatorial District, Ekiti Central Senatorial District and Ekiti South Senatorial District). The recreation and event centres were chosen according to the availability of recreation and tourists centres in the study area.

One management staff of the selected recreation and event centres were purposively selected, making 27 management staff. A total of 2000 copies of questionnaire were administered on patrons, while 100 patrons were randomly selected from each recreation and tourists event centres chosen. All the questionnaires were recovered almost immediately.

Figure 2: Selected Event Centre in Ekiti State



Source: Field Survey, 2022

### Research Instruments

Data on the location of event centres were collected using handheld GPS device (s). While data on factors influencing location, operations, patronage pattern and problems associated with location and operation of event centres were collected with the aid of questionnaire.

Hence, two types of questionnaire were designed. The first type was designed to collect aforementioned information from the management staff, while the second questionnaire was designed to collect data from the recreation and event centres patrons.

### Validity of the Research Instrument

After designing the questionnaires, they were given to experts in the field of Tourism and Hospitality Management, Sociology and Psychology. To check, if the items in the questionnaire were adequate and if it could answer the questions itemized in the study under consideration. After the questionnaires were

corrected, copies were presented to the research supervisor for final vetting. This is necessary in order to ensure the validity of the face and content of the work.

### Reliability of the Research Instrument

To test for the reliability of the instrument (s) used, test-retest method was used. 6 management staff and 10 patrons were chosen from 2 event centres in Ado-Ekiti. The instruments were administered on the respondents; twice within the interval of 2 weeks. The results obtained correlated using PPMCC, and a correlation coefficient of 0.68 was obtained which showed strong instrument reliability.

### Methods of Data Analysis

Both descriptive and inferential statistics were employed for the analysis of data in this study. Percentage% were used to describe the characteristics of the population in the study, while Nearest Neighbour Analysis was used to test the spatial pattern of the recreation and tourists event centres in Ekiti State. Analysis of Variance (ANOVA) was used to test the stated hypotheses. Pearson Product Moment Correlation Coefficient was also used to analyse the relationship between population and location of recreation and tourist event centres in the areas understudy. Results obtained were presented in tables and charts below:

## FINDINGS AND DISCUSSIONS

Table 1: Correlation between Population and Location of Event Centres

Variables	Mean	SD	R	p value
Population	1922771.83	1294602.0	0.97	0.001
Location of Event Centres	77.00	58.5		

$p < 0.05$

Result presented in table 1 on the relationship between population and location showed the correlation coefficient ( $r = 0.97$ ,  $p < 0.05$ ). Hence the null hypothesis will be rejected. Therefore, there is a significant relationship between population and location of event centres. It was also evident in the result presented that the relationship between population and location of event centres was positive which implies that an increase in population could imply and increase in the location of event centre.

Table 2: Operations of Selected Event Centres

Items	Level of Performance				Total	
	Applicable		Not-Applicable			
	<i>f</i>	%	<i>F</i>	%	<i>F</i>	%
Facility Management	25	93	2	7	27	100.0
Safety/Risk Management	15	56	12	44	27	100.0
Decoration and Catering Management	25	93	2	7	27	100.0
Customer Relations/Advertisement	22	81	5	19	27	100.0
Planning/Accounting/Logistics	24	89	3	11	27	100.0

Source: Survey, 2020

Based on the information obtained in table 2 on operations at the event centres 93% of the selected event centres noted that facility management constitute one of their operations while 7% have the opinion that does not focus on facility management. 56% of the respondents ensure there is safety and risk management integrated in their operations while 44% of the respondents were of the opinion that, it is not embedded in their operations. It was also revealed that 93% of the respondents confirmed that decoration and catering management is part of their operations at the event centres, while 7% of the respondents do not put this into consideration.

