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Predicting Community Willingness for Sustainable Mountain Tourism in Idanre Hills, Nigeria

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ABSTRACT
Sustainable mountain tourism relies on residents' willingness for conservation, cultural interpretation and destination planning. This study identified socio-demographic predictors that affect residents' willingness to participate in mountain tourism development in Idanre Hills, Nigeria. An exploratory descriptive survey was conducted in Odo-Ode Idanre, Alade Idanre and Atosin Idanre using a multistage sampling procedure, with 380 households completing structured questionnaires. The analyses carried out included mean willingness scores, Kruskal-Wallis tests, and ordinal logistic regression. Most respondents were male (63.90%), married (56.50%), at the secondary school level (47.60%), Christian (86.40%), and in the monthly income range of ₦21,000–₦40,000 (54.20%). Conservation of natural resources ranked highest amongst the index's willing indicators (4.28 ± 0.03), closely followed by participation in eco-tourism planning and management (3.79 ± 0.04), preservation of cultural values (3.58 ± 0.04), and then sustainable development of the community (3.48 ± 0.04). In addition, support without a limit on the number of tourists was rated highest (4.52 ± 0.05), while agreement with the negative impact was rated lowest (2.31 ± 0.07). Gender, education, occupation, family size, religion and income influenced overall willingness to support Idanre tourism development. To support community-based, conservation-sensitive tourism that considers the livelihood needs of community dwellers, it is recommended that tourism planning recognize residents' willingness and that it be inclusive, conservation-based, and livelihood-sensitive for Idanre Hills.

Keywords: Resident Participation; Conservation Attitudes; Cultural Heritage; Livelihood-Sensitive Planning

INTRODUCTION

Mountain tourism is a form of nature-based tourism that combines landscapes, biodiversity, cultural heritage, recreation and host-community identity. It takes place in a mountain or hilly setting where topography, climate, flora and fauna and local people present visitor attractions and create destination identity (United Nations World Tourism Organization, 2019). It is associated with walking tourism, adventure recreation, rural tourism, spiritual visitation, wellness destinations, cultural events and nature-based learning (Liao et al., 2019; Makoni & Tichaawa, 2017; Li, 2018). These functions (if developed with good planning) contribute to the diversification of the rural economy, raise environmental awareness, encourage local appreciation of natural heritage and develop place identity in a sustainable way (Río-Rama et al., 2019).

Mountain resort towns have been steadily evolving into a global market, following the success of coastal tourism. Contributing significantly to destination development, mountain resorts are also driving rural transformation and local enterprise creation (Ivanovic & Saayman, 2013; Río-Rama et al., 2019). With a unique offer of clean, fresh air of high value, beautiful landscapes, exceptional species of mountain creatures, relaxing activities to experience and cultural authenticity to witness (Luo & Deng, 2008; Río-Rama et al., 2019), this particular type of industry is growing quickly for nature immersion. Mountain tourism has successfully transformed many marginalized rural settlements into popular destinations by providing high-quality accommodation, nature-guiding by expert guides, crafts and festivals (Duglio & Beltramo, 2017; Duglio et al., 2019), and popular food services and outdoor recreation activities. Poorly managed mountain-based tourism, however, could bring cultural disruption to natives, environmental degradation, resource abuse and conflicts between conservation and development aspirations (Marzuki et al., 2012; Meyer, 2007).

Local mountain residents should participate in sustainable mountain tourism because they are both inhabitants and owners of unique landscapes, cultures, folk traditions & costumes, sacred sites and local environmental knowledge that add value to tourists' experience. By participating, tourism activities are managed by local people, shared profits are distributed between residents and service providers, the preservation and protection of mountains and traditions are maintained, cultural values are preserved, and resident participation is encouraged, etc. (Hanafiah et al., 2013; Kumar, 2017; Lai & Nepal, 2006). When residents are included in the planning and management structure, their perspectives can be reflected, and local resistance can be mitigated, thereby contributing to the conservation and development of mountain areas (Río-Rama et al., 2019; Sinclair-Maragh et al., 2015). Whereas limited involvement weakens their ownership, access to and dissemination of information will be more limited, leaving little space for direct benefits to host communities in the longer term (Manyara & Jones, 2007; Meyer, 2007).

