

Original Research Article

Appraising Entrepreneurship for Regenerative Tourism and its Sustainability in Africa

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Abstract

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This study assessed the multidimensional perspective on the relationship between tourism and green growth. Specifically, the study evaluates perspectives on green growth, impact of tourism activities on local communities, and influence of green growth on tourism development. The descriptive research design was employed for this study and a total of 150 sample size were selected from local community residents in Ikole Local Government Area of Ekiti State using the stratified sampling technique. Data used for the study was collected using a well-structured questionnaire. Data collected were analyzed using both descriptive and inferential statistical technique. Findings showed that there are varied perspectives on green growth, some of which emphasized the advancements in renewable energy and resource efficiency with a preference for businesses and governments to lead this transition. There is optimism about aligning environmental protection with economic growth, and international cooperation is deemed crucial, especially for developing nations like Nigeria. Tourism's ecological impact is viewed as moderate, with positive economic contributions to community wellbeing and job creation, despite increased living costs and mixed socio-cultural effects. Green growth is seen as beneficial for tourism development, attracting eco-conscious tourists and offering unique, sustainable experiences. However, concerns about higher operational costs and stringent regulations deterring investors persist, though preserving cultural heritage through green practices is believed to enhance the tourist experience and boost economic benefits. Based on the findings obtained, it was recommended that government at all levels, and businesses should take a more proactive role in driving green growth initiatives. Adoption and enforcement of sustainable tourism practices such as responsible waste management, conservation programs, and the use of sustainable transportation options while ensuring equitable economic benefits, greater community involvement in tourism planning and management is essential.

Keywords: Appraise, Sustainability, Regenerative Tourism, Entrepreneurship, Africa

INTRODUCTION

In the 21st century, the term tourism has been intertwined with several concepts in research to establish relationships and factors that could influence its growth. One of such concepts is green growth. There is no doubt

that tourism offers substantial economic benefits, generating jobs, income, and infrastructure development (Nyansa, 2020; Rasool, 2021). On the other hand, it can also exert significant environmental pressures, jeopardizing

dizing the very resources it relies on. The goal of green growth is to promote economic prosperity while minimizing environmental degradation and resource depletion. Therefore, understanding the complex relationship between tourism and green growth is crucial for achieving sustainable development goals (Aina, Olowookere-Ayodele and Ayeni, 2024).

In recent years, the discourse of Green growth has been expanded among scholars as an approach to reach environmental protection and a long-term solution to the climate change challenge. Capasso, Annunziata, and Rinaldi, (2019) mention that green growth discourse has the potential to convince governments to support policies of a carbon-zero economy (green economy). In its annual growth, the green economy will create green economic growth, and in the long term, it will lead to sustainable development. Xu, Yu, and Wang (2022) also emphasized the positive role of green growth in sustainable development by lowering countries' dependency on fossil fuels and promoting the deployment of renewable energy resources. According to the Green Growth Index 2020 report, Tanzania (value of 55.56) and Morocco (value of 51.52) in Africa, Japan (value of 61.83) and Georgia (value of 58.65) in Asia, Sweden (value of 78.72) and Denmark (value of 76.77) in Europe, Mexico (value of 61.64) and United States (value of 60.31) in Americas are leading countries in having green economic growth.

Considering the continuous dependence of world economies on energy, especially fossil energy, their impact on green economic growth should be considered. As long as the gross domestic product growth relies on dirty energies, green economic growth will remain more of a slogan and will not make significant progress. As long as gross domestic product growth relies on dirty energies, green economic growth will remain more of a slogan and will not make significant progress (Rasoulinezhad, 2020; Yoshino, Sugiyama and Ota, 2021). The quality and quantity of energy resource deployment and the tourism sector may depend on countries' income levels. It would be expected that a country with a high-income level consumes more energy resources and has a more developed tourism industry than a low-income one. Feng, Li and Xue, (2020), confirm that countries with a high-income level have better energy efficiency and environmental protection policies than low-level income countries. Rasoulinezhad and Mostaghimi Ghomi (2022), express that income levels are an essential factor in evaluating the effect of financial development on sustainable development. Clearly, a country with a higher income level has more financial power to advance sustainable development goals, and it is expected that the speed of turning from fossil fuels to clean energy will be faster in these countries. In addition, these countries can expand the tourism industry development infrastructure with higher quality and speed and benefit from it in their GDP growth.