Furthermore, it was revealed that 81% of the respondents affirmed that one major aspects of their operation is in the area of customer relations/advertisement while 19% of the respondents do not make provision for this. Lastly, it was revealed by 89% of the respondents that most of the event centres make provision for planning/logistics/acoustics while 11% of the respondents revealed otherwise.

From the result obtained, it can be deduced that the operations of most of the event centres in the study area necessarily include decoration and catering management, facility management planning/acoustics/logistics, and customer relations/advertisement while only few of the event centres put safety/risk management into their operations. To some extent, the operations of some are lagging behind in the area of operation especially in the rural area, where patronage is very low.

Table 3: Factor influencing patronage pattern of event centre in Ekiti State

S/N	Factors	ENSD	%	DIS	%	ECSD	%	DIS	%	ESSDA	%	DIS	%
A	You patronize this eventcentre regularly	342	76	108	34	149	33	301	67	322	70	128	30
B	The patronage pattern of thisrecreation and tourist event centre is quite impressive	368	82	82	18	372	83	78	17	386	86	64	14
1	Adequate marketing	202	49	248	51	340	76	110	24	263	58	187	42
2	Cost of transportation	384	85	66	15	169	38	281	62	447	99	03	1
3	Security	393	87	57	13	403	86	47	14	441	98	09	2
4	Competent workers	180	40	270	60	403	86	47	14	322	72	128	28
5	Socio economic activities ofthe local residence	212	47	238	53	403	86	47	14	202	45	248	55
6	The structure of the centre	380	84	70	16	415	92	35	8	207	46	243	54
7	Facilities available	190	42	260	58	382	85	68	15	184	41	266	59
8	Price	335	75	115	25	406	90	44	10	421	96	29	6
9	Location	425	94	25	6	395	88	55	12	382	85	68	15
10	Accessibility	368	82	82	18	395	88		12	395	88	55	12
11	Quality of Service Rendered	372	85	68	15	360	80	90	20	415	92	35	8
12	Good Human Relation	342	76	108	24	419	93	93	7	335	75	115	25

Source: Survey, 2020



Generally speaking, the patronage pattern of recreation and tourist event centres varies according to Senatorial Districts. The information obtained from the three Senatorial Districts shows that some respondents are regular patrons of the events centres. Also 82% responses in the ENSD affirmed that the patronage pattern of the centre is quite impressive. 83% and 86% responses also supported the assertion in ECSD and ESSD respectively. Result obtained from ENSD indicated that 49% responses agreed that adequate marketing is one of the factors influencing patronage pattern while ECSD and ESSD have 76% and 58% responses respectively. ECCD has the highest percentage of responses followed by ESSD and the ENSD.

On cost of transportation as a factor, 85% responses belong to ENSD, 38% responses are for ECSD while 99% of responses are from ESSD. Cost of transportation may be high when trying to attend events in places like Ado-Ekiti but in ENSD and ESSD, people do not need to pay much on transportation before they can participate in events.

When we talk about security 87% responses attested to the fact in ENSD, while 86% and 98% responses are from ECSD and ESSD respectively. Another very important factor is competent worker, 40% attested to the fact in ENSD while 86% and 72% responses belong to ENSD and ESSD.

A cursory look at the result obtained from the table, in ENSD, ECSD and ESSD it showed 47%, 47%, and 46% responses to support that socio-economic activities of the local residence can influence the patronage pattern of recreation and tourist event centres in Ekiti State. The structure of the event centre can also be considered as one of the factors that can influence pattern of patronage as 84% of responses supported the statement in ENSD, 92% and 46% responses belonged to ECSD and ENSD. Considering facilities as a factor, ENSD, has 42%, ECSD 55% and ESSD, 41% not much facilities are in the event centres in Northern and Southern Senatorial Districts because majority of the event centres are town halls.

Furthermore, price is also another factor that can influence patronage pattern, event centre must be affordable at least to people to buttress this 75% responses from ENSD were in affirmative while 90% responses belong to ECSD, 96% result were from ESSD.