Nigeria consists of hills, mountains, forest regions and water surfaces with mountain tourism destinations and culture (Olaniyi et al., 2020), the majority of which are still undeveloped or incorporated into local economic plans. The Idanre Hills are recognized as a mountainous region rich in culture, suitable for mountaineering and community attachment (Adigun et al., 2016; Agboola et al., 2021). Studies concluded that, when properly utilized, facilities can increase income and jobs, create socio-economic value for their host and address weak facilities, low awareness and low host-community involvement (Arowosafe & Omopariola, 2014; Adigun et al., 2016; Shaibu et al., 2016).

A limited empirical study on socio-demographic factors shaping the willingness of Idanre residents to participate in tourism development was a central area of investigation in this study. Due to age, gender, education, occupation, income, religion, marital status, and number of years living as a resident, it was found that these have a great influence on the perception of benefits, risks, cultural preservation, environmental protection and participation in future planning in tourism development Destination (Duglio et al., 2019; Hanafiah et al., 2013; Harilal & Tichaawa, 2020; Olaniyi et al., 2020; Sinclair-Maragh et al., 2015). This study hence focused on investigating the willingness of the Residents to participate, with socio-demographic characteristics shaping Idanre Hills Tourism, and the influence of these variables on the community's attitudes towards development planning in tourism at Idanre Hills, Nigeria, towards establishment policy planning in the tourism industry.

MATERIALS AND METHODS

Study Area

The study was conducted in Idanre Hills, southwest of Ondo State, Nigeria (Figure 1). Idanre Hills is one of the spectacular highlands in the Southwest geopolitical zone of Nigeria, located at the latitude 5°00′–5°13′ and longitude 7°00′–7°10′ of Ondo State, Nigeria (Oladeji et al., 2022). Standing at about 3,000 ft above sea level, the Idanre Hills are well endowed with cultural and historical natural sites, including Owa's place, shrines, the old Court, Bell, Agbooogun footprint, Omi Aopara and Burial grounds (Adebayo, 2017). It attracts tourists due to its mountains, providing an ideal area for this research to examine what tourists would offer in terms of tourism development in Idanre Hills and their willingness to pay.

The study area lies between hills and valleys, rocks and forest vegetation and culturally important settlements. Idanre Local Government Area covers an area of about 1,914 km². The climate of the study area is tropical, with warm temperatures averaging about 28°C, humidity around 60%, and wind speeds around 11 km/hour. on wet and sunny days; cloudy & humid during the wet season, and hot and partly cloudy during the dry season. It also lies along the southwest axis and is endowed with rich natural resources, cultural heritage and tropical weather conditions; these factors favor outdoor recreation, mountain climbing & cultural visits, as well as nature-based tourism, which constitute a veritable tourism potential for Idanre Hills and the neighboring communities.

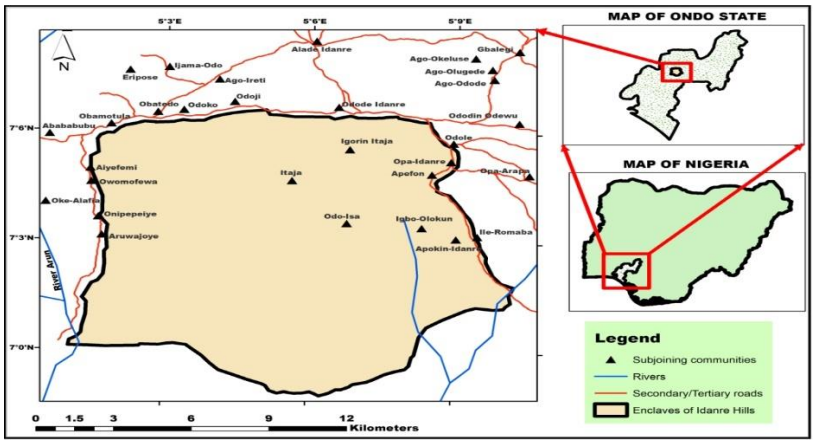

Figure 1: Idanre Hills and their subjoining communities in the Ondo State of Nigeria

