

THE NIGERIAN GEOGRAPHICAL JOURNAL

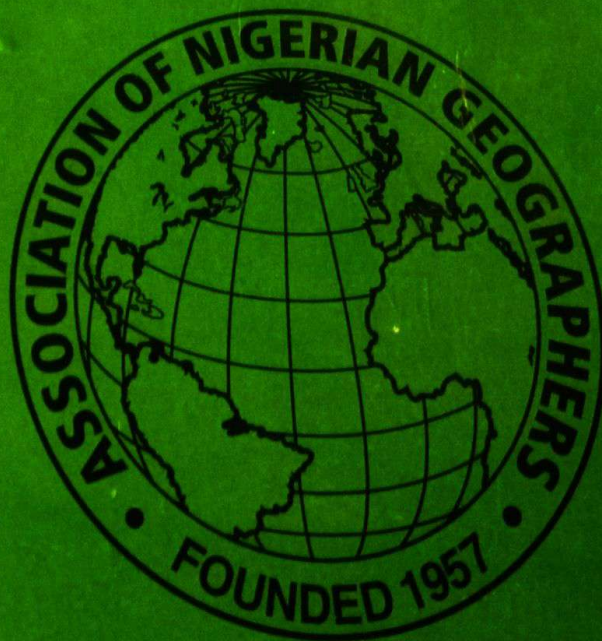
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Table of Contents

List of Contributors

1. Illicit Oil-Bunkering Activities and Net Primary Productivity in Bille Region, Niger Delta
—Lawal, O. & Oyegun, U.C.....
2. Analysis of the Spatial Pattern of Events Centres in Ilorin Metropolis, Nigeria
—Adeniyi, E.E. & Adedayo, A.....
3. Road Traffic Management at 9th-Mile Corner, Ngwo, Enugu State, Nigeria
—Ali, A.N. & Agu, D.C.
4. Spatio-Temporal Analysis of Residential Conditions in Ilorin West LGA: A Case Study of Okelele-Adangba Communities—Bako, A.I., Raheem, W.M. & Aduloju, O.T.
5. Socio-Demographic Factors affecting Maternal Mortality in Sokoto State
—Shamaki, M.A. & Iliya, M.A.
6. An Assessment of Water Quality of Ikpoba River, Benin City, Nigeria
—Ezenwaji, E.E., Phil-Eze, P.O. & Ezenekwe, L.N.
7. Integrating Climate Change Adaptation into Urban Infrastructural Development in Nigeria—Agheyisi, J.E. & Odjugo, P.A.O.
8. A Geographical Analysis: Human Error and Road Accident in Ibadan, Nigeria
—Areola, A.A. & Okwudiri, C.....
9. Effects of Urban Ecological Design Characteristics on Soil Properties across Land Uses in Lagos, Nigeria—Ozundu, B.C., Omotayo, A., Ogundele, F.O. & ...
10. An Assessment of Tourists' Motivations to Plateau State
—Gontul, T.K., Irimdu, T.O., Gonap, E.G., Timchang, N.M. & Anyamele, ...
11. Historical Reflections on Geography and Rural Development in Nigeria—

Analysis of the Spatial Pattern of Events Centres in Ilorin Metropolis, Nigeria

Adeniyi, E.E. & Adedayo, A.

ABSTRACT

Events centres is significant to the theme and audience of the event. The aim of this study is to examine the pattern of distribution of events centres. The set objectives of this study are to: identify the categories of events centres; assess ownership pattern of events centres and examine their locational pattern with reference to Ilorin Metropolis. Both primary and secondary data were used for this study. Two -stage approach was used for data collection. Purposive sampling technique was adopted in selecting a total number of sixty-six events centres. Both the descriptive (charts and tables) and inferential statistics (multiple regression analysis) were used to analyze data collected to achieve the set objectives. Results obtained indicate that there were two major categories of events centres; attached (54%) and detached (46%) and with respect to ownership, privately-owned events centres are more than (63%) while those owned by institutional and religious bodies came in at 37%. The result of multiple regression analysis showed that accessibility, cost of land, security, parking lot, internal floor space occupied, distance to the tarred road and fence contributed (67.2%; $p < 0.05$) to all the factors influencing the distribution of events centres. The study, therefore, recommends a policy framework for the establishment of events centres, inclusion in new layouts and involvement of traffic regulators (Kwara State Traffic Management Agency) in their operations.

