



## Enhancing Sustainability with Sport, Tourism and Hospitality

<sup>1</sup>Taiwo, F.O. <sup>2</sup>Alowonle, S.A and <sup>3</sup>Adetula, F.R.

<sup>1</sup>Department of General Studies, Oyo State College of Agriculture and Technology, Igboora, Oyo State, Nigeria; <sup>2</sup>National Teachers Institute Kaduna, Iseyin Study Centre, Oyo State;

<sup>3</sup>National Teachers Institute Kaduna, Lagos Study Centre, Fagba, Lagos State

[taiwofelix488@gmail.com](mailto:taiwofelix488@gmail.com)

### Abstract

*Sustainability of humanity in the environment is becoming more threatened. Humanity and society face challenges related to sustainability, which fundamentally relates to poverty, unemployment, gender equity, overpopulation, migration from rural to urban cities, drug addiction and so on. However, sustainability, according to SDG's aims and objectives is to put and end to all those aforementioned challenges with an holistic and comprehensive approach including expected challenges that will become more significant in the future. SDGs 2, 3, 4, 5 can be actualized through sport, tourism and Hospitality. SDGs 2 – zero hunger, SDGs 3 – Good health and well – being, SDGs 4 – quality education and SDGs 5 – Gender equality.*

**Keywords:** Alleviation, Poverty, Insecurity, Sport, tourism, Hospitality.

### Introduction

Sustainability is the ability to maintain or support a process over a time. Meeting the needs of the present without compromising the ability of the future generations to meet their own needs. (World Commission on Environment and Development. Oct. 1987). Sustainability practices support ecological, human, economic, health and vitality. It presumes that resources are finite, and should be used conservatively and wisely with a view to long – term priorities and consequences of the ways in which resources are used in simplest terms. Hence, sustainability is all about our children and our grandchildren and the world in which they live.

Sustainability is broad (Maude, 2014), it is complex (Anini and Bienstock, 2014) and abstract (Birdsall, 2014). It is also essential (Isaksson *et al.*, 2015) and success for decades to come (Shett *et al.*, 2011). In the area of sustainability, no absolute definition exists (Aherr, 2015), and cannot exist (Birdsall, 2014).

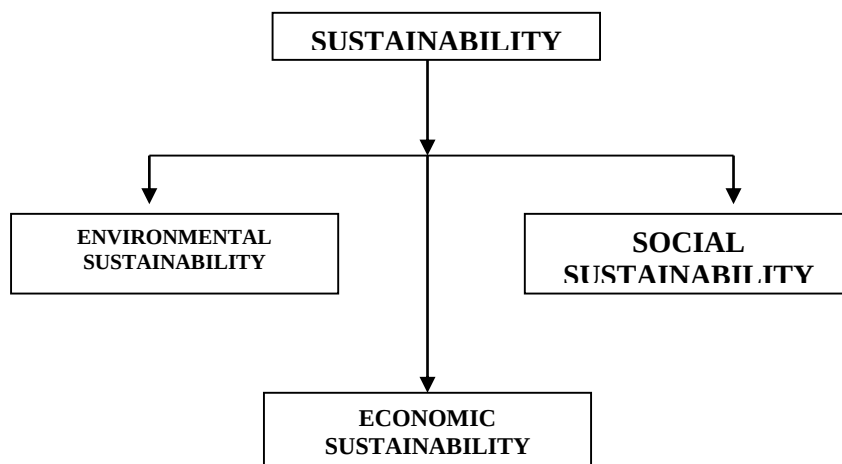
There are three dimensions on sustainability: [E<sup>3</sup>], Environmental, Social and Economic

sustainability. Environmental rate of consumption doesn't exceed nature's rate of replenishment and how humanity's rate of generating pollution and uniting greenhouse does not exceed nature's rate of restoration.

Social sustainability deals with the ability of a society to uphold universal human rights and meet people's basic needs such as health care, education, and transportation.

Healthy community's labour and cultural rights are respected and all the people are protected from discrimination. Economic stability however, entails human communities which are on the world to maintain their independence and have access to the resources required to meet their needs, to secure sources of livelihood to everyone.

The three dimensions of sustainability are interwoven, as the economy is dependent on the environment, but the possibility that human and other forms of life will flourish on the planet forever (Enrenfeld, 2015)



Copied: Globalism journal of culture, politics and innovation 2018, DOI:10.12893/gjcpT,2018.3,4

Balancing sustainability development is a challenge to global human beings in terms of natural resources, industrial products, human resources, energy, food, shelter, waste management, practical quality of environment, and natural resources management just to mention but few.

