

CHAPTER ONE

INTRODUCTION

1.01 Background to the Study

Tourism is a highly complex experience which lends itself to the vagaries of socio – economic and political changes in the environment of its operations.¹ The trends and context of tourism in Nigeria are even of a particular interest because of the speed of alterations in the cultural, social, economic and even political configuration of the milieu called Nigeria. Nigeria as one of the most populous countries in Africa² prides herself with the highest concentration of the black race and has continued to lend itself to changes that are too rapid to be ignored by researchers in the field of humanities. With around 250 ethnic groups and highly diversified local cultural configuration, tourism has been subjected to an ample of changes which have come to exert its toll on developments. Development of any sort cannot take place in isolation, and since development connotes upward movement or changes in values, notions and outlook, its relationship with tourism in Nigeria is interwoven.

Tourism development, which involves planning, policy formulation and implementation, is a function of happenstances in a given environment at a particular point in time, which the stakeholders in the industry should not be oblivious of. The stakeholders, who include governmental parastatals and agencies, players in the industry, and the financiers³ are to lend themselves to the awareness on the trends and developments in the operating environment as tourism reacts to such.

With the United Nations World Tourism Organization (UNWTO)⁴ figures that indicate tourism as contributing an estimate of 5% to economic activity worldwide, there is the dire need to look into the experience of tourism in the Nigerian context. UNWTO figures further indicated that tourism has created both direct and indirect jobs worldwide at the rate of 6-7% while international arrivals grew at a very strong rate to reach USD 919 billion (693 billion pounds) in 2010, that is, 1,432,882,580,000 trillion and 1,755,186,048,000 trillion in naira respectively

Tourism has equally created both direct and indirect jobs worldwide at the rate of 6-7%. International tourism arrivals have grown from 25 million to 940 million, expanding at an annual rate of 6.2% from 1950 to 2010.⁴

Many new destinations especially from the developing countries have been emerging with the rate of international arrivals put at 55% 1950 in, 75% in 1970 and 88% in 2010. Of course, this has translated into increase in the share in international

tourist arrivals received by the emerging developing countries of the world. International tourists' arrivals have risen steadily from 32% in 1990 to 47% in 2010.

However, the favourable figures in the paragraphs above are not to dispute the fact that several challenges have taken their tolls on tourism. The credit crunch in 2008, fluctuating oil prices that have affected transportation and security threats in forms of terrorism have continued to affect tourism as well as other sectors like manufacturing and marketing.

The UNWTO forecasts a growth in international tourists' arrivals of between 4% and 5% in 2011 and international tourists arrivals grew by nearly 7% in 2010 to USD 940 million. Tourism over the decades has enjoyed phenomenal growth and deep diversification to the extent that it has become the fastest growing economic sector in the world. In many developed economies, tourism has become a key driver for socio-economic progress. Tourism has equally been linked with tremendous development in several countries of Europe and the Americas.

Nowadays, the quantum of business advancements in tourism equals or even surpasses the ones in oil export, food products and automobiles. Many developing countries like the Gambia and Kenya have groomed tourism to become one of their main sources of income as prominent players in international commerce.

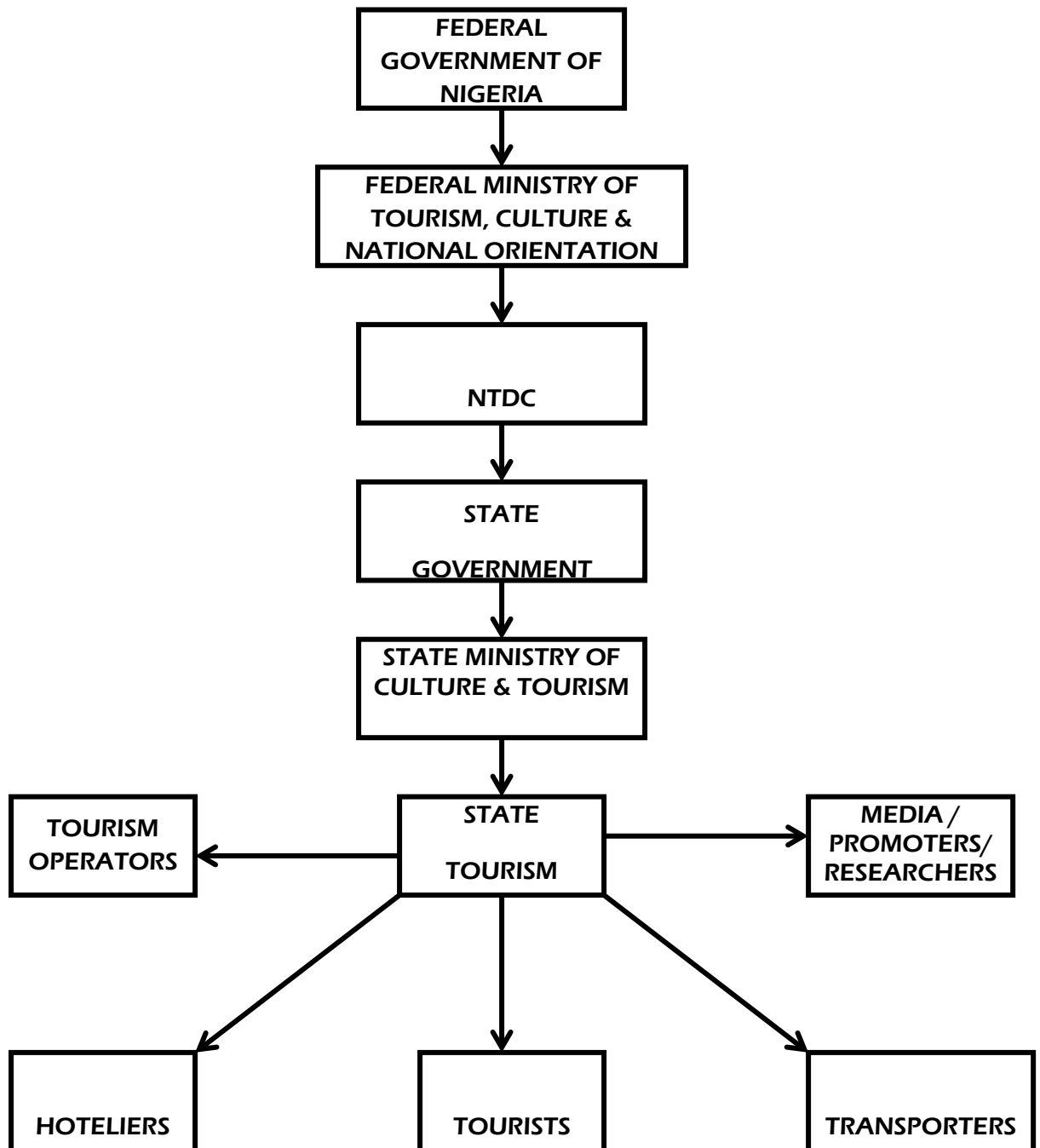
The spill-over gains from the tourism sector have rubbed off on many related sectors like construction, agriculture and telecommunication. Many countries have employed tourism as a pointer to call world attention to the development in their nations and provoke further developments.

Whatever tourism has to contribute to development and general economic well-being is a function of the quality and the revenues it has to offer. The United Nations World Tourism Organization (UNWTO) has been offering assistance to nations in designations developments for both complex national and international markets.

Several scholars have studied the impacts of tourism on the host community (Tamara Ratz⁵ 2000, UNESCO 1976), but there seems to be little research on how the rapidity of such impacts and how other factors and forms of development in turn affect tourism development. The impacts of tourism, which could be pleasant or otherwise, cannot take place in a vacuum, they have to be a reaction to or an action of the trends in the operating environment and the context of such operations. This study will therefore look at the Structural Stresses (SS) bedevilling the tourism sector in

South Western part of Nigeria. It will further look at the Action Steps (AS) that can be taken to address the Structure Stresses. The benefits and potentials of tourism will equally be re-examined vis-a-vis how the context of operation can influence tourism development as a multifaceted and multi-disciplinary concern. Finally, the concept “sustainable tourism” will be interrogated to determine the carrying capacities of both the ecology and cultural assets of the host communities.

Figure 1: THE STRUCTURE OF TOURISM INDUSTRY IN NIGERIA



On the matters of tourism, the Federal Government relates to the Federal Ministry of Information and Culture, which in turn relates to the Nigerian Tourism Development Corporation (NTDC) which relates to the State Government. The State Government in turn relates to the State Ministry of Culture, which relates to the State Tourism Board. The Board relates directly to Tourism Operators, Hoteliers, Tourists, Transporters, Media Promoters, etc. It should be noted that since tourism is on the concurrent list, each State/zone of the Federation is at liberty to operate on its own (at any rate). The context of tourism development can be defined as the operation of the stakeholders (as defined by the structure) in relation to the tourist space/sites.

1.02 Statement of Problem

Tourism has assumed an enviable height and rank among the topmost industries in the world economy. The growth of tourism has also been adjudged to be the fastest among other industries all over the world. Developed countries of the world in Europe, Asia and America are enjoying tremendous benefits from the growth of tourism. African countries are just beginning to realize the immense opportunities that abound in tourism while efforts are being made towards this direction to harness such opportunities. The Nigerian government and policy makers on tourism related matters are equally making efforts to key into such benefits but with minimal achievement.

The tourism practitioners, including the providers of accommodation and transportation, are as well catching up with the productive realities that tourism tends to present but with little success in reaping the benefits attached to a developed tourism enterprise. It has however been observed that there is limited research and literature in the field of tourism studies in Nigeria and the world over to elucidate the structural stress and the action steps that can be taken. Hence, this research is saddled with the task of identifying such structural stress and coming up with the action steps to curtail them in the Nigeria context. It is believed that if the structural stresses in the industry are identified vis-à-vis the action steps to curtail them, the prospects can therefore be harnessed. The policy-makers, tourism practitioners and the Nigerian community can then maximize the benefits inherent in a well-developed tourism sector.

With the enviable ranking of tourism as being among the topmost industries in the world economy, developing economies like Nigeria should hastily position

themselves as beneficiaries. Having mentioned that the growth of tourism has been adjudged to be the fastest among other industries all over the world, Nigeria, like other upcoming economies, should re-adjust her policies and understanding to be a beneficiary of the windfall.

1.03 Research Questions

This study provides answers to the following questions:

1. What are the structural stresses in tourism development in Nigeria?
2. How can such stresses be curtailed?
In other words, what action-steps can be directed at the identifiable stresses?
3. Are there potentials in tourism enterprise in Nigeria?
4. What are the recent (contextual) developments that are likely to influence tourism development in Nigeria?
5. What benefits do Sustainable Tourism Development has on our ecology, culture and societal values?

1.04 Aims and Objectives of the Study

This study is aimed at the following;

1. Examining the structural stresses in tourism development in Nigeria.
2. Providing tailor – made action steps to curtail the Structural Stresses.
3. Looking at the influence of other sectors on tourism development in Nigeria.
4. Recommending how developments in the tourism sector can be sustained.

1.05 Significance of Study

1. The study will assist in formulating appropriate policies to guide the policy makers in the Nigeria Tourism Industry.
2. The study will assist in gingering the stakeholders in the tourism industry to embrace best practices for true tourism development.
3. The study will guide both the tourists and intending tourists on what to look out for when embarking on tourism.
4. The still will assist in beefing up the meager collection of information and scholarly publications on tourism development in Nigeria.

1.06 Scope and Delimitation

The study is limited to the socio-cultural and political-economic developments in the past five years (2007–2012) and how they influence tourism development in Nigeria. The Geographical Scope of this study covers the South Western Geopolitical Zone of Nigeria under which there are six states namely; Ekiti, Lagos, Ogun, Ondo, Osun and Oyo States. There are a total of 137 Local Government Areas in all the states under the zone. The study is equally limited to the tourist sites as identified by each state government. Out of the states endorsed tourist centres, two were selected per state to give a total of 12 tourists' sites.

The principal subjects of this study were the stakeholders in the industry which include the policy makers, the tourism practitioners, the hoteliers, the transporters, the media practitioners, researchers and the tourists.

1.07 Definition of Terms

For the purpose of this study, the following definitions were operative:

Tourism

Movement of people from one geographical location to another for the primary purpose of pleasure or recreation which may however have some other essence (like educational, social and or economic) or the managements of tourists as a business.

Tourist

A person moving from one geographical location to another primarily for the purpose of pleasure and not to earn income from the place of the visit.

Structural Stresses

A combination of situations which if not efficiently managed could set back an earlier set objectives and institutional goals at any particular point in time.

Prospects

The expected benefits that are accruable to an undertaking or experience.

Development

Exploration for expansion that has the tendency to affect other sectors for progress.

Stakeholders

Public and Private operators of the tourism industry including the Tourists and Potential tourists, Policymakers, Hoteliers, Transporters, Media-experts and Researchers

Policy makers

Government officials including political office- holders who formulate and implement decisions that pertain to tourism and related activities.

Practitioner

Operators of the tourism industry who are principally private business organizations including those in tourism related fields like accommodation and transportation providers.

Tourists' Sites

Locations where people can be entertained or exposed to exquisite experiences which may not be available at their primary places of origin or abode.

Context

Environment or situation in which tourism takes place and how it influences tourism.

CHAPTER TWO

LITERATURE REVIEW

2.01 Theoretical Framework

The theoretical framework for this study is sourced from four co-terminus theories which are: the Basic Needs Theory, the Neo-classical Theory, the Human Development Theory and the Post-Development Theory. To the extent that all the four theories are theories of development, they are co-terminus.

The International Labour Organization (ILO)⁶ in 1976 introduced the Basic needs approach into Development Theories. The Basic Needs approach is essentially a reaction to prevalent modernization and structuralism inspired development approaches, which many have adjudged as not achieving satisfactory results in its efforts to alleviate poverty and tackle inequality in developing countries of the world. The main thrust of the theory is to define the absolute minimum resources that are needed for long term physical well-being. The theory attempted to draw a line otherwise called the poverty-line which is the amount of income needed to meet basic needs of man which are food, clothing and shelter. Basic needs approach has variously been applied to determine which nation, individual or organization needs developmental assistance. It is equally employed in the sphere of development assistance to determine a society's needs for subsistence and to support poor population groups to rise above poverty line. The theory does not focus on investing it rather frowns at investing in economically productive activities. Really, an absolute measure of poverty is Basic Needs.⁷ The theorists in the school of Basic Needs posit that elimination of poverty in its absolute terms is a good way of making people active in a given society to enable such a people provide more labours with ease as well as acting as consumers and savers.⁸

The critics of Basic Needs Theory are of the opinion that such a theory would lack theoretical rigour, practical precision, be in conflict with growth promotion policies, and run the risk of leaving developing countries in a position of permanent backwardness.⁹

Basic Needs Approach to Development works at variance with leisure and other activities that do not have direct influence on the basic needs of man which include food, clothing and shelter. There is no consideration for activities like Tourism in Basic Needs whereas scholars like Bhatia (2001)¹⁰ maintain that the economic potentials of tourism development is unlimited, while he sees tourism as

becoming an important industry on a worldwide scale. Man's urge for basic needs can only be processed for attainment if he derives fulfilment, peace and joy in his existence which tourism tends to provide.

A related theory is the Neo-classical approach to development which was developed in the 18th and 19th centuries. It looks at the value of products and the factors of production through which it was produced. Adam Smith and David Ricardo contributed immensely to the theory. They argue to support free market contrary to government intervention which they said will neither benefit the market nor its players. With the invisible hand of Adam Smith it was asserted that free trade will be ensured while the entire society benefits at the long run.

However, in the case of tourism there are arguments as to whether tourism can thrive and contribute meaningfully to development in all ramifications if there are no government interventions. Alabi (2001)¹¹ suggested in strong terms that government should participate in the planning, development and promotion of tourism. This position, though at variance with the neoclassical approach, has taken due cognizance of the excesses of the capitalists who are likely to misapply the rules of free market in tourism development. Government interventions in case of rules and regulation governing tourism activities cannot be overemphasized since the provision of infrastructure and security among others are very much germane. Proponents of free markets may want to look at what would have happened to the yearly Holy Pilgrimage to Mecca & Medina in Saudi-Arabia if there are no government interventions.

The two main theoretical thrusts of this research are essentially hinged on Human Development Theory and Sustainable Development Theory. They are going to be so stretched, far further into Human Tourism Development Theory and Sustainable Tourism Development Theory respectively.

Human development theory has among its main proponents Amartya Sen and Mahbub Ul Haq. The theory used ideas from different sources which include ecology, sustainable development, feminism and welfare economics. It tends to avoid normative-political approach to the understanding of development and rather focused on the processes to deploy social capital and instructional capital to optimize the overall value of human capital in an economy. Most of the works in the field of Human development rather focused on capabilities of human beings, that is, what

people can do and be. The well being of human beings according to this theory are dependent on capabilities instead of income or goods that they receive.

The argument therefore is: can tourism be developed effectively and efficiently if the human capabilities are left out? One may further want to know if the whole essence of tourism is not to enhance capabilities of human beings through derivable pleasure which are not physical and may not be measurable. The Final Report of the World Tourism Organization submitted to the Federal Government of Nigeria in January 2006 found out that Tourism Development in Nigeria needs to focus on human capital development. It recommended that stakeholders in Tourism industry should be adequately trained and retrained to realize the potential of tourism in Nigeria. Oyelaran (2001)¹² maintained that indigenous people should be taken into consideration when initiating development projects particularly those relating to tourist resource management. The human development approach to tourism should be a major concern of the stakeholders in tourism development policy formulation. Countries like Nigeria are expected to ensure that trainings and expertise are promoted at the expense of mere policy formulation which without adequate human capital development is bound to fail.

Another main theory that will be interrogated through this study is the theory of Sustainability Development. The theory maintains that the needs of the present can be met without compromising the ability of future generations to meet their own needs too.¹³The crux of sustainability is carrying capacity of the earth and its natural systems and the challenges faced by humanity. Sustainability development theory is separated into environmental sustainability, economic sustainability and socio-political sustainability. The Club of Rome gave a huge momentum to the thinking through a book titled "Limits to Growth".¹⁴The sustainability movement came up with the issues appertaining Global Warming and in 1997 an Accord was reached at Kyoto with the plan to cap green house gas emission.

The implication of sustainability theory lies in the question of how the resources available for tourism can be preserved and conserved for further use in the future. Debates on sustainable development stemmed from the fact that many things are being depleted without possible replacement.¹⁵ Biodiversity is being diminished, the ozone layer is thinning out, green house effects being noticed more and more while large populations are being discriminated against. The principles of sustainability were thus developed to respond to the anomalous symptoms of natural

and economic depletion. The issues of sustainability are far more than that of the environment, as earlier mentioned (Bhatia 2001).¹⁶ When hundreds of thousands of tourists visit a destination, the impact of their visit goes beyond that of the physical environment. The economy, culture and other social factors are likely to be impacted upon.

On sustainability and the physical environment, there is bound to be environmental degradation which may manifest in forms of changes in Floral and Fauna species composition, Pollution, Erosion, Depletion of natural resources and visual impact of building, car parks and litter.¹⁷ The teeming population of tourists are likely to leave some impacts on the physical environment which calls for proper planning on the parts of the planners not only to mitigate the consequences of such impacts but to put in place necessary precautions in case of future occurrence.

Furthermore, the theory of Sustainability would like to look at the social costs of tourism on a given society.¹⁸ The culture has always been the direct recipient of whatever loss may result.¹⁹ The cultural loss will involve the exploitation of the host's language and adulteration of the traditional ceremonies. Most of the host communities surrender their culture and traditions to the ones of the tourists who sometimes feel they are superior to the hosts. Western values and behaviours are sometimes imposed on the host communities in manners of dressing, family structure and sometimes religion. Unguided Tourism has led to increase in drug and alcohol use/abuse while STDs have increased in the Third World²⁰ (Mackee 1990, Stonic et-al 1995²¹ and Cohen 1993²²). Increase in the use of alcohol and drug abuse can in turn lead to crime and other social vices. Sustainability in Tourism will have to look at how the host community can prepare for the effects mentioned above as it attempts to benefit from tourism especially on an international scale.

The carrying capacity of the economic structure of the host community should also be considered in tourism development. Literatures have described numerous economic benefits associated with tourism development²³ but critical investigation is likely to reveal that the carrying capacity of the host community will have to be considered. Most of the revenues realized in international tourism are likely to be repatriated back to the country of the tourist. The multinational hotels, resorts, restaurants, tour operators, airlines, car rentals in most Third World countries are owned by corporations in North America and Western Europe.²⁴ The term is called 'Industry Leakage' since most of the revenues go back to the proprietors of such

business owners' countries of origin. Because of these, business concerns are transnational in nature and they are likely to import a great deal of their personnel and products. The top notches of such companies are expatriates who end up spending their income back home in America or Europe. The well trained locals are thus deprived the privilege of enhancing their economic status and that of their communities because they cannot benefit in terms of employment. The menial jobs are reserved for the locals.

Sustainability Tourism will want to forestall a situation where the carrying capacity of the environment is ignored and rather make projections to forestall the 'rapping' of the host community. Tourism should be developed in such a way that the relationship between the 'guest' and the 'host' will be mutual and symbiotic.

Post development theory as a school, questions the idea of economic development in its entirety. The scholars in the school of thought of post development theory maintain that the goal of improving living standards leans on arbitrary claims as to the desirability and possibility of such a goal. The theory is a movement of the 1980s and 1990s. Wolfgang Sachs (1992),²⁵ among other theorists, sees the idea of development as merely a 'mental structure which has only resulted in categorizing nations into developed and underdeveloped nations. The nations labelled as 'underdeveloped' are thus fired in their quests to be tagged 'developed' nations. Sachs sees development thinking as dominated by the West as ethnocentric in nature. He looks at the western lifestyle as that which may not be desirable nor realistic for the world's population. Sachs' thoughts have a room for tourism especially cultural tourism which depends on the cultural beliefs and values of a people or environment. (Marguba:2001).²⁶ The post development theorists see development as the loss of a country's own culture, people's perception of themselves and modes of life. When we look critically at the concept of development in its entirety, post development theorists like Majid Rahnema opined that since notions of poverty are culturally embedded and can differ a lot among cultures, his stand was that most thoughts on development are deeply west oriented whereas post development is a call for broader cultural involvement. The theory wants a society which detaches itself from the current thinking of developments. Tourism can however benefit from post development theory through the works of scholars like Arturo Escobar who have interests in local culture and knowledge, a critical view opposed to established sciences and the promotion of local grassroots movement. There should be structural

change in order to achieve solidarity, reciprocity and due participation or involvement of traditional knowledge.

All the Four Co-terminus Theories of Tourism identify the following Ten Micro Elements of Tourism: The Challenges of Tourism; Funding Tourism Development; Prospects for Tourism in Developing Economic; Forms of Tourism; Types of Destination; The Fundamental Elements of Tourism; International Tourism; Management in Tourism; Culture and Tourism; The Socio-Cultural Impacts and Effects of Tourism.

2.002 The Nexus between Theatre and Tourism

Peter Brook in The Empty Space (1968) states that theatre has four main forms: Deadly, Holy, Rough and Immediate:

I can take any space and call it a bare stage. A man walks
Across this empty space whilst someone else is watching
him and this is all is for an act of theatre to be engaged.

The Dead Theatre is that particular type of theatre which yearns at capturing or imitating reality but fails completely at it. Dead Theatre is that type of theatre which masks the reader or the audience from seeing the original intention of the playwright or the director and actors. In the Dead Theatre, the message is lost in the medium. Brook attempts to delineate between the Dead Theatre and what he describes as The Living Theatre. He insists that the vogues and the reality of the era must be injected into the theatre for it to perform its roles of entertainment, education and edification. Hence, there is the need for the audience to transcend the invisible.

Theatre, he insists needs not be confined to the old, stereotypical form of art. Peter Brook defines Deadly Theatre as the theatre of nowadays which attempts to imitate reality but actually fails woefully at it. Deadly Theatre, in Brook's perceptive, distracts the audience from grasping the overall message as conceived by the playwright. The audience must stay away from the simple nostalgic theatre. Hence, not only the actors must transcend the invisible but the audience must too. Deadly Theatre is very ubiquitous. It is the most seen type and can be linked to the deposed, and the type mostly attacked in form of commercial theatre. To Brook, a successful theatre should not be the one with a vibrant sensation where senses are over stimulated but it should be that theatre where the emotional and spiritual attachments of the audience go to "the man (walking) across the empty space. Any theatre that

fails to establish a connection with the audience is “deadly”, “dull” and a “bad” “theatre”.

Brook observes that a deadly theatre can be created under two scenarios: when there is lack of human honesty during production and when openness is stripped off a performance by the audience. In essence, wrong motives are the stimulus for the actions people take. If a production is created solely for the money it will make, if managers are too budget conscious and the audience come to theatre for reasons apart from art, then a deadly theatre has been successfully created.

The Holy Theatre is that theatre which strives to make the invisible visible. It is the theatre that transforms ideas to reality in performance. Since the Holy theatre draws from idealism, Brook believes that the architects, the actors and the director must work beyond the realm of the invisible. Theatre is seen as a direct communication with the audience and should therefore be devoid of imitation on the part of the actors. Brook admonishes the audience to see theatre as that enterprise which transcends the invisible. According to him acting should not just be imitation but life itself which actors must strive to deliver as if it were tangible. He argues that theatre is actually more than a live reading of a text which in no circumstance can be equated with the theatre because performance is richer than reading a play text. Theatre should be an ecstasy of reality which tends to enrich the memories of the participants. The Holy Theatre in Brook’s assessment is more concerned with the spiritual. It is that theatre that has higher values far removed from the audience’s day-to-day experiences. Such theatre, to him, is un-engaging. Brook opens his essays on The Holy Theatre with the comment “..... could also be called The Theatre of the Invisible – Made Visible: the notion that stage is a place where the invisible can appear has a deep hold on our thoughts”. Such a notion to him has connection with other art-forms too. People want to be audience to the theatre because of the connection to the world of the invisible which all arts present. There is a constant search to link up with the unseen world or life by the audience. Either ritual or art, they both function principally when they succeed in evoking both aspects of ritual and artistic existence. The Holy Theatre is what Brook terms “The Happenings” is that theatrical experience that must just be left at that. The Holy Theatre has neither a rigid definition nor a boundary. It greatly challenges not only the playwright but also the audience. Both the creators and the observers of such art-pieces have flung the challenge of how their experiences are to be applied. Brook observes that: Those of

us who work in the theatre are implicitly challenged to go ahead to meet that [Holy] hunger”.

The Rough Theatre as:

Through the ages it has taken many forms, and there is only one factor that They have in common; a roughness pg.78

Concept of performance in The Rough Theatre is:

.....salt, sweat, noise, smell; the theatre that's not in a theatre, the theatre on courts, on wagons, on trestles, archenemies standing, answering back; theatre in back rooms, upstairs rooms, barsis, the one-might stands, the form sheet pinned up across the hall, the battered screen to conceal the quick changes – that one generic terms, theatre, covers all this and the sparkling chandeliers too (Page 78).

This is the third in the four types of theatre described by Brook. The Rough Theatre makes an exploration into the techniques which Brook had earlier suggested The Deadly Theatre and The Holy Theatre could employ. The essence of such techniques is to awaken the consciousness of the audience to what an ideal theatre should be. Such awakesness is to enable the audience realize theatre's potential powers and insights. Spontaneity, impulse and raw emotional expressions are the main techniques that could be used in the Rough Theatre. Brook however warns that the danger of over-reliance on the Rough Theatre can lead to lack of depth, superfluous meaning and theatre of insight. Episodes of daily life must be thoroughly explored in the Rough Theatre, he observes, even as incidents of sensation are being examined.

When daily life experiences are fully integrated into sensations, the theatre will be deemed rough. He cited the works of William Shakespeare as those which ideally maintained such combination; that is daily life and sensation. The alchemy was achieved by Williams Shakespeare, Brook says while the alchemy has proved transcendently effective for several centuries since the plays were first written.

Brook describes in a vivid manner, theatre performed in various forms, settings and those in less formal format which could be dirty and less official. According to his analysis, theatre staged in less formal and dirty settings with less formality is often truer to the spirit of the audience with better capability to be instinctive and energized.

Brook describes the Rough Theatre as that which is socially engaging as it manifests in various cultures across the universe. Rough Theatre, he says, is the

theatre that clamours for change regardless of whether the cultural environment is conscious of such desperate cry for a change or not. Rough theatre should be employed to interrogate the society.

“The Immediate Theatre” aesthetically combines both the rough, and the holy theatre in an experience which illuminates the nature of human truth and experiences to the audience with the propensity of evoking immediate, visceral sub-conscious reaction which is revelatory in manner. To make theatre enjoyable, he observes, several techniques must be employed and it is then that theatre can be made personally and socially relevant. To him, Theatre can only be kept evolving through the application of various techniques of immediacy, visceral and revelatory approaches. The changes in the society must prompt theatre if the practitioners and the audience are to remain connected and relevant, he comments.

The uniqueness of the theatre in the world of art in general vis-à-vis its relationship to the narrative art of film making and cinema was explored by Brook. Theatre asserts itself in the present while cinema only recapitulates experiences in the past but lacks immediacy of actions. Theatre, he says, should bank on its capability to relate to the present in an immediate manner which cinema can only present through a creation stream of consciousness. Form and content are closely related. Brook opines that the two should be examined together and sometimes separately. He is of the opinion that the examination of one can lead to the other. The relationship between the actor, director and other professionals will no doubt bring about a better comprehension of the form and the content. The form, he describes, as the exterior representation, while the content is what he calls the interior meaning. He argues that form will be very relevant in giving shape to content which in turn conveys meaning to the audience at the long run. The true meaning of theatre and performance can only be realized when the audience are available and reacting accordingly.

To Brook, theatre should not be “imprisoned” to the degree that the only thing that comes to mind about the art is the Shakespearean kind of setting and acting. The venue of performances cannot be the sole determinant of a good performance. If examined in the light of tourism, the performance stage and properties can be sourced from tourists’ sites to enliven the experiences of the tourists in a manner where the relationship between tourism, tourist sites and theatre will be symbiotic, cordial and warm.

He further buttresses his idea about Rough theatre with the statement below:

I have had many abortive discussions with architects building new Theatres – trying vainly to find words with which to communicate my own conviction that it is not a question of good buildings and bad, a beautiful place may never bring about explosion of life, while a hazard hall may be a tremendous meeting place, this is the mystery of the theatre.

The mystery of the theatre is that it takes place anywhere and the tourists' sites are no exemptions. In essence, tourism and theatre are not and should not be location-bound. The mystic essence of the theatre is best captured when tourism and theatre intermingle. The rough theatre affords the playwright the luxury of relaxing the stage directions to be sure that attention is not shifted from the theme to the setting.

A critical mass of the discussions projected by Peter Brooks is the nexus between culture, location and the theme. He believes that if these are aesthetically combined an immediate theatre that will be impactful can be achieved. Integrating Brooks in the context of tourism, it reveals that the sense of immediacy and action presented in tourism are quite similar to the one enjoyed through the theatre. The ecstasy of performance and that of tourism are memorable to the tourists or theatre audience. A play in a text form and a cultural or geographical description of experience cannot be equated with the presence of the audience at a performance and the presence of the tourists. The actions and interactions of the subjects who are mainly human beings are absent in cases of reading a play or the description of cultural dance or topography.

The Empty Space is a discussion of the need to bring theatre back to life and life back to the theatre. The audience space is already getting empty because of the threats from films and other media. It could be argued that Brook sees a situation in which theatre will not have audience most of whom would have gone for tourism or to the cinema.

To make theatre as rough as Brook deems or as immediate as he wants, it has to be taken out of regular performance venues. Tourists' sites may therefore be another venue for theatrical performances. In fact many tourists' sites do host travelling theatres that combine play-lets with dance-drama. The environment for tourism serves as setting for the theatre.

In Eric Wiley's article "Environmental Tourism and Cajun Swamp Tours", he describes the Swamp Tours as that environmental tourism that can be called a

Wilderness Theatre which aptly summarizes the relationship between theatre and tourism:

Bay or Black is one of the myriad interconnecting water ways that flow through the lower Mississippi Delta in what is in essence a flat, swampy maze. Along its banks grew the usual plants (water lilies, elephants ears, and marsh grass), but on its surface a strange event takes place. Each day, two rows of tourists, seated back-to-back in a boat, gaze and occasionally point at the surrounding landscape, as if they were an audience taking in a show. But what show are they seeing? Has the natural environment taken to performing daily, twice on weekends? And two, hours after the boat's departure, as it returns to the launch, why has the gazing and pointing stopped, as if the "show" has ended? After all, the lilies and elephant ears are still there, the same as before. (Page 118).

Eric Wiley's argument (2002:118) is sourced from the marriage between theatre and tourism in lower Mississippi Delta, where Cajun Swamp Tours treats tourists to a plethora of experience which combine elements of ecotourism with cultural tourism and theatrical tourism. The Cajun Swamp Tours has in its retinue elements of performances.

Eric Wiley was able to have an experience that favours the theories of performances he was used to as a doctoral student in Theatre Arts. He observes that the tourists are seated in a row of 20 passengers in a boat where there are streamed over residential areas, marinas, isolated houses while the trip dovetailed into an area surrounded by water and subtropical vegetation. A guide who doubles as a narrator describes the flora and fauna of the environment for about two hours. The guide further relates the lifestyles of the local inhabitants while doing some other things like feeding the alligators or pointing out a sleeping owl. Spontaneous reactions from the tourists puncture the narratives while tourists interact with each other. Thereafter, the boat takes the tourists back for lunch.

Wiley (2002) notes that the brochures invited the tourists before choosing the destination for tourism clearly promises the tourists open theatrical presentation of the landscape. The tourists are prepared for romantic imagery, playful hyperbole, and humorous names are assigned to each tour and the guides to evoke thoughts of a staged version of the wetlands. Wiley (2002:14) describes the swamp theatre as an

example of the “virtual reality” that characterizes environmental tourism as used by Barbara Kirshenblatt Gimblett in *Destination Culture* (1998). In Cajun Swamp Tours, alligators are fed in the presence of the tourists; an exercise that evokes dramatic tendency for violence. The alligator stands out of the stream to grab its prey.

Theatre to the Swamp Cajun Tours exists in the form of a virtual wilderness. The guides are turned to performers while they also double as narrators. Their knack for storytelling, jokes and artistic gesture encapsulated in good choice of words serves as recipe for a good performance.

Cajun Swamp Tours is a combination of environment experience and role-playing. Each of the fauna and flora is treated as human subjects while the environment serves as the setting for the “theatrical production”. The conclusion, of the article: “Wilderness Theatre: Environmental Tourism and Cajun Swamp Tours” effectively captures the situation:

Watch out for that alligator! Louisiana Swamp tours led by Cajun recanteurs are both cooked up and authentic; they are trips through the “natural environment but also something devised to snare tourist dollars. What show are the tourists seeing? Is the natural environment taken to performing daily, twice on weekends? How “pristine”, “primitive”, and “untamed” are the Swamps?

The Cajun Swamp Tours is a form of environmental tourism where roles are assigned to the animals that are at tourist sites. The reptiles, for instance, are fed by the tourists’ guides in the presence of the tourists where the locale is presented in form of setting where performances do take place.

2.003 Theatre and Tourism in China

Hanqun Song (2015) is one scholar who has examined the relationship between tourism and theatre. In his article; “Theatrical Performance in the Tourism industry: An important-satisfaction analysis” in the *Journal of Vacation* (22(2) Sept.2015, observed that theatrical performances have been developed quickly in several tourism destinations in Asia countries particularly in China. He duly

acknowledges that there has been little research in the area of theatrical performances in tourism destination. His study is based on *the Romance of the Song Dynasty*, which still remains one of the most successful performances prepared for tourists visiting China. He employed importance satisfaction analysis which revealed that it is the core service rendered to the tourists that was most important to them and it is such service that satisfies most. The core service attributes are mainly the performing art. The peripheral attributes like venue, environment, service and tourist management were most unimportant and dissatisfying to the tourist. It was established in the paper that performing arts are likely to be most satisfying to the tourist and not the locale or the environment.

On the roles theatre plays in tourist satisfaction, Hanqun Song and Catherine Cheung in their article “Factors Affecting Tourist Satisfaction with Theatrical Performances: A case study of *The Romance of the Song Dynasty* in Hanzhou China studied the factors affecting tourist satisfaction with theatrical performances. The authors were able to identify the following four factors as those that affected the tourists’ satisfaction: Performance, Venue, Environment, Service and Stage Facilities. Of the four factors, Song and Cheung discovered that it was the ‘Stage Facilities’ among other factors that satisfied the tourists the most. The study revealed that service was the highest influential predictor of the tourists’ overall satisfaction.

The findings of Song and Cheung (2010:208) are in tandem with that of Hughes (200:) who generally classified performing arts in the cultural industry as that which include plays, opera, musical, ballet, singers, orchestral concerts, comedians, rock and pop concerts and dancers.

In an earlier study, Song and Cheung, 2010b had established that theatrical performances in China encapsulate many types of styles in art including dance, acrobats, folk songs, horse riding and sword fights.

In essence, theatrical performances in China aim at showcasing the Chinese culture to both domestic and international tourists. The satisfaction of the tourists will be primarily determined by the stage facilities at the tourists’ sites which Song and Chung described as “Stage Facilities”

2.004 Theatre and Tourism in London

Howard L. Hughes, (1998:445) in his paper “Theatre in London: the Inter-relationship with Tourism” queries the influence of tourism on theatre in London. He observes that in less-developed climes, the influence of tourism and traditions occupy a prominent place in their research but the influence of Tourism on theatre will best be examined in developed societies like London. He realized through the study that theatre appeared to be a significant determinant of the choice of destination for the tourists. Hughes was however mindful of the position of other researchers that tourism has an unfavourable effect on the theatre. None the less, he observed that the West End has been under the domination of musicals at the expense of other more diverse, adventurous and creative artistic outputs. Whichever way it is viewed, Tourism and theatre have continued to enjoy symbiotic relationship.

Howard Hughes examines the symbiotic relationship between theatre and tourism at the West End in London. He looked at how theatre has benefited tremendously from tourism and vice-versa. The theatre, to Hughes, was been threatened by other media like film but enjoys support through tourism because majority of the tourists at the West End, in London are there primarily because of the theatre.

To Hughes, theatre and tourism should be allowed to thrive as Siamese twins. Their subjects are human beings while their aim is primarily entertainment.

2.005 Theatre and Tourism in Nigeria

Henry Leopold Belt Gam (2009:1) observed that tourism and theatre practice are compatible businesses. When theatre combines with tourism; both become more meaningful and enthralling. When tourism is well developed, then it creates room for theatre to thrive better. The West End in London exemplifies this. Most tourists to the West End visit mainly for various theatrical performances (Hughes, 1998:443). Theatre and Tourism can be addressed to develop a nation in a subtle manner. For instance, the pedagogic qualities which the two possess enhance teaching and learning of ethics and morality through demonstration and imitation. A visit to a sane society and morally guided environment can as well impact positively on the tourist behaviour as a theatrical performance will do.

Theatre and tourism are basic sources of entertainment, (Obasi 2013:44). In this wise, the thrill of having a fulfilled time provided by being an audience at a

performance can be closely equated with that of visiting a mountainous region. Entertainment feeds the sigh with pleasure as it does to the mind.

Obasi (2013:44) highlighted the efficacy of both theatrical events and tourism. He stated that “it could be moral, political, intellectual, emotional, instinctive, traditional economic, social and even religious”. He sees both theatre and tourism as having both communicative and didactic qualities. The informational and entertaining qualities of theatre become real in the way it mirrors the society, reviews happenstances, analyses circumstances, reconstructs political, social, moral and economic values in the society. When theatre improves the human mind and morals, then it can be said to have played an edification role.

As a vehicle for social interaction, theatre and tourism are seen to “...diagnose, interpret and explain dramatic events and experiences.”

It has been further argued that both theatre and tourism interact with the community. As they interact, they serve as escape routes from the anxieties of daily life. Both theatre and tourism serve as pastime.

Theatre and tourism are materials for not only national but also international interpretation that leads to co-operation and can unite a people. Emeka Nwabueze (2003:30) in Obasi (2013:44-56) opined that “...theatre is an apostle of unification, amalgamation, consolidation, homogenization and concatenation.” They both demonstrate any action by a person or a group of persons at a particular point in time and place. They both are social, authentic and creative outputs through the arrangement, re-arrangement, alignment and distortion of nature, voice or body or other artificial creation to evoke a sense of pleasure.

When examined in terms of their reach, both are popular and global in outlook. In fact, they are major players in global industries. Theatre, like tourism, boosts cash flows internationally. However, it should be noted that mass tourism could promote overdevelopment by encroaching on the flora, cultural and moral values of the host communities. It is advised that sustainable tourism should rather be encouraged through ecotourism to ensure that the carrying capacity of the host is not over loaded. Theatre and tourism are prepared and enjoyed by individuals.

Obasi:(2013:44-56), while scrutinizing the prospects for theatre and tourism observes that both constitute major driving forces for the economic development of many developing nations. Apart from providing veritable avenues for entertainment and leisure, they also create jobs that do not need high technical skills for the teeming

population especially in Nigeria. In that wise, social engineering is enabled while national economies are promoted.

In conclusion, both provide entertainments, opportunities to disseminate information and they act as vehicles for social interactions. The attractions provided in tourism and the destinations act as location and materials for theatrical productions. Hence, entertainment and relaxation are provided to generate revenues. Theatre and tourism are particularly germane in an era of economic meltdown. Obasi establishes the efficacies of both theatre and tourism in moral re-orientation and intellectual re-arrangement of behaviour to lift the society to higher pedestal.

2.01.1 The Challenges of Tourism

Sodmeier-Rieux & Mcconkie (2002)²⁷ stated that unmanaged tourism can strain community resources through needs for additional garbage collection, increased search and rescue costs, and outside pressures for change. They discovered that if tourism activities are not thoroughly planned and managed, they could lead to a lot of chaotic situations. They however observed that when tourism is well managed, it will provide the necessary revenue, quality capital investments, community recreation facilities and local pride.

Among the myriads of challenges confronting the management of tourism is the issue of attracting “destination” visitors who spend more money and stay longer than “pass-through” visitors. Destination clients for instance experience their vacations in a different manner because they have a greater opportunity to experience local culture, relax and rejuvenate, or explore local activities in-depth. Every nation aspiring to develop its tourism should therefore leave no stone unturned in ensuring that such categories of tourists are attracted and re-attracted.

Another challenge identified by the two authors include the ability to put in the needed concerted community effort to enhance local sense of place and ensure that long-range capital investments fit in with the local character. Every community has the oneness responsibility to conserve its unique resources which will in turn attract more tourists. No community should aspire to resemble “Anyplace, USA” because such an environment will offer less reason for tourists to visit the place. The tasks lie in a community recognizing its unique character to have such characters organized in order to preserve and promote this asset. Such unique features range from unique red rock landscapes to peculiar cultural features. Thus, developing a

sense of place, attracting quality capital investments, and preserving man-made and natural assets are the key challenges faced by tourism (Sodmeier-Rieux & Mcconkie, 2002). They must be tackled head on through keen leadership, vision and complex planning and financial issues.

The authors, (Sudmeier-Rieux & Mcconkie, 2002) recommended that developing a widely shared vision, creating an inventory of local assets and building on local assets are very germane. They further mentioned that the need for regulations should be minimized and stakeholders addressed and given opportunities to serve while attention is paid to aesthetics.

2.01.2 Funding Tourism Development

Sodmeier-Rieux & Mcconkie (2002) observed that once a community has established its vision for tourism development, through an effective planning process, funding quality tourism development is another big challenge. The community or nation can go ahead to explore opportunities of securing funds from both public and private resources.

Many developing economies are faced with a lot of challenges in this regard since many private organizations are not interested in deploying their resources into such a vagarious aspect of investment. Communities should however be creative in this regard to ensure that the meagre resources are efficiently deployed.

In examining the economic gains tourism can provide, Moiser (1997)²⁸ looked at the model used to bring back to life the economy of rural America which followed the severe recession of the early 1980's. He attempted to establish a link between tourism and rural community economic development. Results suggested that while the state can initiate changes that may trigger substantial local economic impacts, the potential social costs to the community and the state might be comparatively too high. He found out that locally initiated efforts may be the most effective strategy in providing a more acceptable social cost.

Kim (1997)²⁹ researched into why American tourists are attracted to particular souvenirs and why they have avarice for others when they visit Mexico. He found out that tourists' general values and attitude toward other cultures, affected travel-related attitude and behaviour that, in turn, influenced attitude towards souvenir among American tourists. It was discovered through the study that attitude towards souvenirs affected tourists' intention to purchase the souvenirs. He further found out specifically

that materialistic and hedonistic value orientations positively influenced the desire to be entertained when travelling, while general interest in other cultures positively affected the desire to explore the cultures of the travel destinations.

He identified two categories of tourists which include those who have stronger entertainment motive and are more likely to be attracted to participating in recreational travel activities and to hold a favourable attitude toward the uniqueness of souvenirs. Those tourists with exploration motive were more actively involved in historic tourism which in turn had a positive influence on tourists' attitude toward the aesthetic aspects of souvenirs.

The purchase intention of the Mexican tourists were positively influenced by a favourable attitude towards the aesthetic properties and the uniqueness of the souvenirs, Kim (1997) in his thesis finally found out that knowledge of Mexico negatively affected attitudes toward the uniqueness of Mexican souvenirs. Kim called for the development of appropriate promotional strategies.

Brown (1995)³⁰ in his PhD Thesis titled "American tourists' narratives of the Caribbean, 1839-1939: A study of the experiences of tourism and of cultural encounter "examined the Caribbean", as represented in travel books published by tourists between 1839-1939 and in the outbreak of World War II. The American then discovered that leisure activities could provide physical and psychological renewal. The Caribbean trip provided an opportunity for the Americans to test their boundaries of conduct and to contract themselves with the others. Brown (1995) realized through the narrative on tourism that the experience of tourism in the Caribbean was a process that began prior to the actual departure and did not end when the traveller was, once again, at home. It was further discovered that tourism experience was not simply a process of arriving touring sites, and learning. It was a complex cultural experience with multiple phases of discovery, transition, and realization.

He realized through the study that Americans on tour enjoyed that which they considered quaint, picturesque, and even primitive. This is not however to dispute the expansionist tendencies of the Americans because they try to be productive, progressive and would destroy the attractions that brought them to the Caribbean as tourists.

2.01.3 Prospects for Tourism in Developing Economies

Bezbaruah (2010)³¹ observes that Northern India, like any other developing economy, needs a big push or a kick-start to put the economy on the path of development. He observes that tourism provides a marketable product which does not depend on raw materials from outside. He cited the instance of Mexico, during her economic doldrums in the 80s, that stepped out of the traditional model of economic growth to depend on tourism as an important input. He reiterated that the strategy showed remarkable results which the Mexican planning minister summed up as follows;

Agriculture and manufacturing are location specific but tourism can be promoted and developed almost anywhere. It is therefore an ideal tool for decentralized regional development. It provides infinite product possibilities - anything under the sun (properly packaged and marketed such as culture, heritage, nature, sun and beaches, cruises, business, conventions, spirituality, adventure, sports, ethnicity and so forth). The benefits are more spread and not centred around urban areas as in the case of most industries. Being a personal service, it is hard to automate and is therefore labour intensive.

The foreign import component of investment in tourism is very low. In Mexico as a whole it was estimated to be 6-8% as against 35-45% for the automobile industry. In the case of the northeast, the component would be even more negligible. The tourist expenditure within the country is almost always equivalent to cash. It therefore has an advantage over traditional exports in respect of immediate cash flows.

The multiplier effect of tourism is very high. The ripple effects are widespread and the benefits are shared by an incredibly large number of service providers, like lodging, food and beverages, handcraft, local transportation, guides, shopping, entertainment and photography. In the total range of services, many of the service providers are not visible at all.

Bezbaruah observes that the above indented observations from the Mexico minister for planning are only illustrative. He observes that in the case of Northeast India, the observations are relevant. Also, he says that in India, the oft-quoted sample survey of the Ministry of Tourism indicates that for every million rupees, in 1985-86 prices the comparative employment generations in some of the sectors were quite tremendous.

Bezbaruah noted that various surveys by the India Ministry of Tourism show the impact of tourism on local level employment – about 96% of the total income of artisan households in Kerala and 90% in Rajasthan comes from tourism related-income. He asserts that studies from the ministry also indicate that “tourism plays a vital role in enhancing the standard of living of the artisan families”. As regards folk artistes, their average per capita income during the peak season is nearly four times that in the lean season. Shares of female employment are highest in the lower income segment of the artisan household.

Bezbaruah observes that the tourism potentials of many developing economies have not been fully exploited. Despite the booming and future projections in favour of global tourism, tourism remains a paradise unexplored.

Tourism continues to present a plethora of opportunities to the new generation of travellers who have been described as “money rich and time poor” and yet constantly look for unique tourists’ experiences. Global tourism presents opportunities for a variety of unique opportunities ranging from rich natural beauty and its diversity, exotic cultural and ethnic mosaic, flora and fauna and the serenity of the virgin, unexplored ecosystems.

Bezbaruah further observes that tourism cannot however be developed in a vacuum. It needs social and economic infrastructure for adequate growth. He encourages the stakeholders to take the first step of surveying the infrastructure gaps which will in turn ensure proper growth. The planners should thereafter prioritize the projects to assess their overall importance to the trade-led strategy. The planner should finally ensure that tourism-related projects are community-driven to ensure continuity and adequate maintenance.

2.01.4 Forms of Tourism

The United Nations Classified Tourism into three forms in 1994 in its popular Recommendations on Tourism Statistics³². The three (3) forms of tourism identifiable are Domestic Tourism, Inbound Tourism and Outbound Tourism.

Domestic Tourism is that type of tourism which could also be called internal tourism. It entails staying in one’s own country but visiting different cities in which one does not live. It involves travelling only within one’s country of residence.

Inbound Tourism on the other hand is called incoming tourism which entails travellers arriving in different countries apart from their own. Incoming means;

arriving at or heading towards an airport or station. **Outbound Tourism** means travelling away from rather than towards a place. Outbound is when someone goes out of their own country for a holiday, business trip and other forms of travelling.