Odo-Ode Idanre, Alade Idanre and Atosin Idanre communities were selected not only because they are located around Idanre Hills and are socially, culturally and economically connected with the destination, but also because they can strengthen the relevance of the area as a place to assess communities on the development of community-based tourism, because the indigenes there are mainly Ondo people who are Yoruba speaking as far as language is concerned. This group is basically dominated by farmers and traders, Christians and Muslims by religion and strongly cherish their culture even beyond religion due to events that bring people there, like the MARE mountain climbing festival, Idanre Forest Reserve and cultural heritage sites like the Palace of the King. In these ancient houses, some cultural practices took place in the past and the Agboogun footprint (Adebayo, 2017).

Methods

Data Collection

The present study used an exploratory, descriptive survey design. Firstly, relevant literature on mountain tourism, community participation, resident perceptions, and socio-demographic characteristics provided background for questionnaire design and variable selection for the study. A descriptive survey design was used, as the study looks at on residents' characteristics, their willingness indicators and predictor variables of tourism product development in the mountain. Similar approaches have been conducted on local attitudes and perceptions toward planning management (Lai & Nepal, 2006; Hanafiah et al., 2013; Olaniyi et al., 2020) and on community-based tourism in the destination. Household questionnaire surveys were used to collect data.

A pre-survey was carried out in the host community. Host communities are defined as the locations for the sampling study, where residents live close to the mountain range. Host communities were stratified into Odo-Ode Idanre, Alade

Idanre and Atosin Idanre by settlement and distance to the hill using a multistage technique, and their residents will contain socio-demographic information. Households were then randomly selected from each stratum. Three hundred and eight questionnaires will be administered to residents, and their socio-demographic information will include their willingness and participation in mountain development in Nigeria. The questionnaires were pretested with 25 respondents, and the instrument's reliability was assessed using Cronbach's alpha (Cronbach, 1951), while its validity was assessed using item-total correlations.

Data Analysis

Socio-demographic characteristics were summarized using frequency and percentage (Equation 1). The percentage distribution for each category was calculated as:

$$P_i = \left(\frac{f_i}{N}\right) \times 100 \quad (1)$$

Where $P_i$the percentage of respondents in category is$i$, $f_i$is the frequency of respondents in category$i$, and $N$is the total number of respondents. This analysis described age, gender, marital status, education, religion, occupation, place of birth, ancestral home, family size, and monthly income. Frequencies and percentages were appropriate because the socio-demographic variables were categorical and required clear summary presentation for comparison across the sampled host communities.

Residents' willingness was measured using Likert-type response items, following the principle that attitudes and perceptions can be quantified through ordered response categories (Likert, 1932). Four willingness indicators were computed: willingness to conserve natural resources, preserve cultural tradition, support sustainable community development, and participate in tourism planning and management. Mean willingness score with its standard error (Equations 2-3) was calculated as:

$$\bar{X} = \frac{\sum X_i}{N} \quad (2)$$

While standard error was calculated as:

$$SE = \frac{s}{\sqrt{N}} \quad (3)$$

Where $\bar{X}$is the mean score, $X_i$is each response score, $s$is the standard deviation, and $N$is the sample size.