On location ENSD has 94% responses ECSD has 88% while ESSD has 85%. Another factor considered here is accessibility. 82% responses were from ENSD while 88% and 88% were from ECSD and ESSD respectively. Quality of services rendered of course can influence the patronage pattern of event centre, based on this, 85% responses belonged to ENSD, 80% responses from ECSD and 92% from ESSD.

Good human relation as another factors that can influence patronage pattern greatly. In the ENSD 76% responses were gotten while 93% belonged to ECSD and 75% responses were for ESSD.

Of all the factors, accessibility, location, quality of services rendered respectively has the highest number of responses.

The inference drawn from the above is that, those who could not meet up with the following factors would experience low patronage.

Table 4: Available Facilities at the selected Event Centres

Facility	Yes		No		Total	
	f	%	f	%	F	%
Decoration	25	93	2	7	27	100.0
Public Address System	18	67	9	33	27	100.0
Parking Space	7	26	20	74	27	100.0

Toilet Facility	17	63	10	37	27	100.0
Good waste disposal	14	52	13	48	27	100.0
Air Conditioning	10	37	17	63	27	100.0
Telephone Service	7	26	20	74	27	100.0
Hotel	2	7	25	93	27	100.0
Canteen	2	7	25	93	27	100.0

**Source:** Field Survey, 2020

Information in Table 4 showed the available facilities at the event centres showed that 93% of the event centres have decoration facilities while 7% of the event centres do not have decoration facilities. 35 representing 67% have public address system while 33% of the selected event centres do not have. It was also revealed that 26% of the event centres have parking space while 74% do not have. Most of the event centres have toilet facilities while few do not have. It was shown on the table that 52% of the event centres have good waste disposal system while 48% do not have. 37% have air conditioning system while majority do not.

In addition, it was also revealed that 26% of the event centres do have telephone services while 74% do not have. Most of the selected Event centres do not have hotel services and canteen which could possibly limit their recreational facilities. It implies from the result that most of the event centres have facilities that are only limited to providing the basic services needed while only few of the event centres provide recreational facilities. (See appendix I) Those without much facilities are the town halls, School hall and those own by the community.

## CONCLUSION

Findings showed that despite the fact that most of these event centres have other facilities such as decoration, public address system and toilets, only a few of the event centres have recreational facilities and make provision for safety and security of their guests.

## RECOMMENDATIONS

Based on the findings obtained in the study, it is therefore recommended that:

1. Adequate parking facilities should be provided by the management of centres to avoid parking on the street which normally caused traffic congestion.
2. The roads leading to event centres should be tarred, either they are trunk B or trunk C with good drainage system.
3. We cannot leave everything for the government. Individual investor can tar the road leading to their facility as this will serve as part of their contribution to the community for example Midas Hotel and Event Centre, Bon Hotel and suite both in Ado- Ekiti tarred the road leading to their facility.
4. Event centres owners should create a strategy to imbibe the use of maintenance culture into their business, and by so doing they will be able to gain and retain new and existing customers.
5. Private investors should ensure they include all other operations such as that which covers the safety and security of the guest because this will go a long way to influence the level of patronage and integrity of the hospitality sector.