2.01.5 Types of Destination

Smith (1977) was able to identify six categories of tourism which are Business Tourism, Environmental Tourism and Ethnic Tourism. Other forms of tourism include Cultural Tourism, Historical Tourism and Recreational Tourism³³.

Business Tourism involves attending conferences, seminars, conventions, meetings and other gatherings through travelling. Various professional bodies and expert groups are in the categories of travellers involved in business tourism.

Environmental Tourism is the act of drawing tourists to remote areas to look at natural and environmental attractions which may not be available in their home countries or cities. This form of tourism is an attempt to get back to nature. It is primarily geographic in nature and may include a visit to Mount Kilimanjaro or Aso Rock Formation in Abuja.

Ethnic Tourism is travelling to observe cultural expressions and lifestyles that tourists are not familiar with. Visits to native homes, attending dances and ceremonies and religious rituals are instances of ethnic tourism.

Cultural Tourism as the name implies, involves travelling to observe the cultural heritage of people apart from one's country. Attending folk performances, arts and crafts exhibitions, cultural music and dance performance could provide "feasts" in foreigners' eyes.

Historical Tourism involves travelling to see artefacts in museums, cathedral circuits and other places read about or mentioned in the history of a place.

Recreational Tourism involves participation in and observation of sporting events, both traditional and modern, form part of recreational tourism. Engagement in various recreational activities like golf competition or watching horse races could form part of recreational tourism.

2.01.6 The Fundamental Elements of Tourism

Five certain elements of tourism have been identified by Bhatia (2001)³⁴. The elements include Pleasing Weather, Scenic Attractions, Historical and Cultural Factors, Accessibility and Amenities.

Clement Weather: Fine weather and warm sunshine are bound to attract tourists. Good weather will enable the tourists to enjoy the maximum benefit and value for their money. Incessant rainfall and other uncomfortable atmospheric conditions could hinder the movement of tourists into a particular place. Many countries have harnessed the opportunity of the sea coast to develop sport and resorts. France, Italy, Spain and Greece, all in Europe, have well-developed beach resorts.

Weather will continue to play a prominent role in the tourism development of a nation. Bhartia has cited the beautiful beaches of India, Sri-Lanka, Thailand, Indonesia, Australia and some other new destinations as good resorts.

Scenic Attractions: Scenery or the landscape, which includes good weather, are crucial factors in tourism. Lakes, waterfalls, glaciers, forests, springs and deserts are all parts of the scenery. Scenery is nature with its glamour and lustre in grand style. The fascinating coastal regions and breathtaking mountainous regions are bound to draw the attention of tourists. The northern slopes of the Alps in Switzerland and other parts of Europe have continued to enjoy the love of international tourists. To expand the frontiers of tourism, natural wonders like warm and cold water springs, Grand Cayons in the USA, Niagara Falls and the luxurious forests in Equatorial Africa must be nurtured in a continuous manner.

Historical and Cultural Factors: Tourists can be easily attracted to a place through its historical and cultural background. The history and culture of a people have always attracted tourists for centuries. For instance, Stratford – Upon Avon in England has continued to attract tourists en-mass because of its historical linkage with Williams Shakespeare. Many black Americans visit countries like Ghana in West Africa because of their belief that they originated from there. Many Brazilians from South America also visit Ile-Ife in Nigeria to trace the history of Ifa Divinity because Ile-Ife is popularly accepted as its origin.

Germany will continue to benefit from the boom in the tourism industry principally due to her role in World Wars I & II. Many nations like Israel and Saudi Arabia continue to attract religious tourists because of their positions in the history of Christianity and the Islamic religion respectively.

Accessibility: Tourists are bound to consider the means by which they reach the areas where their attractions are located. Is the tourist's site accessible only through aeroplane? Is it accessible only through railways? What does it cost to reach the place? The above are some of the questions that cross the minds of potential tourists.

Many developing countries, which cannot boast of good infrastructural facilities, especially in terms of good road networks have probably been held back from well-developed tourism because of inaccessibility. The affluent tourists do have to consider distance and cost in planning for their tourism. However, the availability of other factors like cheap labour and peculiar expertise have saved some countries in Asia from the setbacks that inaccessibility could have caused. India for instance has the highest arrivals in the aspect of medical tourism because of good services at comparatively cheaper costs.

Amenities or Social Infrastructures: Both man made and natural amenities must be made available if tourists are to be attracted. Such natural amenities like beaches, sea-bathing, hill climbing opportunities and viewing spots are crucial. The man-made amenities include entertainments and catering for the special needs of some tourists. Swimming pools, as well as yachting and surf riding facilities may be necessary in some tourist sites.

The geographical components of tourism are equally of great importance, and they include space, scenery, climate, wildlife, settlement and cultural features.

2.02 International Tourism

Wikipedia Encyclopaedia defines tourism as travelling predominantly for recreational or leisure purposes or the provision of services to support this leisure travel³⁵. The World Tourism Organization however defines tourists as those people who “travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purpose not related to the exercise of an activity remunerated from within the place visited”³⁶. No doubt, tourism has continued to enjoy popular attention as a global leisure activity. World Tourism Organization in its report through the United Nations World Tourism Organization affirmed that there were over 846 million international tourist arrivals in the year 2006.

Hunziker and Kurt were the first authors to define tourism in the most lucid theoretical terms. They defined tourism as “the sum of phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence or are not connected with any earning activity”³⁷. Further definitions of tourism are made available by various professional bodies. Particularly in 1976, the Tourism Society of England defined tourism as the temporary, short-term

movement of people to destinations outside the places where they normally live and work and their activities during the stay at each destination³⁸. It includes movements for all purposes. “Tourism is further defined as those particular activities selected by choice and undertaken outside the home environment³⁹ – International Association of Scientific Experts in Tourism.

Bhatia (2001) examined various definitions of who a tourist is – particularly a “foreign tourist”. He examined the League of Nations’ definition which describes it as “Any person visiting a country, other than that in which he usually resides, for a period of at least 24 hours”⁴⁰.

In the ambit of the definition above he observed that the following persons are to be considered tourists:

- (i) Travellers for pleasure, for domestic reasons, for health and other purposes.
- (ii) Travellers attending meetings or in a representative capacity of any kind (scientific, administrative, diplomatic, religious, athletic, etc.)
- (iii) Travellers for business purposes.
- (iv) Persons arriving in the course of a sea cruise, even when they stay for less than 24 hours. (The latter should be reckoned as a separate group, disregarding if necessary their usual place of residence).

Bhatia (2001) noted that the under mentioned class of travellers are not regarded as tourists in the light of his earlier definition:

- (i) Any person taking an appointment or engaging in any gainful occupation in another country.
- (ii) Any traveller who has the intention of becoming a resident in another country.
- (iii) Students and young persons who are boarded in their host countries.
- (iv) Residents in a frontier zone and persons domiciled in one country and working in an adjoining country.
- (v) Travellers who are passing through another country without stopping even though the journey may take more than twenty four hours.

Bhatia (2001) concluded that in 1945 the definition was adopted by the United Nations (UN) which had earlier defined a ‘tourist as a person who stayed in a foreign country for more than 24 hours and less than 6 months for any non-immigrant purpose’.

From the definition above, Bhatia (2001) agreed with the UN that a tourist is that person visiting a foreign country for more than 24 hours and not above 6 months.

The purpose of the visit may vary, ranging from profit-making to the acquisition of knowledge or even for leisure and recreation.

An international tourist has crossed the borders of his own country to another country and is bound to gain value from or add value to the host country. It may nevertheless be an immaterial value. There however have been several reviews of the definition particularly the definition of 1963 by the UN which defines a tourist as a traveller or a temporary visitor staying at least twenty four hours in the host country for the purpose of leisure or business, family, mission or meeting. The definition that emanated from the Rome Conference of 1963 further defined an excursionist as that temporary visitor staying less than twenty four hours in his or her country of visit⁴¹.

Even as the definitions of who an international tourist is continues to improve, accommodating various nuances of the international laws, some fundamentals like duration, place and purpose cannot be adjusted easily.

Furthermore, Aremu (2001), while discussing international tourism, traced the history of the notion to 1925⁴². He credited one Mr. Deventer of the Netherlands with the commencement of international tourism. The concept, Aremu (2001) noted, has now matured into a strong industry to restore hope in the economic status of most developed world, as well as inject sanity and beauty into the entire environment.

2.03 Management in Tourism

Gulick and Urwick (1937) were able to identify the basic functions of a manager with the acronym POSDCORB meaning Planning, Organizing, Staffing, Directing, Co-ordinating, Reporting and Budgeting. Ayodele and Ajayi (2002) agreed that those who are vested with the authority to formulate and execute the policies of an enterprise comprise the management⁴³. Really, there are as many meanings of management as there are managers. Many scholars agree that management comprises a special group of people who are charged with the responsibility of running an enterprise. Managerial functions are interwoven and endless. Nwachukwu (1988) buttressed the foundation laid by Gulick and Urwick and as expounded by Ayodele and Ajayi, management entails the co-ordination of all the resources of a particular organization through the process of planning, organizing, directing and controlling to ensure that an organization's objectives are attained⁴⁴.

One may not however be wrong to expect that some components should be taken into account when one is attempting a definition of management. Ibukun

(1997) highlighted the structure, factors, functions and goals as very important components of management. He went further to say that a useful and meaningful definition of management should be that one which delimits an organization into structural levels and arranges workers and activities into performance units and co-ordinating resources and production procedures through appropriate leadership behaviours to achieve organizational set goals and objectives⁴⁵. Management in its effective form should thus be seen as a process of utilizing not only effectively but also efficiently both human and material resources to attain organizational goals through appropriate leader behaviour.

All deliberate designing and implementation of activities to materialize the goals and objectives of an organization can be conveniently described as management. If all efforts put in place fail to achieve the goals and objectives earlier set by an organization, then management cannot be said to have taken place.

From the foregoing, an effective definition of management should imply a set of pre-determined goals and objectives to be achieved with managers having functions to perform within an organization. Management should further entail the production of goods and services to satisfy human wants via efficient utilization of resources. Management can be seen to cut across all kinds of organizations and apply to all levels which include top level, middle level and operational level.

Nwankwo (1982) perceives that the best managers are the individuals who possess natural gifts for management⁴⁶. Like an art, he strongly believes that one needs natural gifts, traits or abilities to be effective. Thus the main task of an organization that will succeed is identifying and selecting good managers rather than training them.

However, Frederick Taylor, known as the father of scientific management, sees management as a science because it involves collection, classification and analysis of data with a view to matching evidence with theory as obtainable in science as a systematized knowledge⁴⁷. The employment of a systematic procedure or scientific methods to obtain complete information about a managerial problem and finding solution to it are scientific steps to management.

One must, despite the two schools of thought, realize that human beings as completely complex entities are involved in management, thus the need to blend by the artistic and scientific perceptions on management matters.

2.04 Culture and Tourism

Culture has been defined as “the acquired knowledge that people use to interpret experience and generate social behaviour”⁴⁸ by Spradley (1979).

Ratz and Puczko (1997) see culture in general as that concept which consists of behaviours and artefacts, beliefs and values and underlying assumptions i.e. ways of perceiving, thinking and evaluating the world, self and others⁴⁹. The two researchers assert that “through the development of tourism in a destination, culture is usually being transformed to a product as an element of the overall tourist supply”. In the paper presented at the “Innovatory Approaches to Culture and Tourism” ATLAS International Conference by Ratz and Puczko (1998), they believed that culture has the potentials of being marketed to tourists through both tangible and intangible elements which may include buildings, crafts, art objects and/or behaviours and values. In Hungary, like in any other country, Ratz and Puczko were not able to detach culture from tourism and vice-versa. They saw both as an attraction and as an element in the system’s environment.

The World Tourism Organization (WTO) in 1997 reported that cultural tourism is the fastest growing form of tourism internationally⁵⁰. Richards (1996) had earlier acknowledged that cultural tourism is a fast growing form of international tourism⁵¹.

Casson (2006) stated that culture, when defined as shared values and belief system, can influence the development of an economy in several ways⁵². He believed that the culture of a group, whether national, regional or ethnic, may be regarded as a particular type of intangible public good. Casson examined the theory of inter-cultural competition. The theory asserts that culture is created by leaders, who specialize in the production of culture, and is shared by their followers. Leaders compete for followers in order to increase the rents that they can extract from their groups. The rents may be pecuniary while a whole lot may not be pecuniary and may include the enjoyment of pursuing a public project that glorifies the leader and their group.

Rizzo and Throsby in Ginsburgh and Throsby (ed) 2006 stressed that culture, particularly cultural heritage, is of economic value. They argued that from an economic viewpoint the appropriate conceptualization of heritage is as a capital asset.

Brile and Schulze (2006) in their assessment of culture in urban and regional development and growth found out that art and culture have a place in urban and regional development from an economic perspective⁵³.

Santagata (2006) asserted that cultural districts, which may form tourist attractions, are a good example of economic development based on localized firms and local culture⁵⁴. They reviewed the relationship between culture, viewed as an idiosyncratic good and the Marshallian theory of industrial districts.

Folorunso in Aremu (2001) saw cultural tourism as that tourism dealing with people, places and events and their ways of life⁵⁵. He opined that the culture of a place should be packaged to attract the admiration of others to come and view and pay for the services. Folorunso (2001) further asserted that some conditions must be in place to make a success of cultural tourism. The conditions include friendly government policy, stability in political systems, respect for human rights, low income rate and the safety of lives and property. He further noted that governments of developed nations of the world continuously warn their citizens against touring nations which do not have the qualities mentioned above. Culture, which is the totality of a people's past and present value system, must create ample room for foreigners if it will serve as an impetus for tourism development. Folorunso was able to identify some cultural elements and activities which can serve as promoters of tourism. Such include rich historical monuments and buildings, numerous museums of different kinds, public edifices, shopping opportunities and tourist service facilities.

Cultural tourism like any other product must be sold; hence Folorunso observed that advertisements should be placed in international weekly magazines by tourism agencies of various countries. The attractions and comfort that await visitors to the respective countries must be emphasized in the message. Folorunso was able to identify scientific archaeology as the scientific search and study of evidence of past activities of human populations that have long disappeared. He asserted that archaeology is aimed at understanding the cultural behaviour of the populations within their environments. The performance of cultural elements in archaeological findings can no doubt be of tremendous excitement to tourists who are mostly from a completely different cultural milieu.

Folorunso insisted that the development of tourism facilities should not be allowed to disrupt the lives and cultures of native populations and local residents. Above all, he encouraged a careful planning to ensure that the visual integrity of

historic places and sites are preserved while the local residents benefit from tourism. He further explored the concept of Anthropology and Tourism - the former which he defined as the study of man. Folorunso concluded that all physical facilities must have been developed in tandem with cultural elements and activities to attract tourists.

Marguba in Aremu (2001) viewed cultural tourism as that which embodies such activities as organized visits to historical sites, visiting other cultures and people⁵⁶ etc. He was able to identify the most memorable cultural tourist destinations in Nigeria which include in the northern parts of Nigeria, the annual Argungu Festival in Kebbi State, annual Sallah Durbar in Katsina State, Gidan Hausa, Kano, Kano State and Farri Bacchama Annual Festival of Adamawa State. In the South, he identified Eyo Masquerade of Lagos State, the Olumo Rock in Ogun State, Ikogosi Warm Spring in Ondo State, the Bakar Yam Festival in Rivers State and others.

Aremu (2001) noted that cultural tourism in Nigeria dates back to historic times. He stated that these are manifested in the Nigerian festivals and customs and their material culture. He emphasized that cultural festivals were practiced before the coming of the white people⁵⁷. He identified various cultural materials which are of interest to tourism with a traditional touch. He said that the mental template of the producers of the cultural materials such as terra-cotta, bronze, brass, iron, pottery and wood objects show that Nigerians are highly skilled and intelligent. The authentic objects in the royal palaces in Nigeria in the olden days are further testimonies to this, he commented. Aremu concluded that cultural tourism in Nigeria might have taken its origin from the people's culture.

2.05 The Socio-Cultural Impacts and Effects of Tourism

Ratz (2000) in his Ph.D. research project asserted that "Apart from obvious and visible effects on the economy and the physical environment, tourism can contribute to social and cultural changes in host societies, including changes in value systems, traditional lifestyles, family relationship, individual behaviour or community structure"⁵⁸.

Ratz was able to categorize the impacts of tourism into three contexts:

- where the tourist is buying some goods and services from the host
- where they are in the same place at the same time, and
- when they meet and share ideas and information.

That tourist-host encounter does not often encourage the sharing of ideas and information is uncommon according to Ratz. Nettekoven (1976; 1979); Boissevain and Serracino-Inglott (1979); de Kadt (1979); Krippendorf (1987); Nunez (1989); Pi-Sunyer (1989); and O'Grady (1990) were cited as supporting the assertion that tourism fails in promoting mutual understanding among different nations and stereotypes prevail.

FUNESCO (1976) characterized the relationship between the tourist and his host into transitory, unequal and unbalanced, lacking in spontaneity and limited both in space and time⁵⁹. Sutton (1967) in Ratz observed that since tourists' period of stay in the destination is short there may not be opportunity to develop the superficial relationship into a more meaningful one. What results from the common unplanned hospitality is said to be mere commercial activity in the assessments of de Kadt (1979); Greenwood (1989); and Jafan (1989). Tourists are often exploited by host communities who see their 'visitors' as wealthier (Nettekoven, 1976; 1979).

Ratz (2000); Boissevain (1979); Wilson (1979); Duffield & Long (1981); McElney & Albuquerque (1986); Crandall (1987); Greenwood (1989); D.G. Pearce (1989); and Tsartas, (1992) asserted that tourism has a demonstration effect on the hosts' behaviour to enable the hosts imitate the tourists.

Tourists can effect a change in language usage in their destination through social interaction. The assertion was buttressed by White (1974) and Nunez (1989) among other scholars.

Some other effects of tourism on the host community include enhanced alcoholism, crime, harloting and games that involve betting and gambling. Ratz (2000) cited Young (1973); Grabirn (1983a); Gay (1985); Pi-Sunger (1989); O'Grady (1990).

The material and non-material forms of local culture of the host communities are subject to transformation which includes revitalization and commoditization (Grabirn, 1976, 1984; UNESCO, 1976; Andronicou, 1979; Mathieson and Wall, 1982; Greenwood, 1989; Mason, 1990; Mill, 1990; O'Grady, 1990; Evans, 1994).

The quality of life of the host communities are affected by the tourist activities. The social structure and social organization of local residents will no doubt be affected by the tourist activities. These assertions are supported by de Kadt, 1979; Gatz, 1983; Krippendorf, 1987; Pearce, 1989; and Peck and Lepie, 1989.

Ratz maintained that the development of the tourism industry is often credited for generating new employment in the destination. His stand was further corroborated in the findings of UNESCO, 1976; Grandall, 1987; and D.G. Pearce, 1989. Ratz (2000) clarified however, that much of the employment generated is seasonal, unskilled and low-paid. The clarification was further supported by Vaughan and Long, 1982; Papadopoulus and Mirza, 1985; Allcock, 1986. The community's traditional work patterns are thus seriously affected, resulting in the abandonment of agricultural occupations (de Kadt, 1979; Urbanowicz, 1989; Verbele, 1995; Crick, 1996).

Ratz (2000) indicated that the size and demographic characteristics of the host population are bound to change as a result of tourism development. These impacts have also been noted by scholars like de Kadt, 1979; Duffield and Long, 1981; Gatz, 1986; Crandall, 1987; and Jeffs and Travis, 1989. Tourism activities have tremendous impacts on community structure (Duffield and Long, 1981; Harckeland, 1984).

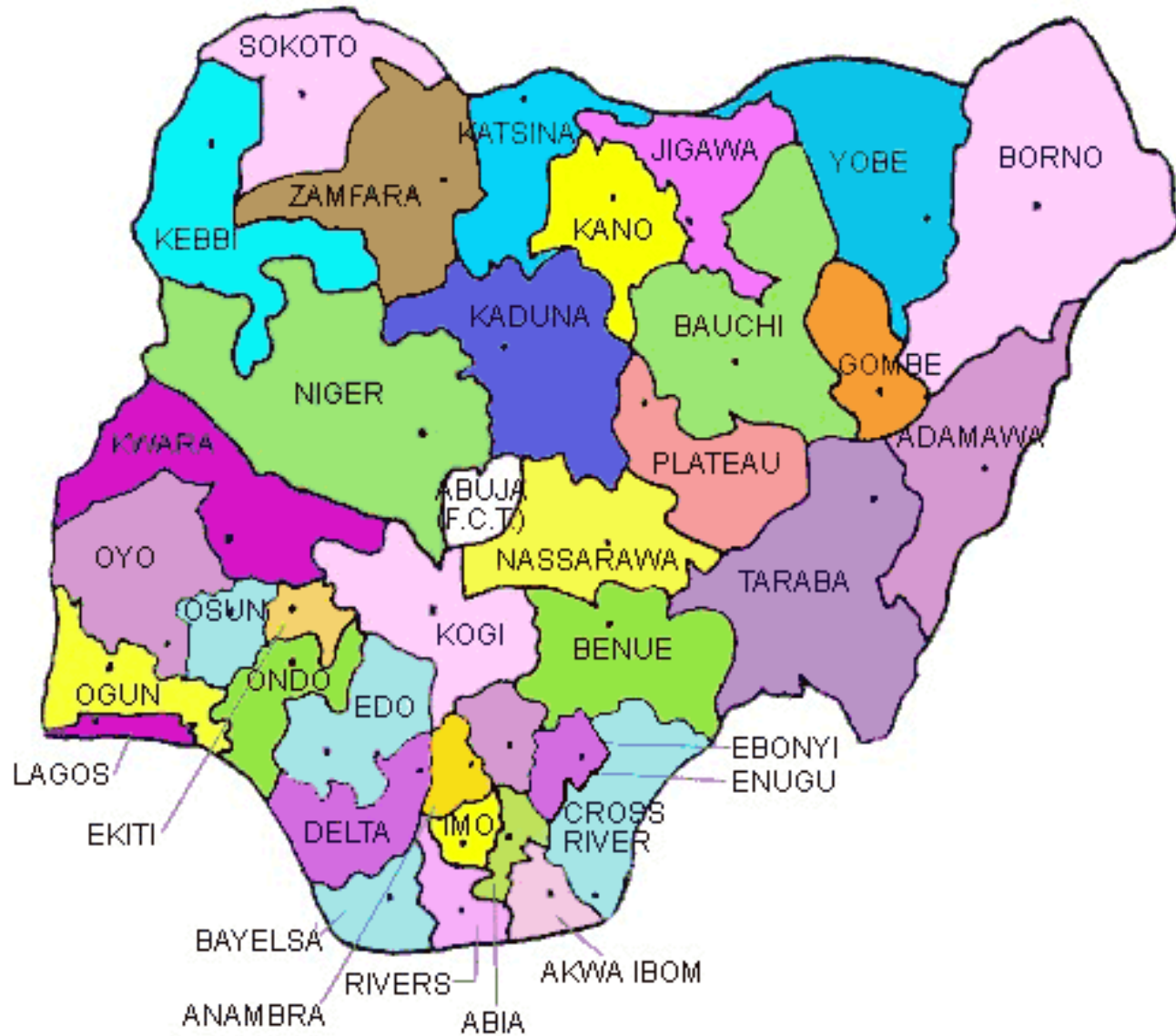
Greenwood (1972); Stott (1978); Boissevain and Serracino-Inglott (1979); de Kadt (1979); Duffield and Long (1981); Pi-Sunyer (1989); Mason (1990); and Kousis (1996) stated that the mobility of women and young adults will increase through tourism development.

Ratz (2000) in his Ph.D. research findings on the socio-cultural impacts of tourism noted infrastructural development in the destination, increased supply of services, and, consequently, improved quality of life for local residents. He corroborated his observation with the works of Belishe & Hoy (1980); Garland (1984); Tyrell and Spaulding (1984); Crandall (1987); Liu-Sheldon-Var (1987); Milman & Pizam (1988); Mason (1990); Perdue-Long-Allen (1990); Snepenger & Johnson (1991); and Coccossis (1996). The political, economic, technological, social, cultural and natural aspects of the wider environment were also observed to continuously affect the social and cultural characteristics of the host community. The influence of tourism and other social and cultural influence in the society are interwoven.

REVIEW/ANALYSIS OF PRIMARY DATA

2.06 Study Area

Figure 1: The Political Map Southwestern Nigeria



(Source: *Federal Government of Nigeria Diary: 2012*)

2.06.1 The Geography of Nigeria

Nigeria is situated in West Africa on the Gulf of Guinea between the Federal Republic of Benin and Cameroon. In the East, it shares borders with Cameroon (1,690 kilometres), in the Northeast, Chad (87 kilometres), in the North, Niger (1,497 kilometres), and in the West, Benin (773) Kilometres).

The nation Nigeria has a coastline along the Gulf of Guinea totalling 853 kilometres with a territorial sea of 12 nautical miles comprising of an exclusive economic zone of 200 nautical miles and a continental shelf to a depth of 200 meters or the depth explorable. The five major geographical regions in Nigeria are the Niger-Benue river valley; a broad stepped plateau stretching towards the northern border with elevations far above 1,200 meters; and a mountainous zone along the eastern border where the country records its highest point called Chappal Waddi (2,419 meters).

There are two prominent river systems in Nigeria which are Niger-Benue and the Chad. The Niger River flows 4,000 kilometres from Guinea through Mali, Niger, Benin and Nigeria and empties into the Gulf of Guinea. The Niger River is the largest river in West Africa. Its largest tributary is the Benue which flows at 1,400 kilometres from Cameroon into the Niger River. There are however various river systems in the country which merge into the Yobe River and then flow along the Nigerian border along with Niger before emptying into Lake Chad.

The climatic classification of Nigeria reveals that the climate in the north is dry, tropical in the centre, and equatorial in the southern parts. The interaction between the moist southwest monsoon and the dry northeast winds are the principal governing factors responsible for the variations in the climate. In the south the mean maximum temperatures are 30°C to 32°C and 33°C to 35°C in the north. From around the month of February to November and from June to September the relative humidity is always on the high side in the south and the north respectively. The dry season and low humidity occur simultaneously. There is a decline in annual rainfall northward ranging from about 2,000 millimetres in the coastal parts (it has an average of more than 3,550 millimetres in the Niger Delta) to 500 – 750 millimetres in the north.

2.06.2 The Socio-Cultural Configuration of Nigeria

The heterogeneity of the ethnic groups in Nigeria is the premise for its socio-cultural configuration, with more than 50 languages and far above 250 dialects and ethnic groups. The Hausa-Fulani are predominantly in the north, the Igbos dominate the south-east and the Yorubas dominate the southwest. Between Yoruba land and Igbo land are the Edo people who are mainly Christians (80%) with the remaining 20 percent worshipping the deity called Ogu. The Ibibio/Annang/Efik people of the coastal south-eastern Nigeria and the Ijaw of the Niger Delta are the other major ethnic groups in the southeast and south-south respectively.

The remaining ethnic groups in Nigeria are mostly termed the ‘minorities’ and are spread all over the nation, especially in the middle belt and north. Most Hausas are Muslims while the Igbos are Christians. The people of the other tribes like Efik, Ibibio, and Annang are mostly Christians. However, the Yorubas have a balance of members that practice both Islam and Christianity. Either in public or private capabilities, the indigenous religions are practised by Nigerians.

The arts, both in literature and performance, continue to retain Nigeria on the world map. English language literature and popular music have a place of prominence in Nigeria.

The Nigerian movie industry called Nollywood is a recognized cultural force which has continued to grow in leaps and bounds all over Africa. Western music, dresses and movies are ever popular in Nigeria. Football, both local and international, has continued to foster unity and peace especially amongst the youths in Nigeria. Supporters glide among foreign clubs like Manchester United, Arsenal, Liverpool and Chelsea.

The food blend in Nigeria is a display of African beauty and a simple understanding of the nutritional needs of the human body. Carbohydrates such as yam and cassava with vegetable soups of green leaves combined with fish and ‘bushmeats’ are abundantly available in a typical Nigerian delicacy. The popular meat barbecue called ‘Suya’ is equally available in Nigeria, particularly in the north. Traditional liquor is made from fermented grain, palm products and fruits. Folk and popular music are ubiquitous in the country. Musical instruments like ‘Gangan’ in Yoruba land and the traditional flutes among the Hausas are used in the folk and popular music which are sometimes a combination of the Western musical instruments like the piano and guitar and the local ones.

Masquerades such as Eyo, Ekpe, Ekpo and Egungun are other forms of traditional cultural expressions. The Gelede masquerade takes a prime place in the Yoruba traditional expression.

2.06.3 The Economic Configuration of Nigeria

Nigeria is experiencing what the economists term the “paradox” due principally to the prevalence of poverty, even in the midst of vast natural resources. The co-existence of wealth and poverty has constantly remained a threat to the economic development of the nation after her independence, with more than 80% percent of its population wallowing in abject poverty. The Nigerian economy is making efforts to leverage on her abundant endowments in fossil fuels to counterbalance the excruciating effects of poverty in the nation. However, the country has been enabled to post merchandise trade and current account surpluses in recent years via its exports of oil and natural gas because of peak prices in oil. In the World Bank Reports, 80 percent of Nigeria’s energy revenues flow to the government, 16 percent covers operational costs and the remaining 4 percent goes to investors. Despite the enormous resources available to the country, the 80 percent of energy revenues accruable to government benefit only a negligible percentage of the population. In the years 2005 and 2006, the federal government was able to eliminate the bulk of her external debts. This was as a result of a milestone agreement with the Paris Club of lending nations. In the agreement, series of forgiveness and repayment schemes were devised through the country’s energy revenues. Nigeria has a conspicuous inefficient economy when assessed outside the energy sector. Despite the abundant human capital endowment, such an endowment is highly untapped. The United Nations Development Index has repeatedly ranked Nigeria very low with clear indications that the non-energy-related infrastructure is grossly inadequate.

Nigeria has experimented with diverse economic reform programmes like the National Economic Empowerment Development Strategy (NEEDS) which was to roll between 2003– 2007. The primary essence of NEEDS was to enhance the nation’s standards of living through a variety of reforms like macro-economic stability, deregulation, liberation, privatization, transparency and accountability. It was emphasized in NEEDS that freshwater must be available for household use and irrigation; power supplies must be regular; the decaying of infrastructure must be arrested; and impediments to private enterprise and corruption must be tackled

headlong. Some seven million new jobs were expected to be created through NEEDS while the economy was diversified. The non-energy exports, industrial capacity utilization and agricultural productivity were to be increased through NEEDS. Some states of the federation also embarked on State Economic Development Strategy (SEEDS).

The country has equally embarked on longer-term economic development programmes such as the United Nations (UN) – sponsored National Millennium Goals for Nigeria. The programme covers the years 2000 to 2015 which propels Nigeria to commit herself to achieving a wide spectrum of high spirited objectives to eradicate poverty, encourage mass education, promote gender equality, improve healthcare delivery, guide the environment and promote international development co-operation. The country has recorded success in several areas of the blue print while the deficient areas are under the close watch of the UN.

Subsequently, vision 2020 was embraced by the late President Umaru Musa Yar'Adua after assumed office in May 2007. The cardinal objective was to transform the nation into one of the world's top 20 economies by the year 2020. Embedded in vision 2020 was the seven-point agenda which was to focus on power and energy infrastructure; food security and agriculture; wealth creation and employment; mass transportation; land reform; security (including bringing stability to the Niger Delta); and education.

Corruption has however continued to bedevil the noble foci highlighted above. The endemic corruption which has overwhelmed virtually all the sectors of the nation must be checkmated to enable any economic development programme to achieve its desired goals. Some efforts have however been made by various organizations to stem the tide of corruption which includes that of former President Olusegun Obasanjo who has been accused of insincerity in his fight against corruption. Far up to USD 458 million of illicit funds deposited in Swiss banks by the military junta of late Sani Abacha who ruled from 1993 – 1998 were recovered. In spite of these efforts, Nigeria has not gained any significant positive index in international surveys on corruption. That is, the country is rated very high in corruption.

2.06.4 The Political Configuration of Nigeria

The Federal Republic of Nigeria operates a Presidential System of government. Powers are separated among the three arms of government namely: Executive, Judiciary and the Legislature through the Constitution. The military juntas had seized powers for 15 years before 1999 when a democratically elected government came into power. A multi-party election held in February of the year 1999 ushered in the civilian rule headed by President Olusegun Obasanjo. Thereafter, general elections have been held for three consecutive times. Late President Umaru Musa Yar' Adua took over from President Olusegun Obasanjo on 29 May 2007 but demised while in power. The democratic picture and programme of Nigeria has suffered several blows on the part of its operators, especially the senate rejected constitutional amendment that would have permitted President Olusegun Obasanjo to run for a third time in office.

The Nigerian Constitution: Nigeria's Constitution which shares several similarities with that of the United States of America (USA) was last reviewed in 2010. There are clear provisions for separation of powers among the three arms of government. The result is a strong executive, an elected legislature and an independent judiciary. The major flaw of the constitution as assessed by some critics is that too much power is retained at the centre which is at the expense of the 36 states of the federation. In the constitution as well, Islamic faithful have the option of following Sharia or Islamic law.

Levels of Government in Nigeria: The Nigerian President is Chief of State, Head of Government and Commander-in-Chief of the Armed Forces. The Federal Executive Council, otherwise called the Cabinet, has the President in its chair. The President, who has a maximum of two four-year terms chairs the Federal Executive Council which has all the 36 states (including the Federal Capital Territory, FCT) represented in it.

The National Assembly has a total of 469 members out of which 109 are for the Senate while 360 are for the House of Representatives. They both constitute the legislative arm of the government and are sometimes assisted at the state level by the state House of Assembly members who are expected to make laws on items on the concurrent list of the Constitution. Like the executive president, members of the National Assembly are elected for a maximum of two four-year terms. The Supreme Court, the court of Appeal and the Federal High Court form the federal judiciary,

while at the state level the high courts, Sharia courts, and customary courts form the state judiciary. The executive members of the Nigerian government are sworn in by the judiciary, while the appointment of the members of the Supreme Court is subject to confirmation by the Senate.

Administrative Branches: The Federal Capital Territory and 36 states are the main administrative divisions of Nigeria. The states are grouped into 6 geo-political zones. South-West (Ekiti, Lagos, Ogun, Ondo, Osun and Oyo), South-South (Akwa Ibom, Bayelsa, Cross-River, Delta, Edo and Rivers), South-East (Abia, Anambra, Ebonyi, Enugu and Imo), North-West (Kaduna, Kano, Katsina, Jigawa, Kebbi, Sokoto and Zamfara), North-Central (Benue, Kogi, Kwara, Nassarawa, Niger and Plateau) and North-East (Adamawa, Bauchi, Bornu, Gombe, Taraba and Yobe).

The Local Government and Provincial Set Up: An elected governor who has a maximum of two four-year terms heads the state executive council. Each state equally has a state House of Assembly which is a replica of the National Assembly. The population of the local governments in a state is taken into cognizance in the formation of the State House of Assembly. There are a total of 774 local government areas in Nigeria. A chairman heads the local government council which has the principal responsibility of supplying the basic infrastructural needs of the council. Monthly subsidies are released from the “federation account”. The wasteful and inefficient manner in which the finance of the local governments are being expended has stirred a lot of criticisms from the professionals.

2.06.5 Judicial and Legal System

There are several laws like the Statutory (legislative) Law, English Common Law, Customary Law and in the north, Islamic Law (Sharia). The English Common Laws are applied at both federal and state levels while local courts apply Customary and Sharia laws.

Electoral System: Executive and legislative members are elected into office. Both are elected to a maximum of two four-year terms. Universal adult suffrage at 18 applies to all elections. Any candidate that scores the highest at the polls a situation otherwise known as simple majority, becomes elected. Elections in Nigeria are fraught with fraud, irregularities, and politically motivated violence.

Politics and Political Parties: Presidential and Legislative elections were last held in April 2011. After the demise of President Umar Musa Yar’adua in 2010 his vice Dr.

Goodluck Ebele Jonathan was sworn in. The People's Democratic Party won the majority in the elections and so controls substantial seats in the state. Although critics have observed that if care is not taken the nation can be converted to a one party state, currently there are sixty three political parties in Nigeria where each of the six geopolitical zones tends to be identified with a political party. An instance is the Action Congress of Nigeria (ACN) which is in control of most of the states in the south west of Nigeria.

2.06.6 Mass Media

The regulatory body for broadcast media in Nigeria is the National Broadcasting Commission (NBC). The commission is saddled with the responsibility of controlling media activities in the nation. Radio as a medium has come to prove itself as the most popular, reaching millions of listeners even at a very cheap cost. Even though the television and radio networks that have the widest coverage are owned by the federal and state governments, quite an appreciable number is controlled by private organizations. The Nigerian Television Authority (NTA) beams its service to all the states of Nigeria and several parts of Africa. The Federal Radio Corporation of Nigeria (FRCN) and the Voice of Nigeria (VON) have equally been groomed to meet international standards in mass media and news. Current affairs are also obtained by Nigerians through the British Broadcasting Company (BBC), Voice of America (VOA) and Deutsche Welle. The print media in Nigeria is controlled by private print media houses. With about 14 major daily newspapers, only one is government owned. Various tabloids and six newsweeklies are published in Nigeria. Cybercafés are numerous where Nigerians can access the internet.

2.06.7 Foreign Relations

Peaceful resolution of conflicts, global non-alignment, political and economic co-operation and mediation in the African affairs are the cardinal foci of Nigeria's foreign relations policy. In the past four years however (2007 till date), Nigeria has focused principally on economic relations with the goal of attracting a minimum of USD 600 billion direct foreign investment by the year 2020. Nigeria has been at the vanguard of founding the New Partnership for Africa's Development (NEPAD) with efforts to improve economic conditions in Africa through the elimination of barriers to exports, attracting investment and development aid. Traffic harmonization and the

long-term goal of a custom through the Economic Community of West African States (ECOWAS) have been pursued vigorously by Nigeria. Nigeria has aligned herself favourably with the United States and other Western countries. She has equally been respecting the decisions of International Organizations pertaining to disputes with her neighbours. Nigeria relinquished the disputed Bakassi Peninsula to Cameroon in August 2006. The International Court of Justice had earlier ruled in favour of Cameroon far back in 2002. Since transition to civil rule in 1999, Nigeria has improved tremendously in her foreign relations which embolden her to seek a permanent seat in the UN Security Council with the recent move to head the World Bank.

2.06.8 Subscriptions in International Organizations

Nigeria subscribes to various International organizations like African-Caribbean and Pacific Group of States, African Development Bank (ADB), African Union (AU), Commonwealth, Economic Community of West African States (ECOWAS), Food and Agricultural Organization (FAO), Group of 15, Group of 24, Group of 77, International Atomic Energy Agency, International Bank for Reconstruction and Development (World Bank), International Chamber of Commerce, International Civil Aviation Organization, International Confederation of Free Trade Unions, International Criminal Court, International Criminal Police Organisation, International Development Association, International Finance Corporation, International Fund for Agricultural Development (IFAD), International Hydrographic Organisation; International Labour Organisation, International Olympic Committee; International Maritime Organisation, International Monetary Fund, International Organisation for Migration, International Organisation for Standardization, International Red Cross and Red Crescent Movement, International Telecommunication Union, Multilateral Investment Geographic Agency, Non-aligned Movement, Organisation for the Prohibition of Chemical Weapons, Organisation of the Islamic Conference, Organisation of Petroleum Exporting Countries, Permanent Court of Arbitration, United Nations; Universal Postal Union, World Customs Organisation, World Federation of Trade Unions, World Health Organisation, World Intellectual Organisation, World Tourism Organisation, and World Trade Organisation.

Nigeria has signed major treaties (International) which include Biological Weapons Convention, Chemical Weapons Conventions, Nuclear Non-proliferation Treaty, and partial Test Ban Treaty. The treaties signed by Nigeria in all the bodies mentioned above are non-proliferation agreements.

On the need to protect its environment, Nigeria has International Agreements on Biodiversity, climate change, desertification, endangered species, hazardous wastes, Kyoto Protocol, Law of the Sea, marine dumping, marine life conservation, ozone layer protection and wetlands.

2.06.9 Evolution of Tourism Policy in Nigeria

Studies revealed that the traditional culture of Africans in general and Nigerians in particular, which are forms of festivals, customs and material-culture, have all been parts of tourism since historic times. Before the advent of the colonial masters, cultural festivals had been in practice. People used the occasions for relaxation and to foster peaceful co-existence among themselves. Family members, relations and neighbours travelled long distances to witness traditional festival. Such occasions were used to transact businesses and promote commerce. They were all recipes for tourism.

Tourism, however, was consciously introduced into Nigeria after the nation's independence. The colonial masters did not make efforts to encourage or organize international tourism in Nigeria. Nigerians were involved in both local and international tourism in personal capacities with no platform or system put in place by the colonial masters to encourage such. In 1962, the Nigerian Tourist Association was founded which marked a conscious stride at promoting tourism. A not-for profit organization of tourism practitioners came together to form the association. It has the primary focus of encouraging the creation and development, by all possible means and plans, of facilities that can serve as tourist interests which can be offered to both international and domestic visitors. It further has the focus of projecting the image of Nigeria as a country in which tourists and holiday-makers will find abundant attractions.

Consequent on the formation of the Nigerian Tourist Association, Nigeria was admitted into the International Union of Official Travel Organization (IUOTO) in 1963. Nigeria actually joined the organization as a full member. The IUOTO has since transformed into the World Tourism Organization (WTO).

The Nigerian Tourist Association pushed to ensure that tourism was placed in the Federal Ministry of Trade. The Association was also instrumental in the promulgation of Decree 54 of 1976 which established the Nigerian Tourist Board. The decree adopted the goals of the Nigerian Tourist Association which among others was to promote tourism and provide tourist facilities all over the nation. Each state of the federation was also encouraged by the decree to establish her tourism committee.

A policy on tourism was promulgated in 1986 through the joint efforts of the Nigerian Tourist Board and the National Council on Trade and Tourism. All these were geared towards achieving the objectives of Decree 54 (1976). A document on tourism was subsequently submitted which enabled the Federal Government to accord tourism the status of a “preferred sector” in the national economy. In effect, this meant that tourism was accorded the same status as agriculture. Tax holidays, rebate and soft loans to be paid for a long time were parts of the incentives to investors in tourism business. Such efforts were not to be mainly at the Federal Government level but equally at the state levels.

As tourism gained more and more attention from the Federal Government, there was the obvious need to set policy guidelines to ensure an orderly development and promotion of interstate commerce, mutually beneficial external trade and strategies for the upliftment of domestic and international tourism. Policy as a guide enables smooth conduct and well organized systems. Thus the seriousness and determination of government towards tourism became apparent through the under mentioned policy objectives:

- (i) To increase the inflow of foreign exchange through the promotion of international tourism
- (ii) To encourage even development of tourism-based enterprises
- (iii) To accelerate rural/urban integration
- (iv) To foster socio-cultural unity among the various groups in the country through the promotion of domestic tourism
- (v) To preserve our cultural heritage and historical monuments

The foregoing policy objectives on tourism were meant to aggressively develop and promote tourism in order to harness the economic, social and political opportunities inherent therein. To ensure that all the policy objectives were fully implemented, some broad guidelines were arrived at which included:

- (a) Encouraging domestic and private sector investments in tourism development by putting together a package of incentive which is capable of attracting such investments
- (b) Promoting a favourable environment for foreigners to visit Nigeria
- (c) Identifying and designing centres of attraction for tourism purposes by the three tiers of government which would participate in collaboration with the private sector in the physical planning and promotion of such centres.
- (d) Establishing effective organs for the planning, development, promotion and marketing of tourism in and outside Nigeria including well-defined roles for the three tiers of government

Many strategies were fashioned to achieve the guidelines. These strategies included the provision of basic infrastructural facilities part of which were good roads, potable water, regular electricity supply, and effective communication around and within the tourist centres.

Since the Nigerian Constitution places Culture and Tourism under the Concurrent List, the structure of the Nigerian Tourism Industry situates the Federal Government of Nigeria at the apex of the structure of the Tourism Industry (see Fig. 1).

The Nigerian Tourism Development Corporation (NTDC), which was established through Decree 81 (1992) is the pivotal agency of the Federal Government of Nigeria saddled with the responsibilities of Tourism Development in Nigeria. Aremu (2001) listed the following areas of competence where the corporation has played a direct role in this regards:

1. Marketing and promotion of the Nigerian Tourism Products locally and internationally.
2. Participation in international Travel Trade Fairs, Meetings, Workshops and Seminars.
3. Tourist reception and information services.
4. Tourism facilitation and co-ordination.
5. Planning of Tourism within the overall context of national development plans.
6. Protection and development of the country's tourist assets (natural, cultural and man-made attractions).
7. Implementation of Tourism Laws, Policies and Practices.
8. Financial aids and incentives.

9. Making contacts with international financial bodies and foreign investors.
10. Direct investment and development.
11. Tourism manpower development and training.
12. Advisory services to Tourism related trade and industries.
13. Making contacts with other Departments, carrying out activities which have impacts on tourism.
14. Regional co-operation in tourism activities.
15. Encouragement of domestic and international tourism.
16. Organisation of the tourism industry inside the country (National, State and Local).

At the state level, the State Tourism Boards are analogous to the NTDC. In order words, all trade and traffic as regards tourism is from the Federal Government of Nigeria through the Federal Ministry of Information and Cultureun through NTDC, through the State Governments, through the State Ministry of Information, Culture and Tourism (as the case may be) and through the State Tourism Boards.

Other institutional stakeholders like the hoteliers, transporters and financiers relate to the State Governments. However, given that tourism is on the Concurrent List, these institutional stakeholders can relate directly to the Federal Government – Federal Ministry – NTDC (See Figure 1).

2.06.10 The Six States in The Southwest Geopolitical Zones in Nigeria

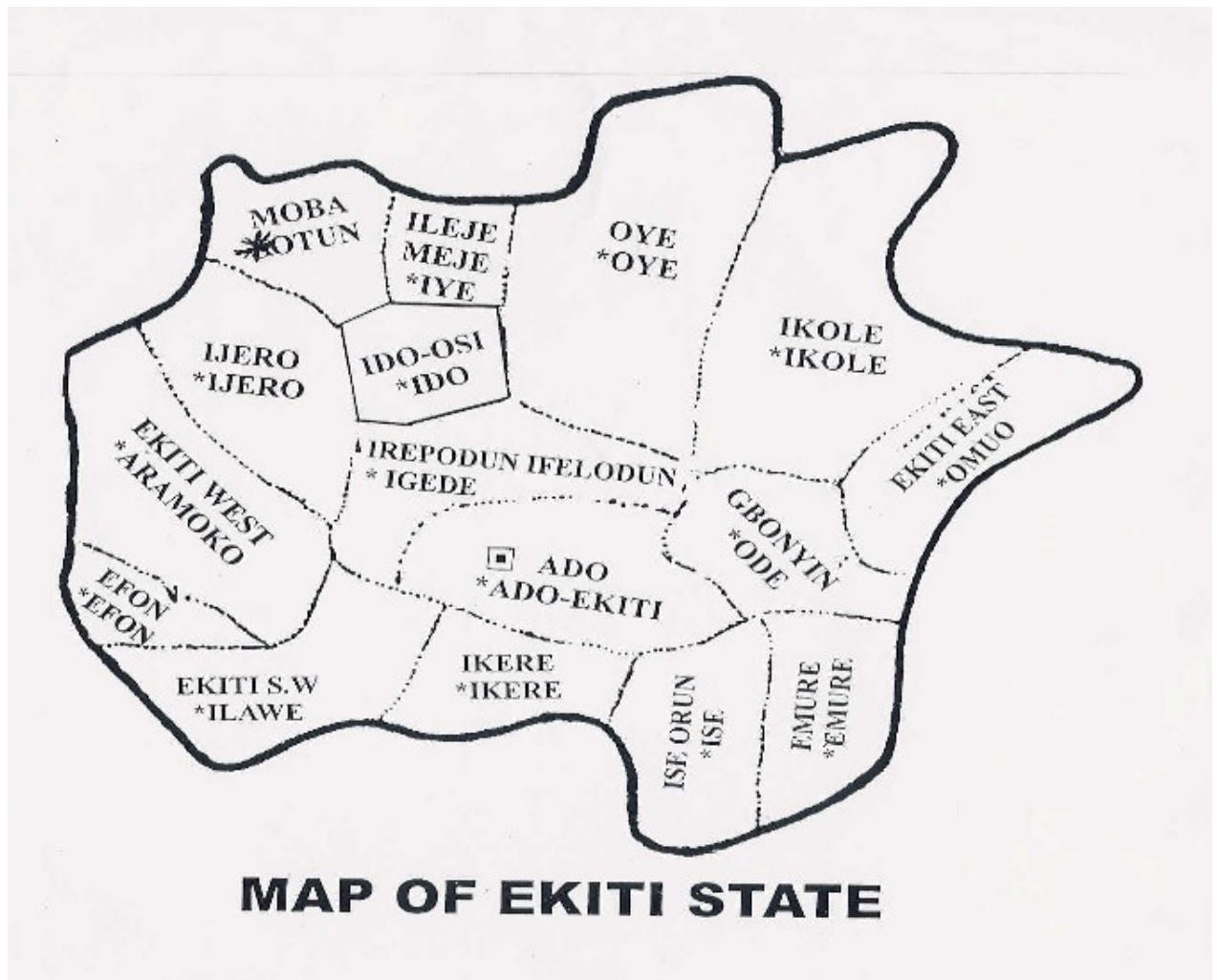
The country has a total of 36 states created at different times. It as well has a Federal Capital Territory that houses the Federal Executive and Administration. There are a total of 774 Local Government Areas (LGAs) while the states are grouped into six geopolitical zones. See the fig. area table below:

Table 1

ZONE	STATES IN THE SOUTHWESTERN ZONE
S/W	Ekiti, Lagos, Ogun, Ondo, Osun, Oyo

2.06.11 Ekiti State

Figure 2: Map of Ekiti State



(Source: *Ekiti State Diary*: 2012)

Created on 1 October 1996 by the Late General Sani Abacha military regime, it is popularly called “Fountain of Knowledge”. The creation of Ekiti State was announced in a nation-wide broadcast marking the 36th Independence Anniversary of Nigeria. Formerly part of Ondo State, it covers twelve local governments that were called Ekiti Zone in the old Ondo State. It has at its borders Osun, Ondo, Kwara and Kogi states.