The composite score for each willingness indicator (Equation 4) was calculated by averaging all items assigned to that indicator:

$$WI_j = \frac{\sum_{i=1}^{k} X_{ij}}{k} \quad (4)$$

Where $WI_j$the willingness indicator is score for respondent j, $X_{ij}$is the response to item$i$, and $k$is the number of items within the indicator. Differences among the three host communities were tested using the Kruskal–Wallis test (Equation 5) because Likert-scale data are ordinal and may not satisfy normality assumptions (Kruskal & Wallis, 1952). The test statistic was expressed as:

$$H = \frac{12}{N(N+1)} \sum \frac{R_i^2}{n_i} - 3(N+1) \quad (5)$$

Where $R_i$the rank is sum and $n_i$is the group size.

Socio-demographic predictors of willingness were examined using proportional-odds ordinal logistic regression, with each willingness dimension analyzed separately as an ordinal outcome. The general model was expressed as:

$$\log\left[\frac{P(Y_i \le j)}{P(Y_i > j)}\right] = \alpha_j - \sum_{k=1}^{K} \beta_k X_{ik},\ j = 1, \ldots, J-1 \quad (6)$$

Where $Y_i$represents the willingness response of respondent$i$, $j$denotes an ordered-response threshold, $\alpha_j$is the corresponding cut-point, X_{ik}represents the socio-demographic predictors, and $\beta_k$represents their coefficients. Variables included age, gender, marital status, education, religion, occupation, place of birth, ancestral home, family size, and income. Statistical significance was evaluated at $p < 0.05$.

Data Validation

Data validation was conducted through questionnaire pretesting, reliability assessment, and consistency checking before final analysis. Cronbach's alpha (Equation 7) was used to assess internal reliability of the willingness items:

$$\alpha = \frac{k}{k-1}\left(1 - \frac{\sum \sigma_i^2}{\sigma_T^2}\right) \quad (7)$$

Where $\alpha$is the reliability coefficient, $k$is the number of items, $\sigma_i^2$is the variance of each item, and $\sigma_T^2$is the total score variance (Cronbach, 1951). Completed questionnaires were screened for missing or inconsistent responses. Data were coded and analyzed using Statistical Package for the Social Sciences (SPSS) software, while results were cross-checked through descriptive summaries, indicator rankings, and significance tests.

RESULTS AND DISCUSSION

Based on the details of the socio-demographic features of sampled households in Idanre Hills (Table 1), respondents in the study areas were of the younger age group (percentage-age 33.80%, of 18-29 was higher than others). The number of male respondents was greater than that of female respondents, and the majority of respondents were married. The majority of respondents attained secondary education. Christianity was the dominant religion among the sampled households. Most of the respondents work in jobs other than farming. When categorized by birth origin, it was observed that higher proportion of respondents were born outside the sampled communities or did not report a community as their current ancestral home. Most families consisted of one to five adults/children. Respondents earned ₦21,000-₦40,000 per month (54.20%) on average. Most of the respondents of sampled households are young, male-dominated, married, secondary school level educated, Christians and belong to the middle-to-low income group according to the wealth category division of respondent income in sampling.

Based on the profile of the respondents, participation in mountain tourism in Idanre Hills is tilted toward the young, males, married individuals and those with average education. The profile provides a basis for considering households with active labor force as entry points to be targeted in designing community-based tourism plans for Idanre Hills and its environs, since they have limited literacy. Nigerian studies on mountain tourism indicated that residents' socio-demographic structure influenced their willingness to participate in destination planning and conservation activities in mountain areas around them (Olaniyi et al., 2020). With respect to Idanre Hills, local participation remains imperative for improving the destination's overall eco-tourism performance, including the livelihoods of its inhabitants from tourism and

the sustainable management of the area (Adigun et al., 2016; Oladeji et al., 2022).