Tourism activities are very important to the develop-

ment of every nation if properly harnessed. As globalization and competitiveness continues to increase in the tourism sector, several calls continue to demand for sustainable tourism. The rapid expansion of tourism infrastructure, including hotels, resorts, and recreational facilities, often leads to environmental degradation. Urbanization and construction in ecologically sensitive areas contribute to habitat loss, deforestation, and the disturbance of fragile ecosystems (Arohunsoro, Olowookere-Ayodele, 2017). This degradation poses a direct threat to biodiversity and can result in long-term ecological imbalances. Tourism activities are significant contributors to climate change, with transportation, energy consumption, and waste generation being primary culprits. The carbon footprint of travel, especially air travel, contributes to greenhouse gas emissions, exacerbating climate change. Rising sea levels, extreme weather events, and shifts in seasonal patterns directly impact tourist destinations, threatening their attractiveness and long-term viability (Arohunsoro, Olowookere-Ayodele and Igbalajobi, 2019). Also, the influx of tourists places immense pressure on local resources, including water, energy, and land. Therefore, the need to assess the multidimensional perspective on the relationship between tourism development and green growth. This study intends to examine the multi-dimensional perspectives on the relationship between green growth and tourism activities. The study scope covers the ecological, economical and socio-cultural relationships interaction relationship with tourism activities.

Literature Review

Green Growth

The concept of green growth encapsulates an economic paradigm that prioritizes sustainable development and environmental stewardship. At its core, it represents a holistic approach to economic advancement that seeks to harmonize prosperity with ecological responsibility. This concept acknowledges the inherent interdependence between economic progress and the preservation of natural resources, recognizing that conventional models of growth often lead to environmental degradation and resource depletion (Allan and Meckling, 2021). In essence, green growth aims to decouple economic growth from detrimental environmental impacts and resource consumption. It strives to foster economic expansion while simultaneously enhancing the well-being of ecosystems and promoting the efficient use of resources. This paradigm shift necessitates innovative and environmentally conscious practices across various sectors, encompassing energy, agriculture, industry, and infrastructure (Jacobs, 2013).

Central to the philosophy of green growth is the

transition towards sustainable energy systems. This involves a departure from reliance on fossil fuels and the embrace of renewable energy sources, such as solar, wind, and hydropower. By reducing the carbon footprint and mitigating the negative effects of climate change, green growth aligns economic progress with environmental preservation. Advocates of green growth emphasize the importance of integrating environmental considerations into policymaking and business strategies (Jacobs, 2013; Jackson, 2017). Sustainable practices, circular economies, and the adoption of eco-friendly technologies become integral components of a green growth agenda. The goal is to create a balance where economic development not only meets the needs of the present but does so without compromising the ability of future generations to meet their own needs.

Crucially, green growth is not solely an environmental agenda; it is also an economic strategy. Proponents argue that investing in sustainable initiatives can stimulate economic growth, foster innovation, and create employment opportunities. Sectors like renewable energy, green infrastructure, and sustainable agriculture are seen as engines of economic development within the framework of green growth. The concept hinges on the recognition that while economic growth remains a primary objective, it necessitates a separation of economic growth from resource utilization and detrimental environmental effects. Consequently, green growth is intricately linked with the notions of a green economy and low-carbon or sustainable development (Watts, 2020). A key catalyst for the pursuit of green growth is the shift towards sustainable energy systems. Proponents of green growth policies assert that effectively implemented environmental initiatives can open up employment opportunities in sectors such as renewable energy, sustainable agriculture, and forestry practices.