A typical Ekiti indigene is a farmer as agriculture is the mainstay of the state’s economy. Cash crops like rice, kolanut, oil palm and cocoa are mostly cultivated in Ekiti State. Food crops like cassava, yam, cocoyam, maize, cowpea, citrus and plantain are also cultivated in the state. Ekiti State can boast of wood-base industries since the ecological factors in the state are favourable to hard wood cultivation. The state used to be backward in terms of industrialization, however in recent times the civilian government has combined efforts with the private sector to explore the potentials in the state for industrialization. The World Bank Infrastructural Development Fund is being harnessed to cater for entrepreneurs’ and investors’ needs.

Clay, kaoline, charcoalnite granite, clarcomite, bauxite, foundry sand, cassitente and columbite are also available in the soils of Ekiti.

Tourist Centres in Ekiti State

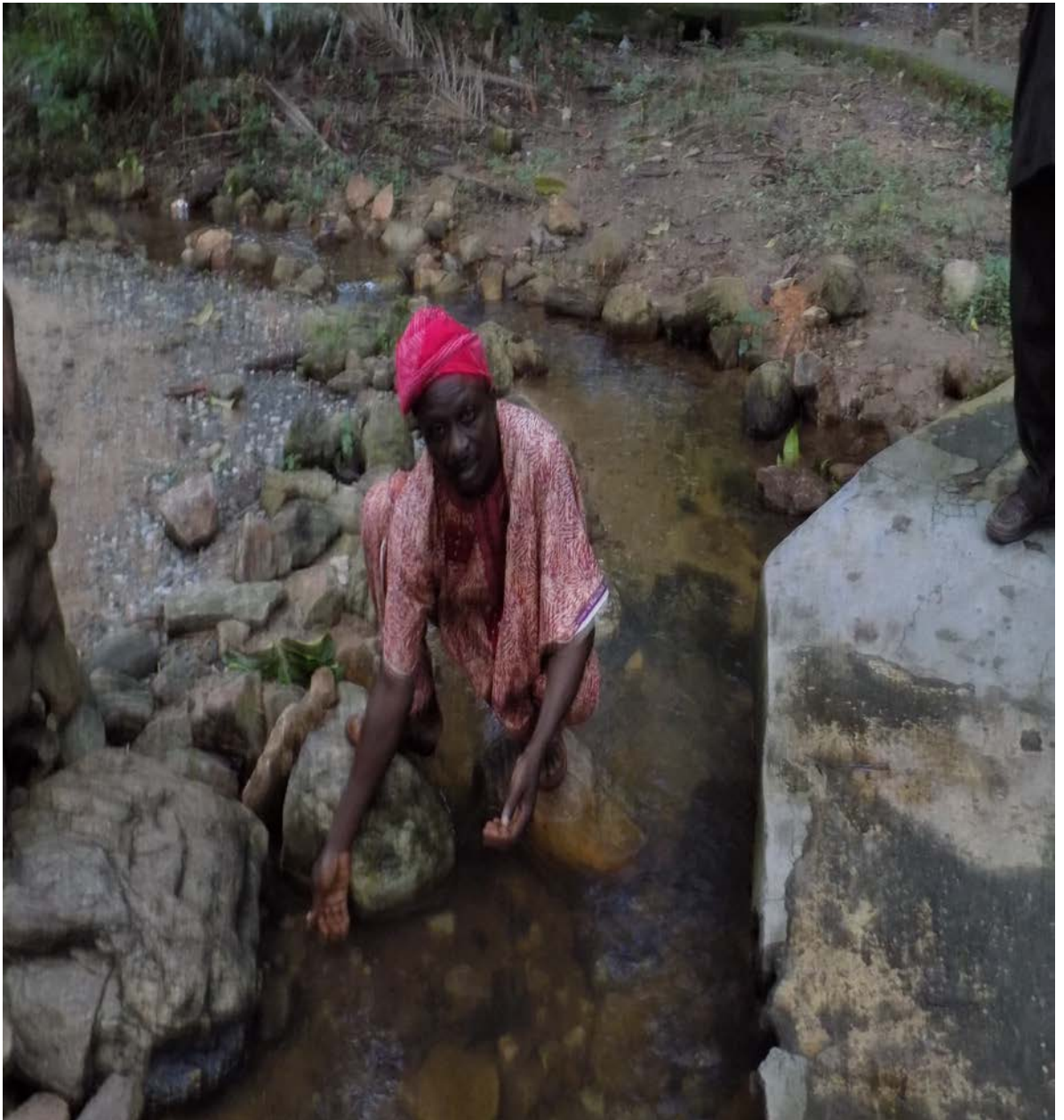


Figure 3: A Stream within the forest
(Source: cometonigeria.com)

The state has great potentials in tourism. It has notable tourist attractions like the Ikogosi Tourist Centre. Ikogosi is a tourist centre where both warm and cold water ooze from two different sources from the earth surface. The awe in the spring is the manner through which they emptied into a pool. The government of the state has succeeded in providing various facilities at the tourist centre which include a standard conference hall, opulent chalets and a scintillating restaurant. In other parts of the state are other tourist centres like the Raw Materials Display Centre, Arinta Waterfall at Ipole-Iloro, Ero Dam at Ikun-Ekiti and Fajuyi Memorial Park at Ado-Ekiti among others.

The cultural carnivals in the state are also worthy for the eyes of tourists, such cultural carnivals include Iwemo and Udiroko in Ado-Ekiti, Ogun carnival in Ire-Ekiti, Ijesu and Egungun festivals.

Created precisely on 27 May, 1967 by Decree No. 14 of 1967 upon the restructuring of the Nigeria Federation into states, under the state creation and Transitional Provision Decree, the entity called Lagos State emerged. Lagos was formerly governed under Lagos Municipal, Lagos City Council (LCC) and the Metropolitan Area (colony province). The Metropolitan Area or colony province which comprises of Ikeja, Agege, Mushin, Ikorodu, Epe and Badagry were controlled by the Western Region, while Lagos Municipal was controlled by the Federal Government through the Federal Ministry of Lagos Affairs, the regional authority. The Lagos City Council (LCC) governed the city of Lagos.

The most economically viable state in Nigeria, Lagos lies in the south-western part of the federation sharing boundaries with Ogun State in the north and east, and the Republic of Benin in the west.

It shares boundaries with the Atlantic Ocean at a stretch of 180 kilometres along the coast. Lagos State has been assessed to be the smallest in Nigeria within a land space of 3,577sq km.

It used to be presumed that Lagos is made up mainly of areas around the Lagos Island. However, places like Ebute-Meta where the Aworis settled are main parts of Lagos. The Aworis migrated to Lagos from Ile-Ife. The Aworis, reinforced by the Benin warriors and other Yoruba elements, came together to form Lagos. With time, other nationals like the Sierra Leonians and the Brazilian returnees joined the Lagos dwellers. The Ijebus and Oguns later settled in Lagos.

Lagos State has developed its educational sector with 906 primary schools with 859,456 pupils. The state can boast of 360 secondary schools with 633,247 students; five technical colleges with 3,223 students; two colleges of education; Lagos State University and the University of Lagos which is federal government owned as December, 2012. (Source: Lagos State Diary).

Tourist attractions in Lagos State include the following:

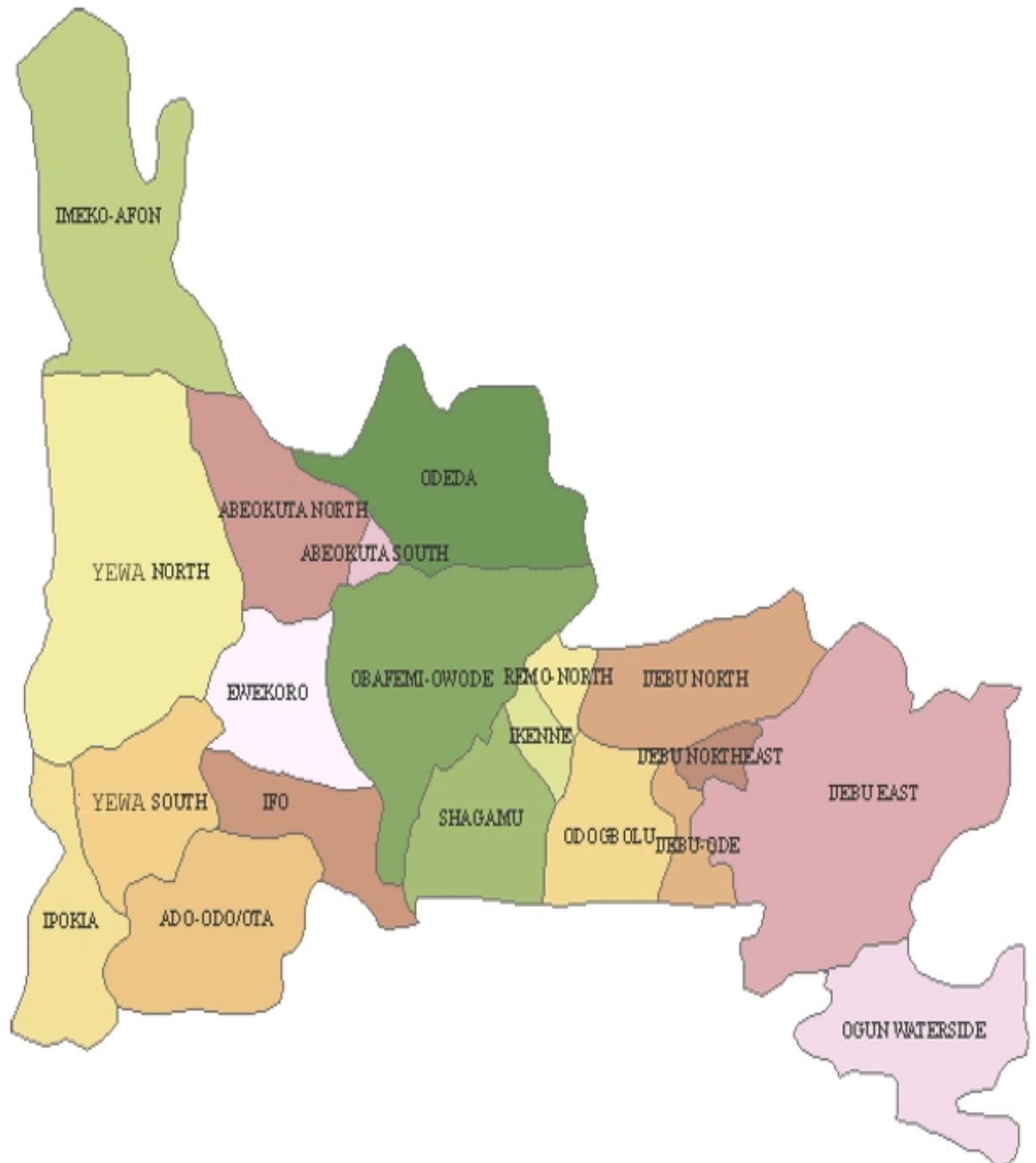


Figure 5: A Creek in Lagos
(Source: cometonigeria.com)

- Bar Beach (man made)
- Badagry Beach
- Lagos physical/man-made
- Kaiyetro
- Baiyegun Beach
- Eleko Beach
- Tarkwa Bay
- Water Parks
- Apapa Amusement Park
- Frankid Resort
- Festac Resort
- Whispering Palms, Inoro, Badagry
- Lekki Conservation Centre
- National Museum
- Onikan Museum
- Slave Relics, Badagry Monuments
- Muson Centre, Onikan
- National Theatre Iganmu
- Oba's Palace
- Igbo Igunnu Lagos.

2.06.13 Ogun State

Figure 6: Map of Ogun State



(Source: *Ogun State Diary: 2012*)

Created on 3 February 1976 in the south-western part of Nigeria, it shares boundaries with Lagos State and the Atlantic Ocean to the south, Oyo and Osun States to the north, Ondo State to the east and to the west, Republic of Benin.

Food crops like maize, rice, cassava, yam and banana are cultivated in Ogun State. Cash crops like cocoa, kola nut, rubber and oil palm are also cultivated in the state. The state has a record of being one of the highest producers of kola nut (a major stimulant). Rubber and timber are also available on a large scale in the state.

The state has one federal university (of agriculture) in Abeokuta and two state government owned universities. The state has the highest number of private universities in Nigeria.

Many leaders that have emerged from Ogun State include former President Olusegun Obasanjo, Chief Ernest Sonekan, Late Chief Obafemi Awolowo, Late Chief Kuforiji Olubi, Late Prof. Ola Rotimi, Late Prof. Olikoye Ransome Kuti, Prof. Wole Soyinka and Fela Anikulapo Kuti. The six ethnic groups in Ogun State are the Egba, the Ijebu, the Remo, the Egbado, the Awori and the Egun. Scores of dialects are spoken in the state while Yoruba is widely spoken.

The tourist attractions in Ogun State include:

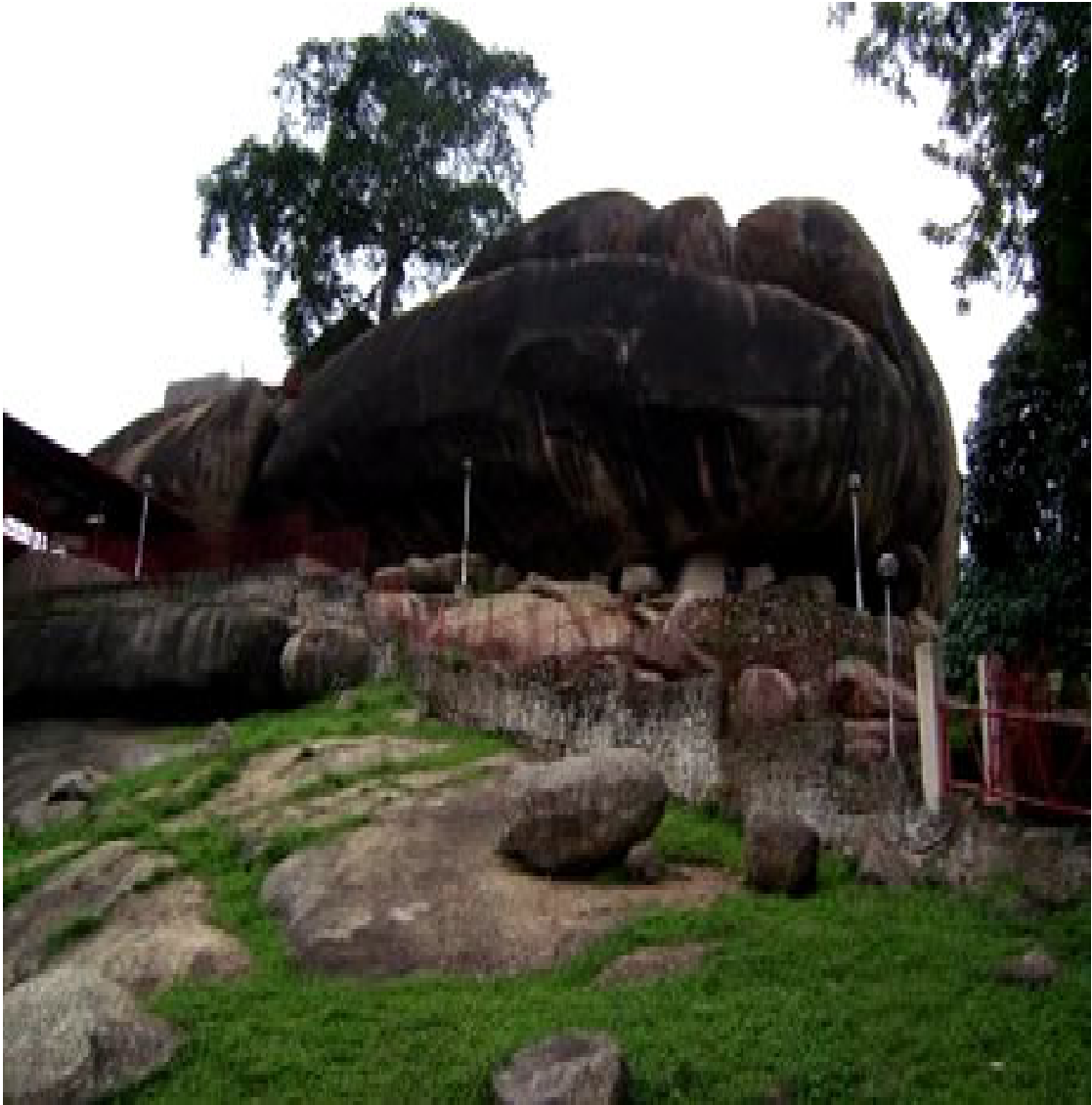


Figure 7: Olumo Rocks
(SourceMuyiwa Akande,2016)

- Management Training Centre
- Ogere Man-made
- Adire Market
- Itoko, Abeokuta Cultural Centre
- Olumo Rock
- Physical Birikisu Osungbo Shrine (Cultural/Religious Attractions)
- Obute-Oni Tourist Beach (Natural)
- Ancient Palace of the Cultural Alake of Egbaland Monument
- Ogunde Theatre Centre.

2.06.14 Ondo State

Figure 8: Map of Ondo State



(Source: *Ondo State Diary: 2012*)

Akure is the capital of Ondo State which was created on 3 February, 1976 out of the former Western Region. It got splitted into Ondo and Ekiti States in 1996. The state has a total of eighteen local governments, a federal university and the two created by the state government. It shares boundaries with Osun and Ogun, Edo, Kwara and Kogi States. It equally enjoys a coastline shared with the Atlantic Ocean.

The mainstay of Ondo State economy is agriculture and particularly natural fuel which was recently discovered in the state. The state is reputed as the “education factory” of the country as a result of mass education in the state. Many tribes came together to form Ondo State and they include the Yoruba, the Arogbo and the Ijaw extraction.

Tourist attractions in the state are listed as follows:



Figure 9: Natural deposit in Ondo
(Source: cometonigeria.com)

- Idanre Hills
- Idanre Physical
- Owo Museum Monument
- Ipele Iloro Water Fall

The pool of cultural heritages in the state are visible in their music, art, dances dresses and cultural festivals.

2.06.15 Osun State

Figure 10: Map of Osun State



(Source: *Osun State Diary*: 2012)

Carved out of Oyo State on 27 August 1991, the people of the state are Yorubas whose origin is traceable to Oduduwa. Osogbo is the capital of Osun State which has a total of 28 local governments.

The current governor of the state is Engineer Rauf Aregbesola who came to power in December, 2010. It occupies a land mass of approximately 8,602 sq kilometres. Known as the state of the living spring, it shares boundaries with Oyo, Ekiti, Kwara, Ekiti, Ondo and Ogun States.

The state houses several of Nigeria's most acknowledged landmarks like the Obafemi Awolowo University at Ile-Ife and Ile-Ife believed to be the cradle of Yoruba race.

The major occupations of the people in the state are farming, trading and artistry. The agrarian nature of the state is currently being harnessed by the incumbent civilian governor to establish agro-allied industries.

The ethnic groups in the state are Ife, Ijesha, Oyo, Ibolu and Igbomina. Islam, Christianity and traditional religions are widely practised in the state. Tourist attractions in the state are the famous Ife bronze, Oranmiyan staff, the popular Osun Osogbo cultural festival, the Ife Museum, Obafemi Awolowo University Zoological Gardens, Ile-Ase, Yeyemolu Shrines and Oduduwa groove, Osun Osogbo sacred groove, Adunni, (Susana Wengers) centre, Genesis Arts Gallery, Nike Arts Gallery, Jahum War Site, Inisa, the Ohumirin Water-falls, Igbo-Sango Watersfalls at Ede and the Ayikunugba Waterfalls at Oke-Ila.

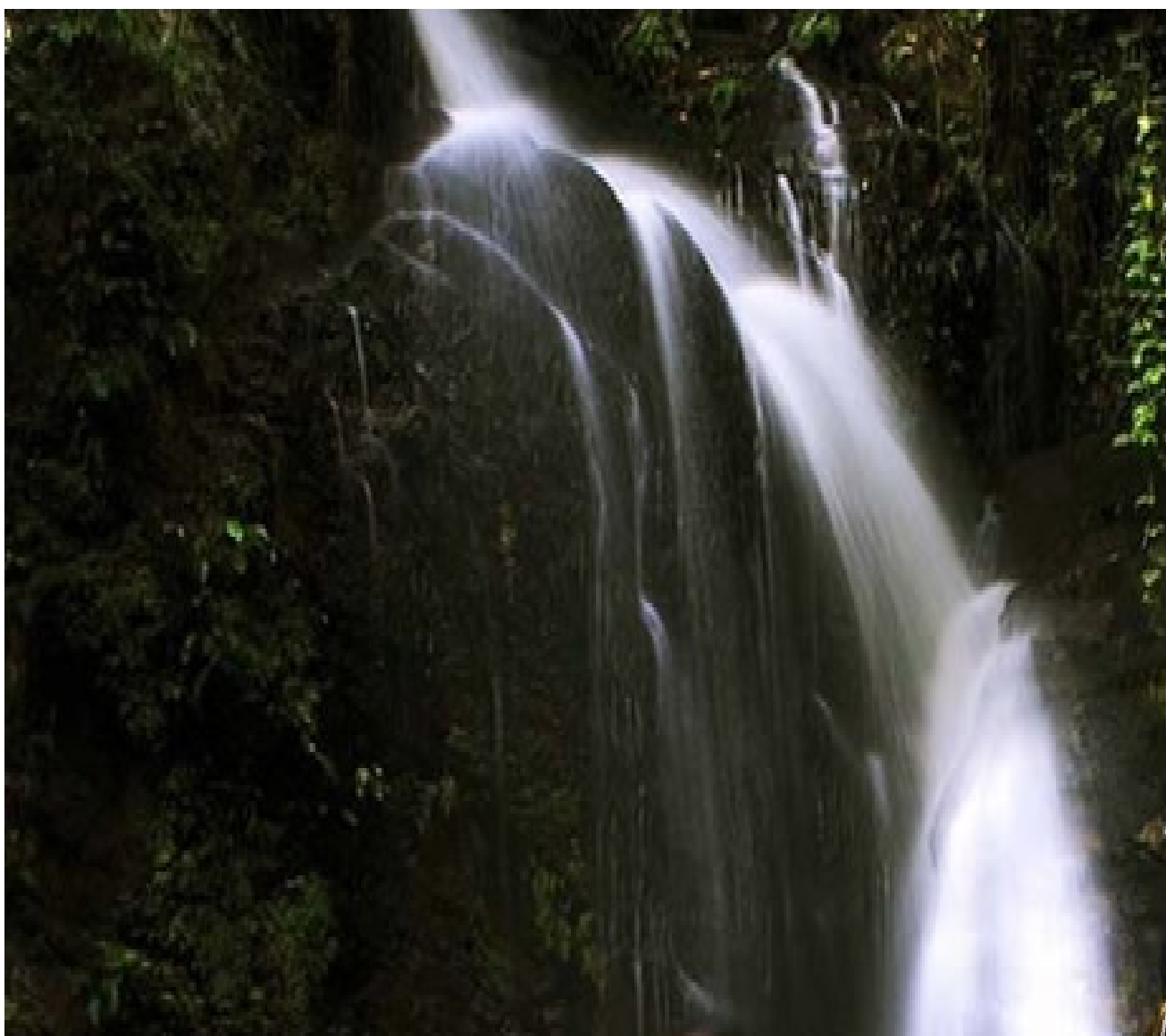


Figure 11: Erin Ijesha Water Fall
(Source: cometonigeria.com)

2.06.16 Oyo State

Figure 12: Map of Oyo State



(Source: Oyo State Diary: 2012)

Carved out of the former Western Region in February 1976, the state spans a total of 27,249 square kilometres of land mass. It has its capital as Ibadan which is acknowledged to be the most populous city in black Africa with about two and a half million people. It shares boundaries with Ogun, Kwara, Osun and the Republic of Benin. The state is mainly agrarian with the climate favouring the cultivation of both food and cash crops. Such food crops include maize, cassava, millet, yam and the cash crops are cocoa and oil palm.

The state is educationally advanced with 324 secondary schools, 1,576 public primary schools, and five technical colleges located at Ogbomoso, Oyo, Saki, Ibadan and Igbo-Ora. The state has a total of 33 local governments. The following are the tourist attractions in Oyo State.



Figure 13: Oyo State Secretariat
(Source; Muyiwa Akande, 2016)

- National Museum at Alesinloye
- Bower's Tower at Oke-Aare, Ibadan
- Cultural Centre, Mokola Hill, Ibadan
- Ado-Awaye Suspended Lake
- Oke-Badan, Ibadan
- Exotic Rock Formation (The Agbele Hill) at Igbeti
- Mapo Hall, Ibadan
- Trans Wonderland Amusement Park, Bodija, Ibadan
- International Institute of Tropical Agriculture (IITA), Ibadan
- Nigerian Television Authority (NTA), Ibadan
- Palaces of Traditional Rulers in the various regions are repertoires of attractive works of arts
- Manor House, Iseyin
- Ikere Gorge Dam Ikere
- Iyanla Hill, Tede
- Asabari Hill, Saki
- Aso Oke Weaving at Iseyin

In Conclusion, the south-western part of Nigeria have always been in the lead of political, economic and social developments. The first Western school, the first church, the first higher institution, the first tallest building and the first media houses in Nigeria were all cited in the south-west of Nigeria.

2.07 A Review of Some Tourist Attractions in Nigeria

2.07.1 Ecotourism Centres in Nigeria

Aremu (2001:30) lists 20 protected areas in Nigeria. The South Western part of Nigeria accounts for 20% only, next to North Central with a percentage of 25 (Table 2). Out of 38 wildlife conservation areas in the country, Aremu (2001:120-121) records, that South West of Nigeria accounts for 18.5% next to North Central (Table 3). The implication is that South West is well endowed with tourists' attractions.

Table 2: List of Protected Areas in Nigeria

Protected Area	Area (ha.)	Year Gazetted	State
Orle River Game Reserve	110,000	1960	Delta
Kwale Game Reserve	1,340	1960	Delta
Gilli Gilli Game Reserve	36,300	1960	Edo
Falgore Game Reserve	92,000	1960	Kano
Dagida Game Reserve	29,400	1971	Niger
Kwiambana Game Reserve	261,400	1971	Sokoto
Pandam Wildlife Sanctuary	22,400	1972	Plateau
Pai River Game	248,000	1971	Plateau
Wase Game Sanctuary	186,500	1972	Plateau
Nasarawa Game Reserve	190,000	1972	Plateau
Lame-Burra Game Reserve	205,767	1972	Bauchi
Opara Game Reserve	248,600	1973	Oyo
Kashimbila Game Reserve	139,600	1977	Taraba
Hadejia Baturiya Wetland Game Reserve	29,700	1976	Plateau
Okomu Wildlife Sanctuary	11,200	1985	Edo
Ifon Game Reserve	28,200		Ondo
Imeko Game Reserve	96,610		Ogun
Ebbe/Kampe Game Reserve	11,730		Kwara
Jos Wildlife Park	800		Plateau
Omo Biosphere Reserve	460		Ogun

Source: Adebowale, 1993/ Aremu 2001:30

Table 3: Wildlife Conservation Areas in Nigeria.

Protected Area	Area (ha.)	Year Gazetted	State
Kainji National Park	534,082	1975	Niger
Gashaka Gumti National park	636,300	1977	Taraba
Chad Basin National Park	228,000	1978	Borno
Cross River National Park	446,255	1991	C.River
Old Oyo National Park	2,251km ²	1991	Oyo
Yankari National Park	224,000	1957	Bauchi
Orle River Game Reserve	110,000	1960	Delta
Kwale Game Reserve	1,340	1960	Edo
Gilli Gilli Game Reserve	36,300	1960	Edo
Falgore Game Reserve	92,000	1960	Kano
Kambari Game Reserve	41,400	1969	Plateau
Dagidi Game Reserve	29,400	1971	Niger
Alawa Game Reserve	29,600	1971	Niger
Karabana Game Reserve	261,400	1971	Niger
Pandan Wildlife Sanctuary	22,400	1972	Plateau
Pai River Game Reserve	248,600	1972	Plateau
Mase Game Reserve	186,500	1972	Plateau
Ibi Game Reserve	158,000	1972	Plateau
Nasarawa Game Reserve	190,000	1972	Plateau
Lame-Burra Game Reserve	205,767	1972	Bauchi
Wase Rock Game Reserve	93	1972	Plateau
Opara Game Reserve	248,600	1973	Oyo
Kashimbila Game Reserve	139,600	1977	Taraba
Sambisa Game Reserve	69,600	1978	Borno
Hadji Batunya Wetland GS	29,700	1976	Plateau
Okomu National Park	11,200	1999	Edo
Kamuku National Park	120,000	1999	Kaduna
Anambra Game Reserve	35,400	-	Anambra
Ifon Game Reserve	28,200	-	Ondo
Imeko Game Reserve	96,610	-	Ogun
Ebbe Ikempe Game Reserve	11,730	-	Kwara
Jos Wildlife Park	800,000	-	Plateau
Omo Biosphere Reserve	460	1949	Ogun
Lekki Nature Reserve	78	-	Lagos
Taylor Creek Game Reserve	-	-	Lagos
Udi/Nsukka Game Reserve	-	-	Anambra
Dagona Waterfall Sanctuary	-	-	Plateau
Stubbs Greek Game Reserve	-	-	Rivers

Source: NCF, 1991 / Aremu 2001:120-121

2.07.2 The Badagry Festival

The popular Badagry Festival is a harvest of history, culture and art of not only the people of Badagry in Badagry Local Government of Lagos State, but also the harvest of the origin of civilization in Nigeria. Badagry is a town and Local Government Area in Lagos state. At Badagry was the first major Slave Port in Nigeria. Situated between metropolitan Lagos, it shares borders with Benin Republic at Seme. The last census in Nigeria 1991 put the population at around 241,093. The first European slave merchant on Nigerian soil touched down in the town at around 1660s. His slave yard lies actually at the Palace of Akran of Badagry. It was further recorded that western education in Nigeria took its roots in Badagry while the first elementary school named Infant of Jesus was founded in the town in 1843. The school was later renamed St. Thomas Anglican Primary School. Architectural elevation and innovations in Nigeria were initiated with the first storey building built in 1945. The building was built by the missionaries to serve as both office and school. The building also housed the office of the late Bishop Ajayi Crowder who was a father-in-law to late Herbert Macaulay. There are other examples of tourist attractions in the town like the Point-of-No-Return where slaves were purchased and shipped into Europe and other parts of the globe.

However, there are quite a number of issues raised on the management of tourist sites in Badagry vis-à-vis the future of tourism in Nigeria. One observes that the management and development of the sites in the town are left into the hands of the indigenes and missionary bodies. For instance, the first storey building in Nigeria is left completely in the hands of the Anglican Church of Nigeria. In fact, the building is solely maintained by the efforts of the church.

Other noticeable anomalies are the fact that other cities like the Point Of No Return (PONR) has no government presence in any form. The emotions evoked at the point where black men and women were shipped like goods to serve as slaves is a reference point in the history of the black race. Except in the recent past when the Lagos State Government in collaboration with the Nigeria Tourism Development Corporation (NTDC) are showing keen interest in ensuring that yearly events are arranged to buffer the efforts of the indigenes. At the last Badagry Festival, the Secretary to the Lagos State Government and the Commissioner for Industry including the Permanent Secretary with some Special Advisers were on ground to grace the occasion.

The infrastructure in terms of road network needs to be improved upon. Most of the roads in Badagry metropolis are actually not motorable at the peak of the rainy season. One would have expected government of Lagos State to package special means of transportation during these peculiar seasons. This will rather heighten the interests of both domestic and international tourists to visit the place.

Other issues include the one of security. Security at tourists' sites in Badagry is nothing to write home about. Miscreants, touts and other social parasites see the tourists' sites in Badagry as their own haven due to the poor or non-existent security arrangement in the town. Like most tourists' sites in Nigeria, there is the need to beef up security arrangement in country if only for the sake of tourism.

2.07.3 Osun Osogbo Cultural Festival

Osun Osogbo is a communal feast which dates back to 1370 AD. It is so important to the people that they attend the festival en-mass from year to year. The festival is a celebration of the goddess of river commonly called Yemoja in Yoruba land. The festival takes place by the bank of the River Osun while a groove is erected to serve as Shrine and altar of worship. Osun State actually derives its name from the River Osun whose goddess is accepted as Yemoja.

The festival climaxes in Arugba (Votary maiden) who is accompanied by Iya Osun and a host of Osun devotees through a procession that has the Ataoja of Osogbo in it. Osun Groove is the final venue of the celebration. The occasion is always fun-packed with colourful cultural troupes, artisans, ruling houses, chiefs, communal groups, market women and men and others with prayer requests moving to the centre arena to pay homage to the Ataoja and dance to the traditional music.

The groove and the festival serve as the meeting point for various artistes and performers. Dancers, musicians and singers converge to entertain the devotees, the guests and worship the goddess. The goddess Osun is actually seen as having the capacity to meet the people's requests.

Often in attendance at the event are government functionaries, especially the Osun State government and those of the Federal Ministry of Information and Culture. Foreign nationals from the Americans, Europe, Asia and other continents are also always in attendance. One should however commend the efforts of the state and federal governments in attempting to give moral and financial supports to the extent that the festival had gained UNESCO attention.

CHAPTER THREE

METHODOLOGY

3.01 Method and Procedure of Data Collection

The respondents were contacted at the tourist's sites and their offices and places of business. The policy makers for instance were in their various offices which were distinct from the tourists' sites. Hence, they were served questionnaire at such places. This did not however leave out the preponderance of the fact that some were available at places apart from their offices.

The operators of the tourism industry, especially the hoteliers, transporters and tourist agencies were served the relevant questionnaire at the tourist centres or a nearby place.

The tourists and potential tourists were served at the points of entry and departure to the tourist sites. The researcher was assisted by trained research assistants who distributed the questionnaire and collected them back after they have been duly completed. To ensure that the questionnaires were properly completed, the researcher ensured that the respondents were assisted in areas that seem unclear to them. After the questionnaires were given out, a maximum period of 72 hours was allowed to enable the respondents to return the questionnaire. To ensure confidentiality, names and detailed addresses of the respondents were not requested for. The minors among the respondents (that is respondents who were below 18 years) were assisted by their parents or guardians after due permission from such an adult.

3.002 Method of Data Analysis

The descriptive statistics of simple frequencies and percentage were used to analyze the data gathered from this study. This parametric statistical tool was sufficient to answer the research questions raised in this study. In essence, inferences were made from the data based on the highest number of frequencies and simple percentages.

Many statistical scales were used to discuss the result. A good part of the numerical facts of the demographic section of the questionnaire pertaining to age, income range and others were used to explain relative relevance to the problem of study. Non-numerical measurements were accorded to the position of a mark on a

scale indicating respondents' extent of agreement with some statement and scores of Strongly Agree (SA), Agree (A), Disagree (D), Strongly Disagree (SD).

3.003 Aim of the Study

The study aims at looking at the context and situations surrounding Tourism Development in Nigeria and how such situations can be explored to develop the industry to a profitable extent.

3.02 Research Design

Survey method was employed to carry out this research because it allows information to be collected in a systematic manner about a set of cases. The information about tourism development was collected from sample units or cases through which a data set was constructed to enable the researcher make estimates and reach conclusions about the population. Bhatia (2001) actually recommended that survey method is the best method in tourism studies.

A descriptive survey method was used to describe in a systematic manner the challenges and prospects of tourism development vis-à-vis its management in the Nigerian context. The study intends to look with intense accuracy at the experience of tourism in Nigeria at the moment and describe precisely what the researcher observes.

The survey method entails mail-out and face-to-face interview. Since the focus of the research is to interrogate the structural stresses in tourism in Nigeria, this method is found most appropriate. The premise is based on the submission of Nworgu (1991), Greenfield (1996), and Akinleye (2009) which states that descriptive survey is used for those studies which aim at collecting data on and describing in a systematic manner, the characteristics features or facts about a given population.

3.03 Target Population

The target populations for this study were the stakeholders in the tourism industry. The stakeholders include the policy-makers, tourism and tourism-related activities practitioners, the tourists and the potential tourists. The policy-makers for the purpose of this research are the government officials in various government parastatals who are parts of the decision makers on tourism-related activities.

The practitioners at the tourist centres were part of the respondents who were expected to respond to appropriate psychometrics items. The tourists and potential tourists were parts of the target population for this study. (see Figure A)

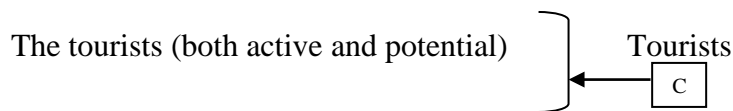
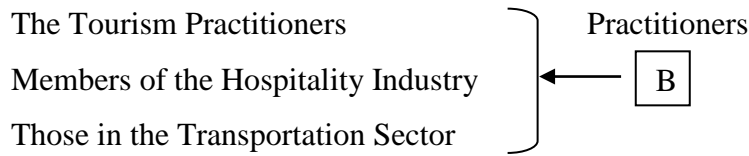
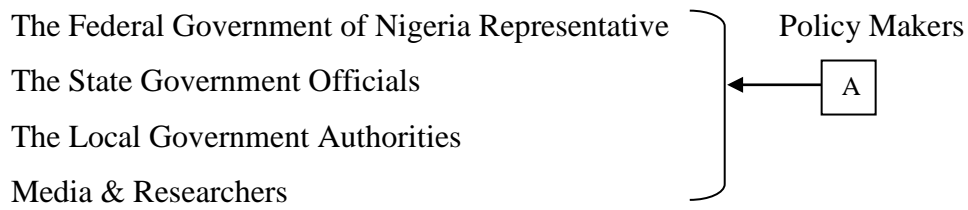
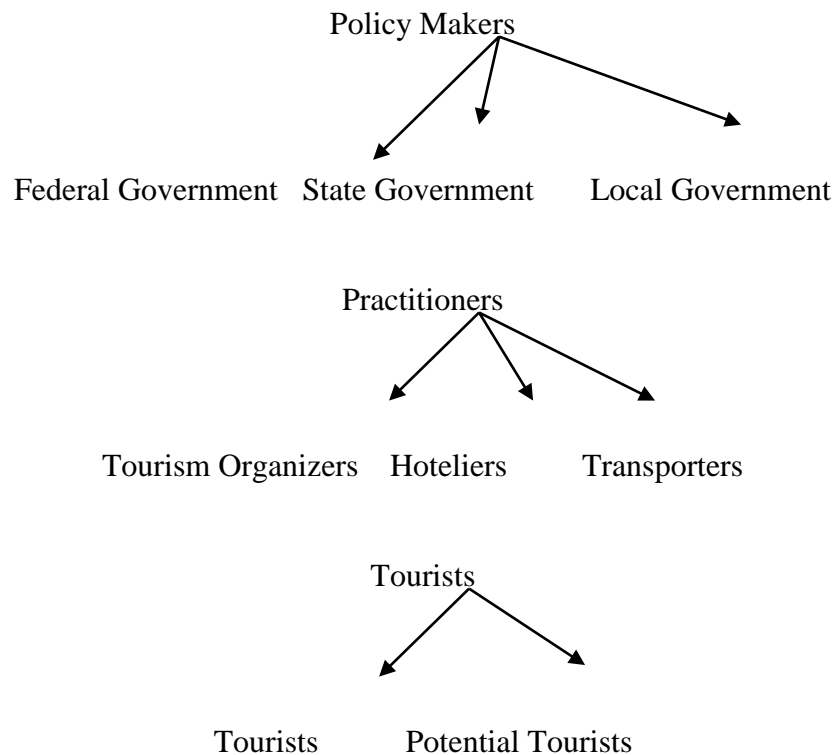


FIGURE A



3.04 Theoretical Background to Study Population

Population is conceived as the people, animals or objects inhabiting a specified geographical area at a particular period. In the view of Nworgu (1991), the population defines the extent to which the research findings are applicable. This postulation in essence indicates that the results of the investigation are generalizable

unto it. Therefore, after taking a curious and critical look at the research focus for this study, it was discovered that the population of the study cuts across different stakeholders in the tourism industry. These are the tourism industries in the geographical areas selected for this study and the hospitality industries in the selected state. However, because this study is dealing with people in particular, the management and staff of the industries and boards are the population of the study. In addition, it is to be noted that the population of the hospitality industry is restricted to describing in a systematic manner, the characteristic, features of the sites otherwise called the target population. Popoola (2009) while citing Cochram (1977) made a distinction between an entire population and a sample population. According to him, a target population is more restricted than a sample population. In view of this, the researcher considers restricting the population of the hospitality industry to those around the tourist sites because they are expected to have authentic and dependable information about the tourism industry.

3.05 Sample Size and Sampling Procedure

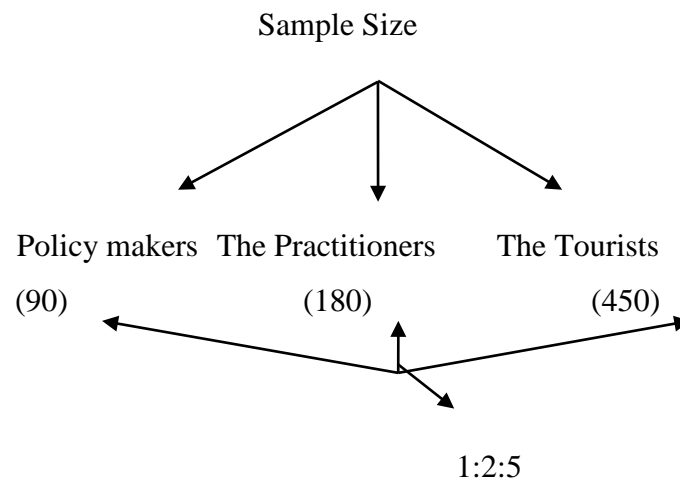
The sample size was seven hundred and twenty (720) respondents from the Southwestern geopolitical zone of Nigeria. Each state had a total of one hundred and twenty (120) respondents. 60 questionnaires were allocated to each tourist sites whereas two tourist sites were selected per state. The stakeholders have been identified to be:

- a. The Policy-makers
- b. The Practitioners
- c. The Tourists/Intending Tourists

The three categories were sampled in the ratio of 1:2:5 respectively.

The stakeholders who included the government officials and the political office holders were not as many as those in the tourism business i.e. the practitioners; while the practitioners were not as many as the tourists. This informed the ratio of the sampling. (see Figure B)

Figure B



3.06 Sampling Procedure

A multi-stage sampling procedure was used to divide the Southwestern geopolitical zone of Nigeria into six clusters or states. The multi-stage approach which was in two or more stages was to provide efficient workloads for the researcher and his assistants.

Stage 1

Clustered sampling was used to divide the Southwestern geo-political zone of Nigeria into six clusters or states. The six clusters are the six states in the geo-political zone which are Ekiti, Lagos, Ogun, Ondo, Osun and Oyo States.

Stage 2

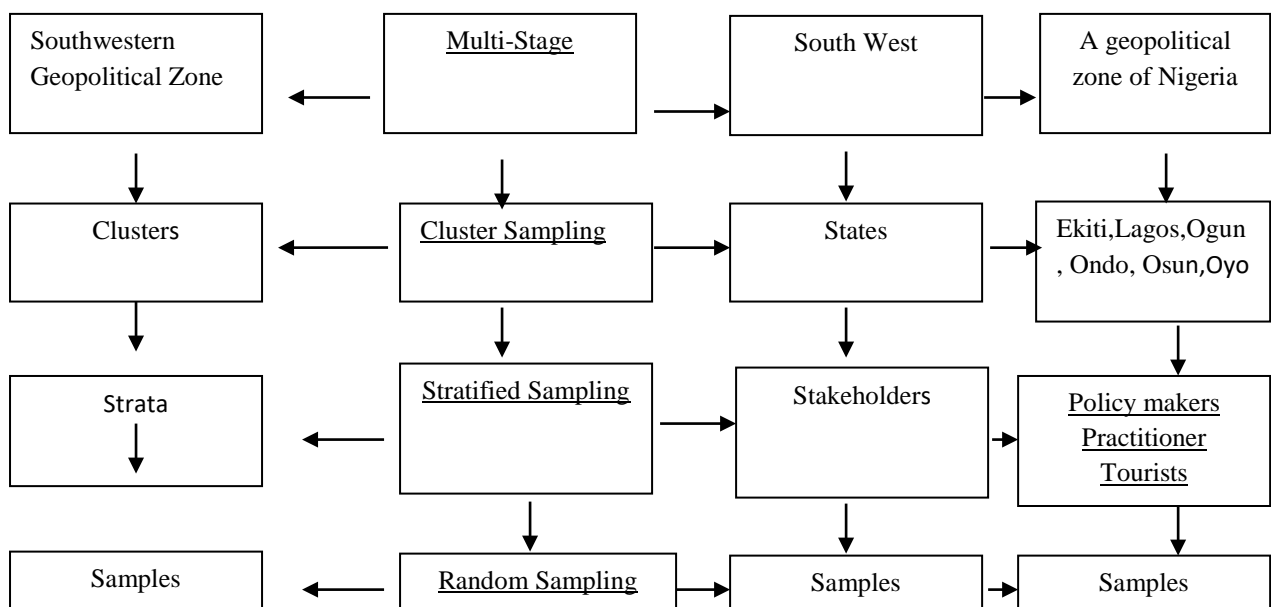
The researcher thereafter used stratified sampling technique to divide the stakeholders in each cluster into three strata. The strata of the stakeholders included the policy-makers, the practitioners and the tourists/potential tourists.

Stage 3

The researcher subsequently, through random sampling technique, selected his samples from each of the three strata. That is, samples were randomly selected from each stratum of the stakeholders who had earlier been identified in stage 2 to be the policy-makers, the practitioners, and the tourists/potential tourists. Of the total 720 respondents, at each state or cluster, 120 respondents were taken. Out of the One hundred and twenty respondents 20 were taken from the policy-makers, 30 from the practitioners and 60 from the tourists/potential tourists.

The policy-makers had the least number of respondents because not so many people are involved in policy making which is done by government officials and political office holders. The second stratum were the practitioners whose size doubled that of the policy makers while the size of the sample taken from the tourists was 60% of the entire sample population. The ratio was 1:2:3. (see Figure C)

Figure C



3.07 Research Instrument

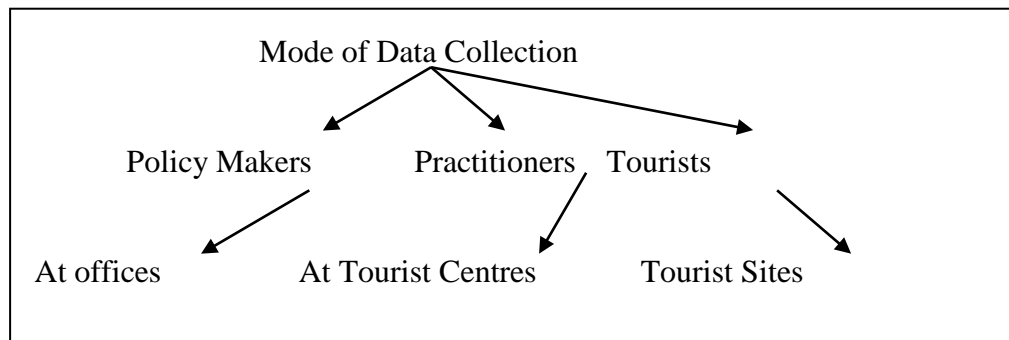
The principal instrument to be used in carrying out the research was a structured questionnaire which was divided into three parts.

The first part of the questionnaire seeks to introduce the research topic and the essence of the research to the respondents. In this section, the respondents are assured of the confidentiality of the information supplied.

The second part of the instrument seeks to elicit demographic information from the respondents. Such information included gender, age, marital status, nationality, state of origin, local government and other demographic details to assist the researcher in reaching informed conclusions at the end of the study.

The other part was made up of clusters of closed ended questions to address the research problems and questions. There were 43 items on the research instrument. 9 items were raised on each of Research Questions 1,2, and 3 while 8 items were raised on both research question 4 and 5.

Figure D



3.08 Validity and Reliability of Instrument

In order to establish the validity of the instruments of this study, four tutors who are experts in the studies of tourism and measurement and evaluation alongside the researcher's supervisor were selected to ascertain the face and content validity of the instrument before administering the questionnaire. Therefore before administering the questionnaire and conducting the interviews while their comments and suggestions were implemented In case there were respondents who were below the age of 18 years, they were guided after obtaining the consent of their parents or wards.

3.09 Pre-test and Pilot Test

To ensure a very high rate of reliability and to curtail troubleshooting, a pilot test was conducted at the University of Ibadan Arts Theatre and the Zoological Garden. This was to guard against misjudgement when the researcher moves to the field for the survey.

The pilot test was to determine both the validity and reliability of both the instruments and the procedures. After the pilot test had been conducted, the results were analyzed to check whether they addressed the research questions and the problems of study. The noticeable inconsistencies in the research questions were addressed while the questionnaire items were redesigned and appropriately tailored to address the research problems.

3.10 Method of Data Collection: Places of Data Collection

Participants (respondents) were selected from 12 tourist sites across the 6 states in the Southwestern geopolitical zone of Nigeria. Seven hundred and twenty (720) questionnaires were issued to the respondents at random. The questionnaires were administered by the researcher and 12 other research assistants over a period of minimum of 72 hours. It took a minimum of 30 minutes to complete each questionnaire by an average respondent.

3.010 Method of Data Collection: Categories of Respondents

The three categories of respondents earlier identified as the stakeholders are: the policy-makers; the tourism practitioners and tourism-related business practitioner; and the tourist/potential tourists.

3.011 The Policy-makers

The policy-makers, who are the same as the government officials and the political office-holders, were supplied with the relevant research instruments in their offices and places of operation. The questionnaire was expected to be completed at their duty posts or at other convenient venues.

3.012 The Tourists Practitioners

Questionnaires were supplied to the above-named practitioners at their places of operation which included the tourist sites, accommodation booking offices and transport booking centres. The practitioners completed the questionnaire at their places of operations.

3.013 The Tourists/Potential Tourists

The questionnaires were made available to the respondents mentioned above at the tourist sites. The researcher was the head of a team of researchers. Research assistants were employed on a part-time basis to assist in the distribution of the questionnaire and the collection of relevant data.