Table 1: Socio-Demographic Characteristic of the Sampled Households in Idanre Hills, Nigeria

Characteristics	Description	Frequency (%)
Age	18-29	129 (33.80)
	30-39	122 (31.90)
	40-49	94 (24.60)
	50-59	26 (6.80)
	60 and above	9 (2.40)
Gender	Male	244 (63.90)
	Female	136 (35.60)
Marital status	Single	152 (39.80)
	Married	216 (56.50)
	Widower/widow	6 (1.60)
	Divorced	5 (1.30)
Level of Education	Informal	2 (0.60)
	Primary	136 (35.60)
	Secondary	182 (47.60)
	Tertiary	59 (15.40)
Religion	Christianity	330 (86.40)
	Islamic	41 (10.70)
	Traditionalist	9 (2.40)
Occupation	Farming	106 (27.70)
	Hunting	17 (4.50)
	Fishing	2 (0.50)
	Student	61 (16.00)
	Others	194 (50.80)
Place of birth	In the town	56 (14.70)
	Outside the town	324 (84.80)
Ancestral home	Yes	72 (18.80)
	No	307 (80.40)
Family size	1 – 5	202 (52.90)
	6 – 10	152 (39.80)
	Above 10	26 (6.80)
Monthly income	Less than ₦20,000	97 (25.40)
	₦21,000 - ₦40,000	207 (54.20)
	₦41,000 – ₦60,000	49 (12.80)
	₦61,000 - ₦80,000	20 (5.20)
	Above ₦80,000	7 (1.80)

Source: Field work (2022)

For conservation of natural resources, the item of supporting no regulation on tourist numbers in the study area (4.52 ± 0.05) was ranked highest, while the item of willingness to discourage buying/selling natural resources from the site ranked lowest (Table 2). Conservation of natural resources was the highest-ranked willingness indicator (4.28 ± 0.03) for participation in the development of mountain tourism in Idanre Hills, followed by participation in ecotourism planning and management (Table 3).

The finding that residents in Idanre areas place a higher priority on natural-resource conservation suggests that the host community recognizes the ecological importance of the Idanre Hills and may also develop strategies to improve environmental sustainability, even though minimal tourism benefits result from this. The point is crucial, as the sustainability of tourism hinges on residents linking protection to their own livelihoods. Also, Arabomen & Babalola (2025) observed that nature-based tourism at Erin-Ijesha (Olumirin) Waterfalls in southwestern Nigeria provided perceived livelihood benefits to host communities, and that, for tourism development to be sustainable there, it will require active community participation with equitable distribution of benefits. Residents' conservation willingness can be predicted by personal socio-demographic factors, attachment to local mountain resources, etc.: evidence was provided by a Nigerian example of the Ado-Awaye Suspended Lake in southwest Nigeria (Olaniyi et al., 2020). It has also been claimed that the high customer satisfaction and eco-tourism value rely solely on the high environmental quality of Idanre Hills (Arowosafe & Omopariola, 2015).

Table 2: Host Communities' Willingness to Participate In the Mountain Tourism Development of Idanre Hills, Nigeria (N = 380)

Item	Mean	Standard error	Rank
Conservation of Natural Resources			
Encourage the management authority to have no regulation on tourist number in the study area	4.52	0.05	1st
Assist reserve managers to prevent illegal activities	4.44	0.04	2nd
Encourage the relaxation of the site regulations for tourism development	4.15	0.05	3rd
Educate people not to buy/sell fish or other natural resources harvested from the site	3.86	0.07	4th
Learn about the natural heritage of the study area	4.44	0.04	2nd
Preservation of Cultural Tradition			
Preserve the traditional tribal sites/hills in the study area	4.39	0.04	2nd
Suggest the local government/management authorities to reschedule the traditional events to attract more tourists	2.83	0.08	3rd
Encourage the local government to replace the original economic activities by tourism	2.69	0.08	4th
Learn about the cultural heritage of the area	4.40	0.04	1st
Sustainable community development			
Provide environmental education for tourists	4.14	0.06	1st
Use disposable tableware to save labor and costs	3.67	0.06	4th
Welcome crowds of tourists to the community regardless how many of them	3.96	0.06	2nd
Accept negative tourism impacts to facilitate local development	2.31	0.07	6th
Encourage the local government to maximize non-local tourism investment	2.86	0.07	5th
Involve in the prevention of negative tourism impacts	3.93	0.05	3rd
Participation in ecotourism planning and management			
Encourage the local government to reduce communication with the residents so that the ecotourism development will not be impeded	3.04	0.07	3rd
Participate in ecotourism planning	4.18	0.04	1st
Participate in ecotourism-related employment	4.14	0.05	2nd