## REFERENCES

1. Afolabi, F. I., & Mohammed, N. (2010). *Ecotourism: Principles, potentials, practices and pitfalls*. Mercy Prints Nig. Ltd.
2. Allen, J. et al (2011). *Festival and special event management*, 5<sup>th</sup> edition. John Wiley & Sons;
3. Anderson, T. and Getz, D. (2009). Tourism as a mixed industry: differences between private, public and non-for-profit festival. *Tourism Management*, 30(6), 847-856.
4. Anderson, T.D. and Solberg, H.A. (1999). Leisure and events and regional economic impact. *World Leisure and Recreation*, 41(10), 8-20.
5. Apex (2005). The Apex event specifications guide template (online) available at [http://www.conventionindustry.org/files/APEX/APEXEvent specification.guide.pdf?](http://www.conventionindustry.org/files/APEX/APEXEvent%20specification%20guide.pdf)
6. Arcodia, C. & Whitford, M. (2006). Festival attendance and the development of social capital. *Journal of Convection and Event Tourism*, 3 (1), 1-18.
7. Armstrong G. & Philips K. (2003). *Principle of marketing: 10th edition*. The Free Press, New York, NY.
8. Arohunsoro, S. J, Ojo O.O., Shitu A.A. and Eburo V. I. (2019), The Imperative of Maintenance Culture in the Sustainability of Hotels in Ado Ekiti, Ekiti State, Nigeria. *Asian journal of Advenced Research and Reports* 7(4) article no. AJARR.53476.
9. Ayuba, P. and Agah, F. A. (2018). Assessment of flexible features in the design of event centres in Minna, Niger State Nigeria. *Nigerian Journal of Technology (NIJOTECH)*, 37, 587-590.
10. Blomme, B., Van Rheede, A., & Tromp, A (2009). The hospitality Industry: An attractive employer? An exploration of students' and industry workers' perceptions of the hospitality as a career field. *Journal of hospitality and Tourism Education*, Washington, DC, Council on Hotel, Restaurant and Institutional Education, 21 (2), 6.
11. Tracey, B & Hinkin, H.R. (2006). *The costs of employee turnover: When the devil is in the details* in The Center for Hospitality Research, Cornell University.
12. Backman, K.F., Backman. S.J., Uysal, M. & Sunshine, K.M. (1995). Event Tourism: An examination of motivation and activities. *Festival Management & Event Tourism*, 3 (1), 15-24.
13. Bala, J. J. (2002). The Nigerian Investment Promotion Commission and Prospects for Investment by Small Scale Enterprises with the New Democratic Dispensation Presented at the Seminar on the Strategies and Policies for the Support of Small Scale Industries in Nigeria held at Abuja in May.
14. Bassi, P. & Alfred, D.M. (2018). Spatial distribution of tourist attraction sites in Southern Geo-Political Zone of Adamawa State, *Nigerian International Journal for Innovation Education and Research*, 6 (8), 2411-2933.
15. Baun, M. (2002). *Location density and foreign subsidiary performance*. Harvard Business School Press. DOI: 10. 1225/780X.
16. Binks, M. R. & Ennew, C. T. (1996). Growing Firm and Credit Constraint, *Small-Scale Business Economics*, pp. 17-25.
17. Bladen, Charles, Kannel, James, (2012): *Event management: an introduction* Oxon: Routledge Taylor and Francis group.
18. Bojanic. D. & Warnick, R. (2012). The role of purchase decision involvement In a special event. *Journal of Travel Research*, 51 (3), 357-366.
19. Boo. S, W. & Yu, L. (2011). Residents' support of mega-events: a re-examination. *Event Management*, 15(3), 215-232.
20. Bowdin, G., 2006. *Identifying and analyzing existing research undertaken in the events industry: a literature review for people*. First Leeds Metropolitan University; Leeds.
21. Bramwell.R. (1997). Strategic planning before and after a mega- events: The Hour. *Quarterly Journal of the Pakistan Institute of Tourism and Hotel Management*, 18 (3), 167-176