The research assistants had the basic responsibility of guiding the respondents on how best to respond to the psychometric items on the questionnaire. The questionnaires were retrieved after a maximum period of 72 hours simultaneously across the tourist sites. To ensure confidentiality, names and detailed addresses of the respondents were not requested.

3.11 The Statistical Methods

The descriptive statistics of simple frequencies and percentage have been used to analyze the data gathered from this study. This parametric statistical tool is sufficient to answer the research questions raised in this study. In essence, inferences were made from the data based on the highest number of frequencies and simple percentages.

Many statistical scales have been used to discuss the result. A good part of the numerical facts of the demographic section of the questionnaire pertaining to age, income range and others were used to explain relative relevance to the problem of study. Non-numerical measurements were accorded to the position of a mark on a scale indicating respondents' extent of agreement with some statement and scores of Strongly Agree (SA), Agree (A), Disagree (D), Strongly Disagree (SD).

Please see Table B(ii) Two tourists' sites were considered in Ekiti State which include Adekunle Fajuyi Memorial Park in Ado-Ekiti and Ikogosi Water Spring in Ikogosi. In each of the sites, 38(63.33%) of the questionnaires were administered to the tourists while 15(25.00%) were administered to the Tourism Practitioners which include the providers of accommodation for touristic purposes and transportation providers. 7(11.67%) were issued to the policy makers in tourism industry.

In all, a total of 120 questionnaires were allotted to Ekiti State with 60 for each tourist centre.

CHAPTER FOUR
RESULTS
REPRESENTATION AND ANALYSIS OF DATA

4.02 Presentation of Data

A. Introduction of the Study Area: States and Tourists' sites

4.02.2 Ekiti State

Adekunle Fajuyi Memorial Park



Figure 14: An Epitaph of Adekunle Fajuyi
(Source: Muyiwa Akande, 2016)



Figure 15: Tourists at the Adekunle Fajuyi Park

(Source: Muyiwa Akande,2016)

Ikogosi Water Spring



Figure 15b: Ikogosi Water Spring
(*Source:* Muyiwa Akande,2016)



Figure 16: The Researcher at Ikogosi Water Spring
(*Source:* Muyiwa Akande, 2016)

4.02.3 Lagos State

Bar Beach



Figure 17: Tourists at the Lagos Bar Beach

(Source: Anon)



Figure 18: Facilities at the Lagos Bar Beach

(Source: Anon,2016)

Out of the 120 questionnaire allotted to Lagos State, 60 were administered at the Lagos Bar Beach. 39(65%) were allotted to the tourists while 14(23.33%) were allotted to the Tourism Practitioners (including hoteliers and transporters). 7(11.67%) were allotted to the policy-makers in tourism industry.

Badagry Slave Route

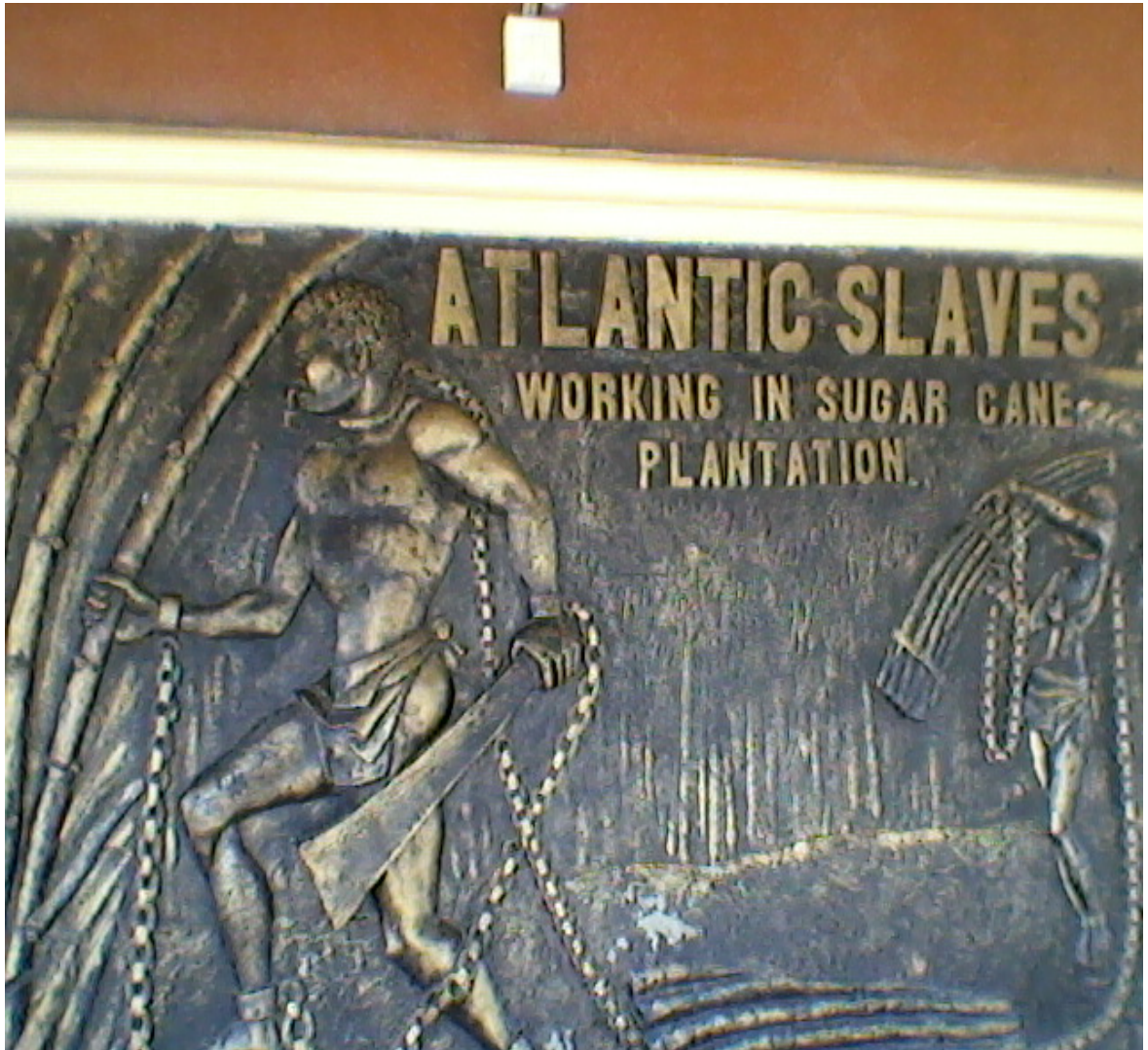


Figure 19: Slave Relics

(Source: Muyiwa Akande, 2016)



Figure 20: Emblems of Servitude

(Source: Muyiwa Akande, 2016)

At the Slave Route and other tourist attractions in Badagry, 37(61.67%) out of 60 questionnaires were issued to the tourists. 14(23.33%) of the questionnaires were allotted to the Practitioners in the industry while 9(15%) were allotted to the policy makers in the industry.

Overall, a total of 120 questionnaires were allotted to Lagos State.

4.02.4 Ogun State



Figure 21: Olumo Rock Suite Modern Renovations

(Source: Muyiwa Akande, 2016)



Figure 22: Olumo Rock

(Source: Muyiwa Akande, 2016)

Out of the 120 questionnaire allotted to Ogun State, 60 were issued at Olumo Rocks and its environment. 37(61.67%) were issued to the tourists, 16(26.67%) were issued to the practitioners in the industry. 7(11.67%) were issued to the policy makers in Olumo Rocks at Abeokuta.

On the other hand, at Yemoji Tourist site at Ogun State, 37(61.67%) of the questionnaires were allotted to the tourists and 14(26.67%) to the practitioners in the industry. 9(11.67) were allotted to the policy makers in the tourism industry.

Overall, a total of 120 questionnaires were allotted to Ogun State.



Figure 23: Yemoji Altar in Ogun State

(Source: Muyiwa Akande, 2016)



Figure 24: Yemoji Pools in Ogun State

(Source: Muyiwa Akande, 2016)

4.02.5 Ondo State



Figure 25: Artefacts at Owo Museum

(Source: Muyiwa Akande, 2016)



Figure 26: Owo Museum

(Source: Muyiwa Akande, 2016)

Out of the two tourists' sites considered for this study in Ondo State, each of the sites were allotted 60 questionnaire. The sites were Owo Museum and the Idanre Hills. 38(63.33%) of the 60 questionnaires were allotted to the tourists, 15(25%) to the practitioners in the industry while 7(11.67%) were allotted to the policy makers in the industry.

The same frequencies and percentages were maintained in allotting questionnaire to the respondents in Idanre Hills as well.

In all, a total of 120 questionnaires were allotted to Ondo State.

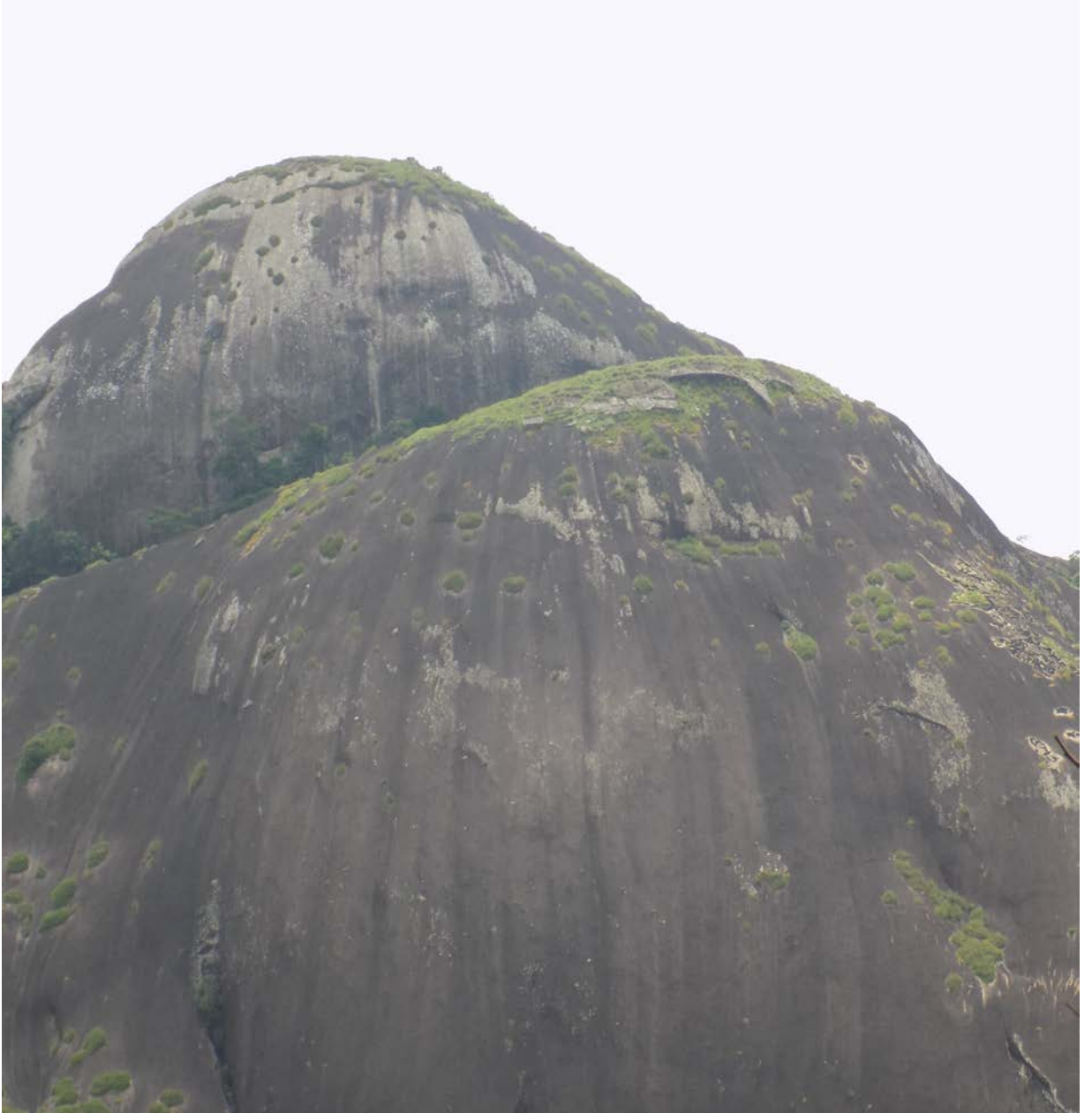


Figure 27: Idanre Hills

(Source: Muyiwa Akande, 2016)



Figure 28:Parts of Idanre Hills

(Source: Muyiwa Akande, 2016)

4.02.6 Osun State



Figure 29: Osun River, Osogbo
(Source: Muyiwa Akande, 2016)



Figure 30: Osun Osogbo Grove, Osogbo

(Source: Muyiwa Akande, 2016)

Two tourist sites were identified for the purpose of this survey in Osun State, which included Osun Osogbo Groove and the Oranmiyan Staff at Ile-Ife. Out of the 120 questionnaire assigned to the state, 60 were allotted to each of the tourist's sites. 39(65%) were allotted to the tourists, 14(23.33%) to the operators in the industry while 7(11.67%) were allotted to the policy makers.

In all, 120 questionnaires were administered in Osun State.



Figure 31: Oranmiyan Staff, Ile-Ife

(Source: Muyiwa Akande, 2016)



Figure 32: Ori Olokun , Ile-Ife

(Source: Muyiwa Akande, 2016)

4.02.7 Oyo State



Figure 33: Old Oyo National Park

(Source: Muyiwa Akande, 2016)



Figure 34: Old Oyo National Park

(Source: Muyiwa Akande, 2016)

Two tourists' sites considered in this study were the University of Ibadan, Ibadan and the Old Oyo National Park at Oyo. 120 questionnaires were administered in Oyo State; 60 were administered in each site. 37(61.67%) were administered to the tourists, 16(26.67%) to the operators and 7(11.67%) to the policy makers. However, 38(63.33%) were administered to the tourists at Old Oyo National Park. 15(25%) were administered to the practitioners while 7(11.67%) to the policy makers.

Overall, 120 questionnaires were administered in Oyo State.

Table A(i)

The Study Area (South Western, Nigeria)

No	State	No/Freq.	%
1	Ekiti	120	16.67
2	Lagos	120	16.67
3	Ogun	120	16.67
4	Ondo	120	16.67
5	Osun	120	16.67
6	Oyo	120	16.67
	Total	720	100

The study area is the SouthWest Geopolitical zone of Nigeria. There are six states in the zone comprising of Ekiti, Lagos and Ogun States. Other states in the zone are Ondo, Osun and Oyo States.

A total of one hundred and twenty 120 (16.67%) questionnaires were administered in each state to make a total of 720 questionnaire.

Table A(ii)

The tourist sites in the study area				
State	No	Tourists' sites	No/Freq.	%
	1	Fajuyi Park (Ado Ekiti)	60	8.33
EKITI	2	Ikogosi Water Spring (Ekiti)	60	8.33
	3	Lagos Bar Beach (Lagos)	60	8.33
LAGOS	4	Badagry Slave Route (Badagry)	60	8.33
	5	Olumo Rock (Abeokuta)	60	8.33
OGUN	6	Yemoji Shrines (Ijebu)	60	8.33
	7	Owo Monuments (Owo)	60	8.33
ONDO	8	Idanre Hills (Ondo)	60	8.33
	9	Osun Osogbo Shrine (Osogbo)	60	8.33
OSUN	10	Oranmiyan Staff (Ife)	60	8.33
	11	University of Ibadan (Ibadan)	60	8.33
OYO	12	Old Oyo National Park (Oyo)	60	8.33
TOTAL			720	100

Since there are six states in the South Western part of Nigeria, two tourists' sites were selected from each state. Each tourist site was allotted 60(8.33%) questionnaire while a total of 12 questionnaires were allotted to each state.

Therefore a total of 720 questionnaire was allotted to the study area which was distributed to the identified stakeholders in the tourism industry.

Table A (iii)

The Stakeholders in the Tourism Industry				
No	Stakeholders	No/Freq	%	Approximate Ratio
1	Tourists	455	63.19	5
2	Tourism Operators	179	24.86	2
3	Policy-makers	86	11.94	1
TOTAL		720	100	8

The identified stakeholders in the tourism industry included the tourists, tourism operators (included those in the hotel business and transportation providers), and the policy makers who are parts of the decision making in tourism related matters.

455(63.19%) of the total respondents (720) were the tourists. 179(24.86%) of the respondents were those who are into tourism business most of whose efforts are geared towards profit making.

86(11.94%) of the total (720) respondents were the policy makers. In other words, the questionnaire totalling 720 for the whole study area were issued out in the approximate ratio of 5:2:1.

To be precise, in each of the tourists' site, the questionnaires were given out in the approximate ratio 5:2:1 for the tourists; tourism operators and the policy makers.

B. SOCIO-DEMOGRAPHICAL INFORMATION

B (i) Demographic Characteristics of Respondents

Demographic Characteristics	Missing values	Frequency	Percentage
Gender No = 720			
Male		421	58.47
Female		299	41.53
Age No = 637	83		11.53
10 – 19years		77	12.09
20 – 29years		262	41.13
30 – 39years		161	25.27
40 – 49years		103	16.17
50 + years		34	5.34
Marital Status No = 711	9		1.25
Married		316	44.44
Single		381	53.59
Widowed		6	0.84
Separated		3	0.42
Divorced		5	0.70
Religion No = 715	5		0.69
Islam		151	21.12
Christianity		540	75.52
Traditional Religion		24	3.36
Others		1	
Level of Education No = 678	42		5.83
Less or Secondary		104	15.34
NCE/OND		148	21.83
HND		104	15.34
UNIVERSITY		263	38.79
POSTGRADUATE		59	8.70
Positions in Workplaces No = 581	139		19.31
Junior		106	18.24
Middle		147	25.30
Senior		247	42.51

Management	81	13.94
Name of the organization No = 560	160	22.22
Federal	158	28.21
State	189	33.75
Local Government	64	11.43
Hospitality	49	8.75
Tourism ...	28	5.00
Travel Transportation	12	2.14
Media	16	2.86
Others	44	7.86
Monthly Income No = 571	149	20.69
Less than ₦5,000	28	4.90
₦5,000 – ₦20,000	151	26.44
₦20,001 – ₦50,000	197	34.50
₦50,001 – ₦100,000	131	22.94
Above ₦100,000	64	11.21
Ethnic Background No = 691	29	4.03
Igbo	50	7.24
Hausa	15	2.17
Yoruba	575	83.21
Others	51	7.38

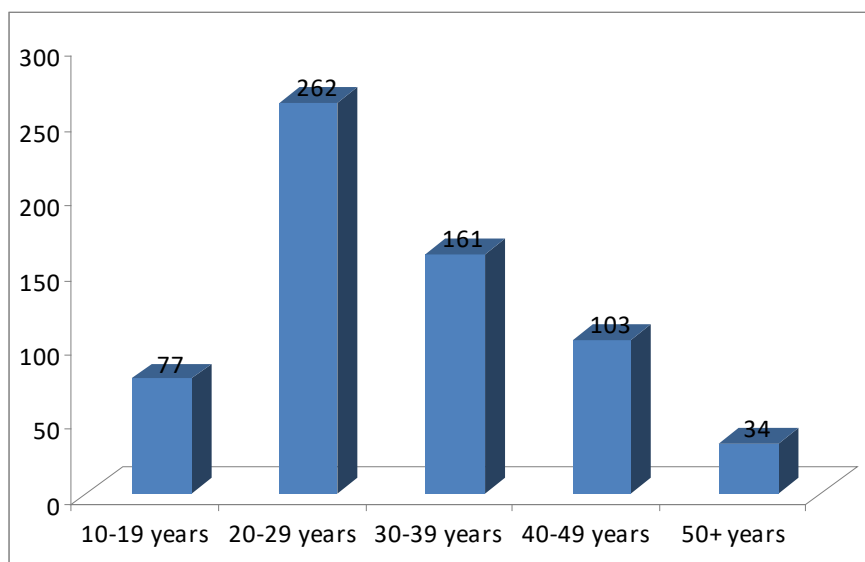
Footnotes:

- (i) All the 720 questionnaires distributed were retrieved.
- (ii) The Missing Values were not analysed along with the other values.
- (iii) Only the responses of each respondents on each items were taken into cognizance in the analysis.

Table B(ii)

Age Group of the Respondents

Age Groups	Number	%
10 – 19	77	12.09
20 – 29	262	41.13
30 – 39	161	25.27
40 – 49	103	16.17
50 years +	34	5.34
Total	637	100



Out of a total of 720 questionnaire issued to the respondents in the twelve tourists' sites in the study area, a total of 637 respondents completed the column for age. Out of the 637 respondents, 77(12.09) were between the age of 10 and 19. There were 83 missing values.

262 (41.13%) of the respondents were between the age of 20 and 29. 161(41.13%) of the respondents were between the age of 30 to 39 while 103(16.17%) of the respondents were between the age of 40 and 49. Only 34 out of a total 637 respondents were above the age of 50 years which was only 5.34% of the total respondents.

Majority of our respondents were therefore between the age of 20 and 49 years. The frequency of the group was (262+161+103) 526 and 82.57%.

Respondents that were above 50 years were only 34 which was 5.34% of the total respondents. Only 77 out of a total of 637 respondents are between the age of 10 and 19 years with a percentage of 12.09.

Therefore, the respondents who were not in the active working years were (34+77) 111 representing a total percentage of 17.43.

Table B(iii)

Summary of the Average Age of the Respondents

Variable	OBs	Mem	StdDev	Min	Max
Age	637	31.01	9.98	10	65

The mean age of the respondents was 31years. The youngest respondent was 10 years old while the oldest respondent was 65 years old.

Table B(iv)

Religion of the Respondents

Religion	No/Freq	%
Islam	151	21.12
Christianity	540	75.52
Traditional Religion	24	3.36
Total	715	100

Religion	No/Freq	%
Other religion	1	100

A total of 720 questionnaires were administered to our respondents in the twelve tourist sites in the study area. Out of the 720 questionnaire only 715 respondents responded to the item on religion. 151 of the respondents practise Islamic religion representing a percentage of 21.12. 540 practise Christianity, representing 75.52 percent of the total respondents that responded. Only 24 indicated that they practise traditional religion which was only 3.36%.

Therefore, majority of our respondents practise Christianity, 540 (75.52%). Second to the Christians were those that practise Islamic religion which was 151

representing a percentage of 21. 12. The minority practise traditional religion which is 24 out of 715 representing a percentage of 3.36.

It is however noteworthy to report that one of our respondents indicated that he practices other religion.

Table B (v)

The Ethnic Backgrounds of the Respondents		
Ethnic Origin	No/Freq	%
Ibo	50	7.24
Hausa	15	2.17
Yoruba	575	83.21
Others	51	7.38
Total	691	100

Out of the 720 questionnaire issued at 12 tourists' sites in the study area, only 691 of the respondents completed the column for ethnic background.

50 (7.24%) of the respondents were from the Igbo language speaking tribe of Nigeria. 15(2.17%) of the respondents were from the Hausa language speaking part of Nigeria while 575(83.21%) were Yoruba language speakers.

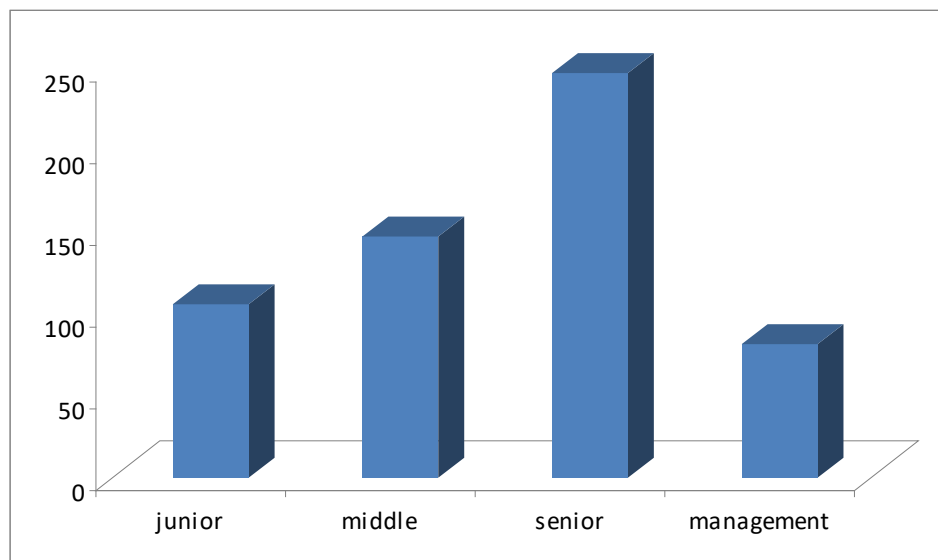
Majority of our respondents were Yoruba speakers (83.21%). Minority of the respondents do speak Hausa language, 15(2.17%).

It is however noteworthy to report that majority of our respondents were Yoruba probably because the study area is predominantly occupied by the Yoruba language speakers.

Table B(vi)

Positions occupied by the respondents in the places of work

Position	No/Freq	%
Junior	106	18.24
Middle	147	25.30
Senior	247	42.51
Management	81	13.94
Total	581	100



Only 581 of the respondents completed the column for positions in their working places out of the 720 questionnaire issued out.

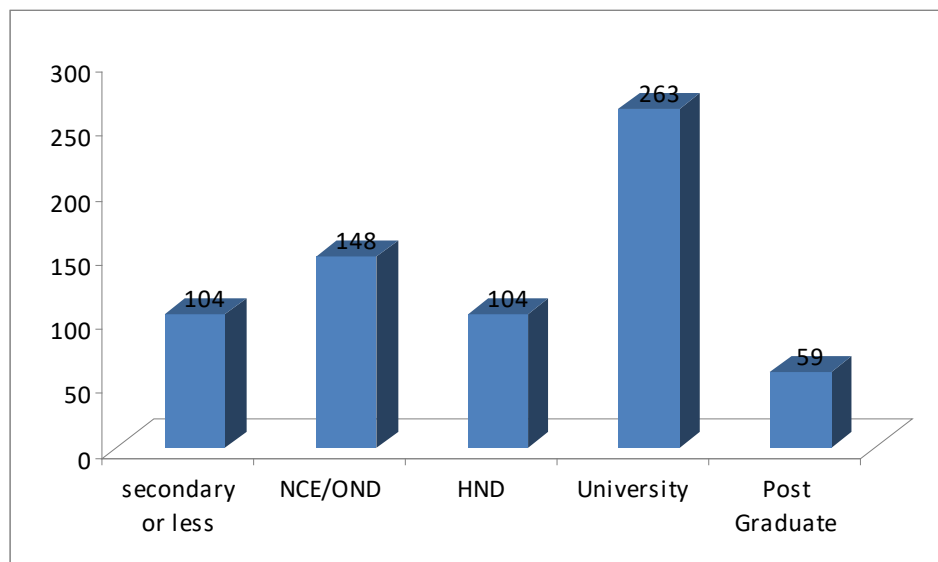
106(18.24%) indicated that they were junior members of staff while 147(25.30%) claimed they occupy middle positions in their work places. 247(42.51%) claimed they were senior members of staff while only 81(13.94%) indicated that they were parts of management in their work places.

Therefore, majority of our respondents were senior members of staff, that is 247(42.51%). It is however noteworthy that a total of 329(56.45%) of the respondents occupied either senior or management positions in their places of work.

Table B(vii)

Educational Qualifications of the Respondents

Education Qualification	No/Freq	%
Secondary Education and Below	104	15.34
NCE/OND	148	21.83
HND	104	15.34
Degree Holders	263	38.79
Post Graduate Qualification	59	8.70
Total	678	100



Out of the 720 questionnaire issued out at 12 tourist sites within the South Western geopolitical zone of Nigeria, only 678 respondents completed the column for educational qualification.

104 of the respondents indicated that they have secondary education and below. This represented a total of 15.34% of the total respondents.

148(21.83%) of our respondents indicated that they hold a Nigerian Certificate in Education (NCE) and National Diploma (ND)

104(15.34%) of our respondents indicated that they possess Higher National Diploma (HND). 263(38.79%) of the respondents indicated that they possess a University degree while 59(8.7%) of the respondents indicated that they possess a post graduate qualification.

Therefore, majority of the respondents have a degree from one University or the other, i.e. 263(38.79%). This category is closely followed by those who possess Higher National Diploma (HND) who were 104(15.34%). However there was a tie between the HND holders and those who possessed secondary education and below which was 104(15.34%).

It is however noteworthy to report that vast majority of our respondents possessed qualifications that are above Senior Secondary School Certificate (SSSC) which was 574 representing 84.66%.

Table B(viii)

Names of Organisation the Respondents belong to		
Name	No/Freq	%
Federal	158	28.21
State	189	33.75
Local Government	64	11.43
Hospitality	49	8.75
Tourism practitioner	28	5.00
Travel/Transportation	12	2.14
Media	16	2.86
Others	44	7.86
Total	560	100

Out of the 720 questionnaire issued to our respondents in the twelve tourists' sites within the study area, only 560 of the respondents completed the space on the name of the organization they are affiliated to.

158(28.21%) of the respondents indicated that they work with a federal government parastatal. 189(33.75%) indicated that they work with the state government while 64(11.43%) indicated that they work with the local government.

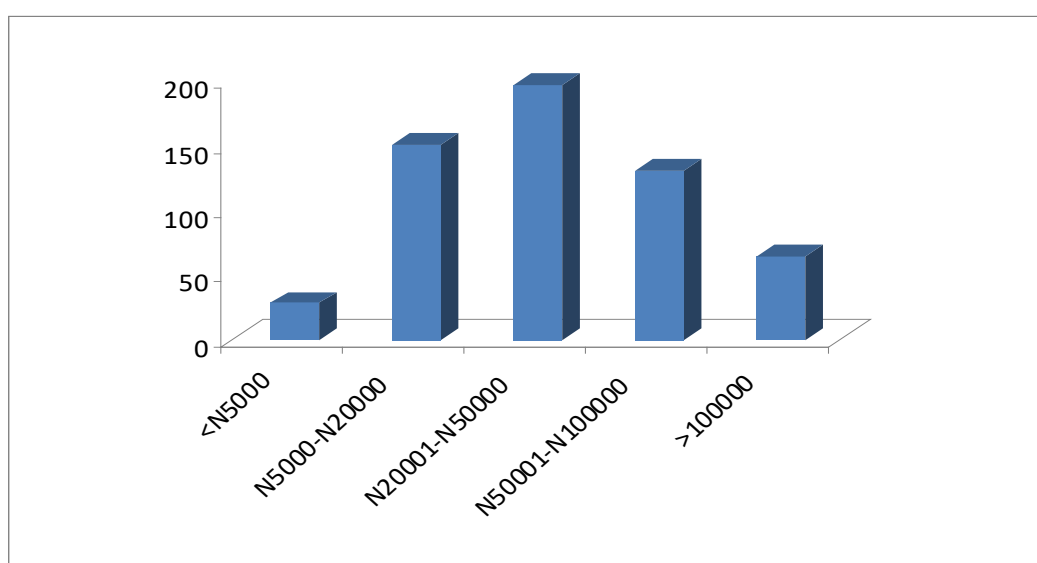
49(8.75%) of our respondents work with the hospitality industry while 28(5.00%) were tourism practitioners. 12(2.14%) were engaged in the travel/transportation sector while 16(2.86%) were media practitioners. 44(7.86%) were involved in others which were not specified.

Others who could not specify the names of the organizations with which they work were 111.

Table B(ix)

The Income of the Respondents (per month)

Income Per Month	No/Freq	%
Less than ₦5,000	28	4.90
₦5,001 to ₦20,000	151	26.44
₦20,001 to ₦50,000	197	34.50
₦50,001 to ₦100,000	131	22.94
Above ₦100,000	64	11.21
Total	571	100



Out of the 720 questionnaire issued within the 12 tourists' sites, only 571 respondents indicated the range of their income per month on the questionnaire.

28(4.90%) of the respondents earned an income that is below ₦5,000 per month. 151(26.44%) of the respondents earned between ₦5,000 and ₦20,000 per month. 197(34.50%) of the respondents earned an income that is between N20,001 to N50,000 every month.

131(22.94%) of the respondents earned an income of between ₦50,001 and ₦100,000 on monthly basis. 64(11.21%) of the respondents earn an income that is above N100,000 per month.

Majority of the respondents 151(26.44%) earned an income that is between ₦5,000 and ₦20,000 on monthly basis.

Minority of the respondents earned an income that is below ₦5,000 per month, that is 28(4.90%).

It is however, noteworthy that a vast majority of the respondents earn an income that is above ₦20,000.

Table B(x)

Nationality of the Respondents		
Nationality	No/Freq	%
Nigerian	713	99.58
Others	3	0.42
Total	716	100

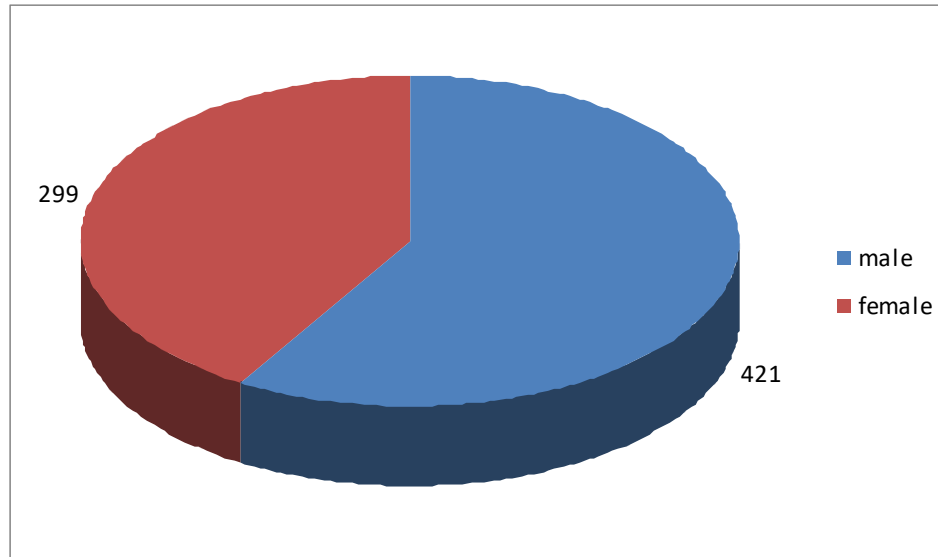
716 respondents filled the column for nationality on the 720 questionnaire issued at 12 tourists' sites within the study area.

713(99.58%) of the respondents were Nigerians while only 3(0.42%) were of other nationalities.

It is of note to report that the proportion of other nationalities is infinitesimal.

Table B(xi)

The Gender of the Respondents		
Gender	No/Freq	%
Male	421	58.47
Female	299	41.53
Total	720	100



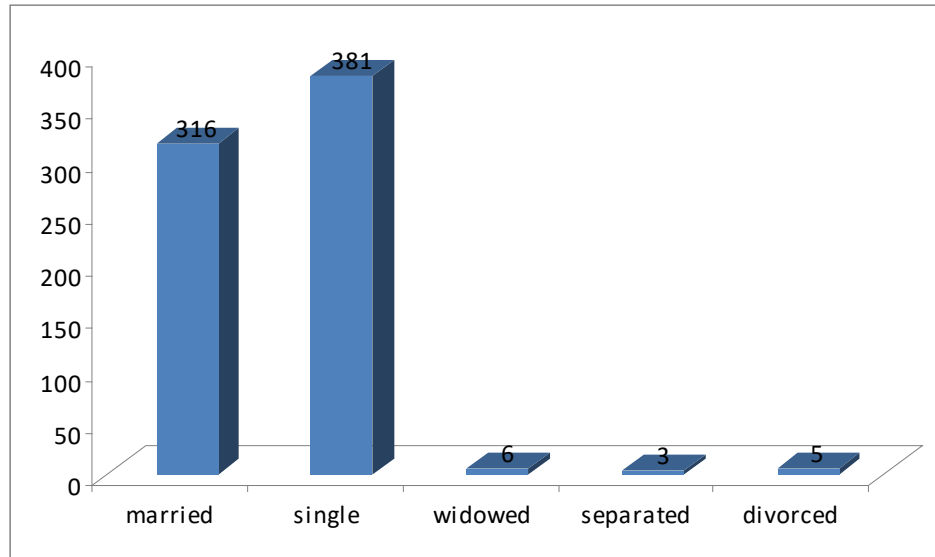
It is noteworthy to report that out of 720 questionnaire issued to our respondents at 12 tourists' sites within the study area, all the respondents completed the column for indicating gender appropriately.

421(58.47%) of our respondents were males while 299(41.53%) were females. Therefore, majority of our respondents were males.

Table B(xii)

The Marital Status of the Respondents

Marital Status	No/Freq	%
Married	316	44.44
Single	381	53.59
Widowed	6	0.84
Separated	3	0.42
Divorced	5	0.70
Total	711	100



Only 711 respondents out of 720 respondents indicated their marital status.

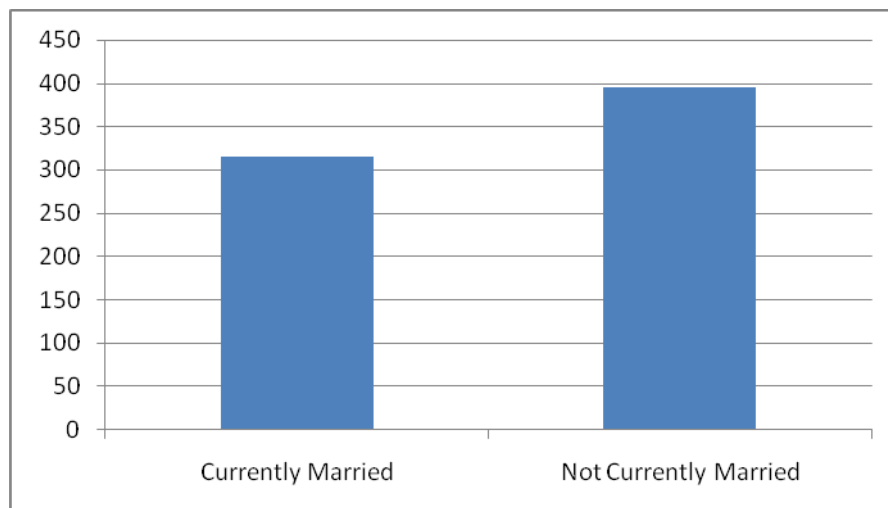
316(44.44%) were married while 381(53.59%) were single. 6(0.84%) were widowed while 3(0.42%) were separated from their spouses. 5(0.70%) were divorced.

Majority of our respondents were single 381(53.59%) while the remaining respondents had the experience of marriage.

Table B(xiii)

The Marital Group of the Respondents

Marital Group	No/Freq	%
Currently Married	316	44.44
Not Currently Married	395	55.56



When classified in terms of current marital status, 316(44.44%) were currently married while 395(55.56%) were not in marriage.

Hence, 395(55.56%) of our respondents were not currently in marriage.

Research Question 1:

Introduction: The question sought to examine the structural stresses confronting tourism development in Nigeria.

To elicit the opinions of the respondents, the under mentioned question was asked.

What are the structural stresses in tourism development in Nigeria?

Nine items were raised on the question on the questionnaire. That is, item 1 to 9 (see Table (i)).

Keys: SA (Strongly Agreed), A (Agreed), D (Disagreed), SD (Strongly Disagreed)

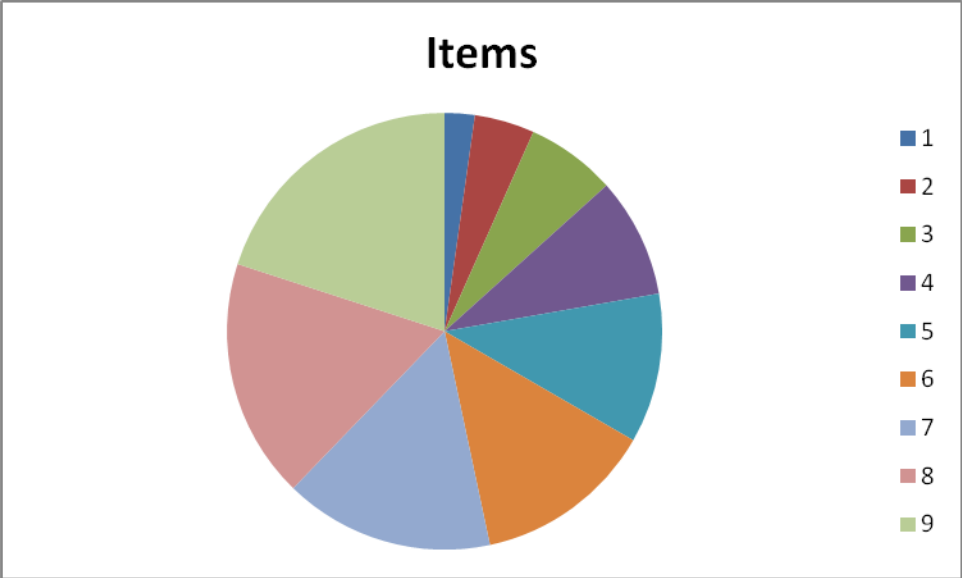
Table C(i)

No	Items	SA		A		D		SD		TOTAL
		FREQ	%	FREQ	%	FREQ	%	FREQ	%	
1.	Tourism can promote pollution through high waste generation.	167	23.65	232	32.86	201	28.47	106	15.01	706
2.	Compromise on the parts of security agents does not favour Tourism Development and Management in Nigeria.	192	27.27	338	48.01	128	18.18	46	6.53	704
3.	Cultural and community values can be lost through Tourism	94	13.47	120	17.19	263	37.68	221	31.66	698
4.	The airports and seaports are not operating at global standards to meet tourists expectations.	197	28.10	314	44.79	131	18.69	59	8.42	701
5.	Tourism can encourage encroachment on plants and animals	143	20.75	261	37.88	212	30.77	73	10.60	689
6.	Health related diseases like STDs, AIDs can be promoted through tourism.	115	16.17	233	32.77	202	28.41	161	22.64	711
7.	Slow pace of Economic Development in the nation has a backlash	229	32.48	333	47.23	110	15.60	33	4.68	705

	effect on Tourism Development and Management									
8.	There are no adequate hotels and accommodation of world standard to meet the needs of international tourists.	209	29.27	283	39.64	155	21.71	67	9.38	714
9.	Lack of clear and concise policy on Tourism Development and Management is retrogressive to Tourism Development.	216	30.77	354	50.43	110	15.67	22	3.33	702

Table C(ii) Aggregate of Respondents' Opinions

No	Items	AGREED		DISAGREED		TOTAL
		FREQ	%	FREQ	%	
1.	Tourism can promote pollution through high waste generation.	399	56.52	307	43.48	706
2.	Compromise on the parts of security agents does not favour Tourism Development and Management in Nigeria.	530	75.28	174	24.72	704
3.	Cultural and community values can be lost through Tourism	214	30.66	484	69.34	698
4.	The airports and seaports are not operating at global standards to meet tourists expectations.	511	72.90	190	27.10	701
5.	Tourism can encourage encroachment on plants and animals	404	58.64	285	41.36	689
6.	Health related diseases like STDs, AIDs can be promoted through tourism.	348	48.95	363	51.05	711
7.	Slow pace of Economic Development in the nation has a backlash effect on Tourism Development and Management	562	79.72	143	20.28	705
8.	There are no adequate hotels and accommodation of world standard to meet the needs of international tourists.	492	68.91	222	31.09	714
9.	Lack of clear and concise policy on Tourism Development and Management is retrogressive to Tourism Development.	570	81.20	132	18.80	702



Items Raised on Research Question 1

The responses of the respondents were analysed and interpreted below:

A total of 706 respondents responded on the questionnaire.

On the first item, 1,(on the questionnaire) which states: Tourism can promote pollution through high waste generation 167(23.65%) of the respondents strongly agreed (SA), 232(32.86%) agreed, 201(28.47%) disagreed while 106(15.01%) strongly disagreed.

In aggregate, 399(56.52%) of the respondents agreed while 307(43.48%) disagreed (see Table (ii))

The second item raised on research question 1 required to know whether compromise on the parts of security agents does not favour tourism development in Nigeria.

Out of the 704 respondents, 192(27.27%) strongly agreed while 338(48.01%) agreed. On the other hand, 128(18.18%) disagreed that security is an issue in tourism development in Nigeria whereas 46(6.53%) strongly disagreed.

In aggregate 530(75.28%) of the respondents agreed while only 174(24.72%) disagreed on security issue (see Table (ii))

The third item raised about the structural stresses confronting tourism development in Nigeria bordered on whether cultural and community values can be lost through tourism.

Out of the 698 respondents, 94(13.47%) strongly agreed, 120(17.19%) agreed while 263(37.68%) disagreed with 221(31.66%) strongly disagreeing (see Table (i)).

In aggregate a total of 214(30.66%) agreed while a total of 484(69.34%) disagreed.

It is however noteworthy to report that an overwhelming majority 484(69.34%) of the respondents disagreed that cultural and community values can be lost through tourism (see Table (ii))

The fourth issue raised on structural stresses confronting tourism development in Nigeria as reflected on the questionnaire sought to determine whether airports and seaports in Nigeria are operating at global standards to meet tourists demands.

Out of 701 respondents, 197(28.10%) strongly agreed and 314(44.79%) agreed. A total of 131 (18.69%) of the respondents disagreed while 59(8.42%) strongly disagreed. (see Table (i))

In aggregate, a total of 511(72.90%) agreed that the airports and seaports in Nigeria were not operating at global standards to meet tourists' demands whereas 190(27.10%) of the respondents disagreed. (see Table (ii)).

The fifth item raised on the issue of the structural stresses confronting tourism development as indicated on the questionnaire sought to elicit the opinions of the respondents on whether tourism can encourage encroachment on plants and animals.

Only 698 respondents responded to this item out of which 143(20.75%) strongly agreed, 261(37.88%) agreed while 212(30.77%) disagreeing with only 73(10.60%) strongly disagreeing.

In aggregate, 404(58.64%) agreed that tourism can encourage encroachment on plant and animal lives while 285(41.36%) disagreed (see Table (ii)).

The sixth item raised on the structural stresses confronting tourism development in Nigeria borders on whether health related diseases like sexually transmitted diseases (STDs) AIDs can be promoted through tourism.

Out of the 711 respondents who completed the column, 115(16.17%) strongly disagreed and 233(32.77%) agreed. 202(28.41%) disagreed while 161(22.64%) strongly disagreed. (see Table (i)).

In aggregate, a total of 348(48.95%) agreed that tourism is a threat to health while the majority of the respondents, 363(51.05%) disagreed. (see Table (ii)). It is therefore, noteworthy to report that 363(51.05%) of the respondents did not hold the opinion that tourism can promote health-related diseases.

The seventh item on the structural stresses as indicated on the questionnaire was to seek our respondents opinions on whether the slow pace of economic development in the nation has a backlash effect on tourism development in Nigeria.

Out of the 705 respondents, 229(32.48%) strongly agreed while 333(47.23%) agreed that show pace in economic development can negatively affect tourism development in Nigeria. 110(15.60%) of the respondents disagreed while 33(4.68%) strongly disagreed with the opinion.

In aggregate, 562(79.72%) agreed with the opinion that slow economic development can adversely affect tourism whereas only 143(20.28%) disagreed with the opinion.

The eight items on the questionnaire sought to know the opinions of the respondents on the standard of hotels and accommodation facilities available for tourism in Nigeria as part of the structural stresses (see Table (ii))

Out of 714 respondents, 209(29.27%) strongly agreed that there are no adequate hotels and accommodation facilities to meet world standards for the tourists in Nigeria. 283(39.64%) agreed while 155(21.71%) disagreed with 67(9.38%) strong disagreement.

In aggregate, a total of 492(68.91%) agreed that hotel and accommodation is an issue in tourism development in Nigeria whereas 222(31.09%) disagreed (see Table (ii)).

The ninth item on the questionnaire sought to seek the opinions of the respondents on whether lack of clear and concise policy on tourism development and management is retrogressive to tourism development in Nigeria.

Out of the 702 respondents, 216(30.77%) strongly agreed that clear and concise policy on tourism is needed to advance tourism development in Nigerian when 354(50.43%) agreed on the issue.

Whereas, 110(15.67%) disagreed that lack of clear and concise policy on tourism development and management in retrogressive to tourism development while only 22(3.13%) of the respondents strongly disagreed.

In aggregate, 570(81.20%) agreed with the opinion while 132(18.80%) disagreed. It is however noteworthy to report that the level of agreement was overwhelming, 81.20%.

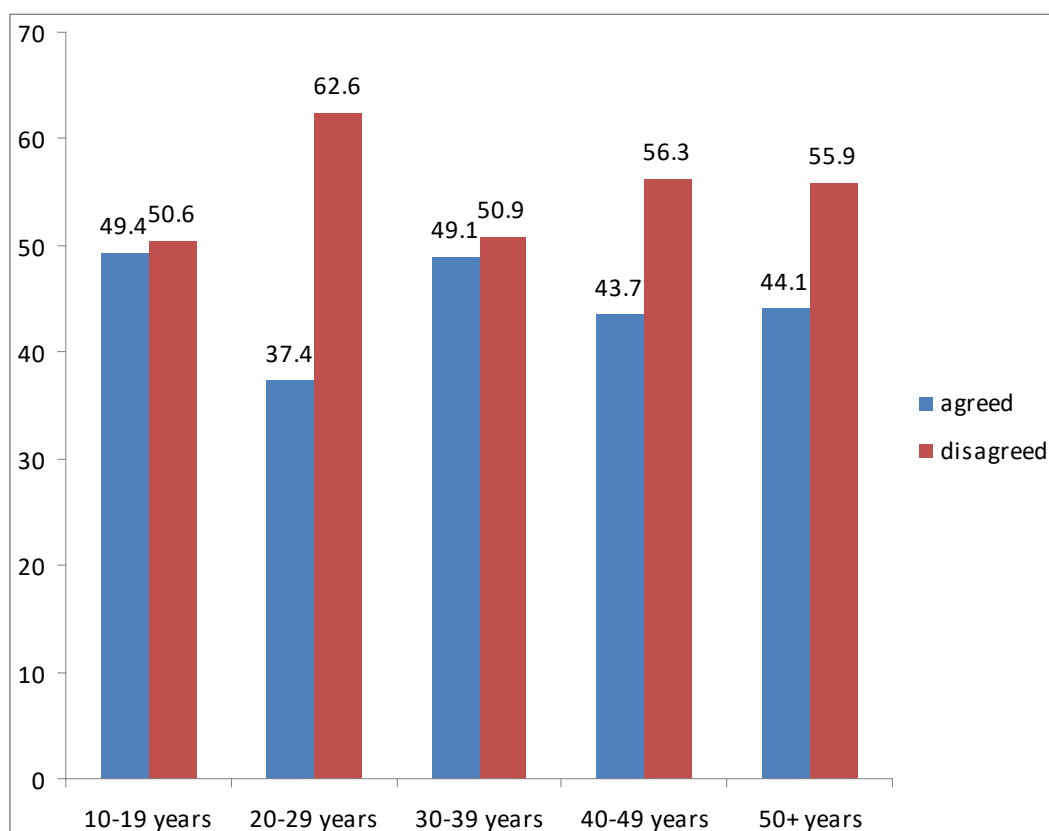
Influence of Demographics on Research Question One

Introduction: Data presented here are those examining the influence of demographic factors on the research.