Keywords: tourism, events, distribution, destination, venue

INTRODUCTION

In the world today, event tourism is one of the fastest growing and most exciting sectors of the tourism industry. Events centres can be described as an edifice or space constructed to meet social gatherings such as weddings, naming, funeral ceremonies and meetings (Oludayo & Nnamani (2015). In the same vein, Randall's (2011) perspective of events centres was based on the event theme, target audience, (number of people), event itself and media. An events centres is a discernable space or building constructed to meet the social needs of a particular event. This is because it provides ample room for socio-spatial interaction and presents multiple opportunities for revenue generation and employment. Events are classified based on their size, objectives, theme and types (Getz, 2008; Singh, 2009;

Randall, 2011; Etiosa, 2012 and Himanshu, 2014). These events for instance include; personal or social events (weddings, birthday and funerals), educational events (educational workshops and conferences), recreational or leisure (sports or games and fun), entertainment (concerts and award ceremonies), cultural events (festivals, religion and folklore), organizational or political (summits, royal occasions, political events, sales and product launches).

Event also has a major role to play in the lives of people and in the social geography of the city. For an event to be a memorable occasion, it must be well organized to ensure adequate provision of venue to host guests. Ian et al. (2009) and Singh (2009) differently reported that events centres is dependent on the event concept and audience capacity which by no means contributes to

Table 1: Categories of events centres

	Events centres	Ilorin East	Ilorin South	Ilorin West	Total	Percentage
1.	Attached	3	24	11	38	58.0
2.	Detached	2	21	5	28	42.0

Source: Author's field survey, 2018

the success or failure of any event. In this connection, for any event to take place it must have a target audience, a theme and a venue with its associated facilities and materials. Getz (1997) identified key issues to be considered in the choice of an appropriate venue such as suitable facilities, high level of hygiene, accessibility, crowd management security, emergency responses. In his study of wedding tourism, Dewitt (2006) emphasized the need for a venue to have sufficient parking space, special seating for the elderly and children, facilities for the disabled, available convenience and changing rooms, suitable accommodation and reception area at reasonable distances that are capable of meeting the needs of the organizers and guests. In his contribution, Hoeksema (2008) stressed that such a venue must be cost effective and offer event facilities and services.

In recent years, Nigerian cities including Ilorin had witnessed increasing establishment of events centres. Previously, event venues were being organized in open fields, main roads or compounds of hosts where guest were entertained at weddings, funerals, birthdays or naming ceremonies among others. Festive periods like the Christmas, Eld-Kabir and marriages are held in the core areas of Ilorin city on roads which are often blocked leading to traffic congestion. Congestions are also being experienced in residential areas as a result of the location of such event in front of host's residences. Other implications of this development include competition with other land use that is mixed in manner and that distorts the

physical plan of the city. These activities have now been replaced by multi-purpose buildings similar to the state of art marquees of different shapes, colour, design and size known as events centres. This development is unconnected with great innovations brought about by modernization of the event tourism.

Despite, the importance of events centres to event management, the structure of their spatial distribution have not been systematically investigated. Therefore, the specific objectives of this study are to: (a) identify the categories and ownership pattern of events centres; (b) examine their locational pattern and (c) determine the patronage of events centres with reference to Ilorin Metropolis.

STUDY AREA

The study area for this research is Ilorin metropolis, Kwara State, located in the North Central zone of Nigeria. Ilorin is located approximately on latitude 8°30' and 8°50' North of the equator and Longitude 4°20' and 4°35' East of the Greenwich Meridian (Fig. 1). The metropolis consists of four local government areas namely parts of Ilorin East, Ilorin West, Ilorin South and Asa local government area (Fig. 2).