Tourism Development

Tourism development has evolved significantly over the decades, driven by globalization, technological advancements, and changing consumer preferences. The theoretical frameworks underpinning tourism development often highlight economic growth as a primary driver. According to Butler's Tourism Area Life Cycle (TALC) model, destinations go through stages of exploration, involvement, development, consolidation, and stagnation or decline. This model underscores the dynamic nature of tourism destinations and the need for strategic planning to sustain growth and mitigate negative impacts (Butler, 1980). Moreover, Smith's Tourism System Framework emphasizes the interconnectedness of various stakeholders—tourists, host communities, governments, and businesses—and their roles in shaping tourism outcomes (Smith, 1989). These frameworks provide a foundation for understanding the complexities

of tourism development, including its economic benefits, socio-cultural implications, and environmental challenges. Tourism is widely recognized for its potential to stimulate economic growth, generate employment, and enhance infrastructure development in destination areas. Empirical studies have consistently shown positive correlations between tourism development and economic indicators such as GDP growth, employment rates, and foreign exchange earnings (Sharpley and Telfer, 2002). For instance, in developing countries, tourism has been instrumental in diversifying economies traditionally reliant on agriculture or natural resource extraction (UNWTO, 2018). Tourism's economic benefits extend beyond direct revenues from visitor spending to include multiplier effects across sectors such as hospitality, transportation, and retail. However, challenges such as seasonality, leakage of tourism revenues to foreign-owned businesses, and over-reliance on tourism as a sole economic driver underscore the need for sustainable tourism planning and management (Mowforth and Munt, 2003). The socio-cultural impacts of tourism are complex and varied, influencing host communities' identity, traditions, and social structures. While tourism can promote cultural exchange, mutual understanding, and preservation of cultural heritage, it can also lead to commodification, cultural erosion, and social tensions (Gössling and Hall, 2006). Residents may experience changes in lifestyle, values, and social norms due to increased interaction with tourists and exposure to different cultures. Moreover, tourism development can exacerbate inequalities within communities, as benefits may not always be equitably distributed among local residents (Agyeiwaah, 2005). Community involvement in tourism planning and decision-making processes is crucial for addressing these socio-cultural impacts and fostering sustainable tourism practices that respect and preserve local identities (Hall, 2010).

Impact of Tourism Activities on Green Growth

Research have explored some of the confines of the relationship that exists between tourism and green growth. For instance, studies have shown that transportation, accommodation, and activities can contribute to greenhouse gas emissions, water pollution, and habitat degradation. Recent studies illustrate these concerns. Gössling et al. (2020) estimate that tourism accounts for 8% of global CO₂ emissions, highlighting its substantial contribution to climate change. Additionally, Lenzen et al. (2018) show how increased tourist influxes in fragile island ecosystems can exacerbate water scarcity and biodiversity loss. However, tourism can also be a force for good. Ecotourism, for instance, promotes responsible travel practices and can generate funds for conservation efforts.

Studies like those by Honey (2009) and Weaver (2014) showcase how ecotourism projects can contribute to protected area management and empower local communities to participate in sustainable development. This highlights the potential of tourism to balance its burden with benefits for ecological systems, requiring careful planning and responsible practices. Tourism's economic impact on local communities is multifaceted. While creating jobs and generating revenue, it can also lead to economic inequalities and dependence on external markets. Research by Hall and Page (2002) identifies concerns about "leakage," where a large portion of tourist spending benefits external companies rather than local communities. Additionally, as noted by Moscardo (2009), unchecked tourism development can threaten traditional livelihoods and exacerbate social exclusion. Yet, opportunities for fostering inclusive and sustainable economic growth through tourism exist. Studies like those by Tisdell (2020) and Spenceley (2021) showcase how community-based tourism, where local residents control and benefit from tourism activities, can empower communities and promote economic diversification. Additionally, initiatives focusing on green tourism, supporting local businesses and products, can ensure a greater share of tourist dollars remain within the community.