Influence of Age on Respondents opinion on what the structural stresses confronting tourism development in Nigeria are

Table C (iii)

	Age group	Agreed/Positive		Disagree/Negative	
		Freq	%	Freq	%
77	10-19 years	39	50.65	38	49.35
262	20-29 years	164	62.60	98	37.40
161	30-39 years	82	50.93	79	49.07
103	40-49 years	58	56.31	45	43.69
34	50 years +	19	55.88	15	44.12
637	Total	362	56.83	275	43.17



Age had no significant effect on the structural stresses confronting tourism development in Nigeria.

The Pr = 0.133, Pearson chi 2(4) = 7.0556

Out of the 637 respondents that completed the column on age, majority of those between the age of 10-19 agreed with research question 1, 39(50.65%). 164(62.60%) of the respondents agreed with the issue raised on the first research question while 98(37.40%) disagreed.

82(50.93%) of the respondents between the age of 30 and 39 years agreed with the opinions raised on the first research question while 79(49.07%) disagreed.

58(55.88%) of the respondents who were between the age of 40 and 49 agreed with the opinions raised on the research question while 45(43.69%) disagreed.

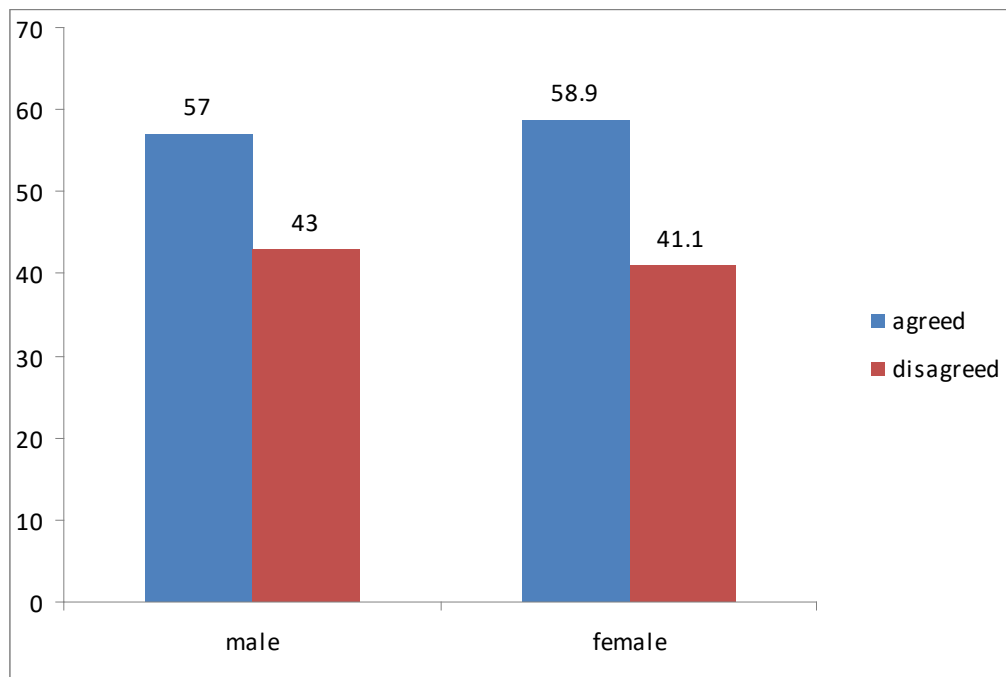
19(55.88%) of the respondents whose age were above 50 years agreed with the opinions raised on research question 1 while 15(44.12%) disagreed.

Over all, a total of 362(56.83%) out of 637 respondents agreed with the issues raised on structural stresses while 275(43.17%) disagreed.

Table C (iv)

Gender versus Agreement level for Research Question 1

Gender	Agreement/Positive		Disagreement/Negative		Total
	Freq	%	Freq	%	
Male	240	57.01	181	42.99	421
Female	175	58.92	122	41.08	297
Total	415		303		718



718 of the respondents completed the column on Gender out of 720 questionnaire administered within the study area. A total of 421(58.64%) were males while 297(41.36%) were females. 181(42.99) of the males disagreed with the opinions raised on research question 1 while 240(57.01%) agreed.

Out of the 297 females, 175(58.92%) agreed while 122(41.08%) disagreed.

Over all 415(57.80%) agreement was recorded against 303(42.20%) disagreement when gender was considered.

Therefore, with the Pr of 0.609, Pearson Z 2(1) of 0.2619, gender had no significant effect on the structural stresses confronting tourism development in Nigeria.

Influence of Marital Status on Tourism Development Research Question 1

A total of 709 respondents indicated their marital status. Majority of our respondents who were currently married agreed with the opinions raised on the first research question, 186(57.05%) against 129(40.95%) who disagreed with the opinions raised on the structural stresses. (see table (v)).

As well, majority of the respondents who were not currently married agreed with the first research question, 228(57.87%) while only 166(42.13%) disagreed.

Table C (v)

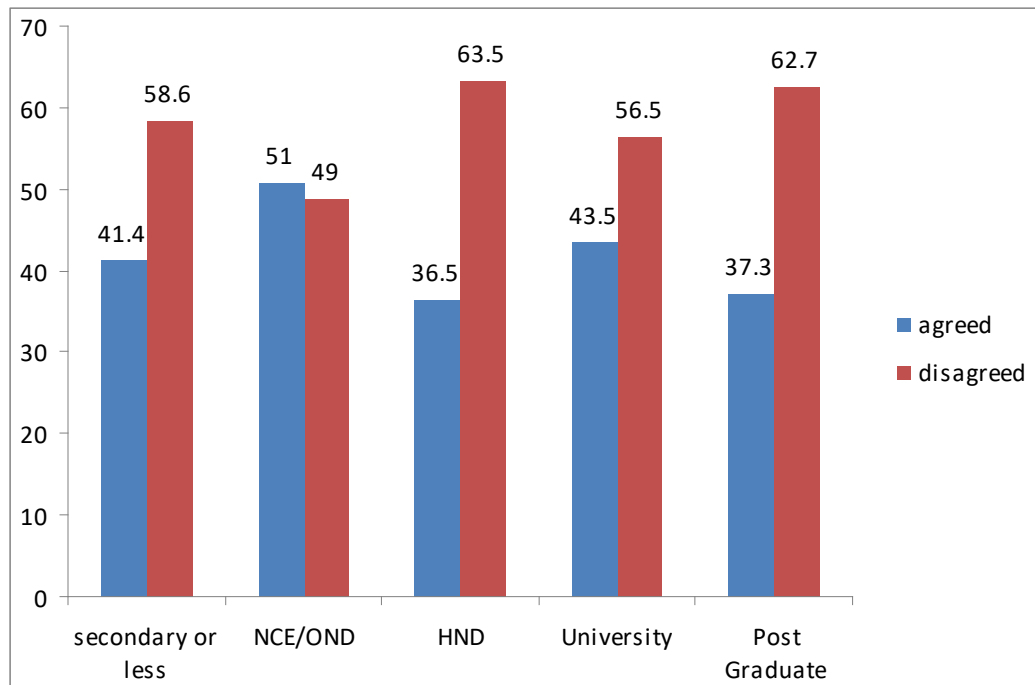
Marital Group	Agreement/Positive		Disagreement/Negative		Total
	Freq	%	Freq	%	Freq
Currently married	186	59.05	129	40.95	315
Not currently married	228	57.87	166	42.13	394
Total	414		295		709

Marital status had no significant effect on structural stresses confronting tourism development because it had a Pr of 0.752 and Pearson Z^2 of 0.1007.

Influence of Educational Qualification on the structural stresses confronting tourism development in Nigeria Research Question 1

Table C (vi)

Educational Qualification	Agreement/Positive		Disagreement/Negative		Total Freq
	Freq	%	Freq	%	
Secondary and below	61	58.65	43	4.35	104
NCE/OND	72	48.98	75	51.02	147
HND	66	63.46	38	36.54	104
University Degree	148	56.49	114	43.51	262
Postgraduate	37	62.71	22	37.29	59
Total	384	56.80	292	43.20	676



With Pr of 0.162 educational qualification had no significant effect on research question 1. It had a Pearson Z 2(4) of 6.5413.

A total of 676 respondents completed the column meant for educational qualification. 104(15.38%) had Senior Secondary Education and Below. 147(21.75%) had qualifications ranging between Nigerian Certificate in Education (NCE) and National Diploma (ND) while 104(15.38%) had Higher National Diploma (HND).

University first degree holders were 262(38.76%) while 59(8.73%) possessed postgraduate qualifications.

Influence of Religion on the Structural Stresses Confronting Tourism Development in Nigeria

Table C(vii)

Religion	Agreement/Positive		Disagreement/Negative		Total
	Freq	%	Freq	%	
Islam	91	60.67	59	39.33	150
Christianity	305	56.59	234	43.41	539
Traditional Religion	16	66.67	8	3.33	24
TOTAL	412		301		713

Out of the 720 questionnaire issued out to the respondents in 12 tourist sites in the states in South Western Nigeria, only 713 completed the column for religion.

Out of the 713 respondents, those practicing traditional religions were 24(3.37%) out of which 16(66.67%) agreed with the opinions raised on the structural stresses while 8 disagreed, (33.33%).

539(75%) of the total 713 respondents were Christians. 305(56.59%) of the 539 Christians agreed with the issues raised on research question 1 while 234(43.41%) disagreed.

Out of the 713 respondents, 150(21.04%) were Islamic religion faithful. 91(60.67%) of the 150 Muslims agreed with the opinions raised on research question 1 while 59(39.33%) disagreed.

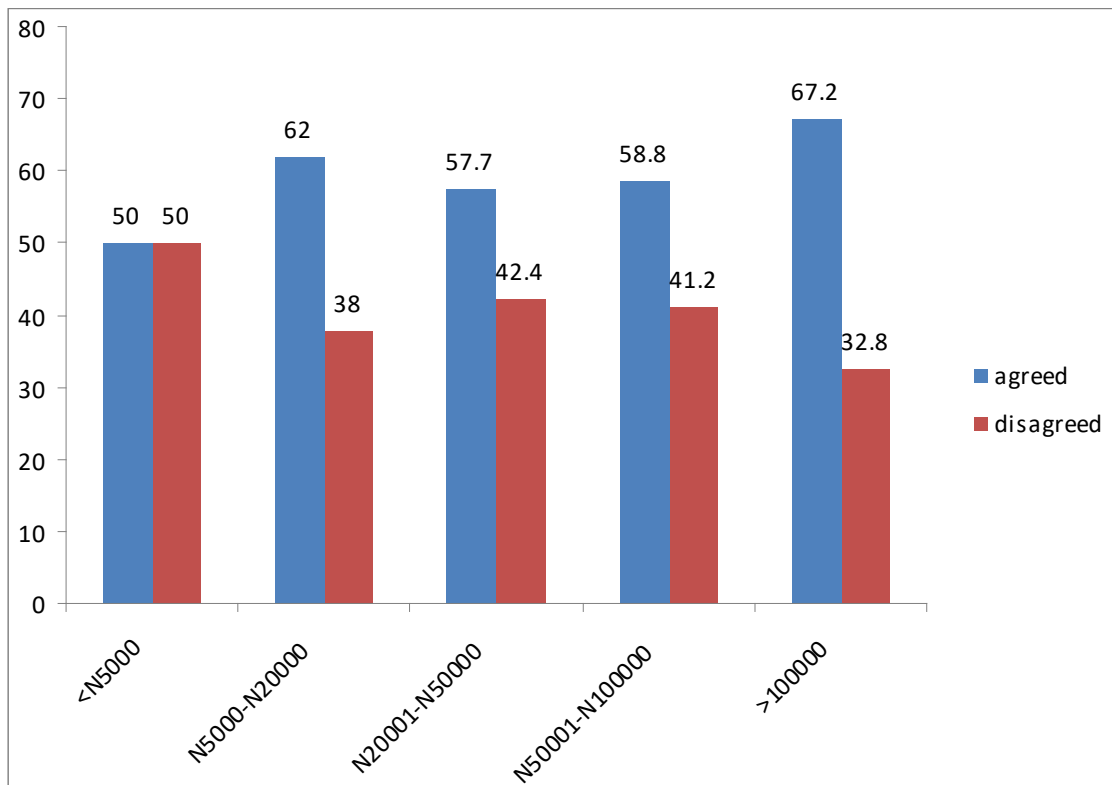
Out of all the respondents that completed the column for religion 41(57.78%) agreed with the research question while 301(42.22%) disagreed.

Religion had no significant effect on the structural stresses confronting tourism development in South Western Nigeria with a Pearson Z^2 of 1.6042 and Pr of 0.448.

Influence of monthly income on the structural stresses confronting tourism development in South Western Nigeria

Table C(viii)

Income/per month	Agreement/Positive		Disagreement/Negative		Total Freq
	Freq	%	Freq	%	
Less than ₦5,000	14	50	14	50	28
₦5,001 to ₦20,000	93	62	57	38	150
₦20,001 to ₦50,000	113	57.65	83	42.35	196
₦50,001 to ₦100,000	77	58.78	54	41.22	131
Above ₦100,000	43	67.19	21	32.81	64
TOTAL	340	59.75	229	40.25	569



Out of the 720 respondents, only 569 completed the column for income per month out of which 28(4.92%) earn below ₦5,000 per month. 150(26.36%) earn between ₦5,000 and ₦20,000 per month. 196(34.45%) earn between ₦20,001 to ₦50,000 while 131(23.02%) earn between ₦50,001 and ₦100,000 per month. Only 64(11.25%) of the respondents earn above ₦100,000. 340(59.75%) of the respondent

agreed with the issues raised on the structural stresses confronting tourism development in Nigeria. 229(40.25%) disagreed.

Majority of those who agreed earn between N20,001 to N50,000 per month i.e. 113(19.86%) out of a total of 569 while the least proportion of those who agreed was 14(2.46%) and they earn below N5,000 per month.

Income per month had no significant effect on structural stresses with a Pearson Z^2 of 3.3045 and Pr of 0.508.

Influence of Ethnic Background on the structural stresses confronting tourism development in South Western Nigeria

Table C(ix)

Ethnic Background	Agreement/Positive		Disagreement/Negative		Total
	Freq	%	Freq	%	
Ibo	28	56	22	44	50
Hausa	10	66.67	5	33.33	15
Yoruba	332	57.94	241	42.06	573
Others	28	54.90	23	45.10	51
TOTAL	398	57.76	291	42.24	689

689 out of 720 respondents completed the column on their ethnic backgrounds, 50(7.26%) were of Igbo origin, 15(2.18%) were Hausa speakers while 573(83.16%) were of Yoruba ethnic extraction. Others, which include the Ijaws were 51(7.40%).

28(56%) of the 50 Ibos agreed that the structural stresses exist while 22(44%) disagreed.

Out of the 15 Hausas, 10(66.67%) agreed that the identified structural stresses occur while 5(33.33%) disagreed.

Majority of our respondents are of Yoruba extraction, 573(83.16%). 332(57.94%) of them agreed while 241(42.06%) disagreed.

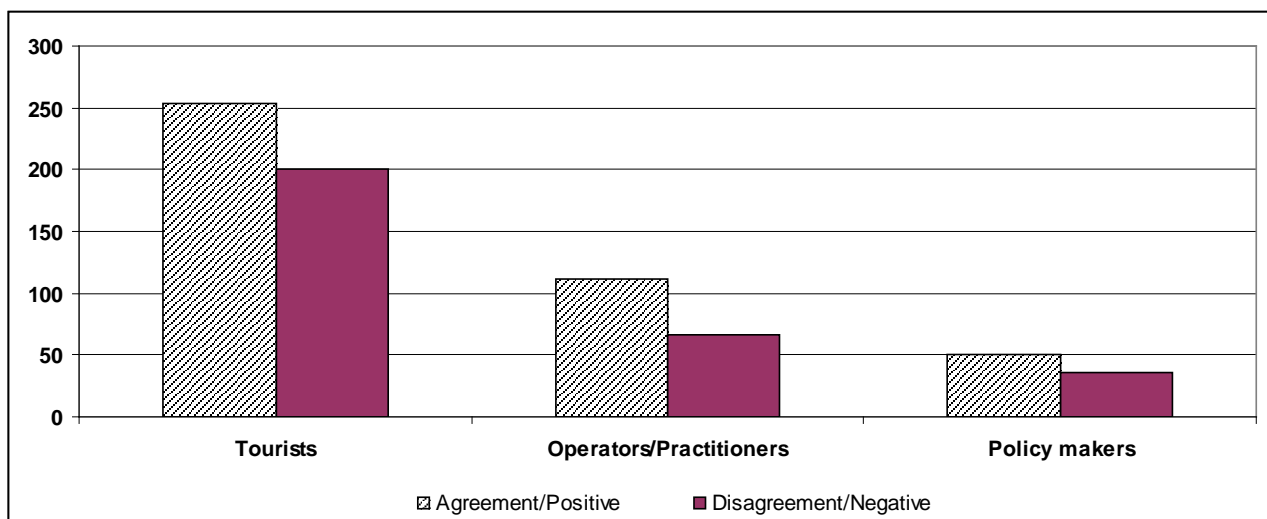
Others, apart from Ibo, Hausa and Yoruba were 51(74%) out of which 28(54.90%) agreed with 23(45.10%) disagreeing.

With a Pearson Z (2) of 0.7296 and Pr of 0.866 ethnic background had no significant effect on structural stresses.

Positions of the stakeholders on the structural stresses confronting tourism development in South Western Nigeria

Table C(x)

Stakeholders	Agreement/Positive		Disagreement/Negative		Total
	Freq	%	Freq	%	Freq
Tourists	253	55.73	201	44.27	454
Operators/Practitioners	112	62.92	66	37.08	178
Policy makers	50	58.14	36	41.86	86
TOTAL	415	57.80	303	42.20	718



Out of 720 questionnaire administered in 12 tourist sites across the six states in the South Western geopolitical zone of Nigeria, 718 of the respondents completed the column on their stakes in the tourism industry in Nigeria. 454(63.23%) were tourists, 178(24.79%) were the operators and practitioners in the industry while 86(11.98%) were the policy makers.

Majority of the tourists, 253(55.73%) agreed that the structural stresses identified on the questionnaire on research question 1 exist whereas 201(44.27%) disagreed.

The operators and practitioners which include the hoteliers, the transporters and the organizers of tourism trips were in all 178(24.79%) of the 718 respondents. 112(62.92%) of them agreed that the highlighted structural stresses truly exist in tourism development in Nigeria while 66(37.08%) disagreed.

Out of the entire 718 respondents however, 86(11.98%) were the policy makers. 50(58.14%) of them agreed that the identified structural stresses exist while 36(41.86%) disagreed.

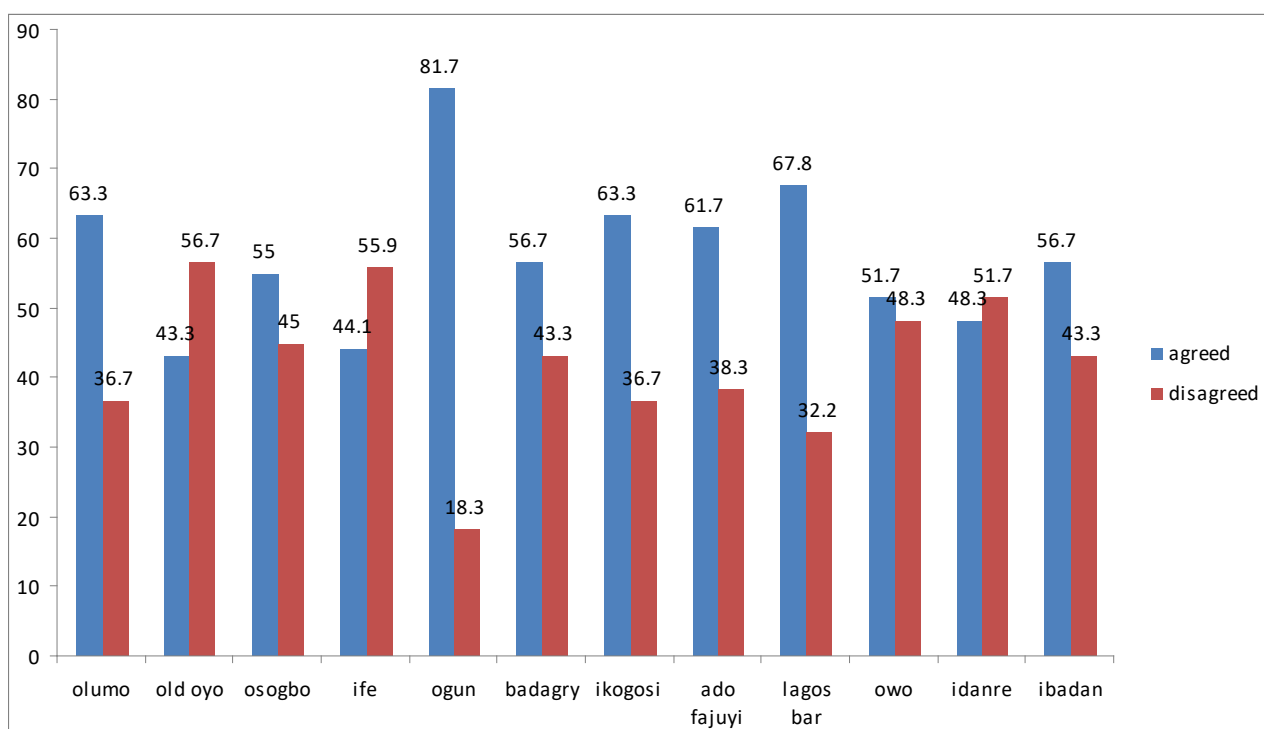
Over all, 415(57.80%) of the stakeholders agreed that the identified structural stresses exist in the tourism industry in South Western Nigeria. 303(42.20%) of the stakeholders however disagreed.

Therefore with a Pearson χ^2 of 2.7180 and Pr of 0.257, the opinions of the stakeholders had no significant effect on the structural stresses confronting tourism development in South Western Nigeria.

Table C(xi)

Significance of location (Centres) on Structural Stresses

Centre	Agreement/Positive		Disagreement/Negative		Total
	Freq	%	Freq	%	
FajuyiPark (AdoEkiti)	37	61.67	23	38.33	60
Ikogosi Waterfalls (Ekiti)	38	63.33	22	36.67	60
LagosBarBeach (Lagos)	40	67.80	19	32.20	59
Badagry Slave Route (Badagry)	34	56.67	26	43.33	60
Olumo Rocks (Abeokuta)	38	63.33	22	36.67	60
Yemoji Shrines (Ijebu)	49	81.67	11	18.33	60
OwoMuseum (Owo)	34	56.67	26	43.33	60
Idanre Hills (Ondo)	29	48.33	31	51.67	60
Osun Osogbo Shrine (Osogbo)	33	55	27	45	60
Oranmiyan staff, Ile-Ife	26	44.07	33	55.93	59
University of Ibadan, Ibadan	34	56.67	26	43.33	60
Old Oyo National Park	26	43.33	34	56.67	60
Total	415	57.80	303	42.20	718



718 respondents out of 720 indicated locations on the questionnaire administered. Majority of the centres except Idanre Hills, Oranmiyan Staff and Old Oyo National Park disagreed on the structural stresses identified on the questionnaire.

Over all, a total of 415(57.80%) respondents agreed while 303(42.20%) disagreed. However, with a Pearson Z^2 of 31.3983 and Pr of 0.001, location had a significant effect on structural stresses confronting tourism development in South Western Nigeria.

Significance of States on the Structural Stresses confronting tourism development in South Western Nigeria

Table C(xii)

State	Agreement/Positive		Disagreement/Negative		Total
	Freq	%	Freq	%	Freq
Ekiti	75	62.50	45	37.50	120
Lagos	74	62.18	45	37.82	119
Ogun	87	72.50	33	27.50	120
Ondo	60	50	60	50	120
Osun	59	49.58	60	50.42	119
Oyo	60	50	60	50	120
Total 6	415	57.80	303		

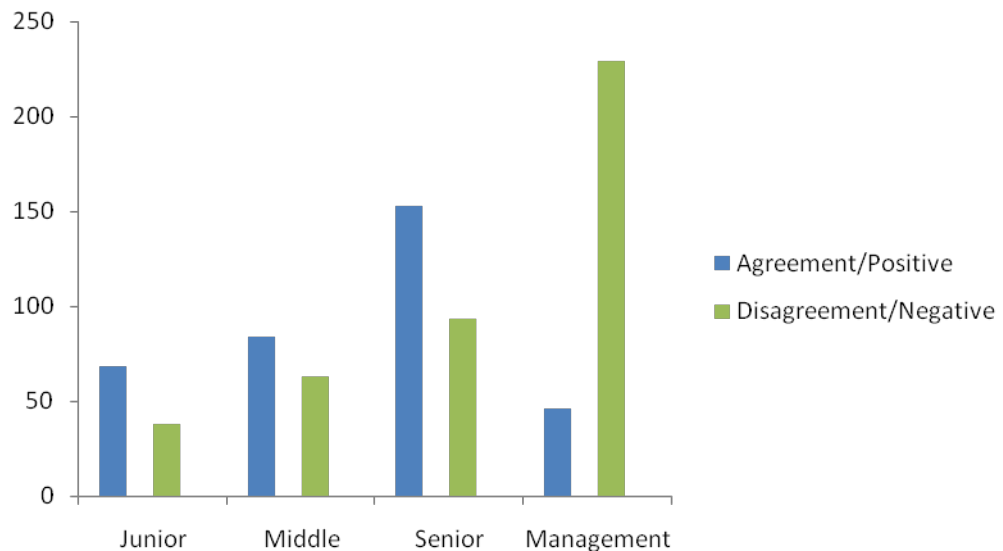
Except in Osun state, most of the respondents 415(57.80%) agreed that the identified structural stresses were confronting tourism development in south western Nigeria. 303(42.20%) out of 718 respondents however disagreed.

With a Pearson Z^2 of 21.9387 and Prof 0.001, states had a significant effect on structural stresses confronting tourism development in South Western Nigeria.

Influence of Positions in Work Places on the Structural Stresses confronting tourism development in South Western Nigeria

Table C(xiii)

Position	Agreement/Positive		Disagreement/Negative		Total
	Freq	%	Freq	%	
Junior	68	64.15	38	35.85	106
Middle	84	57.14	63	42.86	147
Senior	153	62.20	93	37.80	246
Management	46	56.79	229	43.21	81
Total	351	60.52	229	39.48	580



Out of the 720 questionnaire administered, only 580 respondents completed the column for positions in their places of work. Junior members of staff were 106(18.28%), middle 147(25.34%), senior 246(42.41%) and management 81(13.97%).

Majority of the respondents agreed with the identified structural stresses in respective order; junior 68, middle 84, senior 153 and management 46. A total of 351(60.52%) of all the respondents agreed with the items listed under the structural stresses- (Research Question 1).

With Pearson Z^2 of 2.0470 and Pr of 0.563 state had no significant effect on the first research question.

Research Question 2

Introduction: The second research question aims to examine the action steps that can be channelled to curtail the identified structural stresses in research question 1

Question: What action steps can be taken to curtail the identified structural stresses?

Items Raised on Research Question 2

(See No.10 in Table Dii)

The items to elicit respondents opinions were spread from item 10 to 18 on the questionnaire (see Table D (I))

The item Number 10th on the questionnaire (10) sought to know whether there should be adequate legislation and awareness to tackle the menace of pollution. 339(47.75%), 302(42.54%) strongly agreed and agreed respectively while 44(6.20%) and 25(3.52%) of the total 710 respondents disagreed and strongly disagreed respectively.

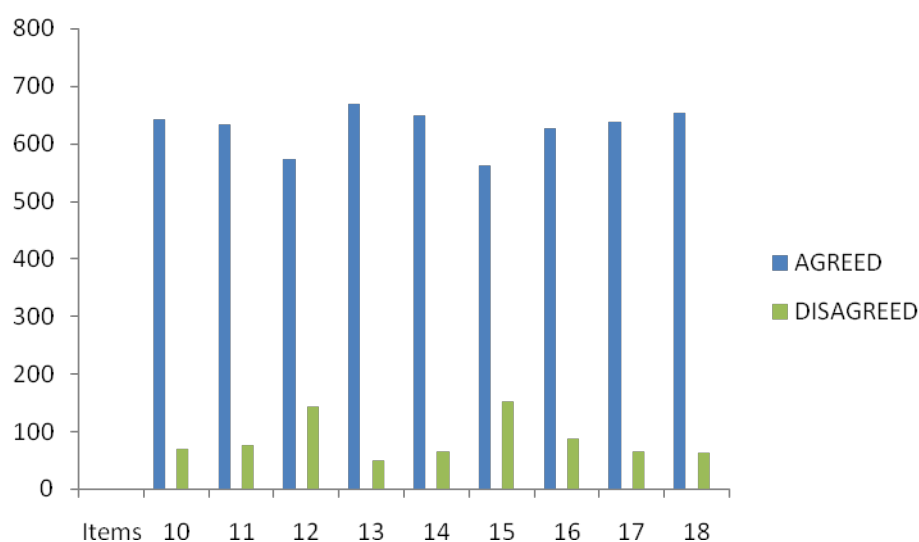
Table D(i)

NO	ITEMS	SA		A		D		SD		TOTAL
		FREQ	%	FREQ	%	FREQ	%	FREQ	%	
10	There should be adequate legislation and awareness to tackle the menace of pollution and solid waste.	339	47.75	302	42.54	44	5.02	25	3.52	710
11	Security matters should not be taken with levity but tackled head long.	371	52.40	262	37.01	55	7.77	20	2.82	708
12	Host Communities should guide their culture and traditional values against 'invasion' by the tourists.	293	40.98	280	39.16	110	15.38	32	4.48	715
13	Global standards should be enforced at Nigerian Airports and Seaports.	375	52.30	294	41.00	36	5.02	12	1.67	717
14	The Ecology should be protected by the stakeholders in the tourism sector.	285	39.97	364	51.05	57	7.99	7	0.98	713
15	Host community members should be aware of the opportunistic health related diseases especially the STDs and AIDs that tourists may spread during visits.	273	38.29	289	40.53	101	14.17	50	7.01	713
16	Government should see economic development as the only recipe for other forms of development including Tourism.	280	39.33	346	48.60	63	8.85	23	3.23	712
17	Private investors should be encouraged to observe global best practices in operating accommodation and hotel businesses.	291	41.51	346	49.36	50	7.13	14	2.00	701
18	The stakeholders should work hand in hand with the government to formulate clear and concise policies as framework for Tourism Development.	321	44.90	331	46.29	47	6.57	16	2.24	715

Aggregate of Respondents' Opinions on Research Question 2

Table D(ii)

No	Items	AGREED		DISAGREED		TOTAL
		FREQ	%	FREQ	%	
10.	There should be adequate legislation and awareness to tackle the menace of pollution and solid waste.	641	90.28	69	9.72	710
11.	Security matters should not be taken with levity but tackled head long.	633	89.41	75	10.59	708
12.	Host Communities should guide their culture and traditional values against 'invasion' by the tourists.	573	80.14	142	19.86	715
13.	Global standards should be enforced at Nigerian Airports and Seaports.	669	93.31	48	6.69	717
14.	The Ecology should be protected by the stakeholders in the tourism sector.	649	91.02	64	8.98	713
15.	Host community members should be aware of the opportunistic health related diseases especially the STDs and AIDs that tourists may spread during visits.	562	78.82	151	21.18	713
16.	Government should see economic development as the only recipe for other forms of development including Tourism.	626	87.92	86	12.08	712
17.	Private investors should be encouraged to observe global best practices in operating accommodation and hotel businesses.	637	90.87	64	9.13	701
18.	The stakeholders should work hand in hand with the government to formulate clear and concise policies as framework for Tourism Development.	652	91.19	63	8.81	715



In aggregate, 69(9.72%) and 641(90.28%) disagreed and agreed respectively.

The second item (No 11th on the questionnaire) sought to determine if security matters should not be taken with levity but tackled head long.

Out of the 708 respondents, 371(52.40%) and 262,(37.01%) strongly agreed and agreed respectively. However, 55(7.77%) and 20(2.82%) disagreed and strongly disagreed respectively.

In aggregate, a total of 633(89.41%) agreed/strongly agreed while only 75(10.59%) disagreed or strongly disagreed.

The third item (12th on the questionnaire) sought to determine whether the host communities should guide their culture and traditional values against invasion by the tourists.

Out of the 715 respondents,293(40.98%) and 280(39.16%) strongly agreed and agreed respectively. However, 110(15.38%) and 32(4.48%) disagreed and strongly disagreed respectively.

In aggregate, 142(19.86%) disagreed/strongly disagreed while a whopping 573(80.14%) agreed.

The fourth item on Research question 2 (13th on the questionnaire) sought to determine whether global standards should be enforced at Nigerian airports and seaports.

Out of 717 respondents, 375(52.30%) and 294(41%) strongly agreed and agreed respectively while 36(5.02%) and 12(1.67%) disagreed and strongly disagreed respectively.

In aggregate, 48(6.69%) disagreed and strongly disagreed while a large proportion, 669(93.31%), agreed and strongly agreed.

The fifth item on research question 2 (item 14 on the questionnaire) wanted to know the stand of the stakeholders on whether the ecology should be protected by the stakeholders in the tourism sector. 285(39.97%) and 364(51.05%) strongly agreed and agreed respectively that the ecology should be protected while 57(7.99%) and 7(0.98%) disagreed and strongly disagreed respectively.

In aggregate, 64(8.98%) disagreed/strongly disagreed while a whopping 649(91.02%) of the total 713 respondents agreed and strongly agreed.

The sixth item (no 15 on the questionnaire) raised on the second research question sought to determine whether host community members should be aware of the opportunistic health related diseases especially the STDs and AIDs that tourists may spread during visits.

Out of 713 respondents, 273(38.29%) and 289(40.53%) strongly agreed and agreed respectively while 101(14.17%) and 50(7.01%) disagreed and strongly disagreed respectively.

In aggregate, 151(21.18%) respondents disagreed/strongly disagreed while 562(78.82%) agreed/strongly agreed.

The seventh item raised on the second research question (item 16 on the questionnaire) sought to elicit respondents opinions on whether government should see economic development as the only recipe for other forms of developments.

Out of 712 respondents, 280(39.33%) and 346(48.60%) strongly agreed and agreed respectively. A little fraction of 63(8.85%) and 23(3.23%) disagreed and strongly disagreed respectively.

In aggregate, out of 712 respondents, 86(12.08%) disagreed/strongly disagreed while 626(87.92%) agreed/strongly agreed.

The eight item (no 17 on the questionnaire) sought to know whether private investors should be encouraged to observe global best practices in operating accommodation and hotel businesses.

Out of 701 respondents, 291(41.51%) and 346(49.36%) strongly agreed and agreed respectively while 50(7.13%) and 14(2%) disagreed and strongly disagreed respectively.

In aggregate, 64(9.13%) respondents disagreed/strongly disagreed while 637(90.87%) agreed/strongly agreed.

The ninth item raised on the second research question (item 18 on the questionnaire) sought to elicit the responses of the 715 respondents. It borders on the need to work hand in hand with the government to formulate clear and concise policies as framework for tourism development.

Out of 715 respondents, 321(44.90%) strongly agreed, 331(46.29%) agreed while 47(6.57%) disagreed while only 16(2.24%) strongly disagreed.

In aggregate, 63(8.81%) respondents disagreed/strongly disagreed while the majority in the number of 652(91.19%) agreed/strongly agreed.

Influence of Demographics on Research Question Two

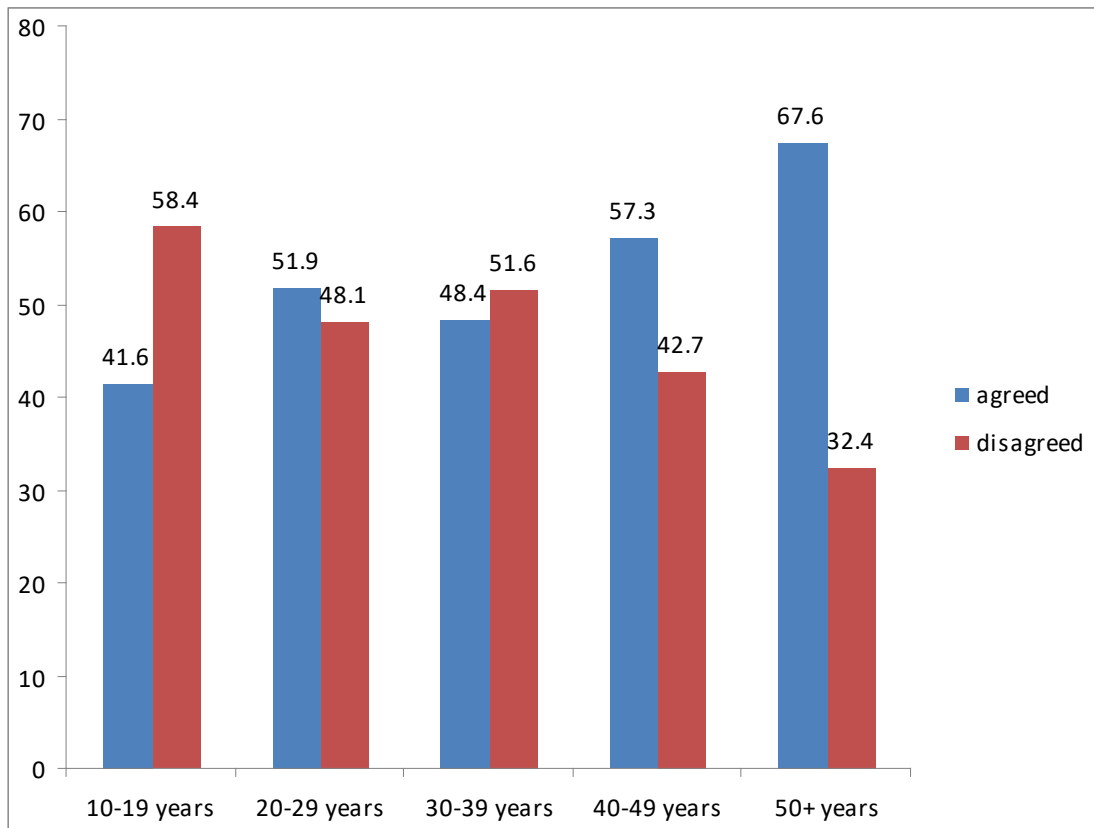
Introduction: This aspect of data presentation is aimed at presenting and interpreting data on how demographic factors like age, gender, educational qualification, income, religion and ethnic background influence the opinions of the respondents on research question two.

Influence of Age on respondents' opinions on the action-steps to Curtail the structural stresses confronting tourism development in South Western Nigeria.

Research Question 2

Table D(iii)

Age group	Agreed/Positive		Disagree/Negative		Total
	Freq	%	Freq	%	
10 – 19 years	32	41.56	45	58.44	77
20 – 29 years	136	51.91	126	48.09	262
30 – 39 years	78	48.45	83	51.55	161
40 – 49 years	59	57.28	44	42.72	103
50 years +	23	67.65	11	32.35	34
Total	328	51.49	309	48.51	637



Age had no significant effect on research question two. It had a Pearson Z^2 of 8.5924 and Pr of 0.072.

Out of the 637 respondents 328(51.49%) agreed that the action steps as mentioned on the questionnaire will address the identified structural stresses. (Insert Table)

Respondents between the age of 10-19 years did however not agree. 32(9.76%) out of 77 agreed while a large proportion of 45(58.44%) disagreed.

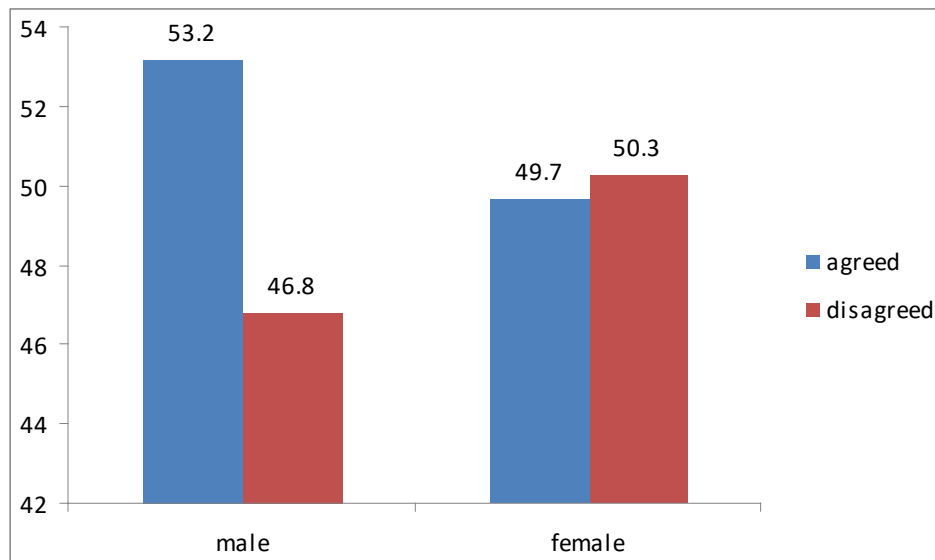
Respondents between the age of 20-29 years generally agreed with the actions steps 136(51.91%) out of 262 while 126(48.09%) disagreed. Respondents between the age of 30-39 years generally disagreed with the items highlighted as action steps to curtail the identified structural stresses with a figure of 83(51.55%) against 78(48.45%) who agreed out of 161 respondents in the same age bracket.

Respondents between the age of 40-49 years generally agreed with the suggested action steps, 59(57.28%), whereas 44(42.72%) out of 103 respondents disagreed on the positions. Out of 34, 50 years and above respondents, 59(57.28%) agreed with the position while 44(42.72%) disagreed.

Influence of Gender on the Research Question Two (The action-steps)

Table D(iv)

Gender	Agreed/Positive		Disagree/Negative		Total
	Freq	%	Freq	%	
Male	224	53.21	197	46.79	421
Female	148	49.66	150	50.34	298
TOTAL	372	51.74	347	48.26	719



719 respondents completed the column for Gender out of the 720 questionnaire administered. A total of 421(58.55%) males responded with 224(53.21%) on the positive side while 197(46.79%) disagreed.

Out of 298(41.45%) female respondents, 148(49.66%) agreed while 150(50.34%) disagreed.

With a Pearson chiz of 0.8768 and Pr of 0.349 gender had no significant value on the action steps (research question two)

Influence of Marital Grouping on Research Question Two (Action Steps)

Table D(v)

Marital Group	Agreed/Positive		Disagree/Negative		Total
	Freq	%	Freq	%	
Currently Married	167	52.85	149	47.15	316
Non-currently Married	202	51.27	192	48.73	394
TOTAL	369	51.97	341	48.03	710

A total of 710 respondents completed the column on the marital status out of which 316(44.51%) were currently married, and 394(55.49%) not currently married.

Out of the 316 that were currently married, 167(52.85%) agreed with the action steps while 149(47.15%) disagreed. 202(51.27%) of those not currently married agreed with the opinions on the action steps while 192(48.73%) disagreed.

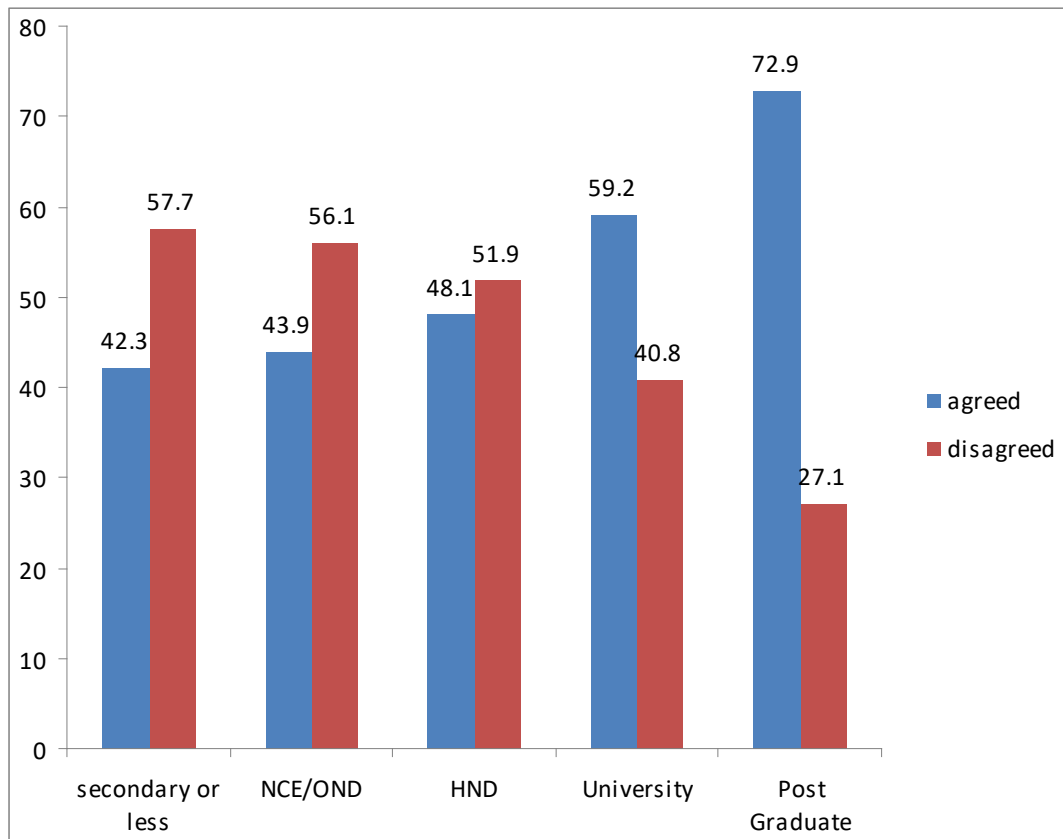
Over all 369(51.97%) out of the 710 were positive (agreed) while the rest disagreed (negative).

With a Pearson Z^2 of 0.1752 and Pr of 0.676, gender had no significant effect on the action steps.

Influence of educational qualifications on the identified action steps (Research Question 2)

Table D(vi)

Education Qualification	Agreement/Positive		Disagreement/Negative		Total
	Freq	%	Freq	%	
Secondary and Below	44	42.31	60	57.69	104
NCE/OND	65	43.92	83	56.08	148
HND	50	48.08	54	51.92	104
University Degree	155	59.16	107	40.84	262
Post Graduate	43	72.88	16	27.12	59
TOTAL	357	52.73	320	47.27	677



With Pr of 0.000 educational qualification had a significant effect on the second research question which proposed some action steps to curtail the structural stresses in tourism development in south western Nigeria. It also had a Pearson Z^2 of 24.0039.

677 respondents completed the column on the questionnaire administered in 12 tourists' sites. 104(15.36%) of them held Senior Secondary School Certificate (SSSC) while 148(21.86%) possessed National Diploma (ND) or Nigerian Certificate in Education (NCE). 104(15.36%) possessed Higher National Diploma (HND) while 262(38.70%) held University degrees. 59(8.71%) held post graduate qualifications.

From the data the largest proportion of our respondents possessed University degrees 262(38.70%).

However, those who had secondary education or less NCE and ND and HND holders disagreed with the action steps identified on the questionnaire – 60, 83 and 54 respectively.

The university degree holders and the post-graduate degree holders agreed with the second research question – 107 and 16 respectively.

Over all, a total of 357(52.73%) respondents agreed with the items raised on research question two while 320(47.27%) disagreed.

Influence of Religion on research question two (Action steps)

Table D(vii)

Religion	Agreement/Positive		Disagreement/Negative		Total
	Freq	%	Freq	%	
Islam	74	49.01	77	50.99	151
Christianity	281	52.13	258	47.87	539
Traditional Religion	13	54.17	11	45.83	24
TOTAL	368	51.54	346	48.46	714

Out of 714 respondents 368 (51.54%) agreed with the action steps while 346(48.46%) disagreed. Islamic religion faithful were 151(21.15%) out of which 77(50.99%) disagreed while 74(49.01%) agreed.