Ilorin has been described as one of the fastest growing urban centres in Nigeria with a projected population of 1,097,466 in 2015 (NPC, 2015). During the precolonial period, Ilorin had been a major commercial and industrial centre involved in major craft cottage industries such as, lantana, bead making, pottery, black smiting and weaving (Adedayo & Oyeboji 1986). In the nineteen century, Ilorin became a central place

for Muslims from all parts of Nigeria and its rapid growth was associated with its function as a centre point between the North and the South of Nigeria. Hence, the city today shares sociocultural characteristics typical of both Yoruba and Hausa-Fulani. Over the years, industrialization, socialization, urbanization and development have brought about changes in the distribution of events.

MATERIALS AND METHODS

Both primary and secondary sources of data were employed for this study. The primary sources of data employed include observations, interviews and questionnaire survey while secondary sources of data were wide consultation of books and journals from the library and internet search. Two-stage approach was employed to generate primary data. The first stage employed observation and the use of global positioning system (GPS) to identify categories of events centres and purposive sampling technique were used to select a total number of sixty-six events centres. The second stage involves the use of semi-structured questionnaire to generate data from sixty-six event managers on ownership pattern and the factors influencing patronage of events centres. Geographical information system was used to create geo-database using Arc Catalog in Arc GIS10.2 software. Spatial interpolation of the location was used to generate pattern of distribution. Spatial query and search were also used as a means of testing and querying the data base. Analytical methods employed were maps, bar-graphs, trend description and explanation as well as multiple regression analysis of the variables involved. The multiple regression equation formula has the listed variables as shown below:

Y = number of events centres
Independent variables:

- x_1 Accessibility index (distance of events centres to the tarred road in metres)
- x_2 Distance of events centres to organizer and attendees in metres.
- x_3 Percentage of events centres that are fenced
- x_4 Parking spaces in the events centres
- x_5 Internal floor space of events centres for accommodating guest.
- x_6 Security of events centres.

RESULTS AND DISCUSSIONS

This section discusses the categories events centres, ownership of events centres and factors influencing the patronage events centres.

Categories of events centres

A number of writers have submitted events centres are in different categories (Singh 2009; Abiodun 2014). In this study two types of events centres were identified as shown in Table 1. These are labelled attached and detached events centres. Attached events centres are either attached to religious centres, hotels or guest houses while the detached ones or standalone are usually constructed by individuals, institutions and organizations (See Table 1 and Figure 3). Out of the total number of sixty-six events centres surveyed 38(58%) are attached while 28(42.4%) are detached. Ilorin East has the lowest number of events centres while Ilorin south has the highest concentration of events centres.

Ownership of events centres

The study revealed that 7 (10.6%) of the events centres are owned by religious bodies; UMCA, St Joseph Cathedral, Emmanuel Baptist and St Barnabas Churches while 42 (63.6%) events centres are privately owned such as Intercontinental Hotel, Princess Luxury, Tosfol and (See Figure 4). Events centres owned

stitutions account for 17(25.8%) and Nigerian Medical Association (Doctors), National Teachers Institute, Roemichs School, St. Joseph School, Adumila (Table 2).

Table 2: Ownership of events centres in Ilorin Metropolis

	Ownership	Freq.	%
1	Religious bodies	7	10.6
2	Privately owned	42	63.6
3	Institutions	17	25.8
	Total	66	100

Source: Author's Field Survey, 2018

It can also be deduced that most of the events centres in Ilorin are owned by private entrepreneurs and religious bodies. This is because it is a lucrative venture in terms of revenue generation and employment of skilled and unskilled labor.

Spatial distribution of events centres

The location of the events centres was obtained via GPS, which was interpolated as indicated in table 3 and later converted to map (Fig. 5).

Table 3: Spatial distribution of events centres and their coordinates.