This underscores the need for coordinated efforts involving stakeholders at all levels to channel tourism's economic benefits towards local communities and support long-term sustainability. Tourism's socio-cultural impacts raise questions about cultural commodification, social disruptions, and the potential loss of identity. Studies by Cohen (1988) and McKercher and Wearing (1991) have explored the concept of "tourismization," where traditional culture is adapted to cater to tourist expectations, potentially diluting authentic experiences and leading to cultural homogenization. Additionally, uncontrolled tourism development can exacerbate social tensions and displace local residents. However, tourism can also foster cultural exchange, appreciation, and preservation. Research by Harrison (2002) and Wearing (2013) highlights how tourism can contribute to intercultural understanding and promote dialogue between different cultures. Moreover, studies by Jamal and Robinson (2009) and Smith (2012) showcase how communities can utilize tourism to revitalize cultural traditions and create platforms for cultural expression. This emphasizes the potential of tourism to contribute to positive socio-cultural outcomes, requiring active community involvement and careful management to navigate potential challenges.

The multidimensional relationship between tourism and green growth necessitates a holistic approach that acknowledges the complex interplay between ecological, economic, and socio-cultural impacts. By integrating these perspectives, stakeholders can develop strategies that maximize tourism's benefits while minimizing its

negative consequences. Policy reforms that promote responsible tourism practices, support community-based initiatives, and encourage investment in green technologies are crucial. Education and awareness programs can empower communities to participate meaningfully in tourism development and ensure tourism benefits all stakeholders.

METHODOLOGY

The descriptive research of survey design was used in this study. The descriptive research design is used to describe the sample the way it exists; it merely shows the condition or relationship that exists between tourism activities and green growth. The design is appropriate for this study because helps to get a proper understanding of the multidimensional perspectives on green growth and tourism activities. Hence, questionnaires were administered on this study. The study population are local community's residents in Ikole Local Government Area of Ekiti State, Ekiti State. The sample size comprised of 150 community residents in Ikole-Ekiti, Ekiti State. This was done using stratified random sampling technique. The strata include gender (male and female) and marital status (single, married and separated/divorced) of the respondents. The research instrument that used for this study was a self-designed questionnaire. The questionnaire was subdivided into three sections: Section A seeks for bio-data of the respondents while section B will contain items to elicit for information on the impact of tourism activities on local communities while section C contains information to solicit for information on the influence of green growth on tourism development. Face and content instrument validity was used to ascertain the instruments' validity while test-retest was done to test the instrument's reliability and a co-efficient of 0.78 was obtained which is high enough. The instrument was administered by the researcher. The researcher gave necessary training to the research assistants on how to administer the questionnaire to the respondents. Direct and personal contact of the researcher and the research assistants with the respondents facilitated timely and required response to the instruments by the respective respondents. Copies of the questionnaire were collected immediately after they have been adequately filled-copied work. Data collected was analyzed using both descriptive and inferential statistics. The research questions were answered using descriptive statistics of simple percentage, mean and standard deviation while the stated hypotheses were tested using t-test and linear regression test at 0.05 level of significance. Table 1

The results presented in Table 1 reveal diverse perspectives on green growth, reflecting a spectrum of opinions regarding the integration of sustainability into economic policies. A slight majority (54.7%) agreed that sustainable economic growth hinges on technological