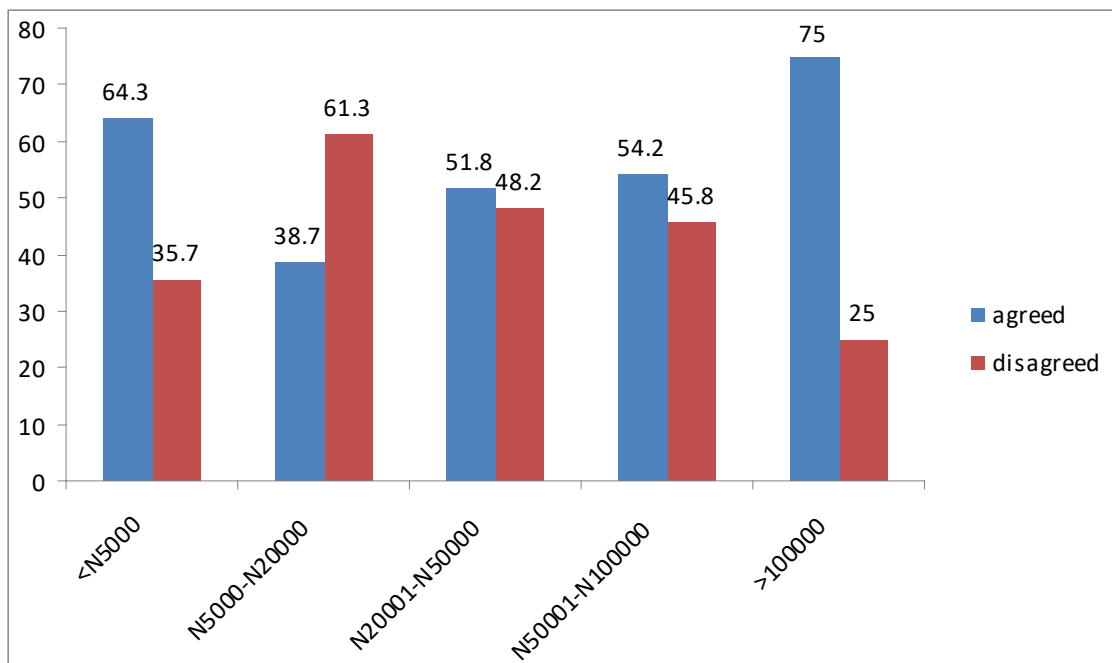
Christians were 539(75.49%) out of the 714 respondents out of which 258(47.87%) disagreed while 281(52.13%) agreed with the action steps. The traditional religion faithful were 24(3.36%) out of 714 respondents. 13(54.17%) out of 24 respondents agreed with the action steps while only 11(3.18%) disagreed.

Religion however, had no significant effect on the second research question. The Pearson Z^2 is 0.5303 and Pr of 0.767.

Influence of monthly income on research question 2 (Action-steps)

Table D (viii)

Income/Per Month	Agreement/Positive		Disagreement/Negative		Total
	Freq	%	Freq	%	
Less than ₦5000	14	64.29	10	35.71	28
₦5,001 to ₦20,000	58	38.67	92	61.33	150
₦20,001 to ₦50,000	102	51.78	95	48.22	197
₦50,001 to ₦100,000	71	54.20	90	45.80	131
Above ₦100,000	48	75.00	16	25.00	64
TOTAL	297	52.11	273	47.89	570



Out of 720 questionnaires administered, 570 completed the column on monthly income. 28(4.91%) earn less than ₦5,000 while 150(26.32%) respondents earn between ₦5,000 and ₦20,000 per month. 197(34.56%) earn between ₦20,001 and ₦50,000. 131(22.98%) earn between ₦50,001 and ₦100,000 out of 570 respondents.

All the income categories agreed with the second research question 1, that is the action steps except those in the monthly income bracket of N5,000 and M20,000

with 92(61.33%) out of 150 disagreed on the action steps highlighted on the questionnaire.

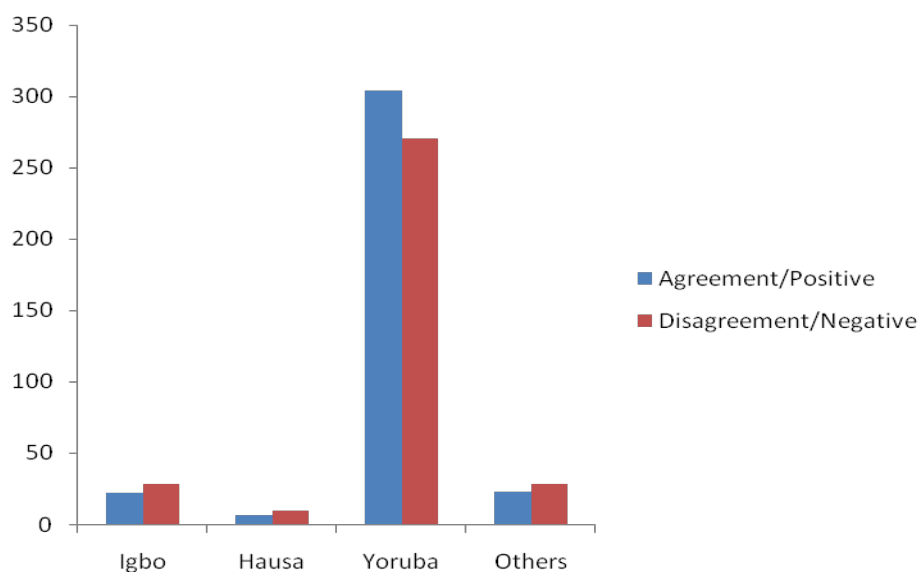
Over all, 297(52.11%) out of 570 agreed while 273(47.89%) disagreed.

Monthly income had a significant effect on research question 2 (action-steps). The Pearson Z^2 was 26.2007 and Pr of 0.000

Influence of Ethnic background on Research question 2 (Action-steps)

Table D(ix)

Ethnic Background	Agreement/Positive		Disagreement/Negative		Total
	Freq	%	Freq	%	
Igbo	22	44.00	28	56.00	50
Hausa	6	40.00	9	60.00	15
Yoruba	304	52.96	270	47.04	574
Others	23	45.10	28	54.90	51
TOTAL	355	51.45	335	48.55	690



720 questionnaires were administered in 12 tourists' sites out of which 690 completed the column on ethnic background. 50(7.25%) were Ibo, 15(2.17%) were Hausa, 574 (83.19%) were Yoruba while others were 51(7.39%). Majority of the

respondents who supported the action steps were Yoruba speakers whose frequency was 304(52.96%). Out of 574 while 270(47.04%) disagreed.

However, most of the Nigerian ethnic extractions that took part in the survey disagreed on the suggested action steps.

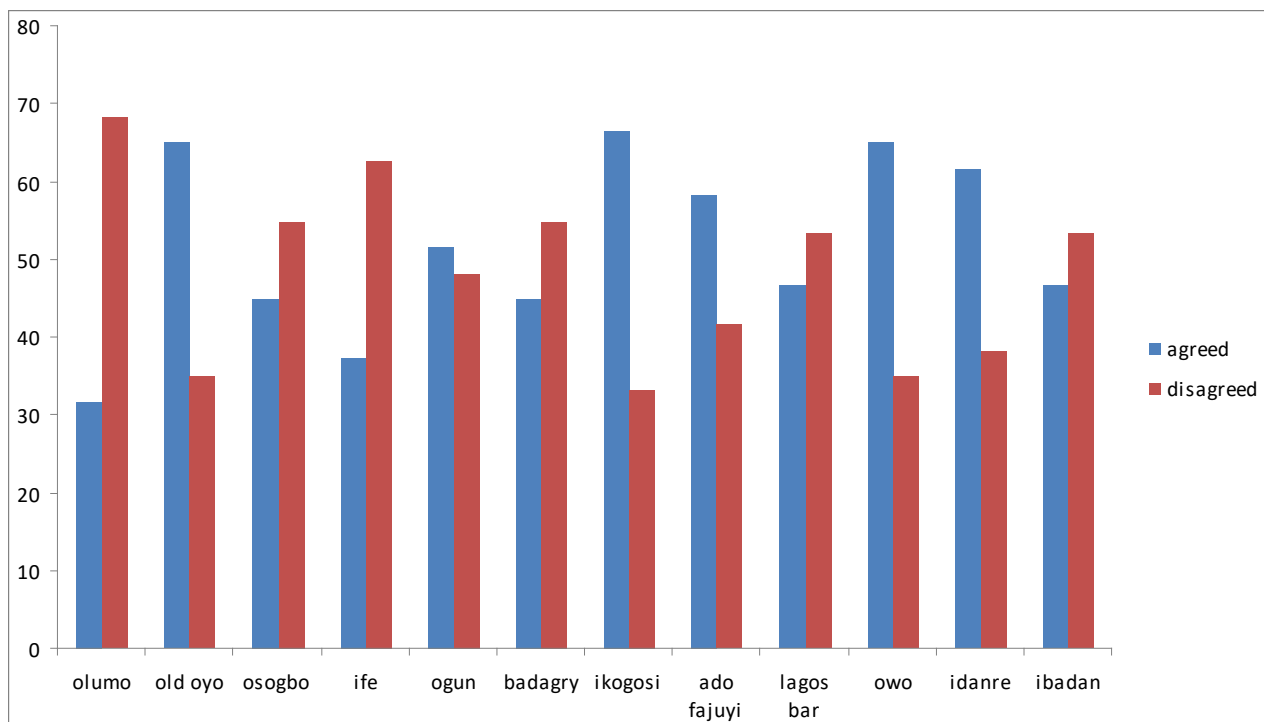
Over all, 355(51.45%) agreed while 335(48.55%) out of 690 disagreed.

The Pearson Z^2 was 3.2472 and Pr of 0.355.

Influence of tourist sites on Research Question 2 (Action-steps)

Table D(x)

Tourist Centres	Agreement/Positive		Disagreement/Negative		Total
	Freq	%	Freq	%	
Olumo Rock (Abeokuta)	19	31.67	41	68.33	60
Old Oyo National Park	39	65.00	21	35.00	60
OsunOsogbo Shrine	27	45.00	33	55.00	60
Oranmiyan Staff, Ile-Ife.	22	37.29	37	62.71	59
Yemoji Shrine (Ijebo)	31	51.67	29	48.33	60
Badagry Slave Route	27	45.00	33	55.00	60
Ikogosi Waterfalls (Ekiti)	40	66.67	20	33.33	60
Fajuyi Park (Ado Ekiti)	35	58.33	25	41.67	60
Lagos Bar Beach	28	46.67	32	53.33	60
Owo Museum (Owo)	39	65.00	21	35.00	60
Idanre Hills (Ondo)	37	61.67	23	38.33	60
University of Ibadan	28	46.67	32	53.33	60
TOTAL	372	51.74	347	48.26	719



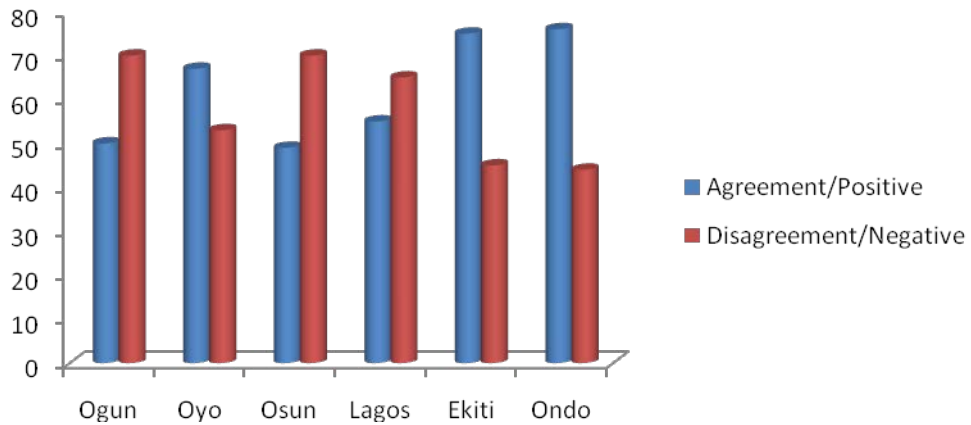
Out of 12 tourist sites within the study area, where 719 respondents completed the location of the sites, a total of 372(51.74%) of the respondents agreed (positive) with the research question while 347(48.26%) disagreed on the highlighted action steps.

However, tourists' sites had a significant effect on research question one with a Pearson Z^2 of 35.2536 and Pr of 0.000

Influence of states on Research Question 2 (Action steps)

Table D(xi)

State	Agreement/Positive		Disagreement/Negative		Total
	Freq	%	Freq	%	
Ogun	50	41.67	70	58.33	120
Oyo	67	55.83	53	44.17	120
Osun	49	41.18	70	58.82	119
Lagos	55	45.83	65	54.17	120
Ekiti	75	62.50	45	37.50	120
Ondo	76	63.33	44	36.67	120
TOTAL	372	51.74	347	48.26	719



The six states in the south western geopolitical zone which include Ekiti, Lagos, Ogun, Ondo, Osun and Oyo states were the study area.

A total of 719 respondents responded to the state column. Majority of the respondents 372(51.74%) agreed with the highlighted actions steps while 347(48.26%) disagreed.

However, respondents in Lagos 65(54.17%), Ogun 70(58.33%) and Osun 70(58.82%) disagreed. The state where the tourist sites are located had a significant effect on the research question (the action steps)

Influence of stakeholders opinions on the second research question (action steps)

Table D(xii)

Stakeholders	Agreement/Positive		Disagreement/Negative		Total
	Freq	%	Freq	%	
Tourists	230	50.66	224	49.34	454
Tourism Operators	91	50.84	88	49.16	179
Policy Makers	51	59.30	35	40.70	86
TOTAL	372	51.74	347	48.26	719

A total of 719 stakeholders completed the column on their field of stake in the tourism industry. A total of 372(51.74%) respondents agreed with the highlighted action steps while 347(48.26%) disagreed.

Out of the 719 respondents, 454(63.14%) were tourists, 179(24.90%) were operators or practitioners in the industry while 86(11.96%) were policy makers.

Out of 454 tourists, 230(50.66%) agreed with the action steps while 224(49.34%) disagreed. Out of 179 operators in the industry 91(50.84%) agreed while 88(49.16%) disagreed.

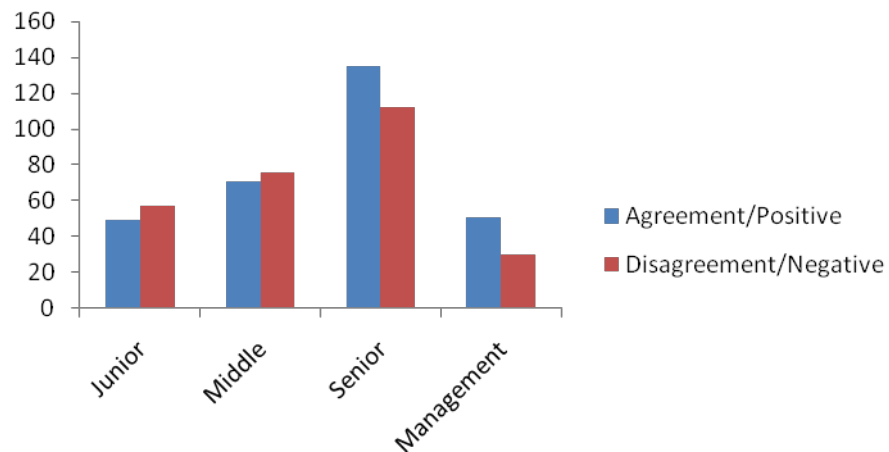
Out of 86 policy makers 51(59.30%) agreed while 35(40.70%) disagreed with the action-steps.

With a Pearson Z^2 of 2.2398 and Pr of 0.326, the stakeholders had no significant effect on research question 2.

Influence of positions on research question 2 (action steps)

Table D (xiii)

Position	Agreement/Positive		Disagreement/Negative		Total
	Freq	%	Freq	%	
Junior	49	46.23	57	58.77	106
Middle	71	48.30	76	51.70	147
Senior	135	54.66	112	45.34	247
Management	51	62.96	30	37.04	81
TOTAL	306	52.67	275	47.33	581



Out of 720 respondents, 581 completed the portion on their positions in their work places. Out of the 581 respondents 106(18.24%) indicated they were junior staff 147(25.30%) indicated they were middle staff.

247(42.51%) indicated they were senior members of staff while 81(13.94%) were at the management level. Out of the 106 junior staff 49(46.23%) agreed while 57(53.77%) disagreed with research question two (action-steps)

Out of 147 middle cadre staff, 71(48.30%) agreed while 76(51.70%) disagreed with the question.

Out of 247 senior staff members, 135(54.66%) agreed while 112(45.34%) disagreed with the action steps. Out of 81 management staff, 51(62.96%) agreed while 30(37.04%) disagreed.

However, majority of those who agreed with the action steps were either senior staff (135) or management staff (51).

Over all, 306(52.67%) agreed while only 275(47.33%) disagreed with the suggested actions steps.

However, positions in work places had no significant effect on research question 2 (action-steps). It had a Pearson Z^2 of 6.7251 and Pr of 0.081.

Research Question 3

Introduction: The third research questions aims at examining the potentials that are accruable to a well-developed tourism industry in Nigeria

Question: Are there potentials in the tourism enterprise in Nigeria?

Items Raised on Research Question 3

9 items were raised on the third research question on the research instrument (the questionnaire). The items were spread from item 19 to 27

Table E(i)

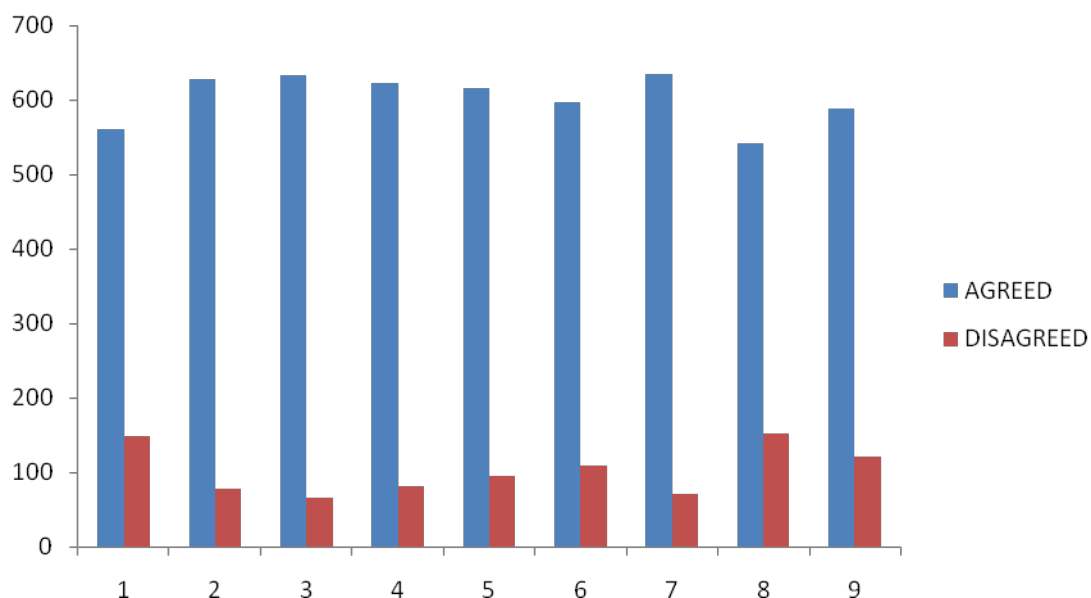
No	Items	SA		A		D		SD		TOTAL
		Freq	%	Freq	%	Freq	%	Freq	%	
19	A well-developed Tourism Industry can diversify the economy away from high dependence on oil.	277	39.01	284	40.00	110	15.49	39	5.49	710
20	Good Tourism Development in Nigeria can promote cultural and ethnic cohesion.	323	45.82	305	43.26	55	7.80	22	3.12	705
21	Effective Tourism Development can generate employment.	398	57.02	235	33.67	50	7.16	15	2.15	698
22	Enhanced Human identity and dignity are likely profits of a Tourism Industry that is well-developed.	263	37.36	360	51.14	60	8.52	21	2.98	704
23	Effective Tourism Development can enhance the transfer of technology and professionalism.	261	36.71	355	49.93	73	10.27	22	3.09	711
24	Eagerness to develop Tourism will ginger the stakeholder to develop infrastructures.	275	38.95	322	45.61	85	12.04	24	3.40	706
25	A well-developed	299	42.41	335	47.52	54	7.66	17	2.41	705

	Tourism Industry will expose the positive values of the host nation or region to the tourists.									
26	Tourism can redistribute national income.	194	27.99	347	50.07	118	17.03	34	4.91	693
27	Mental and emotional health of both the tourist and the host can be boosted through Tourism.	228	32.16	360	50.78	97	13.68	24	3.39	709

Aggregate of Respondents' Opinions on Research Question 3

Table E(ii)

No	Items	AGREED		DISAGREED		TOTAL
		Freq	%	Freq	%	
19.	A well-developed Tourism Industry can diversify the economy away from high dependence on oil.	561	79.01	149	20.99	710
20.	Good Tourism Development in Nigeria can promote cultural and ethnic cohesion.	628	89.08	77	10.92	705
21.	Effective Tourism Development can generate employment.	633	90.69	65	9.31	698
22.	Enhanced Human identity and dignity are likely profits of a Tourism Industry that is well-developed.	623	88.49	81	11.51	704
23.	Effective Tourism Development can enhance the transfer of technology and professionalism.	616	86.64	95	13.36	711
24.	Eagerness to develop Tourism will ginger the stakeholder to develop infrastructures.	597	84.56	109	15.44	706
25.	A well-developed Tourism Industry will expose the positive values of the host nation or region to the tourists.	634	89.93	71	10.07	705
26.	Tourism can redistribute national income.	541	78.07	152	21.93	693
27.	Mental and emotional health of both the tourist and the host can be boosted through Tourism.	588	82.93	121	17.07	709



The first item (19th on the questionnaire) sought to determine if a well-developed tourism industry can diversify the economy away from high dependence on oil.

710 respondents completed the portion while 277(39.01%) strongly agreed and 284(40%) agreed. 110(15.49%) disagreed while 39(5.49%) strongly disagreed.

In aggregate, 149(20.99%) disagreed/strongly disagreed while 561(79.01%) agreed and strongly agreed.

The second item (20th on the questionnaire) on the third research question sought to determine whether good tourism development can promote cultural and ethnic cohesion.

Out of 705 respondents, 323(45.82%) strongly agreed while 305(43.26%) agreed. However, 55(7.80%) disagreed while 22(3.12%) strongly disagreed.

In aggregate, a total of 628(89.08%) strongly agreed/ agreed while only 77(10.2%) disagreed/strongly disagreed.

The third item (21st on the questionnaire) sought to determine whether effective tourism development can generate employment.

Out of 698 respondents, 398(57.02%) strongly agreed while 235(33.67%) agreed. Only 50(7.16%) disagreed while 15(2.15%) strongly disagreed).

In aggregate a whopping 633(90.68%) agreed/strongly agreed while 65(9.31%) disagreed /strongly disagreed.

The fourth research question (22nd on the questionnaire) sought to determine whether enhanced human identity and dignity are likely profits of a tourism industry that is well-developed.

Out of 704 respondents, 263(37.36%) strongly agreed while 360(51.14%) agreed. 60(8.52%) disagreed while only 21(2.98%) strongly disagreed.

In aggregate 81(11.51%) disagreed/strongly disagreed while larger proportion of 623(88.49%) agreed/strongly agreed.

The fifth item on the third research question (23rd on the questionnaire) sought to determine whether effective tourism can enhance the transfer of technology and encourage professionalism in the industry.

Out of 711 respondents, 261(36.71%) strongly agreed while 355(49.93%) agreed. 73(10.27%) disagreed while 22(3.09%) strongly disagreed.

In aggregate, 95(13.36%) disagreed/strongly disagreed while majority of 616(86.64%) agreed/strongly agreed.

The sixth item on the third research question (24th on the questionnaire) sought to determine whether eagerness to develop tourism will ginger the stakeholders to develop infrastructure.

Out of 706 respondents, 275(38.95%) strongly agreed while 322 (45.61%) agreed. However, 85(12.04%) disagreed while 24(3.40%) strongly disagreed

In aggregate, a total of 109(15.44%) disagreed/strongly disagreed while a whooping frequency of 597(84.56%) agreed/strongly agreed.

The seventh item raised on the third research question (25th on the questionnaire) sought to determine whether a well-developed tourism industry will expose the positive values of the host nation or region to the tourists.

Out of 705 respondents, 299(42.41%) strongly agreed, while 335(47.52%) agreed. However, 54(7.66%) disagreed while 17(2.41%) strongly disagreed.

In aggregate, 71(10.07%) disagreed/strongly disagreed while a large proportion of 634(89.03%) agreed/strongly agreed.

The eighth item (26th on the questionnaire) sought to determine whether tourism can redistribute national income.

Out of 693 respondents, 194(27.99%) strongly agreed while 347(50.07%) agreed. However, 118(17.03%) disagreed while 34(4.91%) strongly disagreed.

In aggregate, 152(21.93%) disagreed/strongly disagreed while 541(78.07%) agreed/strongly agreed.

The ninth item (27th on the questionnaire) sought to determine whether mental and emotional health of both the tourist and the host can be boosted through tourism.

Out of 709 respondents, 228(32.16%) strongly agreed while 360(50.78%) agreed. 97(13.68%) disagreed while 24(3.39%) strongly disagreed.

In aggregate, 121(17.07%) disagreed/strongly disagreed while majority with the frequency of 588(82.93%) agreed and strongly agreed.

Influence of Demographics on Research Question 3

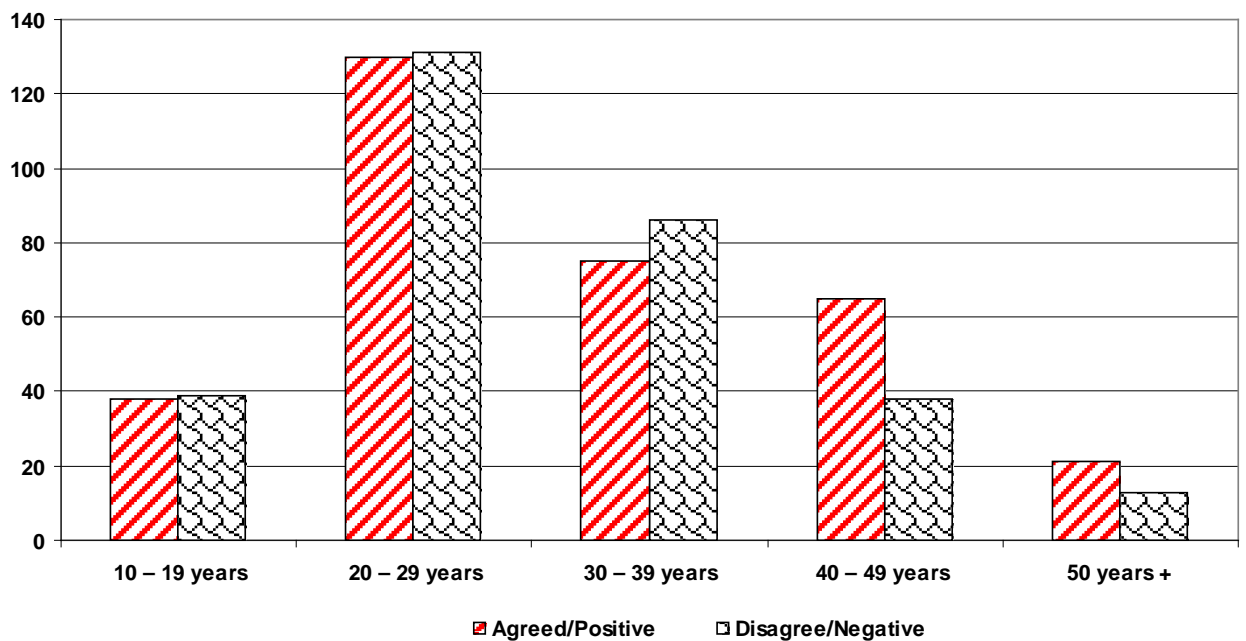
The data presented and interpreted in this section was examined the influences of demographic factors on the third research question. The research question asked the question: Are there potentials in the tourism enterprise in Nigeria?

Age, Gender, Marital Status, Religion, Monthly income, educational qualifications and ethnic background were employed to assess respondents' opinions on the research question.

Influence of Age on respondents' opinions on the research question 3 (Potentials of Tourism)

Table E(iii)

Age group	Agreed/Positive		Disagree/Negative		Total
	Freq	%	Freq	%	
10 – 19 years	38	49.35	39	50.65	77
20 – 29 years	130	49.81	131	50.19	261
30 – 39 years	75	46.58	86	53.42	161
40 – 49 years	65	63.11	38	36.89	103
50 years +	21	61.76	13	38.24	34
TOTAL	329	51.73	307	48.27	636



581 respondents indicated their age out of 720 questionnaire administered 77(12.11%) were between the age of 10 and 19 years. 38(49.35%) of them agreed on the potentials highlighted while 39(50.65%) disagreed.

261(41.04%) out of 636 respondents were between the age of 20 and 29 years. 130(49.81%) out of 261 agreed on the identified potentials while 131(50.19%) disagreed.

161(25.31%) of 636 respondents were between the age of 30 and 39 years. 75(46.58%) of them agreed on the potentials while majority with the frequency of 86(53.42%) disagreed.

103(16.19%) of 636 respondents were between the age of 40 and 49 years. Majority with the frequency of 65(63.11%) of them agreed on the potentials while 38(36.89%) disagreed.

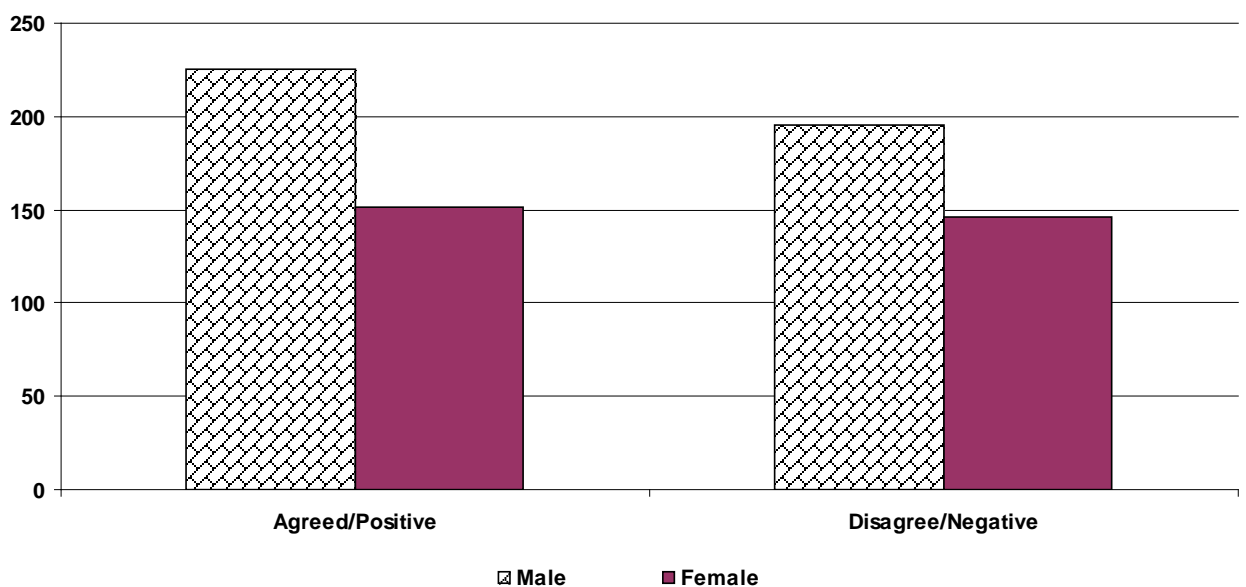
34(5.35%) of the 636 respondents were above 50 years of age. Out of the 34, 21(6.38%) agreed while 13(4.23%) disagreed.

Over all, 329(51.73%) agreed while 307(48.27%) disagreed. Age had a Pearson Z^2 of 8.9781 and Pr of 0.062. Age had no significant effect on research question 1.

Influence of Gender on the Research Question 3 (Potentials in Tourism)

Table E(iv)

Gender	Agreed/Positive		Disagree/Negative		Total
	Freq	%	Freq	%	
Male	225	53.57	195	46.43	420
Female	151	50.84	146	49.16	297
TOTAL	376	52.44	341	47.56	717



717 respondents completed the column of gender. Majority of the respondents were males 420(58.58%) while the females were 297(41.42%).

Out of the males 225(53.57%) agreed with the potentials highlighted on the questionnaire while 195(46.43%) disagreed.

Majority of the females,151(50.84%) out of 297 female respondents, agreed with the highlighted potentials in tourism. However, only 146(49.16%) disagreed.

Over all, 376(52.44%) agreed while 341(47.56%) disagreed out of 717 respondents.

Gender had no significant effect on the potentials in tourism (research question 3) with a Pearson Z^2 of 0.5198 and Pr of 0.471.

Influence of Marital Status on Research Question 3 (Potentials in Tourism)

Table E(v)

Marital Group	Agreed/Positive		Disagree/Negative		Total
	Freq	%	Freq	%	
Currently Married	166	52.87	148	47.13	314
Non-currently Married	206	52.28	188	47.72	297
TOTAL	372	52.54	336	47.46	717

708 respondents indicated their marital status. Majority of them 394(55.65%) were not currently married while minority, 314(44.35%) were currently married.

Out of the 314 that were currently married, 166(52.87%) of them agreed with the highlighted potentials while 148(47.1%) disagreed.

Out of 394 that were not currently married, 206(52.28%) of them agreed with the highlighted potentials while 188(47.72%) disagreed.

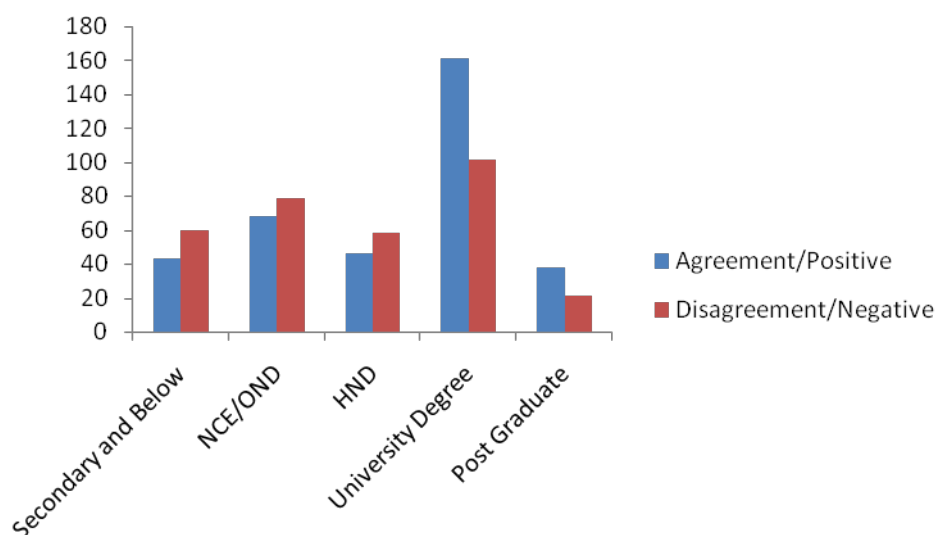
Over all 372(52.54%) agreed while 336(47.46%) disagreed out of a total of 708 respondents.

Marital status had no significant effect on research question 3 with a Pearson Z^2 of 0.0237 and Pr of 0.878

Influence of Educational Qualifications on Research Question 3 (Potentials in Tourism)

Table E(vi)

Education Qualification	Agreement/Positive		Disagreement/Negative		Total
	Freq	%	Freq	%	
Secondary and Below	43	41.75	60	58.25	103
NCE/OND	68	46.26	79	53.74	147
HND	46	44.23	58	55.77	104
University Degree	161	61.45	101	38.55	262
Post Graduate	38	64.41	21	35.59	59
TOTAL	356	52.74	319	47.26	675



675 respondents indicated their educational qualifications. 103(15.26%) of them had secondary education and below. Out of those with secondary education and below, majority, 60(58.25%), disagreed on the highlighted potentials while 43(41.75%) agreed.

Out of 675 respondents, 147(21.78%) possessed Nigerian Certificate in Education (NCE) or National Diploma (ND). Out of the 147 respondents, 79(53.74%) disagreed while minority, 68(46.26%) agreed with the identified potentials. 104 out of the total 675 respondents possessed Higher National Diploma (HND). Majority of them disagreed, 58(55.77%), while minority, 46(44.23%) agreed with items listed for research question 3.

There were 262 University degree holders among the respondents. Majority of them 161(61.45%), agreed while 101(38.55%) disagreed with the items on research question 3.

The last category of the respondents possessed post graduate qualifications. Out of the 59 post graduate respondents, 38(64.41%) of them agreed while minority, with a frequency of 21(55.59%), disagreed.

Over all, majority, 356(52.74%) agreed while, 319(47.26%), of the respondents disagreed on the item raised in research question 3 in favour of the potentials in tourism development in Nigeria.

Educational qualifications had a significant effect on the potentials in tourism development as raised in research question 3.

It had a Pearson Z^2 of 21.6894 and Pr of 0.000.

Influence of Religion on Research Question 3 (Potentials in Tourism)

Table E(vii)

Religion	Agreement/Positive		Disagreement/Negative		Total
	Freq	%	Freq	%	
Islam	68	45.03	83	54.97	151
Christianity	295	54.93	242	45.07	537
Traditional Religion	11	45.83	13	54.17	24
TOTAL	374	52.53	338	47.17	712

712 respondents indicated their religions on the questionnaire. 151(21.21%) of them were Islamic faithful while majority, 537(75.42%), were Christians with a few, 24(3.37%), practicing traditional religion.

Out of the 151 Muslims, 83(54.97%) disagreed with the items raised on research question 3 (potentials) while 68(45.03%) agreed. Out of the 537, majority of the Christians, 295(54.93%), agreed with the identified potentials while 242(45.07%) disagreed. Out of the 24 traditional religion faithfuls 13(54.17%) disagreed while 11(2.94%) agreed with research question 3.

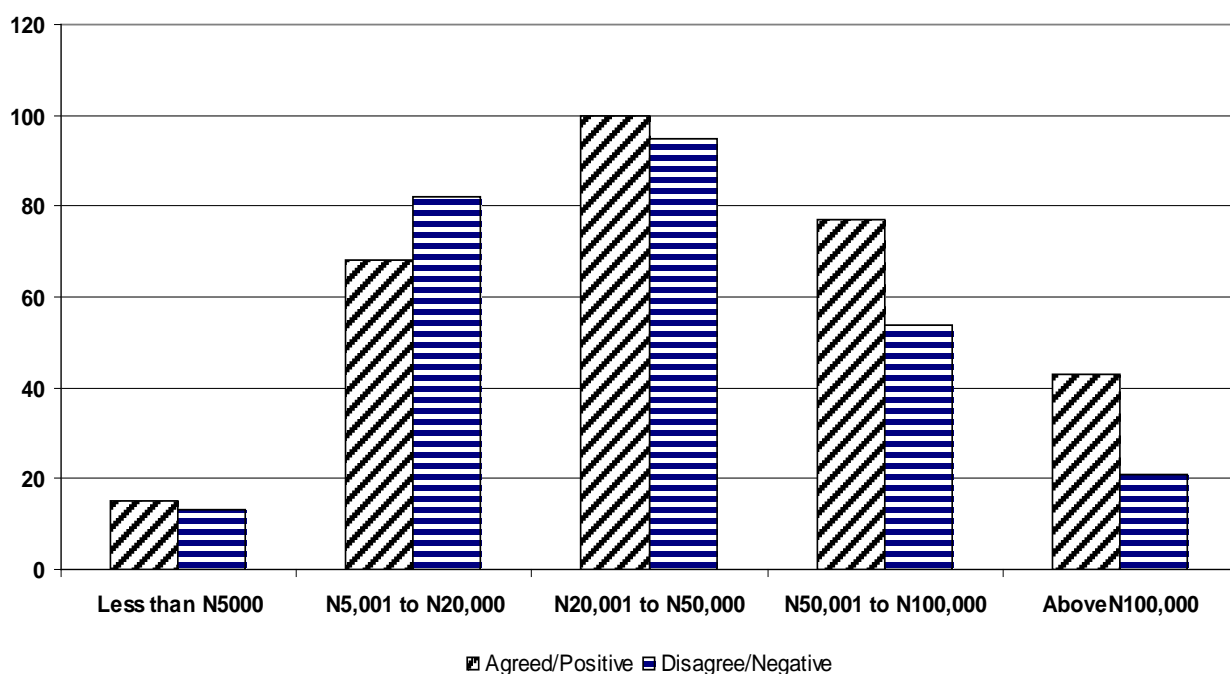
Over all, majority of our respondents, 374(52.53%) agreed with the identified potentials while 338(47.47%) disagreed.

Religion had no significant effect on the identified potentials in tourism development in Nigeria (research question 3). It had a Pearson Z^2 of 5.0304 and Pr of 0.079

Influence of monthly income on the potentials of tourism (Research Question 3)

Table E(viii)

Income/Per Month	Agreement/Positive		Disagreement/Negative		Total
	Freq	%	Freq	%	
Less than ₦5000	15	53.57	13	46.43	28
₦5,001 to ₦20,000	68	45.33	82	54.67	150
₦20,001 to ₦50,000	100	51.28	95	48.72	195
₦50,001 to ₦100,000	77	58.78	54	41.22	131
Above ₦100,000	43	67.19	21	32.81	64
TOTAL	303	53.35	265	46.65	568



568 respondents indicated their monthly income. 28(4.93%) earn less than ₦5,000 per month. 15(53.57%) of them agreed with he identified potentials while minority, 13(46.43%) disagreed. 150(26.41%) out of a total of 568 respondents earn between ₦5,000 and ₦20,000. Out of the 150 respondents 82(54.47%) disagreed while 68(45.33%) agreed.

The respondents that earn between ₦20,001 and ₦50,000 were 195. out of the figure, majority agreed with the issues raised in research questions 3, 100(51.28%) while 95(48.72%) disagreed or on the negative side.

The respondents that earn between ₦50,001 and ₦100,000 were 131 out of which 77(58.78%) agreed while 54(41.22%) disagreed. The respondents that earn above ₦100,000 were only 64 out of 568. However, a vast majority of them, 43(67.19%) agreed with the issues raised in research question 3 while only 21(32.81%) disagreed.

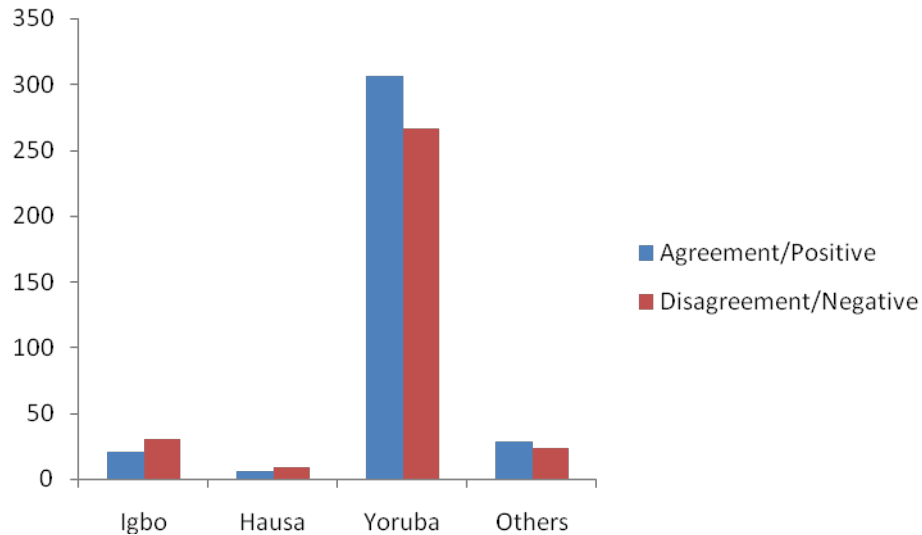
Over all, 303 respondents agreed or positive towards the research question while 265(46/65%) disagreed.

Monthly income had no significant effect on research question 3 (potentials) with a Pearson Z^2 value of 10.6840 and Pr of 0.030.

Influence of Ethnic backgrounds on Research Question 3 (Potentials in Tourism)

Table E(ix)

Ethnic Background	Agreement/Positive		Disagreement/Negative		Total
	Freq	%	Freq	%	
Igbo	20	40.00	30	60.00	50
Hausa	6	40.00	9	60.00	15
Yoruba	306	53.50	266	46.50	572
Others	28	54.90	23	45.10	51
TOTAL	360	52.33	328	47.67	688



688 respondents indicated their ethnic backgrounds out of the 720 questionnaire administered.

50(7.27%) of the respondents were Ibo out of which 30(9.15%) disagreed while 20(5.56%) agreed with the issues raised to support research question 3 which are the potentials of tourism.

Out of a total of 688 respondents, only 15 were Hausa out of which 6(1.67%) agreed while 9(2.74%) disagreed. Majority of the respondents were Yoruba, with a frequency of 572 and percentage of 83.14%. 306(53.50%) of them agreed with the items raised in research question 3 while 266(46.50%) disagreed.

Others, apart from Ibo, Hausa and Yoruba were 51(7.41%) out of a total respondents of 688. 28(54.90%) of them agreed while 23(45.10%) disagreed with the items raised on research question 3.

Over all, majority of the respondents, 360(52.33%), agreed while 328(47.67%) disagreed with the items on research question 3.

Ethnic backgrounds had no significant effect on the potentials of tourism (research question 3). It had a Pearson Z^2 value of 4.4086 and Pr of 0.221.

Influence of Tourist sites on the Potentials in Tourism (Research Question 3)

Table E(x)

Tourist Centres	Agreement/Positive		Disagreement/Negative		Total
	Freq	%	Freq	%	
Olumo Rock (Abeokuta)	17	28.81	42	71.19	59
Old Oyo National Park	30	50.85	29	49.15	59
OsunOsogbo Shrine	23	38.33	37	61.67	60
Oranmiyan Staff, Ile-Ife.	24	40.68	35	59.32	59
Yemoji Shrine (Ijebo)	30	50.00	30	50.00	60
Badagry Slave Route	27	45.00	33	55.00	60
Ikogosi Waterfalls (Ekiti)	42	70.00	18	30.00	60
Fajuyi Park (Ado Ekiti)	39	65.00	21	35.00	60
Lagos Bar Beach	28	46.67	32	53.33	60
Owo Museum (Owo)	46	76.67	14	23.33	60
Idanre Hills (Ondo)	37	61.67	23	38.33	60
University of Ibadan	33	55.00	27	45.00	60
TOTAL	376	52.44	341	47.56	717

717 out of 720 respondents indicated the sites of their tourism experiences. At the twelve tourists' sites across the 6 states in the south western geopolitical zone of Nigeria, majority of the respondents 376(52.44%) agreed on the items raised on the research question which was to determine the potentials in tourism development in Nigeria.

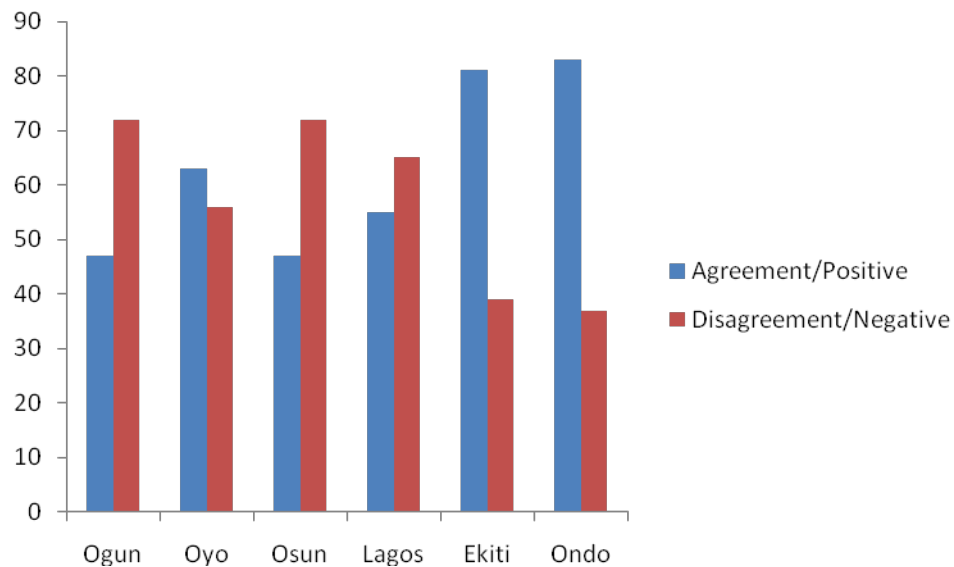
However, at Olumo rocks, Osun Osogbo site, Oranmiyan staff, Badagry Slave route and Lagos Bar Beach our respondents disagreed or are on the negative side in reaction to the items raised on the research question.

Tourists' site had a significant effect on the research question 3. It had a Pearson Z^2 of 51.1410 and a Pr of 0.000

Influence of State on the Potentials in Tourism (Research Question 3)

Table E(xi)

State	Agreement/Positive		Disagreement/Negative		Total
	Freq	%	Freq	%	
Ogun	47	39.50	72	60.50	119
Oyo	63	52.94	56	47.06	119
Osun	47	39.50	72	60.50	119
Lagos	55	45.83	65	54.17	120
Ekiti	81	67.50	39	32.50	120
Ondo	83	69.17	37	30.83	120
TOTAL	376	52.44	341	47.56	717



717 respondents indicated the state where they were experiencing their tourism experiences. Majority of them 376(52.44%) agreed while 341(47.56%) disagreed with the items raised to highlight the potentials that are in a well-developed tourism industry.

Majority of the respondents in three states, which include Lagos, Ogun and Osun, disagreed or were negative towards the items raised on the potentials of tourism. 65(54.17%) out of 120 in Lagos state. 72(60.50%) out of 119 in Ogun State and 72(60.50%) in Osun State.

Majority of the respondents in Ekiti, Ondo and Oyo states agreed with the items. Ekiti had 81(69.17%) out of 120; Ondo had 83(69.17%) out of 120 and Oyo 63(52.94%) out of 119.

The state where the tourist sites were located had a significant effect on the potentials in tourism (Research question 3). The Pearson Z^2 was 42.4753 with aPr of 0.000

Influence of Stakeholders on the Potentials of Tourism in South Western Nigeria (Research Question 3)

Table E(xii)

Stakeholders	Agreement/Positive		Disagreement/Negative		Total
	Freq	%	Freq	%	
Tourists	230	50.77	223	49.23	453
Tourism Operators	99	55.62	79	44.38	178
Policy Makers	47	54.65	39	45.35	86
TOTAL	376	52.44	341	47.56	717

The stakeholders who completed the column on their stakes were 717 out of 720 respondents. The stakeholders include the tourists, tourism business operators and practitioners and those involved in policy making.