Source: Field work (2022)

Table 3: The Degree of the Indicators for Host Communities' Willingness to Participate In the Mountain Tourism Development of Idanre Hills, Nigeria (N = 380)

Items	Mean	Standard error	Rank
Conservation of Natural Resources	4.28	0.03	1st
Preservation of Cultural Tradition	3.58	0.04	3rd
Sustainable community development	3.48	0.04	4th
Participation in ecotourism planning and management	3.79	0.04	2nd

Source: Field work (2022)

For preservation of cultural tradition, the items that people would like to learn about the area's cultural heritage were highest, while supporting the replacement of original economic activities by tourism was lowest. Preservation of cultural tradition ranked third, while sustainable community development ranked lowest (3.48 ± 0.04). The significance placed upon local cultural heritage, with strong eagerness to learn, reveals that the people of Idanre still strongly perceive the use of the hill landscape in historical and traditional terms, an asset that, if employed in formulating tourism, could further enhance destination interpretations and community (local) pride among tourists, for it has been indicated in various studies that cultural festivals and some cultural sites like the sacred sites and historic places were part positive contributing factors to both Idanre Hills and local welfare (Idanre local community) from visitor enjoyment through touring, a higher sense of satisfaction (Adigun et al., 2016; Agboola et al., 2021). Nonetheless, a lower willingness to substitute their jobs for tourism is a clear indication that locals are more interested in balancing their tourism industry than displacing their existing economic activities.

For sustainable community development, providing environmental education for tourists ranked highest, while accepting adverse tourism impacts to help local development ranked last (2.31 ± 0.07). For participation in ecotourism planning and management, both items ranked highest, while participation in ecotourism-related employment ranked second. Results of the Kruskal-Wallis tests showed that the three communities had significant differences in cultural preservation, sustainable community development and participation in mountain tourism development and planning, with the largest gap observed in cultural preservation [$H(2) = 45.36$, $p < 0.001$] (Figure 2). Odode-Idanre scored higher on composite scores of cultural preservation and tourism participation. Natural resource conservation, however, is not different across the communities.

Differences between Odo-Ode Idanre, Alade Idanre and Atosin Idanre show that heterogeneity within communities surrounding the mountains varies depending on their distance, livelihood structures, cultural ties, exposure to tourism-related information and development. This result is in line with other research on community-based tourism, which indicates that residents in settlements closer to tourism sites, with better-connected access roads, etc., tend to gain more economically and socially from the development. These differences led residents in the study area to express their

desire to contribute to tourism development within and beyond their own settlements, for different reasons (Hanafiah et al., 2013; Olaniyi et al., 2020). Consequently, in the future, tourism development at Idanre Hills will require an approach that accommodates residents' specific needs and priorities across different segments. One participation strategy may not be able to address issues or capture opportunities within each one.