22. Braverman, H (1998). *Labour and Monopoly Capital: The degradation of work in the Twentieth Century*. New York, NY, USA.
23. Briedenhann, J. (2011). Economic and Tourism expectation of the FIFA World cupa resident perspective. *Journal of sport and Tourism*, 16(1), 5-32.
24. Bruce, C.D. (1995). *Puritans at Play. Leisure and Recreation in Colonial New England*. St. Martin's Press, New York. p. xi.
25. Burbank, M.J. Andranovich, G. & Heying, C.H. (2001). *Olympic dreams: The Impact megaevents on local politics*. Lynne Rienner, boulder, CO.
26. Burgan B. & Mules, T. (2000). Event analysis: Understanding the divide between Cost benefit and economic impact assessment. *Event beyond 2000: Setting the Agenda. Proceedings of Conference on Event Evaluation Research and Education*, Sydney, 46-51.
27. Burgan, B. & Mules, T. (1992). Economic impacts of sporting events; *Annals of Tourism Research*, Vol. 19 No. 4. Pp. 700-710.
28. Burgess, E.W. (1925). *The growth of the city in part*. R.E burgess E. W and Mckenzie R. D. *The city* Chicago Press.
29. Burns, J.P.A. & Mules, T.J. (1986). A framework for the analysis of major special events. In Burn. J. P. A., Hatch, J.H. and Mules. T. J. (Eds), *The Adelaide Grand prix. Papers of the Australia Travel Research workshop: The Impact and Marketing of Special Events*, Australian Standing Committee on Tourism. Mount Buffalo, Vic. 1-14.
30. Burns, J.P.A. (1987). Analysing special events with illustrations from the 1985 Adelaide Grand prix, *The impact and Marketing of Special Events: paper of the Australia Travel Research Workshop*. Mt Buffalo Chalet, Australia Australian Standing Committee on Tourism. Canberra. Pp. 1-14
31. Chrstaller, W. (1933) *central places in southern Germany*. Translated by C. W Baskin Eaglewood cliffs. New Jersey, prentice hall.
32. Chung, W. and Arthurs K. (2001). Ethics Links, Location choice, agglomeration Effects and performance. *Journal of Management* No.2 .
33. Collins, A. and Flynn, A. (2008). "Measuring the environmental sustainability of a Major sporting event: a case study of FA Cup final". *Tourism Economics*, 14 No, 4, pp 751-68.
34. Crouch D. (2000). Places around us: embodied day geographies in leisure and tourism: *leisure studies*, 19, 63-76.
35. Crouch, G. I. & Ritchie, J. R. B. (1999). *Tourism Competitiveness and Social Prosperity*, *Journal of Business Research* 44, 137-152.
36. Curry, L. (1967). Central places in the random spatial economy. *Journal of Regional Science*, 7(2).
37. d'Hautesserre, A. M. (2011). Politics of imaging New Caledonia. *Annals of Tourism Research*, 38 (2) 380-402).
38. Dweyer L. Mellor R., Mistillis N. and Mules T. (2000). Forecasting the economic impacts of events and conventions. *Event Management*, 6(3), 191-204.
39. Dweyer, L. & Forsyth, P. (2009). Public sector support for special Events. *Eastern Economic Journals*, 35(4), 481-499.
40. Dwyer & Kim (2003). Destination Competiveness: Determinant and indicators, current issues in tourism 6(5), 369-414.
41. Dwyer, L., Mellor, R., Livaic, & Edward, E. (2004). Attributes of destination competitiveness: a factor analysis. *Tourism Analysis*, 9(1-2), 91-101.
42. Egresi, F. & Kara, D. (2014). Economic and tourism impact of small events: the case of small scale festival in Istanbul, Turkey *studia UBB Geographia Lixi*, 47-64.
43. Enright, M. J. & Newton, J. (2005). Determinate of tourism destination competitiveness in Asia Pacific: Comprehensiveness and University, *Journal of Travel Research*, 43(4): 339-350.
44. Erfurt, R. A. & Johnson, J. (2003). Influence of an event on a destination image. *Tourism Review*. 58 (4), 21-27.
45. Eyo, B.B. & Ajake, A.O. (2019), Spatial distribution of recreational resorts in a model tourism destination, Southern Nigeria. *Journal of Tourism, Hospitality and Sports*. 2312-5187, 6.