Table 1. Perspectives on Green Growth

S/N	Items	Agree		Disagree	
		f	%	f	%
1.	Sustainable economic growth can only be achieved through technological advancements in renewable energy and resource efficiency.	82	54.7	68	45.3
2.	Individuals have a greater responsibility than businesses and governments in transitioning to a green economy.	35	23.3	115	76.7
3.	Prioritizing environmental protection will inevitably hinder economic growth and job creation.	52	34.7	98	65.3
4.	Investing in green infrastructure projects is a more effective way to promote green growth than subsidizing renewable energy sources.	72	48.0	78	52.0
5.	Developing countries should prioritize economic growth over environmental concerns until they reach a certain level of prosperity.	88	58.7	62	41.3
6.	International cooperation and collaboration are essential for achieving successful green growth on a global scale.	105	70.0	45	30.0
7.	The current market system is inherently incapable of achieving sustainable development, requiring fundamental changes to economic structures.	41	27.3	109	72.7
8.	Green growth is primarily a concern for developed, nations and developing countries should focus on meeting their basic needs first.	108	72.0	42	28.0
9.	Addressing climate change and environmental degradation must be integrated into as all aspects of economic policy and decision-making.	95	63.3	55	36.7

Table 2. Gender Difference on the Perspectives on Green Growth

Variable		N	Mean	SD	t	Sig.
Green Growth	Male	84	3.13	0.248	1.018	.063
	Female	66	3.08	0.177		

advancements in renewable energy and resource efficiency, indicating a strong faith in innovation-driven sustainability. However, only 23.3% think individuals bear greater responsibility than businesses and governments in transitioning to a green economy, suggesting a consensus that systemic change led by larger entities is more crucial. Notably, 65.3% disagree that prioritizing environmental protection will hinder economic growth and job creation, highlighting optimism about the compatibility of environmental and economic goals. Opinions on the means and priorities for green growth also show significant divergence. Nearly half (48.0%) view investing in green infrastructure as more effective than subsidizing renewable energy sources, while a majority (58.7%) agreed that developing countries should prioritize economic growth over environmental concerns until they achieve a certain level of prosperity. A strong majority (70.0%) see international cooperation as essential for successful green growth, reflecting the recognition of global interdependence. Conversely, 72.7% disagree that the current market system is incapable of achieving sustainable development. Likewise, 72.0% believe green growth is primarily a concern for developed nations, while 63.3% agree that addressing climate change must be integrated into all aspects of economic policy, emphasizing a holistic approach to sustainability.

Hypothesis 1: There is no significant gender difference in the perspectives on green growth and its impact.

Result presented in Table 2 on the gender difference on the perspective on green growth revealed that there is no significant difference in the perspectives of the respondents on green growth and its impact ($t=1.018$, $p>.05$). Furthermore, it was evident that the male (Mean=3.13) score slightly higher on their positive perspective on green growth than the female (Mean=3.08), however, this difference is not significant.

The results in Table 3 highlight the local community's perceptions of the ecological impact of tourism activities. Majority (67.3%) disagree that tourism activities negatively influence the environment, suggesting that many do not see tourism as a major environmental threat. There was different opinion on whether tourism leads to indiscriminate waste disposal, as 48.7% agree, and 51.3% disagree. Only 28.0% believe tourism has the most significant ecological impact on their community, and 74.0% disagree that tourism benefits their community through environmental conservation activities. Furthermore, a substantial 83.3% disagree that tourism operators and authorities manage the ecological impact of tourism effectively, indicating widespread dissatisfaction with current management practices.

Table 3. Ecological Impact

S/N	Items	Agree		Disagree	
		f	%	f	%
1.	Tourism activities negatively influence the environment.	49	32.7	101	67.3
2.	Leads to indiscriminate waste disposal.	73	48.7	77	51.3
3.	Tourism activities have the most significant ecological impact on community.	42	28.0	108	72.0
4.	Tourism benefits my community through activities that conserve the environment and natural resources.	39	26.0	111	74.0
5.	Tourism operators and authorities manage the ecological impact of tourism activities in my community.	25	16.7	125	83.3

