Residents Awareness and Willingness to Offer Homestay Accommodation to Tourists at a Listed World Heritage Site: Idanre Hills, Ondo State, Nigeria

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Abstract : In many countries, tourism has been portrayed as a contributor to small-scale enterprises, contributing to improved standards of living, a catalyst for community development, and poverty alleviation. This study assessed the willingness of the host communities to provide homestay accommodation and also identified the homestay facilities available to host visitors to the community. A random sampling method was used to administer 150 copies of the questionnaire to the residents in Idanre. Data collected were subjected to descriptive and inferential statistical analysis, and results were presented using frequency and percentage tables. Results: Findings revealed that the majority of the residents were above 60 years (47.3%), with 33% of them aware of the concept of homestay accommodation, and 32% had primary education. The majority were self-employed (43.3%), earning less than ₦30,000 per month; it also revealed that 80.7% of the residents owned at least one house and had adequate water supply facility (100%) and electricity (99.3%). Some constraints observed revealed that safety for the host family (mean 4.81) was ranked high as a possible deterrent to providing homestay accommodation to strangers. Results revealed a correlation between the resident's awareness and willingness to provide homestay accommodation services (r.0.05, p<0.05). This study recommends that sensitization programs to create awareness of the potential benefits of homestay accommodation in the host communities of Idanre Hills should be carried out by the relevant stakeholders.
Keywords : accommodation, benefits, homestay, Idanre Hills
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