46. Fatai, A. (2011). Small and Medium Scale Enterprise in Nigeria: The Problems and Prospects: Retrieved Jan. 15 from [www.theeje.com/journal/index.php/economics\\_journal/article/.8](http://www.theeje.com/journal/index.php/economics_journal/article/.8)
47. Faulkner, B. Oppermann, M. and Fredline, E. (1999). Destination Competiveness: An Exploratory Examination of South Australia's Core Attractions. *Journal of Vacation Marketing* 5(2): 125-139.
48. Field, A.P. (2008). *Discovering statistics using SPSS*, Sage publication inc.
49. Geoffrey, M & Silindokutile, D. (2012). Challenges of event tourism in local economic development: The case of Bethlehem, South Africa: phuthaditshaba 9866, South Africa.
50. Getz, D. (2007). Event tourism: Definition, evolution and research available online at [www.sciencedirect.com](http://www.sciencedirect.com) University of Calgary. 403-428.
51. Getz, D. (1997). *Event management and event tourism* (1<sup>st</sup>ed.). new York cognizant communication corp.
52. Getz, D., (1989). *Special events and tourism*. New York: Van Nostrand Rheinhold.
53. Getz, D., (1991). *Festivals, special event and tourism*. New York; Van N ostrand Rheinhold.
54. Getz, D., (2004). Bidding of event critical success factors. *Journal of convention and Exhibition Management*.5 (2), 1-24.
55. Getz, D., (2008). Event Tourism: definition, evolution and Research. *Tourism Management*, 29 (3), 403-428.
56. Ghauri P., & Gronhaug, K. (2005). *Research method in Business Studies*, Harlow F9/Prentice hall.
57. Goldblatt, J., (2005). *Special Event: event leadership for a new world*, 4<sup>th</sup> edition. John Wiley & Sons: Hoboken.
58. Goodall, B. (1987). *The penguin dictionary of human geography*. London: Penguin.
59. Gordon, F.M. (1984). Agglomeration and Central Place Theory: A Review of the Literature. *International Regional Science*, 9(1), 1-42.
60. Gulam, A. (2016). Recreation: Need and importance in modern society. *International Journal of Physiology, Nutrition and Physical Education*, 1(2):157-160.
61. Hall, C. M, 1992. *Hallmark tourist events: impacts management and planning* Belharen: London.
62. Haper, M. (1984). *Small Business in the Third World*, John Wiley & Son.
63. Ibikunle A. O (1997). *The locational Efficiency of petrol filling stations in Osogbo, Osun state*.
64. Ihembe (2000) *Financing SME: International Perspective*. The Nigeria Banker, Journal of the Chartered Institute of Bankers of Nigeria, pp. 20-27.
65. Imegbebor, A. U. (2006). Financing small and medium industries in Nigeria. Case study of the small and medium industries equity investment scheme (SM/E/S); Empirical Research findings. *Journal of financing Management & Analysis*, 19(1), 71-80.
66. Impact of local sports events: a case study of Cedar Valley moonlight-Classical Soccer-Tournament. *World Leisure Journal*, 48 (3).
67. Jago, L, & Shaw, R, (1998). Special events: a conceptual and differential framework. *Festival Management and Event Tourism*, 5 (2), 21-31.
68. Jegere, S. (2011). International culture centre activity on region economy, *Vadyba Journal of Management*. No.2 (19) 123-129.
69. Jose, M.& Paulo, A. (2014). Event tourism analysis and state of the Art. *European Journal of Tourism, Hospitality and Recreation*, 5(2), 83-102.
70. Kim, L. & Chalip, L. (2004). Why travel to FIFA World cup? Effect on motives Background, interest and constraints. *Tourism Management*, 25(6), 695-707.
71. Kim, C. Scott, D. Thigpen J.F., Kim, S.S. (1998). Economic impact of binding festival/ Festival Management and event Tourism Vol 5 No 2 Pp51-58.
72. Kim, S.S., Chou, K.& Ching, K.Y. (2003) Convention industry in South Korea: An economic impact analysis. *Tourism Management*, 24 (5), 533-554.
73. Kim, S. & Petrick, J. (2005). Residents' perceptions on impact of the FIFA 2002 world cup: The case of Seoul as a host city. *Tourism management*, 26, 25-38.
74. Lee, C., Lee, Y., & Wicks, B. (2004). Segmentation of festival motivation by nationality and satisfaction. *Tourism Management*, 25.