Table 4. Economic Impact

S/N	Items	Agree		Disagree	
		f	%	f	%
1.	Contributes to economic wellbeing of your community.	136	90.7	14	9.3
2.	You derive personal benefit from tourism activities in your community.	97	64.7	53	35.3
3.	Tourism activities has created jobs in the community.	127	84.7	23	15.3
4.	I have observed an increase in the cost of living due to tourism activities.	101	67.3	49	32.7
5.	Local businesses receive a fair share of the economic benefits generated by tourism.	121	80.7	29	19.3

Table 5. Socio-Cultural Impact

S/N	Items	Agree		Disagree	
		f	%	f	%
1.	I am satisfied with the way tourism influence and portray community's culture and traditions.	47	31.3	103	68.7
2.	I have observed changes in my community's social norms and values due to tourism.	89	59.3	61	40.7
3.	I feel tourists respect community's cultural values and beliefs.	124	82.7	26	17.3
4.	Tourism has led to conflict or tension within my community.	35	23.3	115	76.7
5.	I would like see more involvement from community in planning and management of tourism activities.	138	92.0	12	8.0

Table 4 demonstrates the perceived economic impact of tourism on local communities. An overwhelming 90.7% agree that tourism contributes to the economic wellbeing of their community, with 64.7% personally benefiting from tourism activities. Additionally, 84.7% acknowledge that tourism has created jobs, underscoring its role in employment generation. However, 67.3% have observed an increase in the cost of living due to tourism, indicating some negative economic side effects. Despite this, 80.7% agree that local businesses receive a fair share of the economic benefits generated by tourism, reflecting a positive economic distribution within the community.

Table 5 explores the socio-cultural impacts of tourism. A majority (68.7%) are not satisfied with how tourism influences and portrays their community's culture and traditions. Additionally, 59.3% have observed changes in social norms and values due to tourism. Despite this, a significant 82.7% feel that tourists respect their cultural values and beliefs. Only 23.3% believe that tourism has

led to conflict or tension within their community, suggesting that tourism-related social disruptions are not prevalent. Notably, 92.0% express a desire for more community involvement in the planning and management of tourism activities, indicating a strong preference for participatory governance in tourism development.

Hypothesis 2: Green growth has no significant influence on tourism development in selected local communities

The regression summary results in Table 6 revealed that the green growth significantly influences tourism development in Ikole-Ekiti ($t=6.652$, $p<.05$). Hence, the green growth positively impacts tourism development in Oyo State. Furthermore, the analysis shows a positive beta coefficient ($\beta = .272$), indicating a moderate positive relationship between green growth and tourism development. The R-squared value of .250 indicates that

Table 6. Influence of Green Growth on Tourism Development in the selected Local Communities

Model		B	R ²	Beta	t	Sig.
1	(Constant)	3.366			2.492	.014
	Green Growth	.291	.250	.272	6.652	.002

a. Dependent Variable: Tourism Development

Table 7. Influence of Green Growth on Tourism Development

S/N	Items	Agree		Disagree	
		f	%	f	%
1.	Destinations that prioritize renewable energy sources (e.g. solar, wind) become more attractive to eco-conscious tourists.	137	91.3	13	8.7
2.	Implementing eco-friendly practices in hotels (e.g. water conservation, waste reduction) can lead to higher operational costs, hindering tourism profitability.	140	93.3	10	6.7
3.	Investing in sustainable transportation options (e.g. bicycles, electric vehicles) within a destination improves the tourism experience.	144	96.0	6	4.0
4.	Promoting responsible waste management by tourists (e.g. recycling) enhances the cleanliness and appeal of the destination.	136	90.7	14	9.3
5.	Green tourism initiatives, like nature conservation programs, can attract tourists interested in unique and sustainable experiences.	127	84.7	23	15.3
6.	Public education about a destination's environmental efforts can generate positive publicity, boosting tourists' interest.	129	86.0	21	14.0
7.	Stringent environmental regulations on tourism businesses may discourage potential investors from entering the market.	105	70.0	45	30.0
8.	A focus on preserving cultural heritage through green practices can create a more authentic tourist experience.	115	76.7	35	23.3
9.	Tourists are willing to pay a premium for travel packages that support local sustainability efforts.	88	58.7	62	41.3
10.	Implementing green growth practices in a tourism destination is likely to lead to increase tourist attraction and economic benefits.	108	72.0	42	28.0

Survey, 2025

25% of the variance in tourism development can be explained by green growth in Ikole-Ekiti, Ekiti State.