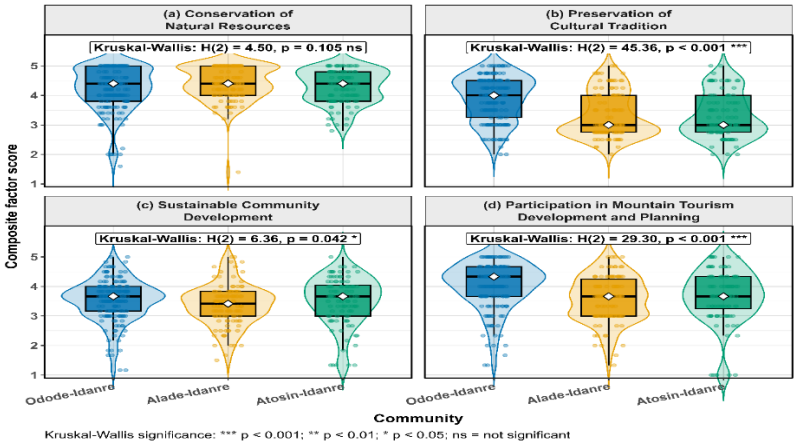

Figure 2: Community differences in four composite factors assessed using Kruskal–Wallis tests. Significant differences occurred for cultural preservation, community development, and tourism participation, but not natural-resource conservation

Gender had a significant effect on willingness to participate in mountain tourism planning and management activities (Table 4). Only factors such as marital status, level of education, religion, and family size influenced willingness for sustainable community development. Willingness to conserve natural resources was influenced by level of education, occupation, and family size. Monthly income influenced the preservation of cultural traditions. Place of birth and ancestral home did not affect any of the willingness factors. Family size impacted all factors, most importantly the conservation of natural resources and sustainable development ($p < 0.00$).

The impact of factors such as gender, level of education, type of occupation, family size, marital status, religion and sources or amount of income on residents' decision-making regarding participation in tourism development indicates that willingness to participate in Idanre Hill development is socially differentiated. Not all residents have similar capacities, motivation or opportunities for involvement in development planning and conservation employment in tourism. The case study in Nigeria shows that socioeconomic and demographic data can account for much of the variance in residents' willingness to conserve resources, preserve culture and participate actively in tourism decision-making roles (Olaniyi et al., 2020). Case studies of other community-based tourism products also support the idea that attributes such as household type and perceived benefits from tourism affect stakeholders' willingness to participate in tourism development in the immediate area (Meyer, 2007; Hanafiah et al., 2013).

Given that the residents appear willing to support conservation and planning, but not negative impacts or displacement of their livelihoods, the tourism development in Idanre Hills implies that host communities need to be inclusively involved, educated about conservation, incentivized to participate and catered to in terms of livelihood plans. The Oke-Idanre sustainable ecotourism studies suggested greater community involvement, enhanced facilities and conservation management to yield greater benefits for local communities (Oladeji et al., 2022). Obstacles encountered by this study involve their cross-sectional design, reliance solely on self-reports and focus on selected communities; future studies should incorporate more longitudinal data, the perspectives of visitors and qualitative interviews.

Table 4: Socio-Demographic Predictors of Tourists' Perception towards Mountain-Based Tourism in Idanre Hills, Nigeria

Characteristics	Description	WCN	WPC	WSCD	WEPN
Age		0.10^{ns}	0.64^{ns}	0.48^{ns}	0.24^{ns}
	18-29	0.28^{ns}	0.90^{ns}	0.70^{ns}	0.69^{ns}
	30-39	0.43^{ns}	0.58^{ns}	0.28^{ns}	0.70^{ns}
	40-49	0.87^{ns}	0.99^{ns}	0.26^{ns}	0.54^{ns}
	50-59	0.15^{ns}	0.65^{ns}	0.36^{ns}	0.32^{ns}
	60 and above®	-	-	-	-
Gender		0.36^{ns}	0.49^{ns}	0.58^{ns}	0.00*
	Male	0.36^{ns}	0.49^{ns}	0.56^{ns}	0.00*
	Female®	-	-	-	-
Marital status		0.20^{ns}	1.00^{ns}	0.03*	0.64^{ns}
	Single	0.36^{ns}	0.97^{ns}	0.03*	0.50^{ns}
	Married	0.17^{ns}	0.99^{ns}	0.13^{ns}	0.39^{ns}