	Hall	Northings	Eastings	Elevation (M)
1	Adumila Cooperative	8.470222	4.535194	292
2	Alfranchir Events	8.490389	4.620278	330
3	Africa Peoples	8.475944	4.573722	321
4	Akinola Peter	8.473528	4.516194	328
5	Alpha	8.478253	4.520333	386
6	AMI	8.435694	4.50798	363
7	Amir Suite	8.472167	4.515556	377
8	Anchorage	8.422347	4.602467	310
9	Arca Santa Arena	8.482472	4.573528	293
10	Bekadims	8.481522	4.627389	295
11	Bioyin	8.463194	4.533611	224
12	Bovina	8.480417	4.556806	288
13	Captain Cook	8.480556	4.561583	291
14	Circular	8.485556	4.541222	285
15	En-Moam Cinema	8.486778	4.517056	341

	Hall	Northings	Eastings	Elevation (M)
16	College of Education	8.474861	4.526278	329
17	Convolis Events	8.511583	4.593889	313
18	Covenant	8.499731	4.586381	325
19	Doctors	8.475167	4.504389	368
20	ECWA Chapel	8.483194	4.581417	286
21	Emmanuel Baptist	8.489267	4.572922	302
22	Excellence	8.282595	4.353862	348
23	Favour	8.522611	4.582278	285
24	Febbies	8.478556	4.602667	342
25	Fresh	8.498444	4.584194	324
26	Folusho	8.519917	4.591754	324
27	FSP	8.509167	4.593306	327
28	Gavel Hotel	8.469611	4.592333	355
29	Ibrao	8.454167	4.534111	355
30	Ideal Multipurpose	8.478333	4.578694	308
31	Indoor	8.481257	4.541833	295
32	Inter Harmony	8.458861	4.573056	310
33	Intl. Tobacco Co.	8.469722	4.561083	285

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32	Inter Harmony	8.458861	4.573056	310
33	Intl. Tobacco Co.	8.469722	4.561083	285

	Hall	Northings	Eastings	Elevation (M)
34	Kingston	8.481667	4.579361	318
35	Kwara Hotel Banquet	8.491722	4.579111	341
36	Latare	8.443361	4.601917	348
37	M & M Event	8.489333	4.578833	320
38	Maryam	8.473323	4.607556	376
39	Mazab	8.482833	4.604256	375
40	Mirabilis	8.489361	4.594567	354
41	Mixed Grill	8.480722	4.618806	352
42	Mt. Olive	8.475556	4.596028	357
43	Nimatoni	8.490056	4.558833	288
44	Nat. U. of Teachers	8.465321	4.533361	343
45	Oduade	8.767944	4.866556	339
46	Ogoparapo Coop.	8.469234	4.529361	320
47	Olaleye Events	8.492028	4.615256	346
48	Opeyemi Multipurpose	8.482861	4.610028	339
49	Princess Luxury	8.475751	4.596361	338
50	Queens	8.480417	4.561342	292
51	Atlantic Events	8.470167	4.577444	303

	Hall	Northings	Eastings	Elevation (M)
52	Romeichs School	8.484472	4.581222	313
53	Royal Favour	8.473167	4.585188	335
54	Royal Shekinah	8.28081	4.34141	305
55	Royalton Palace	8.828139	4.988528	343
56	Samsit	8.469667	4.611278	341
57	Savannah	8.492028	4.615252	291
58	Sport Renedevous Venue	8.491417	4.613611	340
59	St Joseph Catherderal	8.482611	4.555341	308
60	St. Joseph	8.485083	4.573111	326
61	Stella Obasanjo	8.472444	4.568541	291
62	Tosfol	8.460255	4.574611	289
63	Triumph	8.443111	4.552194	299
64	UMCA Chapel	8.485556	4.557889	285
65	Unubi	8.455667	4.529417	328
66	White Field	8.28 470	4.29 518	349

Source: Author's Field Work, 2018

The spatial distribution of events centres in Ilorin metropolis as depicted in Figure 5 shows uneven distribution pattern. For instance, in Ilorin East, the events centres are sparsely distributed because Ilorin East is in the peri-urban area with lower density of population. In Ilorin South, the pattern of distribution of events centres is linear in nature being found along the well-defined network of Murtala Mohammed and Ajase-Ipo roads. They are also close to the central business district (CBD) and as such are more accessible to event hosts and guests. Examples are, Latara, Maryam, M and M, Atlantic pal-

ace, Arca Santa Arena, Stella Obasanjo and Savannah events centres. By contrast, in Ilorin West, the events centres are dispersed as a result of their proximity to the traditional core of Ilorin city. Generally, the study revealed that events centres have a linear pattern in Ilorin south, while Ilorin East and Ilorin West have the dispersed pattern events centres.