The wind community has begun to take proactive actions by applying sustainable development designed to make Eco-system comfortable for the developers.

#### **Alleviating poverty and insecurity through sport, recreation and hospitality**

Tourism can be defined as travel for recreation, leisure or more business purposes. The world Tourism Organization (1995) defines tourism as people travelling to and staying in a place outside their usual environment for not more than one consecutive year for leisure, business and other purposes. Through tourism, new experiences and adventures are achievable. This leads to a healthy lifestyle of an individual, likewise the platform for boosting the Nation's economy. The World Tourism Organization (1996) further stated that tourism is the investment of people away from their normal place of residence and work for a period of not less than twenty-four and not more than a year

The role of tourism industry for poverty alleviation is very significant, because, tourism is the biggest and fastest growing sector in the global economy and has a great significance on the environment, culture, the social and economic life of a country.

Leisure time and physical activities are these activities that are not required as essential activities of daily living and performed at the discretion of the person (WHO, 2012) Leisure time and physical activity contribute to the body mass index, support life style and health, and year of life gained. (Steven *et al.*, 2012). It is an activity that encompasses the activities that we engage in for reasons depending on individual voice for competition, or growth, such as reading for pleasure, mediating, painting, and participating in sports, travelling and so on.

Tourism is a social, cultural and economic phenomena which entail the movement of people to countries or places outside their usual environment for personal or business/professional purposes. (IPIS, 2018). These people are called visitors (who may be either tourists or excursions, residents or non-residents); and tourism has to do with their activities, some of which imply tourism expenditure (UNWTO, 2008).

The Hospitality industry aims at providing comfortable, suitable accommodation and safe catering services or safe foods and drinks served in a friendly hospitable and pleasing manner to whosoever needs such provisions. It also includes auxiliary services such as entertainment, car time services etc. to people away from home who are ready to pay for the services rendered. Walker (2013) illustrates that as part of economic growth, hospitality education and training must be encouraged; Flaxman (2012) stated that hospitality is immensely an important component of any emerging market.



The hospitality industry consists of broad categories of fields within the service industry that includes lodging, restaurants event planning, theme parks, transports, cruise line, and additional fields within the television industry. Resort (2004) expatiates that hotel, or even amusement parks, consists of multiples group such as facility maintenance direct operations (services, housekeepers, porters, kitchen workers, bar attendants etc.) management, marketing and human in any parts of the world, serve as income in some regions. Hence, hospitality is business of helping people to feel welcomed and relaxed and to enjoy themselves (Discover Hospitality, 2015). The hospitality industry is the combination of accommodation and food beverages grouping collectively, mapping up the target segment of the industry (GO2R, 2020).

#### **Factors that hinder sport, tourism, recreation and hospitality industry**

There are so many factors militating against the progress development of sport, tourism and hospitality industries, in which some of them may be highlighted below.

- **Taxation-** There is no pre-requisite measurement by the government to implicate taxes on hotels, restaurants, resort centres, e.t.c. Therefore, heavy taxes being imposed on tourism and hospitality industries, mostly do not give room for the existence of these industries.
- **The low regard policy-** In terms of budgeting, government does not have adequate plan for sport, recreation, tourism and hospitality most especially at the local level and this negligence does not give room for sustainable development of those industries. A few sport men run out of the country and most of the stadiums, museums and resort centres are not well equipped because of poor funding, inadequate facilities, lack of infrastructure e.t.c. All these have affected sport, tourism, recreation and hospitality industries and they have suffered a lot of disadvantages at the both local and the international level.
- **Socio-Economic Influence:** The position of the economy in the country has generated a lot of problems to the development of sports, tourism, recreation and hospitality industries. This leads to poor management of sport centres. Lack of

funds for tourism and hospitality industries are poorly coordinated because of inadequate facilities for relaxation.