Characteristics	Description	WCN	WPC	WSCD	WEPN
	Widower/widow	0.08^{ns}	0.99^{ns}	0.66^{ns}	0.97^{ns}
	Divorced®				
Level of education		0.05*	0.61^{ns}	0.07^{ns}	0.63^{ns}
	No formal	0.74^{ns}	0.99^{ns}	0.02*	0.78^{ns}
	Primary	0.75^{ns}	0.96^{ns}	0.01*	0.81^{ns}
	Secondary	0.45^{ns}	0.86^{ns}	0.03*	0.68^{ns}
	Tertiary®	-	-	-	-
Religion		0.72^{ns}	0.35^{ns}	0.05*	0.84^{ns}
	Christianity	0.45^{ns}	0.31^{ns}	0.94^{ns}	0.71^{ns}
	Islamic	0.54^{ns}	0.76^{ns}	0.28^{ns}	0.86^{ns}
	Traditionalist®	-	-	-	-
Occupation		0.13^{ns}	0.20^{ns}	0.07^{ns}	0.12^{ns}
	Farming	0.04*	0.31^{ns}	0.48^{ns}	0.36^{ns}
	Hunting	0.60^{ns}	0.38^{ns}	0.06^{ns}	0.16^{ns}
	Fishing	0.45^{ns}	0.32^{ns}	0.28^{ns}	0.07^{ns}
	Student	0.13^{ns}	0.09^{ns}	0.06^{ns}	0.50^{ns}
	Others®	-	-	-	-
Place of birth		0.51^{ns}	0.85^{ns}	0.81^{ns}	0.29^{ns}
	Yes	0.51^{ns}	0.85^{ns}	0.81^{ns}	0.29^{ns}
	No®				
Ancestral home		0.13^{ns}	0.85^{ns}	0.69^{ns}	0.11^{ns}
	Yes	0.84^{ns}	0.76^{ns}	0.42^{ns}	0.56^{ns}
	No®				
Family size		0.00*	0.47^{ns}	0.01*	0.49^{ns}
	1-5	0.00*	0.22^{ns}	0.00*	0.23^{ns}
	6-10	0.00*	0.28^{ns}	0.01*	0.28^{ns}
	Above 10®	-	-	-	-
Monthly income		0.13^{ns}	0.02*	0.21^{ns}	0.09^{ns}
	Less than ₦20,000	0.85^{ns}	0.10^{ns}	0.37^{ns}	0.83^{ns}
	₦21,000 - ₦40,000	0.67^{ns}	0.02*	0.11^{ns}	0.72^{ns}
	₦41,000 – ₦60,000	0.67^{ns}	0.04*	0.24^{ns}	0.43^{ns}
	₦61,000 - ₦80,000	0.50^{ns}	0.18^{ns}	0.37^{ns}	0.51^{ns}
	Above ₦80,000®	-	-	-	-

*signifies there is significant influence (P < 0.05), while ns signifies not significant influence (P >0.05), ® signifies "Reference category", WCN (willingness to conserve the natural resources), WPC (willingness to preserve the cultural tradition), WSCD (willingness to sustainable community development), WEPN (willingness to participate in the mountain tourism planning and management)

Source: Field work (2022)

CONCLUSION

This study argues that willingness to participate in tourism development is affected by community interest and socio-demographic attributes in Idanre Hills. Support for conservation measures, heritage learning, and local participation offers opportunities for sustainable tourism, and whilst livelihood displacement and adverse impacts of tourism were resisted, tourism could complement rather than substitute existing livelihood opportunities at Idanre Hills. The authorities should consult with stakeholders on how to enhance conservation, cultural interpretation, and tourism employment benefits at the household level through an integrated approach. Finally, further research should involve interviews, focus group discussions, participatory mapping exercises, visitor surveys/questionnaires, and longitudinal studies, including comparative studies on the nature of participation, conservation governance issues, gender, youth participation, and the livelihoods of local communities.

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