Majority were tourists, 453(63.18%), out of a total of 717. majority of the tourists, 230(50.77%) agreed with the issues raised on the potentials in tourism development while minority, 223(49.23%), disagreed 178(24.83%) were tourism operators out of the total of 717 respondents. Majority of the operators agreed with the items raised on research question 3, 99(55.62%) while 79(44.38%) disagreed.

86(11.99%) out of 717 respondents were policy makers. 47(54.65%) of them agreed while 39(43.35%) disagreed.

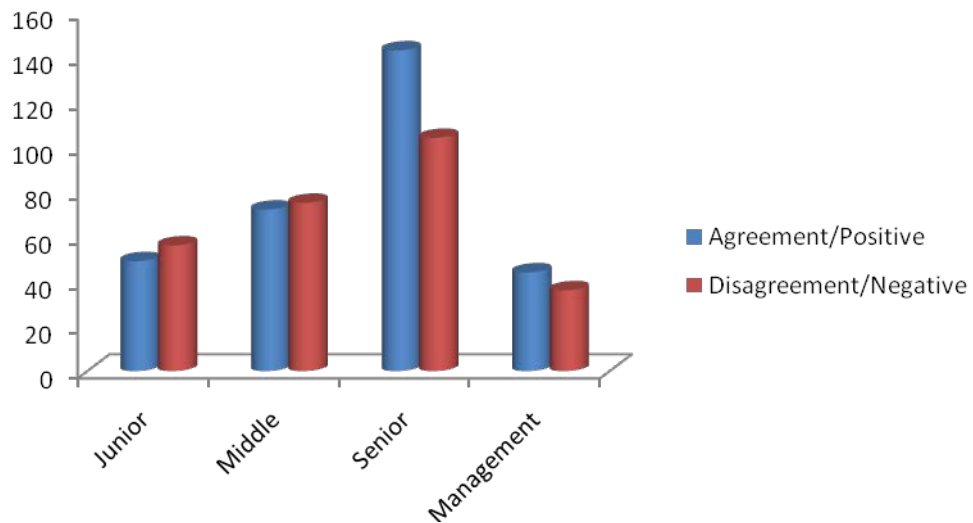
Over all, 376(52.44%) agreed or positive towards the items raised on the potentials of tourism development while 341(47.56%) disagreed.

Stakeholders had no significant effect on the potentials in tourism development. It had a Pearson Z^2 of 1.3944 and Pr of 0.498.

Influence of Positions in Work Places on the Potentials in Tourism (Research Question 3)

Table E(xiii)

Position	Agreement/Positive		Disagreement/Negative		Total
	Freq	%	Freq	%	
Junior	49	46.67	56	53.33	105
Middle	72	48.98	75	51.02	147
Senior	143	57.89	104	42.11	247
Management	44	55.00	36	45.00	80
TOTAL	308	53.20	271	46.80	579



579 out of a total of 720 respondents indicated their positions in their work places. 105(18.13%) of them were junior staff. 147(25.39%) occupied middle positions while 247(42.66%) occupied senior positions. 80(13.82%) occupied management positions.

Out of 105 on junior positions, majority 56(53.33%) of them disagreed while 49(46.67%) agreed on the items raised on the potentials in tourism development.

75(51.02%) out of 147 disagreed or are negative towards the items while 72(48.98%) of them agreed. Out of a total of 247 respondents that occupied senior positions in their places of work, majority, 143(57.89%), agreed with the items while only 104(42.11%) disagreed.

Out of 80 management staff, 44(55%) of them agreed while only 36(13.28%) disagreed with the issues raised on the potentials of tourism (research question 3).

Over all, out of 579 respondents, 308(53.20%) agreed or were positive while only 271(46.80% were negative or disagreed. Positions had no significant effect on he potentials of tourism.

It had a Pearson Z^2 of 5.1424 and Pr of 0.162.

Research Question 4

Introduction: The fourth research question aims at examining the impacts of other developments the tourism industry

Question: What are the recent (contextual) developments that are likely to influence tourism development in Nigeria?

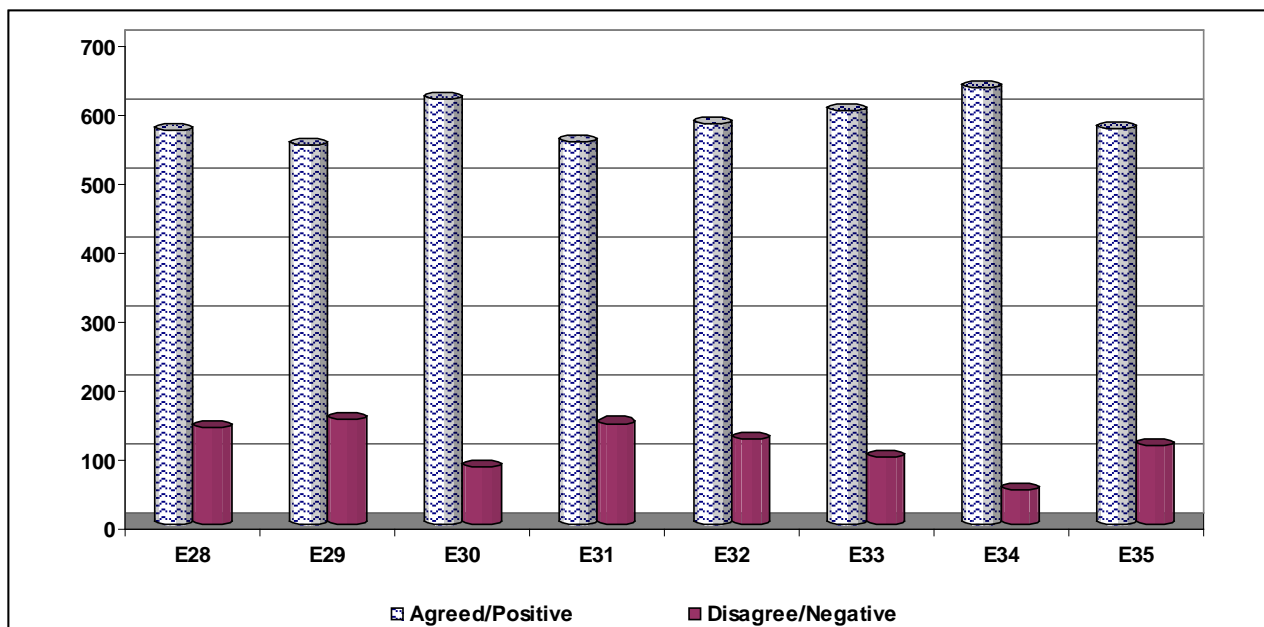
Table F(i)

No	Items	SA		A		D		SD		TOTAL
		Freq	%	Freq	%	Freq	%	Freq	%	
28	Terrorism and other acts of violence affect Tourism Development	282	39.66	288	40.51	99	13.92	42	5.91	711
29	Corruption and misappropriation of public funds are counter productive to Tourism Development.	251	35.70	298	42.39	103	14.65	51	7.25	703
30	Only Transparency and Accountability in handling public assets can forerun any meaningful development in tourism.	270	38.57	347	49.57	61	8.71	22	3.14	700
31	Democratization of the political processes will ginger Tourism Development.	198	28.25	356	50.78	121	17.26	26	3.71	701
32	Unhindered accesses to public information through freedom of information (FOI) will ensure global best practices are promoted in Tourism Development.	232	32.95	348	49.43	101	14.35	23	3.27	704
33	Globalization and free market economy will serve as impectus for the stakeholders in the Tourism Industry.	213	30.52	386	55.30	80	11.46	19	2.72	698
34	There is the need for Tourism Development in Nigeria to embrace Information Technology for global reach and acceptance.	329	48.17	304	44.51	34	4.98	16	2.34	683
35	Local menu and diets are likely to be adopted by international community through the force of Tourism.	214	31.06	359	52.10	94	13.64	22	3.19	689

Aggregate of Respondents' Opinion on Research Question 4

Table F(ii)

No	Items	AGREED		DISAGREED		TOTAL
		Freq	%	Freq	%	
28.	Terrorism and other acts of violence affect Tourism Development	570	80.17	141	19.83	711
29.	Corruption and misappropriation of public funds are counter productive to Tourism Development.	549	78.09	154	21.91	703
30.	Only Transparency and Accountability in handling public assets can forerun any meaningful development in tourism.	617	88.14	83	11.86	700
31.	Democratization of the political processes will ginger Tourism Development.	554	79.03	147	20.97	701
32.	Unhindered accesses to public information through freedom of information (FOI) will ensure global best practices are promoted in Tourism Development.	580	82.39	124	17.61	704
33.	Globalization and free market economy will serve as impetus for the stakeholders in the Tourism Industry.	599	85.82	99	14.18	698
34.	There is the need for Tourism Development in Nigeria to embrace Information Technology for global reach and acceptance.	633	92.68	50	7.32	683
35.	Local menu and diets are likely to be adopted by international community through the force of Tourism.	573	83.16	116	16.84	689



Items Raised on Research Question 4

8 items were spread from item 28 to 35 on the questionnaire to elicit respondents opinions. The items sought to examine how various events in the Nigerian society have come to exert their tolls on tourism development in Nigeria.

The first item (28th on the questionnaire) sought to know whether terrorism and other acts of violence can affect tourism development.

A total of 711 respondents expressed their opinions on the item. Out of the 711 respondents, 282(39.66%) strongly agreed, while 288(40.51%) agreed. Only 99(13.92%) disagreed while as few as 42(5.91%) strongly disagreed.

In aggregate, a total of 141(19.83%) disagreed/strongly disagreed while the majority 570(80.17%) agreed and strongly agreed.

The second item raised on the research question (29th on the questionnaire) borders on assessing whether corruption and misappropriation of public funds are counter-productive to tourism development.

703 out of 720 respondents completed the column on the item 251(35.70%) respondents strongly agreed while 298(42.39%) agreed. Only 103(14.65%) disagreed while only a few, as 51(7.25%), strongly disagreed.

In aggregate, 141 (19.83%) respondents disagreed/strongly disagreed while the majority, 570(80.17%) agreed and strongly agreed.

The third item (item 30th on the questionnaire) raised on research question 4 sought to determine the role of transparency and accountability in handling public assets can affect tourism development.

Out of a total of 700 respondents who indicated their opinions, 270(38.57%) strongly agreed while 347(49.57%) agreed. Only 61(8.71%) disagreed while 22(3.14%) strongly disagreed.

In aggregate, 83(11.86%) disagreed/strongly disagreed while majority 617(88.14%) agreed and strongly agreed.

The fourth item (31st on the questionnaire) was to assess how democratization of the political processes will ginger tourism development.

Out of a total of 701 respondents, 198(28.25%) strongly agreed while 356(50.73%) disagreed. Only 121(17.26%) disagreed while 26(3.71%) strongly disagreed.

In aggregate 147(20.97%) disagreed/strongly disagreed while majority 554(79.03%) agreed and strongly agreed.

The fifth item (32nd on the questionnaire) sought to determine whether unhindered access to public information through freedom of information (FOI) will ensure global best practices and promote tourism development.

Out of 704 respondents, majority 232(32.95%) strongly agreed while 348(49.43%) agreed. Only 101(14.35%) disagreed while 23(3.27%) strongly disagreed.

In aggregate, 124(17.61%) disagreed/strongly disagreed while majority, 580(82.39%) agreed/strongly agreed.

The sixth item (33rd on the questionnaire) sought to determine if globalization and free economy will serve as impetus for the stakeholders in the tourism industry.

Out of 698 respondents, 213(30.52%) strongly agreed while a vast majority of 386(55.30%) agreed. Only 80(11.46%) respondents disagreed while 19(2.72%) strongly disagreed.

In aggregate, 99(14.18%) respondent disagreed/strongly disagreed while 599(85.82%) agreed/strongly agreed.

The seventh item (34th on the questionnaire) was meant to determine whether there is need the for tourism industry to embrace technology for global reach and acceptance.

Out of 683 respondents, majority 329(48.17%), strongly agreed while another 304(44.51%) agreed. Only 34(4.98%) respondents disagreed while 16(2.34%) strongly disagreed.

In aggregate, 50(7.32) disagreed/strongly disagreed while the majority 633(92.68%) agreed/strongly agreed.

The eighth item raised on research question 4 (35th on the questionnaire) was to determine whether local menu and diets are likely to be adopted by the international community through the force of tourism.

Out of a total of 689 respondents, 214(31.06%) strongly agreed while 359(52.10%) agreed. Only 94(13.64%) disagreed while 22(3.19%) strongly disagreed.

In aggregate, 116(16.84%) respondents disagreed/strongly disagreed while majority, 573(83.16%) agreed/strongly agreed.

Influences of Demographics on Research Question 4

The data presented and interpreted in this section were those that examined the influences of demographic factors on the fourth research question. The research question asked the question. What are the recent (contextual developments that are likely to influence tourism development in Nigeria)?

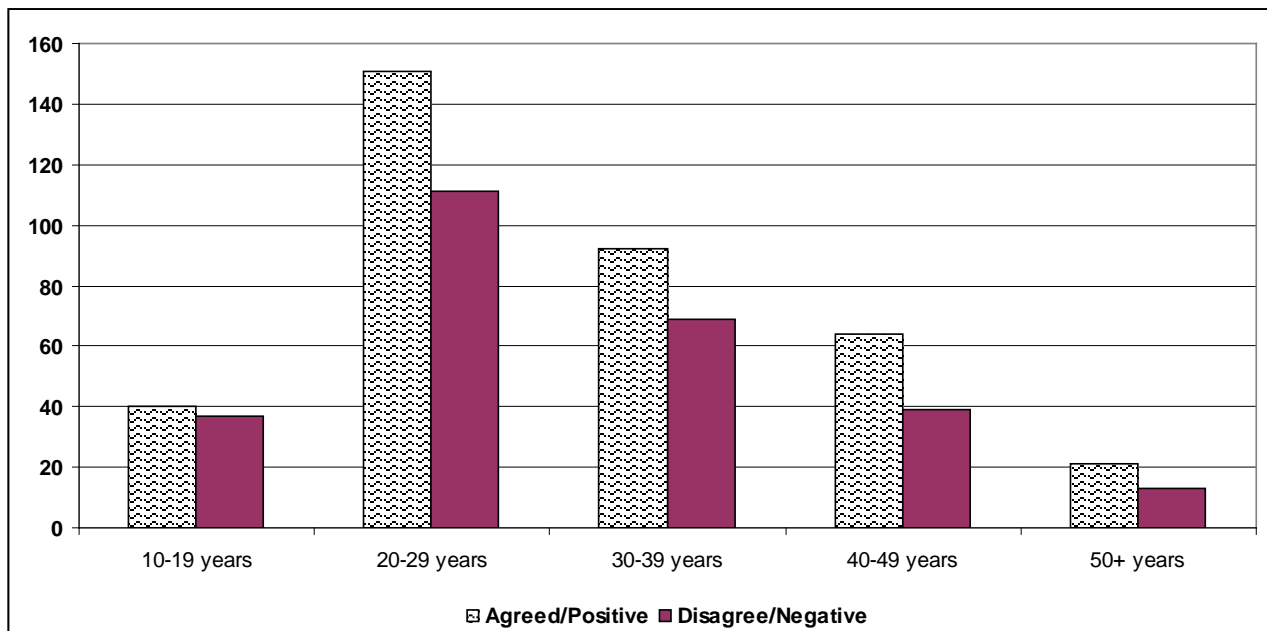
Age, Gender, Marital states, Religion, Monthly income, Educational qualifications and Ethnic backgrounds were employed to assess respondents' opinions on the research question.

Influences of Age on Respondents' Opinions on Research Question 4 (Context of Tourism Developments)

Table F(iii)

AGE GROUP	AGREED		DISAGREED		TOTAL
	FREQ	%	FREQ	%	
10-19 years	40	51.95	37	48.05	77
20-29 years	151	57.63	111	42.37	262
30-39 years	92	57.14	69	42.86	161
40-49 years	64	62.14	39	37.86	103
50+ years	21	61.76	13	38.24	34
TOTAL	368	57.77	269	42.23	637

Pearson $\chi^2(4) = 2.1249$ Pr = 0.713



637 respondents indicated their ages out of 720 questionnaire administered 77(12.09%) were between the age of 10 and 19 years 40(51.95%) of them agreed on the potentials highlighted while 37(48.05%) disagreed.

262 (41.13%) out of 637 respondents were between the age of 20 and 29 years. 151(57.63%) out of 262 agreed on the identified contexts of tourism development 111(42.37%) disagreed.

161(25.27%) of 637 respondents were between the age of 30 and 39 years. 92 (57.14%) of them agreed on the contexts while minority with a frequency of 69(42.86%) disagreed. 103 (16.17%) of 637 respondents were between the age of 40

and 49 years. Majority with the frequency of 64(62.14%) of them agreed on the contexts while 39(37.86%) disagreed. 34(5.34% of the 637 respondents were above 50 years of age.

Out of the 34 respondents, 21(61.76%) agreed while only 13(38.24%) disagreed with the identified contexts of development.

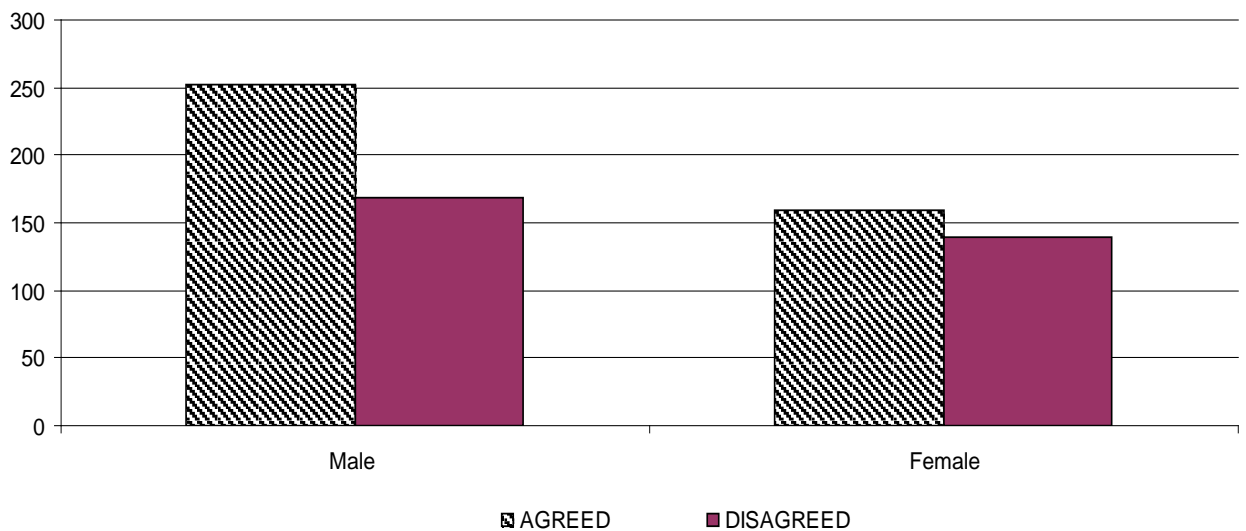
Overall, 368(57.77%) agreed while 269(42.23%) disagreed. Age had a Pearson Z^2 of 2.1249 and Prof 0.713. Age had no significant effect on research question 4.

Influence of Gender on Research Question 4 (Context of Tourism Development)

Table F(iv)

GENDER	AGREED		DISAGREED		TOTAL
	FREQ	%	FREQ	%	FREQ
Male	252	59.86	169	40.14	421
Female	159	53.36	139	46.64	298
TOTAL	411	57.16	308	42.84	719

Pearson $\chi^2(1) = 3.0123$ Pr = 0.083



719 respondents completed the column on gender. Majority of the respondents were males, 421(58.55%), while the females were 298(41.45%).

Out of the males 252(59.86%) agreed with the contexts highlighted on the questionnaire while only 169(40.14%) disagreed.

Majority of the females 159(53.36%), out of 298 female respondents agreed with the highlighted contexts in tourism. However, only 139(46.64%) disagreed.

Overall, 411(57.16%) respondents agreed with the identified contexts while 308(42.8%) disagreed out of a total of 717 respondents, 30 Gender had no significant effect on the contexts in tourism research question 4 with a Pearson Z^2 of 3.0123 and pr of 0.083.

Influence of Marital Status on Research Question 4 (Potentials in Tourism)

Table F(v)

MARITAL STATUS	AGREED		DISAGREED		TOTAL
	FREQ	%	FREQ	%	FREQ
Currently Married	186	59.05	129	40.95	315
Not Currently Married	221	55.95	174	44.05	395
TOTAL	407	57.32	303	42.68	710

Pearson chi2(1) = 0.6876 Pr = 0.407

710 respondents indicated their marital status. Majority of them, 395 (55.63%), were not currently married while minority, 315(44.37%) were currently married. Out of the 315 that were currently married, 186(59.05%) of them agreed with the highlighted contexts while 129(40.95%) disagreed.

Out of 395 respondents that were not currently married, 221(55.95%) of them agreed with the highlighted contexts while 174(44.05%) disagreed.

Overall, 407(57.32%) agreed while 303(42.68%) out of 710 respondents disagreed on the identified contexts of tourism development.

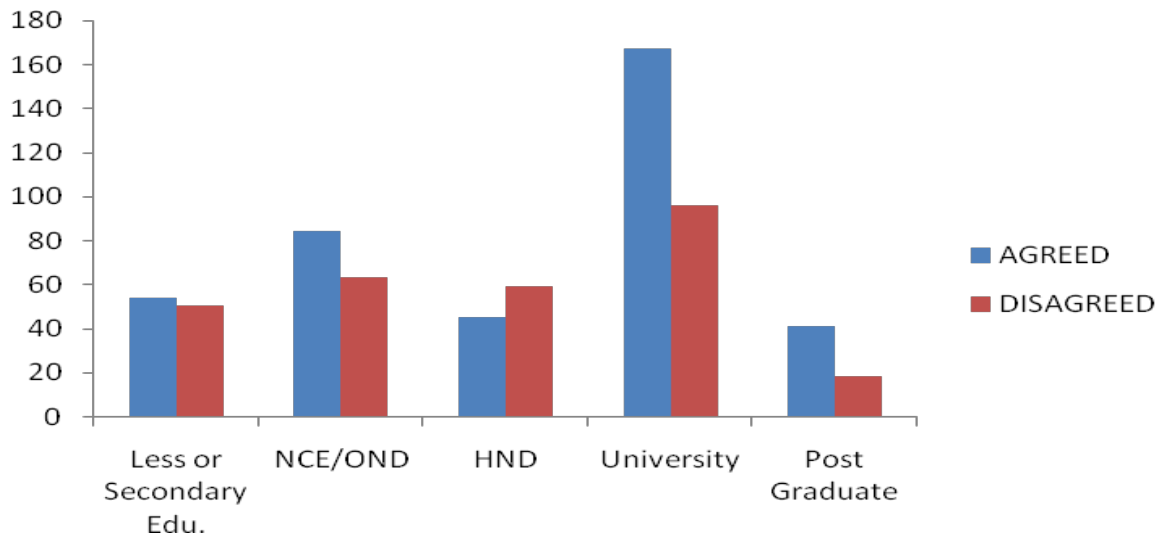
Marital status had no significant effect on research question 4 with a Pearson Z^2 of 0.6876 and Prof 0.407.

Influence of Educational Qualification on Research Question 4 (Contexts of Tourism Development)

Table F(vi)

EDUCATIONAL QUALIFICATION	AGREED		DISAGREED		TOTAL FREQ
	FREQ	%	FREQ	%	
Less or Secondary Edu.	54	51.92	50	48.08	104
NCE/OND	84	57.14	63	42.86	147
HND	45	43.27	59	56.73	104
University	167	63.50	96	36.50	263
Post Graduate	41	69.49	18	30.51	59
TOTAL	391	57.75	286	42.25	677

Pearson chi2(4) = 17.3030 Pr = 0.002



677 respondents indicated their educational qualifications. 104(15.36%) of them had secondary education and below. Out of those with secondary education and below, majority, 54(51.92%) agreed on the highlighted contexts while 50(48.08%) disagreed.

Out of 677 respondents, 147(21.71%) possessed Nigerian Certificate in Education (NCE) or National Diploma (ND). Out of the 147 respondents, 63(42.86%) disagreed while majority 84(57.14%) agreed with the identified contexts of development.

104 out of a total of 677 respondents possessed Higher National Diploma (HND). Majority of the respondents in this category disagreed over the role of the contexts in tourism development while the minority, 45(43.27%), agreed with the items listed for research question 4.

There were 263 university degree holders among the respondents. Majority of them, 167(63.50%) agreed while 96(36.50%) disagreed with the items raised on research question 4.

The last category of the respondents possessed postgraduate qualifications. Out of the 59 postgraduate respondents, 41(69.49%) of them agreed while minority with the frequency of 18(30.51%) disagreed.

Overall, majority, 391(57.75%) agreed while 286(42.25%) of the respondents disagreed on the items raised in research question 4 in favour of the contexts of tourism development.

Overall, 391(57.75%) of the respondents, as the majority, agreed while only 286 (42.25%) disagreed that context of operation can affect tourism development.

Educational qualifications had a significant effect on the contents in tourism development as raised in research question 4.

It had a Pearson Z^2 of 17.3030 and Prof 0.002.

Influence of Religion of Research Question (Context of Tourism Development)

Table F(vii)

RELIGION	AGREED		DISAGREED		TOTAL FREQ
	FREQ	%	FREQ	%	
Islam	77	50.99	74	49.01	151
Christianity	319	59.18	220	40.82	539
Traditional Religion	13	54.17	11	45.83	24
TOTAL	409	57.28	305	42.72	714

Pearson $\chi^2(2) = 3.3322$ Pr = 0.189

714 respondents indicated their religions on the questionnaire. 151(21.15%) of them were Islamic religion faithfuls while majority, 539 (75.49%) were Christians with few, 24(3.36%), practicing traditional religion.

Out of the 151 Muslims, 74(49.01%) disagreed with the items raised on research question 4 (contexts) while 77(50.99%) agreed.

Out of the 539, majority of who are Christians, 319(59.18%) agreed with the identified contexts while 220(40.82%) disagreed.

Out of the 24 traditional religion faithful 11(45.83%) disagreed over the issues raised on research question 4 while 13(54.17%) respondents agreed with research question 4.

Over all, majority of our respondents, 409(57.28%), agreed with the identified contexts while 305(42.72%) disagreed.

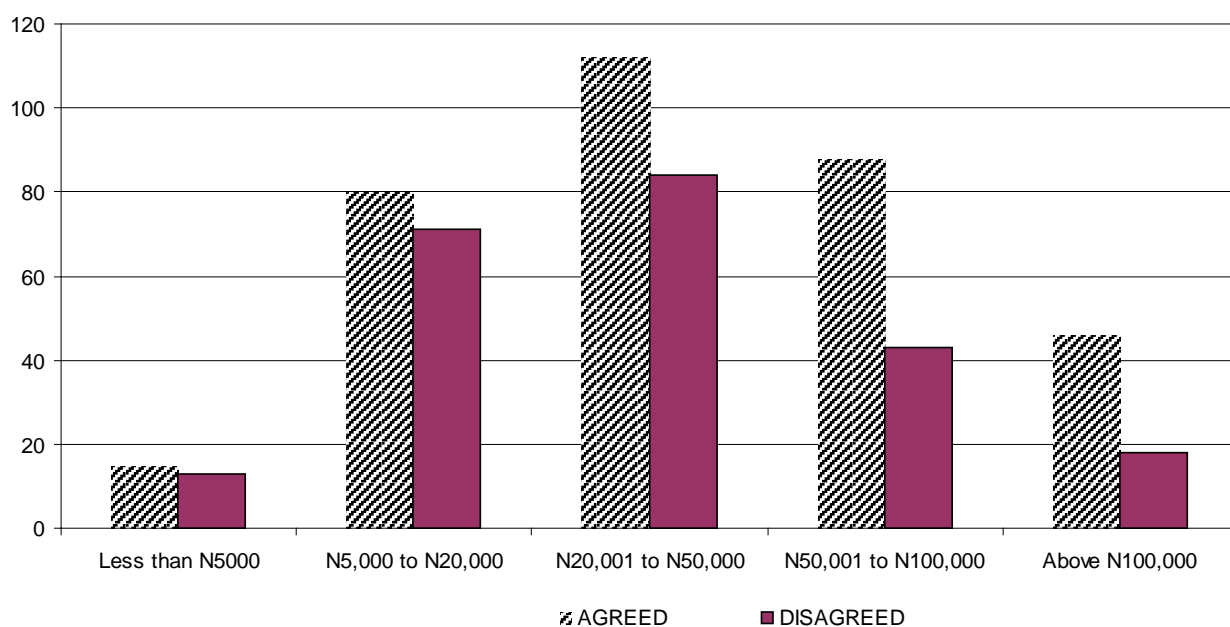
Religion had no significant effect on the identified contexts in tourism development in Nigeria (research question 4). It had a Pearson Z^2 of 3.3322 and pr of 0.189.

Influence of Monthly Income on the Context of Tourism (Research Question 4)

Table F(viii)

MONTHLY INCOME	AGREED		DISAGREED		TOTAL FREQ
	FREQ	%	FREQ	%	
Less than N5000	15	53.57	13	46.43	28
N5,000 to N20,000	80	52.98	71	47.02	151
N20,001 to N50,000	112	57.14	84	42.86	196
N50,001 to N100,000	88	67.18	43	32.82	131
Above N100,000	46	71.88	18	28.13	64
TOTAL	341	59.82	229	40.18	570

Pearson $\chi^2(4) = 10.7971$ Pr = 0.029



570 respondents indicated their monthly income. 28(4.91%) earn less than N5,000 per month. 15(53.57%) of them agreed with the identified contexts of development while minority, 13(46.43%) disagreed.

151(26.49%) out of a total of 570 respondents earn between N5,000 and N20,000. Out of the 150 respondents, 71(47.02%) disagreed while 80(52.98%) of the

respondents agreed. The respondents that earn between N20001 and N50,000 were 196 out of the figure, majority agreed with the issues raised in research question 4, 112(57.14%), while only 84(42.86%) disagreed or on the negative side.

The respondents that earn between N50001 and N109,000 were 131 out of which 88(67.18%) agreed while 43(32.82%) disagreed.

The respondents that earn above, N100,000 were only 64 out 570. However, a vast majority of them, 46(71.88%) agreed with the issues raised in research question 4 while only 18(28.13%) disagreed.

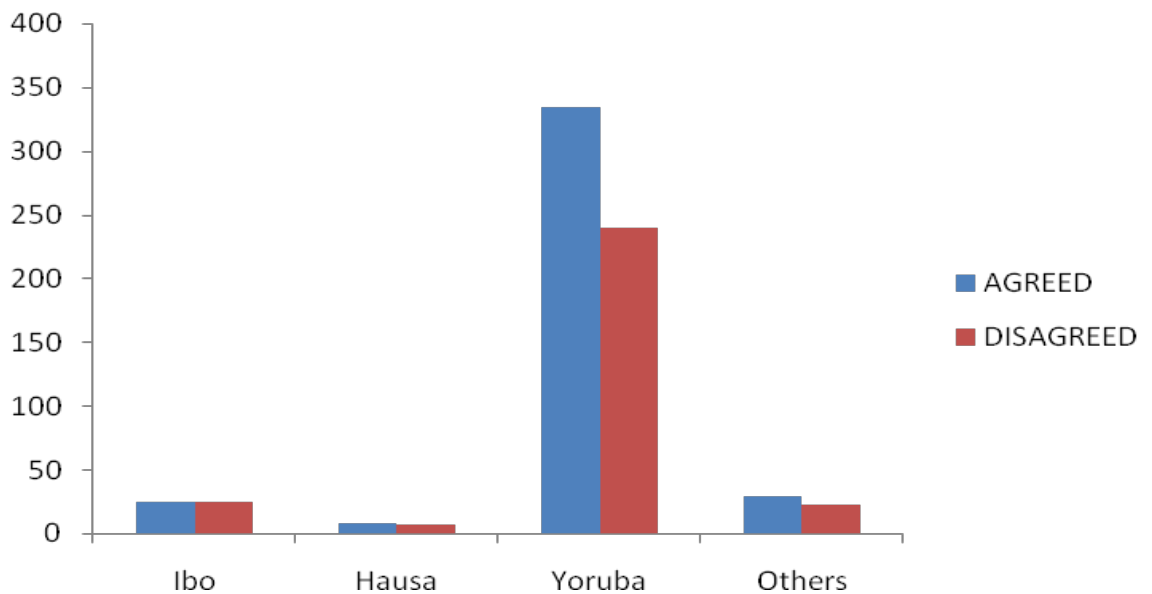
Overall, 341 respondents agreed or were positive towards the research question while 229(40.18%) disagreed. Monthly income had no significant effect on research question 4 (contexts) with a Pearson Z^2 value of 10.7971 and pr of 0.029.

Influence of Ethnic Background on Research Question 4 (Contexts of Tourism)

Table F(ix)

ETHNIC GROUP	AGREED		DISAGREED		TOTAL
	FREQ	%	FREQ	%	FREQ
Ibo	25	50	25	50	50
Hausa	8	53.33	7	46.67	15
Yoruba	334	58.19	240	41.81	574
Others	29	56.86	22	43.14	51
TOTAL	396	57.39	294	42.61	690

Pearson $\chi^2(3) = 1.3729$ Pr = 0.712



690 respondent

s indicated their ethnic background out of the 720 questionnaire administered. 50(7.2%) of the respondents were Ibo out of which 25(50%) disagreed while another 50(50%) agreed with the issues raised to support research question 4 which were based on the contexts of tourism.

Out of the entire 690 respondents, only 15 were Hausa out of which 8(53.33%) agreed while 7(46.67%) disagreed. Majority of the respondents were Yoruba with a frequency of 574 with a percentage of 83.19%. 334(58.19%) of them agreed with the items raised in research question 4 while 240(41.81%) disagreed. Others apart from Ibo, Hausa and Yoruba were 51(7.41%) out of the total respondents

of 690.29(56.86%) of them agreed while 22(43.14%) disagreed with the items raised on research question 4.

Overall, majority of the respondents, 396(57.39%), agreed while 294(42.61%) disagreed with the items on research question 4. Ethnic backgrounds had no significant effect on the contexts of tourism development (research question 4). It had a Pearson Z^2 value of 1.3729 and pr of 0.712.

Influence of Tourist Sites on the Contexts of Tourism (Research Question 4)

Table F(x)

TOURIST SITES	AGREED		DISAGREED		TOTAL FREQ
	FREQ	%	FREQ	%	
Adekunle Fajuyi	44	73.33	16	26.67	60
Ikogosi	42	70	18	30	60
Lagos Bar Beach	37	61.67	23	38.33	60
Badagry	36	60	24	50	60
Olumo	26	43.33	34	56.67	60
Yemoji	33	55	27	45	60
Owo	47	78.88	13	21.67	60
Idanre	34	56.67	26	43.33	60
Osogbo	24	40	36	60	60
Ife	27	45	33	55	60
Ibadan	34	56.67	26	43.33	60
Old Oyo NP	27	45.76	32	54.24	59
TOTAL	411	57.16	308	42.84	719

Pearson $\chi^2(11) = 40.9080$ Pr = 0.000

719 out of 720 respondents indicated the sites their tourism experience took place.

At the twelve tourist sites across the 6 states in the Southwestern geopolitical zone of Nigeria, majority of the respondents, 411(57.16%), agreed with the items raised on the research question which was to determine the context of tourism development in Nigeria.

However, at Olumo Rocks, Osun Osogbo site, Oranmiyan staff and Old Oyo National Park our respondents disagreed or are on the negative side in reaction to the items raised on the research question to elicit responses on the impact of context of operation on tourism development.

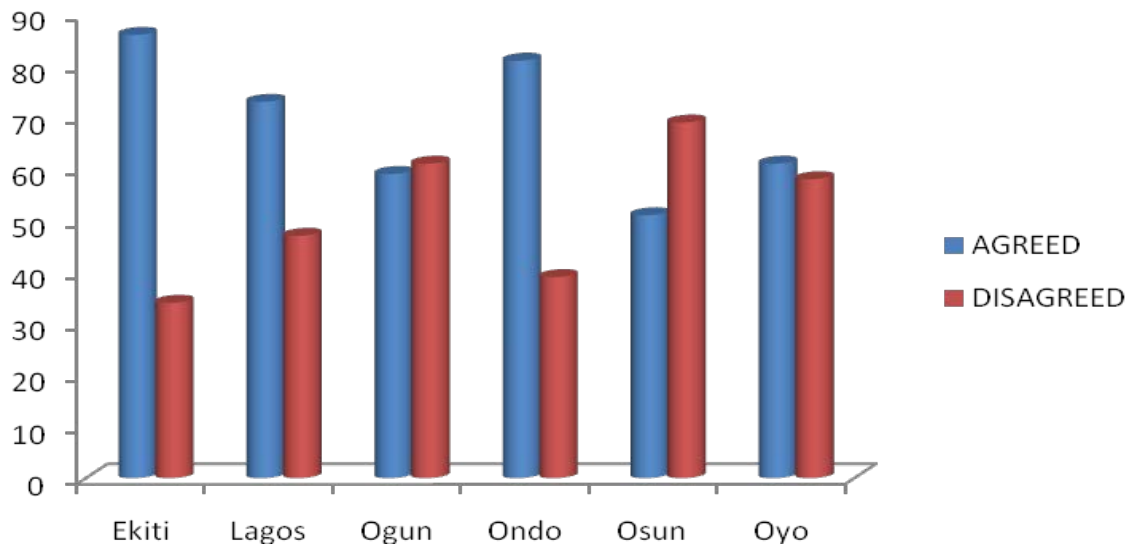
Tourists' sites had a significant effect on the research question, it had a Pearson Z^2 of 40.9080 and pr of 0.000.

Influence of State on the Contexts of Tourism (Research Question 4)

Table F(xi)

STATE	AGREED		DISAGREED		TOTAL FREQ
	FREQ	%	FREQ	%	
Ekiti	86	71.67	34	28.33	120
Lagos	73	60.83	47	39.17	120
Ogun	59	49.17	61	50.83	120
Ondo	81	67.50	39	32.50	120
Osun	51	42.50	69	57.50	120
Oyo	61	51.26	58	48.74	119
TOTAL	411	57.16	308	42.84	719

Pearson $\chi^2(5) = 31.5683$ Pr = 0.000



719 respondents indicated the state where they were experiencing their tour. Majority of them 411(57.16%) agreed while 308(42.84%) disagreed with the items raised to highlight the contexts of operation of a well-developed tourism industry.

Majority of the respondents in two states which Ogun and Osun disagreed or were negative towards the items raised on the contexts of operation of tourism. 61(50.83%) out of 120 in Ogun State and 69(57.5%) in Osun State. On the other hand, Majority of the respondents in Ekiti, Ondo, Oyo and Lagos States agreed with the items. Ekiti 86(71.67%) out of 120, Ondo 81(67.50%) out of 120 and Oyo

61(51.26%) out of 119, while Lagos had 73(60.83%) supporting the items raised on research question 4.

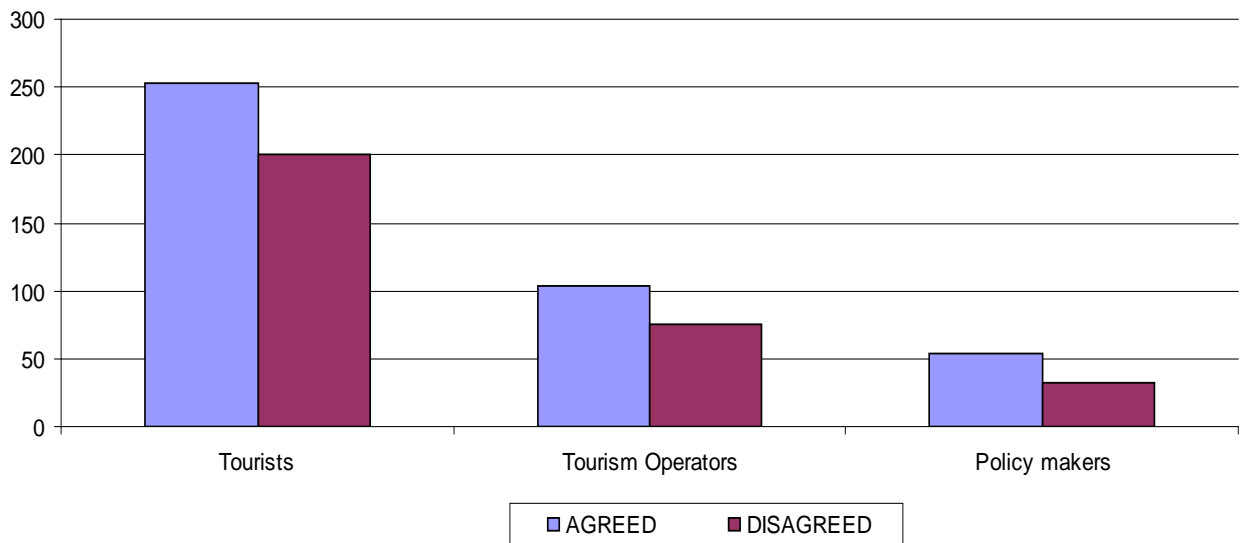
The state where the tourists' sites were located had a significant effect on the contexts of tourism (research question 4). The Pearson Z^2 was 31.5683 and Prof 0.000.

**Influence of Stakeholders on the Contexts of Tourism in Southwestern Nigeria
(Research Question 4)**

Table F(xii)

STAKEHOLDERS	AGREED		DISAGREED		TOTAL
	FREQ	%	FREQ	%	FREQ
Tourists	253	55.73	201	44.27	454
Tourism Operators	104	58.10	75	41.90	179
Policy makers	54	62.79	32	37.21	86
TOTAL	411	57.16	308	42.84	719

Pearson $\chi^2(2) = 1.5590$ Pr = 0.459



The stakeholders who completed the column on their stakes in the industry were 719 out of 720 respondents.

The stakeholders in the industry include the tourists, tourism business operators and practitioners and those involved in policy making.

Majority were tourists 454(63.14%) out of the 719. Majority of the tourists, 253(55.73%), agreed with the issues raised on the contexts of tourism development while minority, 201 (44.27%) disagreed. 179(24.83%) were tourism operators out of the 719 respondents. Majority of the operators agreed with the items raised on research question 4,104(58.10%) while 75(41.90%) disagreed.

86(11.96%) out of a total of 719 respondents were policymakers. 54(62.79%) of them agreed while 32(37.21%) disagreed.

Overall, 411(57.16%) agreed or were positive towards the items raised on the contents tourism development while 308(42.84%) disagreed.

The stakeholders had no effect on the context of tourism development. It had a Pearson Z^2 of 1.5590 and Prof 0.459.

Influence of Position in Workplaces on the Context of Tourism (Research Question 4)

Table F(xiii)

POSITION	AGREED		DISAGREED		TOTAL
	FREQ	%	FREQ	%	FREQ
Junior	61	57.55	45	42.45	106
Middle	77	52.38	70	47.62	147
Senior	155	62.75	92	37.25	247
Management	48	60	32	40	80
TOTAL	341	58.79	239	41.21	580

Pearson $\chi^2(3) = 4.2095$ Pr = 0.240

580 out of a total of 720 respondents indicated their positions in their work places. 106(18.28%) of them were junior staff. 147(25.34%) occupied middle positions while 247(42.59%) occupied senior positions. 80(13.79%) occupied management positions.

Out of 105 on junior positions, majority 61(57.55%) of them agreed while 45 (42.45%) disagreed on the items raised on the contexts of tourism development.

70(47.62%) out of 147 respondents who were occupied middle positions disagreed or were on the negative side towards the item raised on research question 4.

77(52.38%) of them agreed out of a total of 247 respondents that occupied senior positions in their places of work. Majority, 155(62.75%), agreed with the items while only 92(37.25%) disagreed.

Out of 80 management staff, 48 (60%) of them agreed while only 32 (13.39%) disagreed with the issues raised on the contexts of tourism (research question 4).

Overall, out of 580 respondents, 341(58.79%) agreed or were positive while only 239(41.21%) were negative or disagreed.

Position had no significant effect on the context of tourism development. It had a Pearson Z^2 of 4.2095 and Prof .240.

Research Question 5

Introduction: The fifth research question aims at examining how the expected boom in tourism development can be administered without jeopardizing the social, cultural and environmental drivers of such boom.

What benefits do Sustainable Tourism Development has on our culture and societal values?

Items Raised on Research Question 5

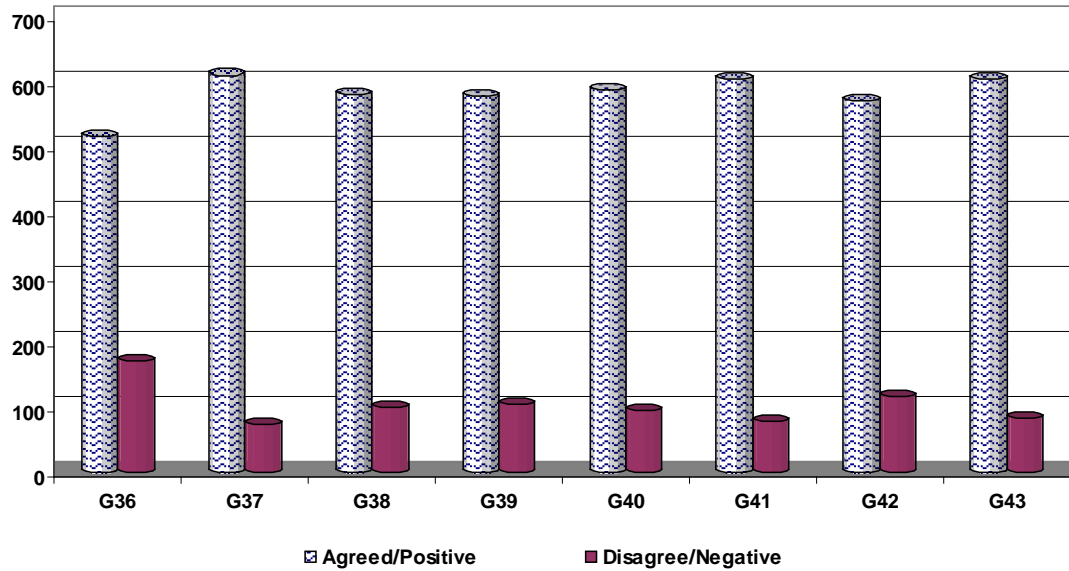
Table G(i)

No	Items	SA		A		D		SD		TOTAL
		Freq	%	Freq	%	Freq	%	Freq	%	
36	Local festivals and customs are not likely to drift into-extinction if sustainable Tourism is practised.	209	30.38	308	44.77	141	20.49	30	4.36	
37	Indigenous Arts, crafts and creativity are likely to gain international attention if sustainable Tourism is promoted.	317	46.35	293	42.84	51	7.46	23	3.36	
38	Domestic and homogenous economic initiatives are to be rewarded if sustainable Tourism are played into forefront.	216	31.67	365	53.52	78	11.44	23	3.37	
39	The ecology (floral and fauna) are protected through sustainable Tourism	223	32.60	355	51.90	81	11.84	25	3.65	
40	Local languages and dialects could be acquired by the tourists if Sustainable Tourism is encouraged.	234	34.16	354	51.68	83	12.12	14	2.04	
41	Archaeological materials and structures are preserved through Sustainable Tourism.	277	40.50	327	47.81	60	8.77	20	2.92	
42	Indigenous religious beliefs and movements are likely to be promoted through Sustainable Tourism.	214	31.10	356	51.74	102	14.83	16	2.33	
43	Local mode of dressing and attires are likely to gain better value through Sustainable Tourism.	343	49.93	260	37.85	53	7.71	31	4.51	

Aggregate Respondents' opinions on Research Question 5

Table G(ii)

No	Items	AGREED		DISAGREED		TOTAL
		Freq	%	Freq	%	
36.	Local festivals and customs are not likely to drift into-extinction if sustainable Tourism is practised.	517	75.15	171	24.85	688
37.	Indigenous Arts, crafts and creativity are likely to gain international attention if sustainable Tourism is promoted.	610	89.18	74	10.82	684
38.	Domestic and homogenous economic initiatives are to be rewarded if sustainable Tourism are played into forefront.	581	85.19	101	14.81	682
39.	The ecology (flora and fauna) are protected through sustainable Tourism	578	84.50	106	15.50	684
40.	Local languages and dialects could be acquired by the tourists if Sustainable Tourism is encouraged.	588	85.84	97	14.16	685
41.	Archaeological materials and structures are preserved through Sustainable Tourism.	604	88.30	80	11.70	684
42.	Indigenous religious beliefs and movements are likely to be promoted through Sustainable Tourism.	570	82.85	118	17.15	688
43.	Local mode of dressing and attires are likely to gain better value through Sustainable Tourism.	603	87.77	84	12.23	687



8 items were spread from item 36 to 43 on the questionnaire to elicit respondents' opinions. The items sought to examine how whatever boom tourism might encounter in the future can be maximally be managed. In other words, the question sought to look at the benefits of Sustainable Tourism Development.

The first item (36th on the questionnaire) was to assess whether local festivals and customs are not likely to drift into extinction if sustainable Tourism is practised.

Out of 688 respondents, 209(30.38%) strongly agreed while 308 (44.77%) agreed. Only 141 (20.49%) disagree while 30(4.36%) strongly disagreed.

In aggregate, 171(24.85%) disagreed/strongly disagreed while the majority, 517(75.15%), agreed/strongly agreed.

The second item (37th on the questionnaire) was to determine whether indigenous arts, crafts and creativity are likely to gain international attention if sustainable tourism is practised.

Out of 684 respondents, 317(46.35%) strongly agreed while 293(42.84%) agreed with the item. Only 51 (7.46%) of the respondents disagreed while 23(3.36%) strongly disagreed.

In aggregate, 74(10.82%) respondents disagreed/strongly disagreed while the majority, 610(89.18%) agreed/strongly agreed.

The third item (38th on the questionnaire) was to determine homogenous economic initiatives are to be rewarded if sustainable tourism is practised.

A total of 682 respondents indicated their opinions out of which 216(31.67%), strongly agreed while the majority, 365(53.52%) agreed. Only 78(11.44%) disagreed while 23(3.37%) strongly disagreed.