Factors influencing the patronage of events centres

The multiple regression analysis was used to determine the relative importance of factors that determine the patronage of

centers in the area under study. The results of the multiple regression analysis reveal that all six independent variables were found to be significant at the specified tolerant level of 0.05. The variables had a total cumulative percentage contribution of 67.2 % in the explanation of the factors influencing the patronage of events centres. These variables are accessibility (x_1), security (x_6), parking space (x_4), internal floor space occupied (x_5), distance to the tarred road (x_2) and fence (x_3), respectively.

Fenced events centres account for 55.9% explanation of the variance. This implies that both individuals and vehicles were protected from miscreants. Parking space appeared to be an integral factor influencing the patronage of events centres contributing 2.5 % to the variance. This implies that events centres built with enough parking space will allow for easy flow of traffic, and enhances sense of security in vehicle owners. The internal floor space (x_5) occupied by events centres contributed 2.5/% of the variance factors influencing the patronage of events centres in the study area. It is deduced that the internal floor space determines the facilities available such as toilets,

couples changing room, hotel accommodation in situ, among others.

Moreover, distance of the events centres to the users was also an important variable that contributed to the factors influencing patronage of events centres. However, this reason might not only apply to every organizer rather than closeness to the road. Organisers could also patronize events centres due to quality of service rendered as well as the cost and proximity to the patrons.

This contributed 1.3 % to the factors influencing the patronage of events centres (see table 4). The implication of this result is that organizers tend to patronize events centres that are closer to the major roads than those that are farther away from the major road. Security (x_6) is another variable that motivates the patronage of events centres in the study area. This shows that 3.9 % of the joint variance of factors influencing the patronage of events centres was as a result of security of the events centres. It further means that accessibility index and security had significantly explained the patronage of events centres in the study area. Finally, Accessibility index (x_1) is the most significant factor influencing the patronage of events centres

Table 4: Factors influencing patronage of events centres.

	Variables	Parameter Estimate	Standard Error	R	R ²	Coefficient of determination	Percentage of contributions	Cumulative percentage
	Intercept	1.500	0.629					
1	x_3 fence	3.960	0.022	0.748	0.559	55.9	55.9	55.9
2.	x_4 parking space	5.324	0.021	0.764	0.584	58.4	2.5	58.4
3	x_5 internal floorspace	0.325	0.042	0.781	0.609	60.9	2.5	60.9
4	x_2 distance to users	3.007	0.218	0.789	0.622	62.2	1.3	62.2
5	x_6 security	1.176	0.023	0.813	0.661	66.1	3.9	66.1
6	x_1 accessibility index	1.494	0.221	0.820	0.672	67.2	1.1	67.2

a. Dependent variable: number of events centres. Source: Output of field survey, 2018.

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because it contributes 11% of the revenue. This implies that the organisers patronise event centres that are close to their houses in order to facilitate easy movement of food, drinks and amenities.

CONCLUSION

The study concludes that event centres in Ilorin metropolis are unevenly distributed as most of them are found along the main road. There are two categories of event centres namely attached and detached. The pattern of ownership shows that most of the event centres were privately owned while others were owned by religious bodies and

institutions. The factors influencing the location of event centres were security, price and cost of land. The study therefore recommends the development of a policy framework for event centres. Similarly, more plans should be provided for new ones. Traffic regulations (Kwara State Traffic Management Agency) should be employed to minimise the problems of traffic congestion during events, adequate landscaping of green grasses to help reduce pollution should be encouraged, and the relief feature of the site (hills) can enhance the beauty or aesthetics of event centres.

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