Result presented in Table 7 illustrates the perceived impact of green growth initiatives on tourism development. It was revealed that majority (91.3%) believe that destinations prioritizing renewable energy sources become more attractive to eco-conscious tourists. Similarly, 96.0% agree that investing in sustainable transportation options, like bicycles and electric vehicles, enhances the tourism experience. Furthermore, 90.7% agreed that promoting responsible waste management by tourists improves the cleanliness and appeal of the destination. The notion that green tourism initiatives, such as nature conservation programs, can attract tourists interested in unique and sustainable experiences is supported by 84.7% of respondents. Additionally, 86.0% agree that public education about a destination's environmental efforts can generate positive publicity, boosting tourists' interest. However, the table also reveals concerns about the financial implications of eco-friendly practices. A vast majority (93.3%) believe

that implementing eco-friendly practices in hotels can lead to higher operational costs, potentially hindering tourism profitability. Similarly, 70.0% agree that stringent environmental regulations on tourism businesses may discourage potential investors. Despite these concerns, 76.7% feel that focusing on preserving cultural heritage through green practices can create a more authentic tourist experience, and 72.0% believe that green growth practices are likely to increase tourist attraction and economic benefits. Nonetheless, there is a more divided opinion on whether tourists are willing to pay a premium for travel packages that support local sustainability efforts, with 58.7% agreeing and 41.3% disagreeing, indicating a potential area for further exploration and market development.

DISCUSSION AND IMPLICATIONS

On the impact of tourism activities on local communities, it was revealed that the ecological impact is seen as

moderate, with mixed opinions on its environmental threats and waste disposal issues (Lenzen et al., 2018). However, there is skepticism about the current market system's ability to achieve sustainable development, and many believe green growth should be a priority for developed nations (Moscardo, 2009). Economically, tourism is viewed positively, contributing to community wellbeing and job creation, though it raises living costs. This aligns with the findings of Weaver (2014) who emphasized the role of green growth in economic enhancement. Socio-culturally, tourism has mixed effects, with some dissatisfaction regarding its influence on culture and traditions (Smith, 2012; Spenceley, 2021). Green growth is seen as beneficial for tourism development, making destinations more attractive to eco-conscious tourists through renewable energy and sustainable transportation. Positive perceptions include improved cleanliness and unique experiences from green initiatives (Tisdell, 2020). However, concerns exist about higher operational costs and stringent regulations deterring investors. Despite this, preserving cultural heritage through green practices is believed to enhance the tourist experience and boost economic benefits.

CONCLUSION

The study reveals varied perspectives on green growth, emphasizing advancements in renewable energy and resource efficiency with a preference for businesses and governments to lead this transition. There is optimism about aligning environmental protection with economic growth, and international cooperation is deemed crucial, especially for developing nations like Nigeria. Tourism's ecological impact is viewed as moderate, with positive economic contributions to community wellbeing and job creation, despite increased living costs and mixed socio-cultural effects. Green growth is seen as beneficial for tourism development, attracting eco-conscious tourists and offering unique, sustainable experiences. Based on the findings obtained, it was recommended that government at all levels and businesses should take a more proactive role in driving green growth initiatives. This includes investing in renewable energy and resource efficiency technologies, as well as implementing policies and incentives that encourage sustainable practices across all sectors. To mitigate the ecological impact of tourism, local communities and tourism investors and stakeholders should adopt and enforce sustainable tourism practices. This includes responsible waste management, conservation programs, and the use of sustainable transportation options.

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