- **Erratic power supplies-** Sport, tourism and hospitality industries need adequate power supply and the present erratic power is one of the challenges facing those aforementioned sectors. Amadu (2008) emphasizes poor services of power supply which have influence on tourism, hospitality and industries (Awoseyin, 2007 and Fraud Laughman and Schiano, 1999) explain that various factors ranging from socio-economic, political and religious factors have harnessed as causing serious threat to global peace and security (Israel, 2019).
- **Insecurity-** National security, according to enote.com (2011) as criticized by Ogedebe and Jacob (2012) means security from the threat or attack from people, organizations or countries that have impact on the well-being of a nation and its citizens as a whole, rather than of any specific individuals or within the nation. Such threats and attacks are usually directed at affecting the lives of people and country. Hence, it is a great factor that hinders the growth of sport, tourism and hospitality industries.
- **Political Instability-** This has to do with the replacement or changing of government, and human resources, Bilitia (1982) explains that human resources refer to the human asset of an organization directing, co-ordinating and evaluating of people and other resources to achieve goals. Instability leads to change in policy and human resources which have effects on sports, tourism and hospitability industries.

#### **Summary and conclusion**

In a nut shell, sport recreation, tourism and hospitability industries have never reached its peak for sustainable development. However, sport recreation and hospitability industries have been in existence for long, providing employment for the young ones at both local and international, both skilled and unskilled work force.

But poor implementation of government policy, lack of infrastructure, religious bias, lack of motivation. Inadequate man power hinders the growth of all those industries, and was off-track by having their natural death. Therefore, they



cannot be considered as factors of production in a workforce or a labour market.

### Suggestions for the way forward

To achieve the sustainable development goal in this dwindling recession, the following suggestions were made.

- i. Heritage, culture and tourism resources development should be encouraged by the government, NGOS and individuals so as to provide more employment opportunities for the youth.
- ii. Establishment of more museums, preservation of momentum, wildlife, tourism resources, holiday resort e.t.c are needed to be improved locally and internationally economy so as to curb poverty and insecurity.
- iii. Government policies should be favourable to sport, tourism and hospitality for the well being of the citizens so as to reduce insecurity.
- iv. Improvement on security, food safety, quality of food, accommodation, adequate infrastructure and healthy environment need serious attention by the government for the well being of the citizens.

### References

- Amadu (2008) Nigerian hotel and broom in tourism, business day newspaper September 7 2008 pg 9
- Awoseyin L (2007) *Professional ethnics in hospitality and tourism*, African hospitality and tourism magazine w. 11 No 3. P 18-22
- Blintia. A.K (1982) *Tourism development principal and practices*, first edition, storing publisher, private limited L-10 Green park extension, New deli-110013
- CDC (2021) *Control of disease, control and prevention 2021* U.S. department of health and human service.
- EP-litty et al (2015). Department of health and human service (2015, 2018)
- Flaxman M (2012) *Hospitality has a huge role to play in emerging market hospitality* pp 27, 28-31
- GO2HR (2020) Introduction tourism and hospitality in B.c 2<sup>nd</sup> edition pg5 June 4 2021.
- Institution Nacimal De Estadística, (2009) Poverty and its measurement. The presentation of a range of methods to obtain measures of poverty "pp 2-3.
- IRIS (2018) <https://www/www.org>. Glossary of tourism term
- Isreal O.A. (2015). *Global peace and security: The imperative and potential for using ICT to combat security challenges in Nigeria*. 10<sup>th</sup> Annual National conferences of school of art and social science. Pg 89 ISBN 978-53125-5-3 Omo-je publisher
- Marie-Nelly, M.F (2013) *World Bank country Representative in Nigeria* (Retrieved on 19/11/2013)
- Watt P. (2000) *Social investment and economic Growth: Strategy to eradicate poverty*, Oxford Oxfam G.B.
- Mathiesm Alister and wall Geoffery, (2008) *tourism economics, physical and social impact*
- Ogedebe P.M and Jacob P.M (2012). *The role of information technology in combating security challenges in Nigeria*, Academic research international vol.2 No. 1 Retrieved from [www.journal.swap.org.uk](http://www.journal.swap.org.uk)
- Onasuyi P.O (2022) Poverty and Poverty alleviation: *The demands of Nigerians paper presented to Department of Public Administration*, Faculty of Management of Science. Ambrose Ali University, Edo State, Nigeria).
- Steven C, et.al (2012) published outline 2012, No.6. 1371/ journal. Emed. 1001335
- United Nation Development Program (2013) Formal State Report New Oxford University press.
- UNWTO (2008) <https://www/wwwto.org>
- Viaks B.E and Scrunch M.A (1991) *Examine the role of tourism production management* 12(4) 3021-621 branches
- Walker Waw Evans S.A (2012). *The importance of food tourism industry, comment from ITTFA website* <http://www.Travelmole.Con/newsfeature.php?News>.
- World Tourism Organization (WTO) International tourism. *A global perspective Madrid World tourism* pp. 27, 28-31.