75. Lewish, C. & Pile, S. (1996). Woman Body Space: Rio carnival and the politics of performance, *Gender place and Culture*, 3 (1), 23-41.
76. Lockyer, C. (2005). Event production and Design. *International journal of Event and festival Management*. Vol. 4, Emerald group publisher Limited.
77. Losch, A. (1954). *The Economic of Location*, translated by W.H. Woglom, New Haren connecticut; Yale University Press.
78. Mair, J & Whitford, M. (2013). An Exploration of Events Research Event Topics Theme and Emerging Trends: *International Journal of Event and Festival Management*, 4(1) 6-30.
79. McLean, D.D., Hurd, A.R., Rogers, N.B (2005). *Kraus' Recreation and Leisure in Modern Society*, 7th Edition. Jones and Bartlett. 1.
80. Nadube, P.M. & Akahome, J.E. (2017). Challenges facing customer patronage of tourism destination in South-South Region of Nigeria. *An International Multidisciplinary Journal*, 11 .
81. Nwoye, N. (1994). *Small business enterprises; how to start and succeed*. Benin City, Benin Social Series for Africa, Enlarged Edition.
82. Ojiako, O. F. (2000). Problems of small-scale enterprises in Nigeria. *The Business Administrator*, UNN. Enugu, Vol. 15.
83. Ojo O.O., Shittu, A.A. and Ojo, S.A.(2021), Unraveling the Polarization of Event Centres' Locational Pattern and Tourism Development in an Emerging city: Evidence from Ado-Ekiti. *Journal of Advance Research*, 22(5): article no. AIR. 75708.
84. Olatunji B. and Ojatula, Y. (2014). Event centres in Lagos State. Analysis of their Growth trend and service characteristics. *Journal of Geographic Issues*, 2(1).
85. Olowookere, C, A. and Taiwo D. A. (2020). *Essential of Tourism and Recreation Planning*. Miky –Mike Printing Press, Ado – Ekiti pg. 12
86. Osamwonyi, I. O. (2005). *Production Management for Entrepreneurial In Egbenebor ed. Fundamentals of Entrepreneurship*, Department of Business Administration, UNIBENI with Malthouse.
87. Perna.F. & Custodio. M. (2008). Importance of Events in Tourism Impacts of UEFA-EURO Anatolia: *An International Journal of Tourism and Hospitality Research*. 19(1) 5-22.
88. Quinn, B. (2006). Problematising festival tourism and sustainable development in Ireland. *Journal of Sustainable Tourism*, 14 (3), 288-306.
89. Quinn, B. (2009). *Festival events and tourism/ Dublin institute of technology school of Hospitality Management and Tourism*.
90. Raymond Saner, Lichia, and Maria (2015). Tourism development in least developed countries: Challenges and opportunities. *Handbook of Research on Global Hospitality and Tourism Management*, 12, 234-261.
91. Robert, C. & Richard, C. (2010). *Marketing leadership in Hospitality: foundation and practices; business and economics*. Prince well Publishers and distributor.
92. Roger, B. A. (2002). Funding of SMEs: Sourcing of funds and problems limiting access ICAN. *Journal Nigerian Accountant*, 35, 1.
93. Rosen, E. (1993). *Improving public sector productivity: Concept and practice*, thousands, CA, US: Sage Publications.
94. Simon, J. & Mark, H. (2006). Determinant of customers satisfaction. *Journal of Convention & Event Tourism*, 8 (4).