In aggregate, 101(14.81%) disagreed/agreed while the majority, 581(85.19%) agreed/strongly agreed.

The fourth item (39th on the questionnaire) was seeking the respondents' opinions on the role of sustainable tourism in protecting the ecology (floral and fauna).

Out of 684 respondents, 223(32.60%) strongly agreed while a vast majority, 355(51.90%) agreed.

Only 81(11.84%) disagreed while just 25(3.65%) respondents strongly disagreed.

In aggregate, only 106 (15.50%) respondents disagreed/strongly disagreed while majority 578(84.50%) agreed/strongly agreed.

The fifth item (40th on the questionnaire) sought to determine the respondents' opinions on whether tourists could acquire local languages and dialects as they involve in tourism.

685 respondents indicated their opinions while 234(34.16%) strongly agreed and 354 (51.68%) agreed. Only 83(12.12%) disagreed while another 14 (2.04%) strongly disagreed.

In aggregate, 97(14.16%) disagreed/strongly agreed while the majority, 588 (85.84%) agreed/strongly agreed.

The sixth item (41st on the questionnaire) was drawn to determine whether archaeological materials and structures can be preserved through sustainable tourism.

684 respondents completed the column on item 6.277 (40.50%) of the respondents strongly agreed.

327(47.81%) agreed while only 60(8.77%) disagreed. 20(2.92%) strongly disagreed.

In aggregate, majority, 604(88.30%), agreed/strongly agreed while only 80(11.70%) disagreed/strongly disagreed.

The seventh item (42nd on the questionnaire) aimed at determining whether indigenous religious belief systems and movements are likely to be promoted through sustainable tourism development.

Out of 688 respondents, 214 (31.10%) strongly agreed that sustainable tourism can promote indigenous religious belief systems and movements. 356(51.74%) of the respondents agreed. Only 102(14.83%) disagreed while only a few, 16(2.33%), strongly disagreed.

In aggregate, 118 (17.15%) disagreed/strongly disagreed while majority, 570(82.85%), agreed and strongly disagreed.

The eight item (43rd on the questionnaire) sought to determine whether local modes of dressing and attires are likely to gain better values through sustainable tourism development.

687 respondents completed the item raised above to express their opinions. Majority of the respondents, 343(49.93%), strongly agreed and another 260(37.85%) agreed.

Only 53(7.71%) disagreed while another 31(4.51%) strongly disagreed.

In aggregate, only 84 (12.23%) of the respondents disagreed/strongly disagreed while 603(87.77%) agreed/strongly agreed.

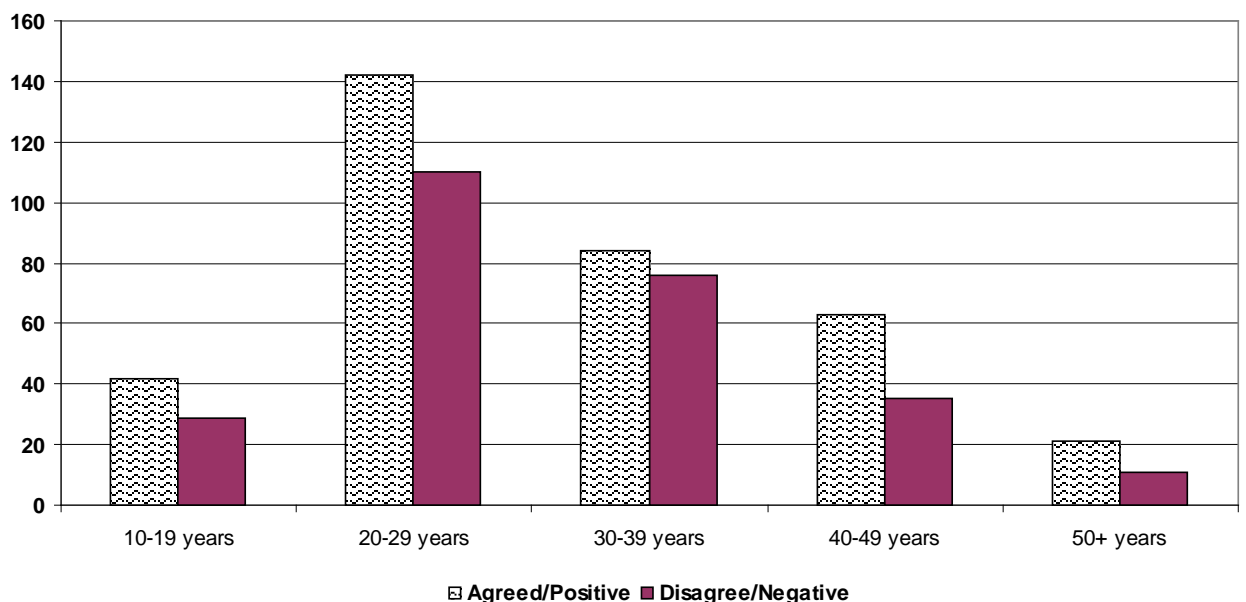
Demographics Versus Research Question

Influence of Age on Research Question 5 (Practice of Sustainable Tourism)

Table G(iii)

AGE GROUP	AGREED		DISAGREED		TOTAL
	FREQ	%	FREQ	%	FREQ
10-19 years	42	59.15	29	40.85	71
20-29 years	142	56.35	110	43.65	252
30-39 years	84	52.50	76	47.50	160
40-49 years	63	64.29	35	35.71	98
50+ years	21	65.93	11	34.38	32
TOTAL	352	57.42	261	42.58	613

Pearson $\chi^2(4) = 4.5603$ Pr = 0.335



720 questionnaires were administered in 12 tourists' sites. 13 respondents indicated their age groups. Out of the 613 respondents, 71 (11.58%) were between the age of 10 and 19 years. 42 (59.15%) of those within this age group agreed with the items listed on sustainable tourism while 29 (40.85%) disagreed. 252 (41.11%) out of 613 respondents, were between the age of 20 and 29 years. 142 (52.50%) out of the 252 respondents agreed with the items listed on sustainable tourism 110 (43.65%) of them actually disagreed. 160 (26.10%) out of the total 613 respondents, were between

the age of 30 and 39. Majority of them, 84 (52.50%) agreed that sustainable tourism is ideal while 76 (47.50%) disagreed.

Out of the total 613, a further 98 (15.99%) were between the age of 40 and 49 years. 63 (64.29%) of them agreed with the items listed on sustainable tourism while 35 (35.71%) of the respondents disagreed.

32 (5.22%) out of 613 respondents were above 50 years. 21 (65.63%) of the respondents agreed while only 11(34.38%) disagreed with the items listed in Research Question 5.

Over all, majority, 352 (57.42%) agreed with all the items listed on sustainability of tourism in Research Question 5 while 261 (42.58%) disagreed.

Age had no significant effect on sustainable tourism (research question 5). It had a Pearson Z^2 of 4.5603 and Pr of 0.335.

Influence of Gender on Research Question 5 (Sustainable Tourism)

Table G(iv)

GENDER	AGREED		DISAGREED		TOTAL
	FREQ	%	FREQ	%	FREQ
Male	229	55.72	182	44.28	411
Female	165	59.14	114	40.86	279
TOTAL	394	57.10	296	42.90	690

Pearson chi2(1) = 0.7945 Pr = 0.373

690 out of 720 respondents indicated their gender. Majority, 411 (59.57%) were males while 279 (40.43%) were females. 229 (55.72%) which were the majority, agreed with the items listed on Research Question 5 while 182 (44.28%) did not agree. 279 (40.43%) out of 690 respondent were females out of which 165(59.14%) agreed while 114 (40.86%) disagreed.

Over all, 394(57.10%) agreed while only 296 (42.90%) disagreed with the items listed in research question 5.

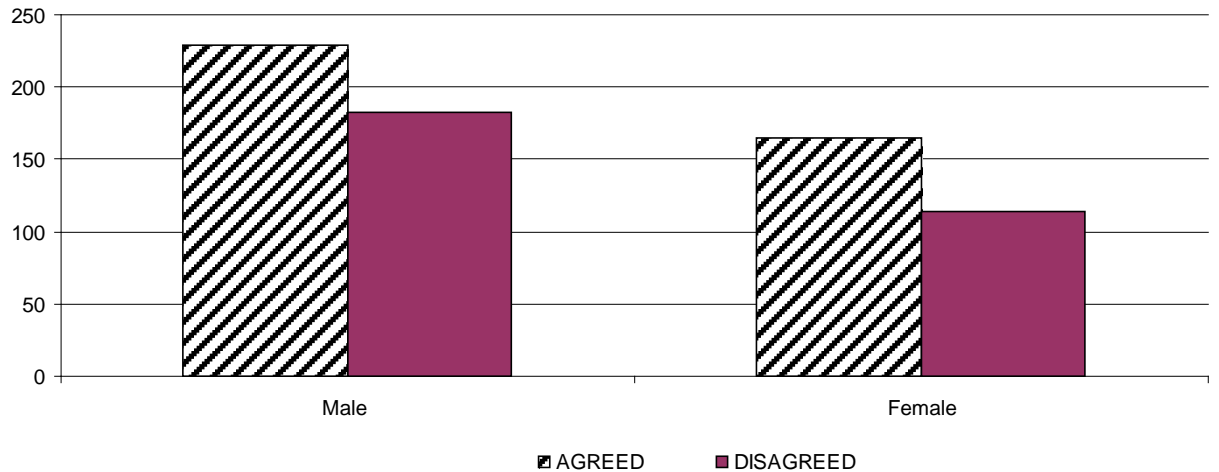
Gender had no significant effect on research question 5 with a Pearson Z^2 of 0.7945 and Pr of 0.373.

Influence of Marital Status on Research Question 5

Table G(v)

MARITAL STATUS	AGREED		DISAGREED		TOTAL
	FREQ	%	FREQ	%	FREQ
Currently Married	172	56.39	133	43.61	305
Not Currently Married	219	58.09	158	41.91	377
TOTAL	391	57.33	291	42.67	682

Pearson chi2(1) = 0.1984 Pr = 0.656



682 respondents indicated their marital status. 305 (44.72%) of them were currently married while majority, 377 (55.28%) were not currently married.

172 (56.39%), majority of those in marriage, agreed with the items listed on research question 5 while only 133 (43.61%) disagreed.

Majority of those not currently married agreed with the items listed on research question 5 (219 (58.09%)) while 158 (41.91%) disagreed.

Over all, 391 (57.33%) agreed while 158 (41.91%) disagreed with the items listed on research question 5.

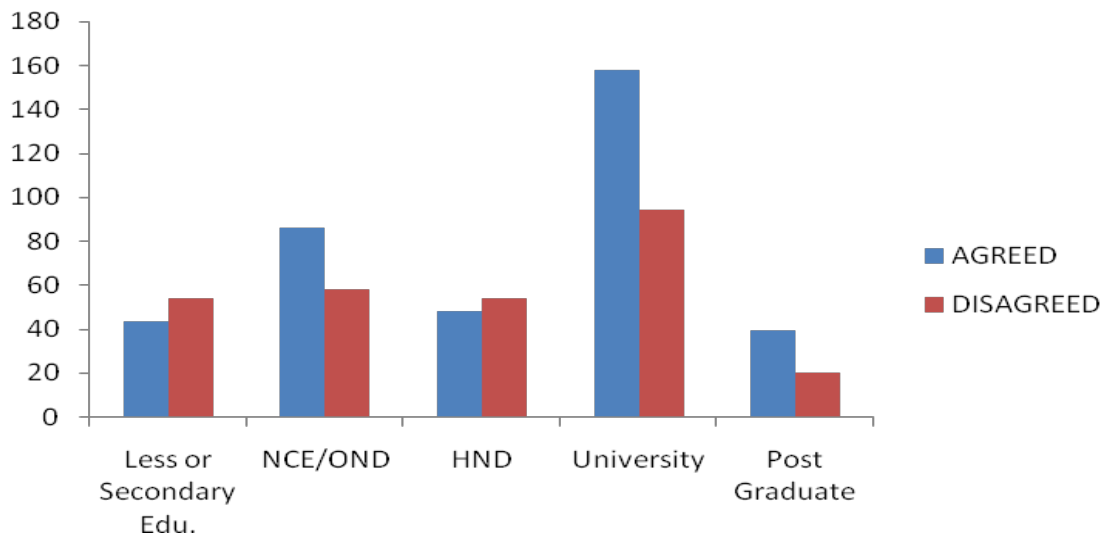
Marital status had no significant effect on research question 5 with Pearson Z^2 of 0.1984 and Pr of 0.656.

Influence of Educational Qualification on Research Question 5

Table G(vi)

EDUCATIONAL QUALIFICATION	AGREED		DISAGREED		TOTAL FREQ
	FREQ	%	FREQ	%	
Less or Secondary Edu.	43	44.33	54	55.67	97
NCE/OND	86	59.72	58	40.28	144
HND	48	47.06	54	52.94	102
University	158	62.70	94	37.30	252
Post Graduate	39	66.10	20	33.90	59
TOTAL	374	57.19	280	42.81	654

Pearson $\chi^2(4) = 16.2423$ Pr = 0.003



654 respondents indicated their educational qualifications on the questionnaire. 97 (14.83%) of them had secondary education and below. However, majority of them 54 (55.67%) of them disagreed while only 43 (44.33%) of the respondents agreed with the items listed on research question 5.

144 of the total respondents possessed Nigerian Certificate in Education (NCE) or National Diploma (OND). Out of the figure, majority agreed, 86 (59.72%), while only 58 (40.28%) disagreed 102 (15.60%) of the total respondents had Higher National Diploma (HND). Majority of them however disagreed with the items listed on research question 5, 54(52.94%), while only 48 (47.06%) agreed.

A vast majority of the total respondents were university graduates with a frequency of 252 (38.53%). Out of the number, majority of them, 158 (62.70%) agreed while only 94 (37.30%) disagreed.

Out of 654 total respondents, only 59 (9.02%) had post graduate qualifications. Majority, 39(66.10%) of them agreed with the items listed on research question 5, while 20 (33.90%) respondents disagreed.

Over all, 374 (57.19%) agreed while 280 (42.81%) disagreed with the items listed on Research question 5.

Educational qualification had no significant effect on research question 5. It had on Pearson Z^2 of 16.2423 and Pr of 0.003.

Influence of Religion on Research Question 5

Table G(vii)

RELIGION	AGREED		DISAGREED		TOTAL
	FREQ	%	FREQ	%	FREQ
Islam	79	54.11	67	54.89	146
Christianity	304	58.69	214	41.31	518
Traditional Religion	9	39.13	14	60.87	23
TOTAL	392	57.06	295	42.94	687

Pearson $\chi^2(2) = 4.0962$ Pr = 0.129

687 respondents indicated their religions. 146 (21.25%) of the respondents practise Islamic Religion, 518 (75.40%) were Christians, while only 23 (3.35%) practice Traditional Religion.

Out of 146 that were Muslims, 79 (54.11%) agreed with the items listed on research question 5 while 67 (45.89%) of them disagreed.

Out of the majority of a total of 518 respondents who were Christians, 304 (58.69%) of them agreed while 214 (41.31%) disagreed with the items listed on research question 5.

Only few 23 (3.35%) out of a total of 687 respondents indicated they practise traditional religion. Majority of them however disagreed with the items listed on research question 5, 14 (60.87%), while only 9 (39.13%) agreed.

Over all, majority, 392 (57.06%) agreed while 295 (42.94%) of the respondents agreed with the items listed on research question 5.

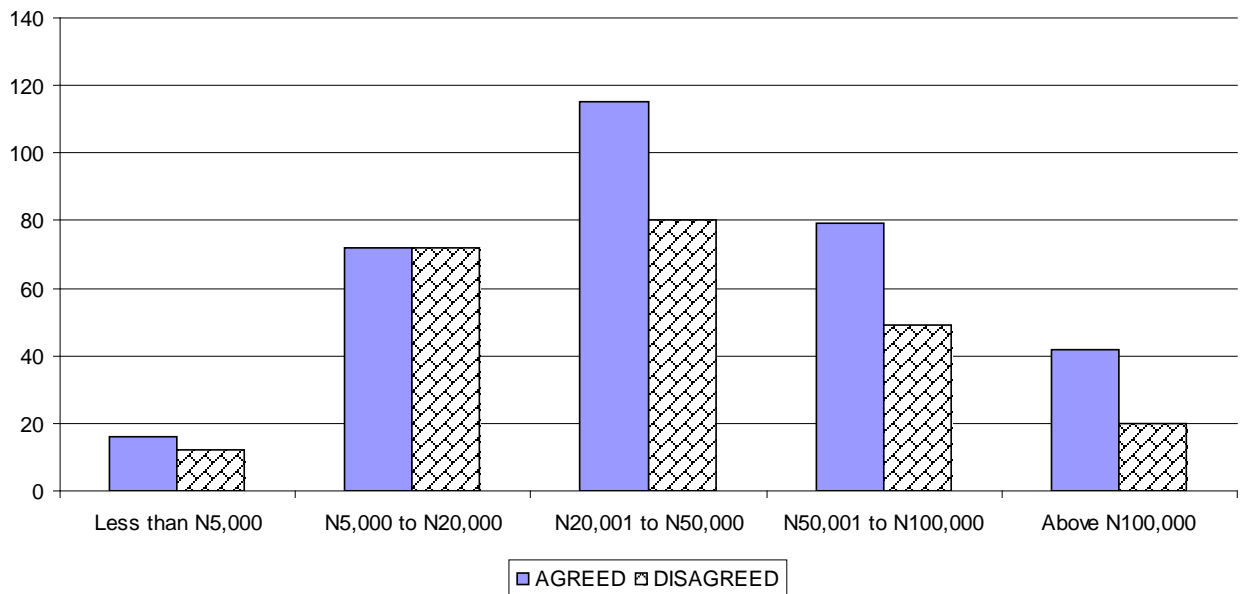
Religion had no significant effect on research question 5. It had a Pearson Z^2 of 4.0962 and Pr of 0.129.

Influence of Monthly Income on Research Question 5

Table G(viii)

MONTHLY INCOME	AGREED		DISAGREED		TOTAL FREQ
	FREQ	%	FREQ	%	
Less than N5,000	16	57.14	12	42.86	28
N5,000 to N20,000	72	50	72	50	144
N20,001 to N50,000	115	58.97	80	41.03	195
N50,001 to N100,000	79	61.72	49	38.28	128
Above N100,000	42	67.74	20	32.26	62
TOTAL	324	58.17	233	41.83	557

Pearson chi2(4) = 7.0112 Pr = 0.135



557 respondents out of 720 indicated their monthly income. Only 28 (5.03%) of them earn less than ₦5,000 per month. 16 (57.14%) out of them agreed with research question 5 while 12 (42.86%) disagreed. 144 (25.85%) of the total respondents were earning between ₦5,000 and ₦20,000 72 (50%) of them agreed with the items listed on research question 5 while another 72 (50%) disagreed.

195 (35.01%) of the total respondents earn between ₦20,000 and ₦50,000. Majority of them, 115 (58.97%) agreed while only 80, (41.03%) disagreed with research question 5. 128 (22.98%) of the total respondents earn between ₦5,000 and ₦100,000.

79 (61.72%) of them agreed with the items listed on research question 5 while only 49 (38.28%) disagreed. Only 62 (11.13%) of the total respondents earn above N100,000. Majority of them, 42 (67.74%), agreed with the items listed on research question 5 while 20 (32.26%) disagreed.

Over all, 324 (58.17%) of the respondents agreed while 233 (41.83%) disagreed with research question 5.

Monthly income had no significant effect on research question 5. It had a Pearson Z^2 of 7.0112 and Pr at 0.135.

Influence of Ethnic Background on Research Question 5

Table G(ix)

ETHNIC GROUP	AGREED		DISAGREED		TOTAL FREQ
	FREQ	%	FREQ	%	
Ibo	23	46.94	26	53.06	49
Hausa	8	53.33	7	46.67	15
Yoruba	320	58.18	230	41.82	550
Others	26	50.98	25	49.02	51
TOTAL	377	56.69	288	43.31	665

Pearson $\chi^2(3) = 3.1422$ Pr = 0.370

665 out of 720 respondents indicated their ethnic origins. 49 (7.37%) of them were Igbo, 15 (2.26%) were Hausa while majority, 550 (82.71%) were Yoruba. Others apart from the major Nigerian groups mentioned above were of other ethnic groups.

23 (46.94%) out 49 Ibos agreed while 26 (53.06%) disagreed with the items on research question 5.

Out of 15 Hausas, 8 (53.33%) of them agreed while another 7 (46.67%) of them disagreed with research question 5.

Majority of the respondents, 550 (82.71%), were Yorubas. Out of the 550,320 (58.18%) agreed while only 230 (41.82%) of them disagreed.

Respondents who were of other ethnic origin apart from Ibo, Hausa and Yoruba were 51 out of a total of 665. 26 (56.69%) of them agreed while 25 (43.31%) of them disagreed.

Over all, 337 (56.69%) agreed while 288 (43.31%) disagreed.

Ethnic background had no significant effect on research question 5. It had a Pearson Z^2 of 3.1422 and Pr of 0.370.

Influence of Tourists' sites on Research Question 5 (Sustainable Tourism)

Table G(x)

TOURIST SITES	AGREED		DISAGREED		TOTAL
	FREQ	%	FREQ	%	FREQ
Adekunle Fajuyi	42	70	18	30	60
Ikogosi	41	73.21	15	26.79	56
Lagos Bar Beach	27	45.76	32	54.24	59
Badagry	29	50	29	50	58
Olumo	26	44.83	32	55.17	58
Yemoji	29	50	29	50	58
Owo	48	81.36	11	18.64	59
Idanre	34	60.71	22	39.29	56
Osogbo	21	38.89	33	61.11	54
Ife	23	40.35	34	59.65	57
Ibadan	31	54.39	26	45.61	57
Old Oyo NP	43	74.14	15	25.86	58
TOTAL	394	57.10	296	42.90	690

Pearson $\chi^2(11) = 54.4148$ Pr = 0.000

690 respondents out of 720 indicated their sites of tourist experience. There were 12 sites within the 6 states in South-West geopolitical zone of Nigeria.

Tourists in Olumo Rock (Abeokuta), Osun Osogbo Tourists' site (Osogbo), Oranmiyan Staff (Ile-Ife) and the Lagos Bar Beach (Lagos) disagreed with the items listed to support the promotion of sustainable tourism.

Out of 690 respondents, 58 (8.41%) were for Olumo Rocks in Abeokuta of Ogun State 32 (55.17%) out of the 58 disagreed while only 26 (44.83%) of them agreed.

Out of the 54 (7.83%) for Osun Osogbo tourist site, 33 (61.11%) of them disagreed while only 21 (38.39%) agreed with the items listed for research question 5.

Majority of the respondents, 34 (59.65%) disagreed at Oranmiyan Staff in Ile-Ife while only 21 (38.89%) out of 57 respondents agreed.

At Lagos Bar Beach as well, majority of the respondents disagreed, 32 (54.24%), while only 27 (45.76%) out of 59 respondents agreed.

At all other tourist sites covered by this study namely: Old Oyo National Park, Yemoji in Ijebu-Ode, Badagry Slave Route, Ikogosi Warm Water Spring, Fajuyi Park in Ado Ekiti and Owo Museum, the tourists agreed with the items listed in favour of sustainable tourism. Other sites where the tourists generally agreed include Idanre Hills, and Ibadan with the record of premier television station in African and the first degree awarding institution in Nigeria.

Over all, majority of the respondents across the tourists' site, 394 (57.10%), agreed while 296 (42.90%) disagreed with the issues raised on Research Question 5.

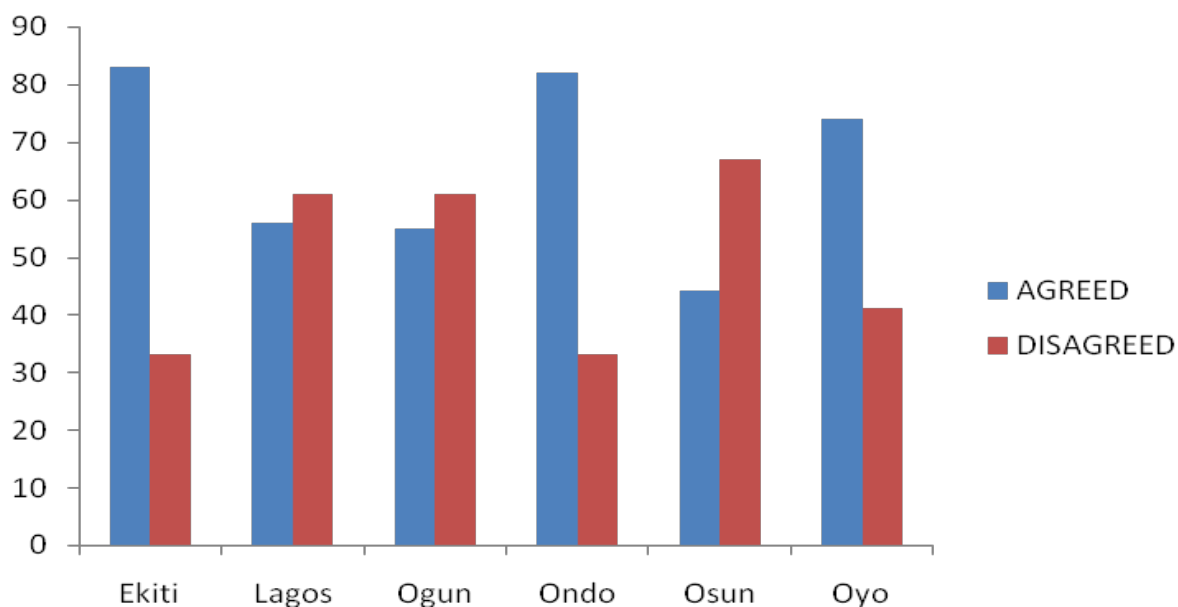
Tourists' sites had a signification effect on research question 5 with a Z^2 of 54.4148 and Pr of 0.000.

Influence of States on Research Question 5 (Sustainable Tourism Development)

Table G(xi)

STATE	AGREED		DISAGREED		TOTAL
	FREQ	%	FREQ	%	FREQ
Ekiti	83	71.55	33	28.45	116
Lagos	56	47.86	61	52.14	117
Ogun	55	47.41	61	52.59	116
Ondo	82	71.30	33	28.70	115
Osun	44	39.64	67	60.36	111
Oyo	74	64.35	41	35.65	115
TOTAL	394	57.10	296	42.90	690

Pearson $\chi^2(5) = 44.1613$ Pr = 0.000



The study covers the 6 states in the South Western geopolitical zone of Nigeria. The states are Ekiti, Lagos, Ogun, Ondo, Osun and Oyo States. 690 respondents completed the column on state on the 720 questionnaire administered.

Tourists in Lagos, Ogun and Osun disagreed on the issues listed on sustainable tourism in Research Question 5. To be precise, out of a total of 690 respondents, 116 (16.81%) were from Ogun State location. 61 (52.59%) disagreed while 55 (47.41%) out of 116 respondents for Ogun State agreed.

In Osun State, 67 (60.36%) out of 111 respondents disagreed while 44 (39.47%) agreed with Research Question 5.

In Lagos State as well, 61 (52.14%) of the respondents disagreed while only 56 (47.86%) agreed with the listed items on Research Question 5. At the other locations, which are Ekiti, Ondo and Lagos, majority of the respondents agreed.

Over all, 394 (57.10%) of the respondents agreed while only 296 (42.90%) disagreed with the issues highlighted in research question 5.

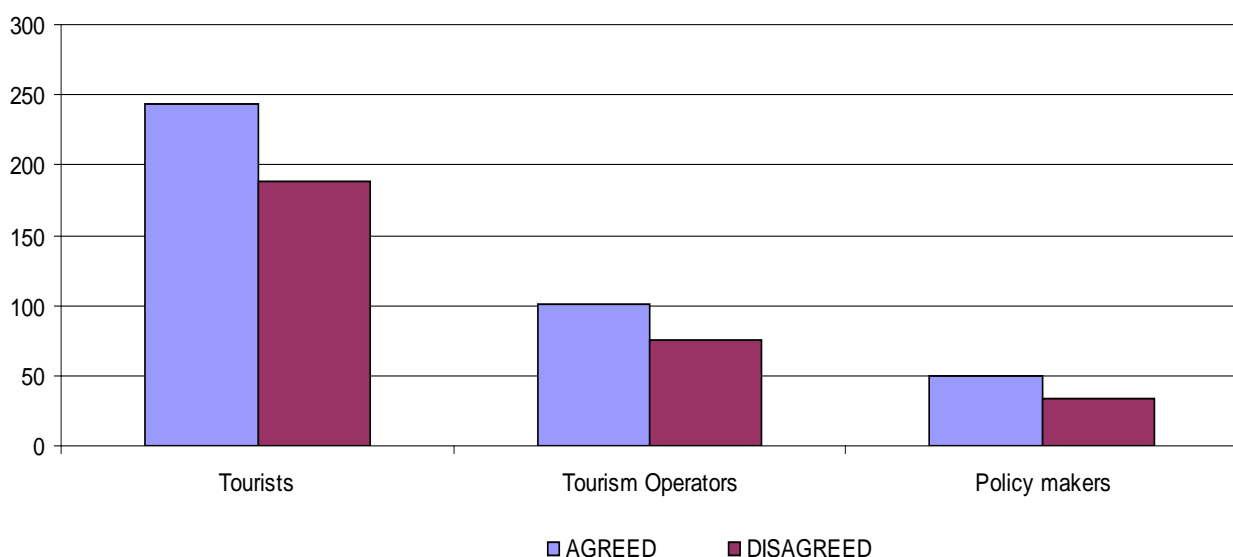
However, tourism states had a significant effect on research question 5. The Z^2 was 44.1613 while the Pr was 0.000.

Influence of Stakeholders on Research Question 5 (Sustainable Tourism)

Table G (xii)

STAKEHOLDERS	AGREED		DISAGREED		TOTAL FREQ
	FREQ	%	FREQ	%	
Tourists	243	56.38	188	43.62	431
Tourism Operators	101	57.39	75		176
Policy makers	50	60.24	33		83
TOTAL	394	57.10	296	42.90	690

Pearson $\chi^2(2) = 0.4313$ Pr = 0.806



720 questionnaires were administered out of which 690 completed the space meant for their stakes in the industry.

431 (62.46%) were tourists. Only 188 (43.62%) out of them disagreed while the majority, 243 (56.38%) agreed with the issues listed on research question 5.

The operators and practitioners in the tourism industry covered by this study were 176 (25.51%) out of a total of 690 respondents. 101 (57.39%) out of the 176 respondents, agreed while 75 (42.61%) disagreed with research question 5.

The policy makers were 83 (12.03%) out of 690.33 (39.76%) of the 83 disagreed while 50 (60.24%) of the respondents agreed.

Over all, 296 (42.90%) of the respondents disagreed while the majority, 394 (57.10%) agreed with the items listed on research question 5.

However, the stakeholders' opinions had no significant effect on research question 5. The Z^2 was 0.4313 with a Pr of 0.806.

Influence of Position in Work Places on Research Question 5

Table G(xiii)

POSITION	AGREED		DISAGREED		TOTAL
	FREQ	%	FREQ	%	FREQ
Junior	55	52.38	50	47.62	105
Middle	80	57.14	60	42.86	140
Senior	139	58.65	98	41.35	237
Management	49	62.82	29	37.18	78
TOTAL	323	57.68	237	42.32	560

Pearson $\chi^2(3) = 2.1601$ Pr = 0.540

Out of the 720 questionnaire administered within 12 tourist sites, 560 of them indicated their positions in their places of work.

Out of the total 560 respondents, 105 (18.75%) of them occupied Junior positions in their places of work. 50 (47.62%) of them disagreed with the items listed on research question 5 while the majority, 55 (52.38%) agreed.

140 (25%) out of the total 560 were occupying middle positions in their places of work. 60 (42.86%) of them disagreed while the majority, 80 (57.14%), agreed with research question 5.

237 (42.32%) of the total 560 respondents occupied senior positions in their work places. Out of the 237, majority agreed with research question 5, 139 (58.65%), while 98 (41.35%) disagreed.

78 (13.93%) of the total respondents occupied management positions in their work places. Only 29 (37.18%) of them disagreed while the majority, 49 (62.82%) of the 78 respondents agreed with the items listed on research question 5

Over all, majority, 328 (57.68%) agreed while 237 (42.32%) of the total respondents disagreed.

Positions in work places had no significant effect on research question 5. The Pearson Z^2 was 2.1601 while the Pr was .540.

CHAPTER FIVE

DISCUSSION

5.1 Socio-Demographic Characteristics of the Respondents

The ages of the respondents ranged from 10 to 65 years. The mean age is 31.01 years. The implication of age on this study is that most of the people that engage in tourism are young people. A further look at the age of our respondents indicates that majority of the respondents are aged between 20 and 39. In a related study by Falade, O. (1994), it was reported that most Nigerians in their early and middle adults stage, i.e. between the age of 31 and 50 are well aware of tourism and engage in it. In essence, the study reveals the fact that age is very significant in tourism development.

Probably because it involves traveling and a level of adventure or risk which people that are above the age of 60 may not be willing to engage in. The study reveals that tourism in Southwestern Nigerian is majorly embarked upon by people in their active days. The nature of the road system, the security situation in the country and the financial implications cannot be ruled out as factors that account for mainly young people engaging in tourism in Southwestern Nigeria.

This study has shown that most people that engage in tourism in Southwestern Nigeria are males. Majority of our respondents in all the 12 tourist centres under survey were males. Gender is therefore a significant factor in the development of tourism in Southwestern Nigeria. Falade, O. (1994) had earlier reported that gender is significant in tourism development in Nigeria. There are quite a number of factors that can account for more males engaging in tourism in Nigeria. The cultural aspects which generally want wives or women to obtain permission from their husbands or male counterparts may be responsible for this. It is un-african for a woman to set out on a journey especially tourism for that matter except a man approves of such journey. Hence, the study has established that more women need to get involve in tourism. Their male counterparts should see tourism as a soul lifting exercise where everybody, regardless of gender, should be integrally involved.

Other factors that may account for more males getting involved in tourism include the adventure and risk factors. Men generally are more conversant with adventure and risk taking and since tourism thrives on adventure, thrill and elements of risks, more men are likely to be interested. It probably has to do with self-image and esteem. Ladies, girls and women generally need to be encouraged to set time apart and embark on tourism so as to harness the likely benefits that may be there.

The study has further shown that most people that engage in tourism in Southwestern Nigeria are not currently married. Majority of the respondents were, either single, widowed, separated and divorced. Due to the adventurous nature of tourism, people who are not currently engaged in marriage are likely to want to make efforts in this direction. Traveling from Lagos to Ondo State for instance, has a lot of attendant risks and frills which married couples especially with children may not be willing to take. The study has shown the need to encourage married individuals to get involved in tourism.

The study revealed, by implication, the role of tourism in building relationships. Yet to marry and courting individuals have taken the joys in tourism to cement their relationship.

Really, most married individuals last engaged in tourism during their honeymoon. Tourism is a lifelong adventure which could come in forms of retreat or traveling.

The study revealed that more Christians embark on tourism, especially domestic tourism, compared with Muslims and traditional religion adherents in Nigeria. A vast majority of the respondents indicated that they are Christians. Such studies may want to look at the spiritual essence of tourism vis-à-vis the influence of western education. However, for the purpose of this study, level of enlightenment may not be far away from the reasons Muslims and other religion adherents should be encouraged to embark on domestic tourism in addition to international tourism and embrace secular tourism in favour of religious tourism. Marguba L.B. (2001) was able to establish that Muslims do engage in religious tourism in form of annual pilgrimage to Mecca. Domestic secular tourism, as revealed in this study, should be promoted in Nigeria.

The educational qualification of tourists is highly significant in tourism development in Nigeria as revealed in this study. A vast majority of individuals that engage in tourism in Nigeria has qualifications that range between Nigerian Certificate in Education (NCE) and Postgraduate Certificate. The study revealed that one out of every tourist or potential tourist in Nigeria has qualifications that are higher than Secondary School Leaving Certificate. The discovery in this study on the relevance of education brings to fore the argument of Ogundele, S.O. (2008), that "Tourism is a concept that has not been properly understood in Nigeria as indeed much, if not all, of West Africa."

Without aggressive awareness drive which can be introduced through schools, tourism in Nigeria will continue to look mystic and frivolous to the general populace. The level of education therefore cannot be underestimated in the development of tourism, not only in Nigeria but all over the world. The success recorded in tourism development may probably not be farfetched from the level of education of their citizenry.

The study further revealed that majority of the people that engage in tourism in Nigeria occupy senior or management positions in the workplaces. Many junior staff will have to source for funds for transportation, accommodation and other logistics which are always far above their income. Apart from the financial implications on the junior members of staff, due to the fact they are not always part of the decision making organ of their workplaces, access to tourism related activities may be far from them. However, Ogundele, S.O. (2001) recommended that “..making sure that there are reasonably cheap and comfortable guest houses within a given local government area.” can be a panacea to addressing part of this disparity

The study has shown that most Nigerians engage in tourism work with governments. Majority of tourists in Nigeria, according to the study, works for state governments while a good proportion of the respondents work with the federal government of Nigeria. Tourism should not be a prerogative of the salary earners alone. Individuals in businesses and private organizations should be encouraged to set time aside to engage in tourism. Most public servants are engaged in tourism because they have leave periods and times for conferences which afford them the privilege of engaging in tourism.

The study has shown that income is a major factor in tourism development in Nigeria. Majority of the respondents earn above ₦20, 000 per month which leaves allowance for them to embark on tourism. This result is at variance with the findings of Falade, O. (1994) who reported that “...Nigerians placed at a lower income level were likely to develop positive attitude to traveling as against those with a higher income level.” The increasing cost of fuelling automobiles in Nigeria, galloping inflation and other economic factors are likely to be a disadvantage to the lower income earners from engaging in tourism. Since tourism is not part of the basic necessities of life, poor people are not likely to be keenly interested in the exercise.

Tourism has no place in Basic Needs Theory (Basic Needs Approach to Development by implication, out of every 3 tourists or intending tourists in Nigeria, one earned between ₦20, 000 and ₦50, 000 per month.

The study revealed that majority of the respondents are Yoruba speakers of Southwestern Nigeria. The major reason for this was because the study area was a Yoruba dominated environment. However, one can imply that domestic tourism is thriving well in Southwestern Nigeria. Tourists in Nigeria are not likely to move outside of their geopolitical zone for obvious reasons of cost and insecurity.

The study revealed that Nigerians are those who dominate tourism industry in Southwestern Nigeria. It is discouraging to report that only 3 (0.42%) of the respondents are non-Nigerians.

In summary, the demographic information from this study, revealed that more males engage in tourism in Southwestern Nigeria while majority of tourists or intending tourists in Southwestern Nigeria were not currently married. It was further revealed that senior people in their workplaces and high income earners engage in tourism in Southwestern Nigeria while high income determines who engages in tourism. Education as well plays a vital role in tourism while religion cannot be underplayed.

5.2.1 The Structural Stresses Confronting Tourism Development in Southwestern Nigeria

The study revealed that the tourism sector in Southwestern Nigeria is being confronted with several stresses which shall be discussed in turn.

The first structural stress confronting tourism development in Nigeria as identified in this study was the pollution of the environment through high waste generation. About four hundred out of the total seven hundred and twenty respondents agreed that tourism can promote high waste generation. Bhatia, A.K. (2001) observed that: “Today environmental pollution poses a serious threat to life on earth and this is true not only of the areas where there is a great concentration of industries, but also where there is a great concentration of tourists.”

The finding of this study that tourism can promote pollution through high waste generation is further in line with the United Nations Conference organized some years back in Stockholm on Human Environment. The respondents were able to identify the environment stress that tourism is likely to pose as it develops.

The second structural stress identified by this study was that compromise on the parts of security agents does not favour Tourism Development and Management in Nigeria. Majority of the respondents (75.28%) agreed that the security systems in Nigeria are so compromised to the extent that it is exerting its tolls on tourism development. With various security reports in both local and international media on the precarious state of security in Nigeria, tourism, especially to the distressed parts, is fast becoming a suicide mission. Reuters reports on Boko Haram killings in Nigeria and various international television reports are playing to the fore the terrible security situation in Nigeria. Up till recent years, scholars have not come to realize the importance of security on tourism development in Nigeria. However, this study has established that the stakeholders in the tourism industry have realized that the compromised security system in Nigeria is a major set back to tourism development in Nigeria.

The third structural stress as shown in this study was the threats cultural and community values are likely to suffer through tourism. It is interesting to note that majority of the respondents, 484 (69.34%) disagreed that cultural and community values can be lost through tourism. The stand of the respondents is at variance with that of Ratz, T. (2000) and Brile and Schulze (2006). In a pilot study carried out within the University of Ibadan at the University Arts Theatre, it is noteworthy to report that the respondents as well disagreed to see tourism as a threat to culture and community values. However, the respondents may have disagreed because most of them were Yoruba speakers in a geopolitical zone dominated by the Yoruba. This can then bring one to the issue of whether cultural and community values can be lost in domestic tourism. However it had earlier been established in this study (the fifth research question which borders on sustainable tourism) that the carrying capacities of the host communities should be taken into cognizance in tourism management so as not to jeopardize the interests of the hosts at the expense of a booming tourism.

The fourth structural stress as identified in this study was that the airports and seaports are not operating at global standards to meet tourists' expectations. Majority of the respondents agreed that airports and seaports in Nigeria operate at standards that could not meet global standards as an international tourist would expect.

Safety measures are ignored while sea pirates have nearly taken over Nigerian waterways, Bhatia (2001) recognized that Air Transport has a key role to play in international tourism while seaports cannot be underestimated in tourism

development. The number of air crashes in the past 3 years is a testimony to the unsafe nature of the Nigerian airspaces. There is no doubt saying that transportation is critical for economic growth and particularly for the growth of tourism.

In the 2012 budget, only 6 percent was earmarked to the Works, Transport and Aviation Ministries combined. Government and private organizations need to combine efforts to make transportation systems more efficient in Nigeria. Falade, O. (1994) reported that airline services in Nigeria are below world standards.

The fifth structural stress identified in this study was the encroachment on plants and animal lives that tourism can encourage. Majority of the respondents agreed that tourism can encourage encroachment on plants and animal lives. Of course the influx of thousands or probably millions of tourists to a particular environment is likely to distort the ecological arrangement of such an environment. Falade, O. (1994) and Bhatia (2001) agreed that when hundreds of thousands of tourists visit a destination, their impact is bound to be felt on the host areas. Local authorities should go ahead to limit movements of tourists while “dos and donots” are to be encouraged.

The sixth structural stress identified through this study was the challenges of health related diseases like the Sexually Transmitted Diseases (STDs) and Acquired Immune Deficiency Syndrome (AIDS) that tourism is likely to promote.

It is interesting to report that 51.05% of the respondents disagreed that tourism can promote the spread of health related diseases like the STDs and AIDS. Since majority of our respondents (55.56%) were not currently married they are prone to disagree that their pleasure seeking endeavour can promote health challenges. Many of the respondents felt that tourism cannot promote health related problems. However, Sodmeier-Rieux & McConkie (2002) and Ratz, Tamara (2000) maintained that unplanned tourism is likely to attract moral deficits which can usher in health related challenges. Kenya as one of the most developed tourists' destinations in Africa has the highest incidence of HIV. By implication, the level of awareness needs to be heightened as tourism develops in Nigeria.

The seventh structural stress this study has established was that slow pace of Economic Development in the nation (Nigeria) has a backlash effect on Tourism Development and Management. Majority of the respondents agreed that the slow and unpredictable pace of economic growth and transformation in Nigeria is bound to exert its tolls on tourism as an industry. With the six percent allocation to the Works,

Transport and Aviation Sectors in the 2012 budget for Nigeria one can predict that infrastructural development has been played into the background. This will no doubt affect industrialization and economic developments. The respondents in this study were able to relate the inefficient manner the Nigerian economy is being run with the development of tourism industry. According to an article by Nasir El-Rufai, "Nigeria is spending 70% of her income on about one million government officials that can only achieve 30% of annually-set budgetary targets". Marguba, L.B. (the Director and Chief Executive, National Parks Board, Abuja) in a keynote address he delivered on the relevance of tourism recommended that: "...we must marshal our efforts and resources to ... promote ... potential tourists' resources in the country." If the Nigerian economy can be developed at a faster rate, then the tourism industry will benefit from such development.

The eighth structural stress identified through this study borders on the inadequacy of the hotel and accommodation facilities that are available for international tourists in Nigeria. Majority of the respondents agreed that hotel and accommodation of world standards are not enough on ground to meet tourists' expectation. However, in a pilot study embarked upon before this main study, 55% of the respondents did not see anything wrong with hotel facilities in Nigeria. This study covering 12 tourist sites was able to address the controversy by affirming in line with the relevant literatures that only standard hotels can boost tourism development in any nation. Falade, O. (1994) in a similar study was only able to categorize hotels into three, one out of which are up to international standards. On the other hand, Falade, O. (1994) did not look at the security situation within and around the hotels coupled with the issue of power supply. Apart from security and power, most hotels covered by this study could serve as 'nice' places for both local and foreign tourists.

The ninth structural stress identified through the study was lack of clear and concise policy on Tourism Development and Management which is retrogressive to Tourism Development. Majority of the respondents agreed that lack of clear and concise policy on Tourism Development and Management is retrogressive to Tourism Development in Nigeria. Falade, O. (1994), Aremu, D. (2001), Sodmeier-Rieux & McConkie (2002), Bhatia, A.K. (2001) and the WTO agreed that unplanned tourism is retrogressive to Tourism Development.

5.2.2 Influence of Demographics on the Structural Stresses Confronting Tourism Development in Nigeria

All the age groups involved in the study agreed that the identified structural stresses truly exist in the tourism sector in Nigeria. Majority of the respondents that agreed that such structural stresses exist were actually between the age of 20 and 39years. Falade, O. (1994) had recorded a similar finding in his studies on Wildlife Tourism.

The study established that gender had no significant effect on the structural stresses because majority of both male and female respondents agreed. Marital status of the respondents in this study had no significant effect on the structural stresses in the tourism industry. Majority of the respondents agreed that the nine identified structural stresses are truly confronting the tourism sector. Regardless of their marital status whether married, single, divorced, widowed or separated, the first research question was favourable to the respondents.

Regardless of religion, our respondents generally agreed that all the stresses identified in the industry actually exist.

Furthermore, majority of our respondents regardless of educational qualifications agreed that the structural stresses are the factors setting back tourism development in Nigeria. However, respondents who possessed NCE or OND disagreed that the stresses exist. Out of 147 respondents, 72 (48.98%) agreed while 75 (51.02%) disagreed. The researcher do not have explanation for this. The study established that regardless of positions in work places the structural stresses as identified under Research Question One exist.

It is interesting to note that all the stakeholders, who included the tourists, operators and practitioners in the industry and the policymakers agreed that the structural stresses truly exist in the industry. Majority of the respondents who agreed were the practitioners and operators in the industry. That the operators in the tourism industry generally agreed can be explained by the fact that as insiders, they understand the industry better than all other stakeholders.

Majority of the respondents regardless of tribe agreed with the issues raised on research question 1. The three main tribes; Igbo, Hausa and Yoruba, including the three non-Nigerians agreed with the listed structural stresses. Majority of the respondents agreed that the listed structural stresses exist in the tourism sector in Nigeria. However respondents in Idanre Hills (Ondo State), Oranmiyan Staff at Ile-Ife

(Osun State) and old Oyo National Park (Oyo State) disagreed that the structural stresses exist in the industry. This stand is at variance with the findings of Falade, O. (1994) especially on Old Oyo National Park. It was observed on the other hand, that the three tourist sites where the tourists disagreed were not in the capital cities. The rusticity and the state of the natural environment may have made up for whatever stress the tourists may undergo. The naturalness of Idanre Hills is devoid of artificiality that can be experienced at Olumo Rocks in Abeokuta (Ogun State). Majority of the respondents across the six states in the Southwest geopolitical zone of Nigeria agreed with the listed structural stresses. The state where the tourist site is located has a significant effect on the structural stresses in tourism development.

5.3.1 The Action Steps that can be taken to Curtail the Identified Structural Stresses.

The study has shown that there should be adequate legislation and awareness put in place to tackle the menace of pollution and solid waste. Majority of the respondents agreed that legislation and awareness should be put in place for environment pollution and solid waste management to be effectively checkmated. Bhatia, A.K. (2001) had earlier advocated that environment challenges have to be considered in the planning of tourism development.

The study further showed that security matters should not be taken with levity but tackled headlong. Majority of the respondents agreed that the issue of security is paramount in the development of tourism in Nigeria. The recent security threats in forms of terrorism groups across the country have continue to scare away potential tourists from Nigeria. Even at the domestic level, many Nigerians are not willing to move to certain parts of Nigeria like the North and the Niger Delta because for tourism due to the precarious state of security in the nation.

The recent ranking of Nigeria as the seventh (7th) most terrorized country in 2011 has revealed the poor performance of Nigerian leaders at tackling the issues of security in Nigeria: (Institute for Economy and Peace). The global index on terrorism is meant to measure the impact of terrorism and associated economic and social dimensions. The study revealed that one of the main action steps that can be taken to curtail the identified structural stresses (especially on the issue of culture and tradition) was to enlighten the host communities to guide against cultural invasion. Majority of the respondents agreed that host communities should guide their culture

and traditional values against “invasion” by the tourists or ‘guests’ Ratz, Tamara (2000) and Bhatia, A.K. (2001).

Culture as “the acquired knowledge that people use to interpret experience and generate social behaviour” (Spradley, 1979) can be invaded by a more sophisticated one. Thousands of tourists visiting a particular tourist site over time can rub on their cultural values. Researchers like Ratz, Tamara (2000) strongly hold the opinion that the host communities should be aware that the culture of their ‘guests’ can invade theirs. Manners of dressing, varieties of language and other social norms can be transferred from the tourists to the host communities. Host communities according to the findings of this survey should be proactive in ensuring that the valuable parts of their own culture and traditions are not sacrificed in the name of tourism.

The study further revealed that global standards should be enforced at Nigerian Airports and Seaports. Majority of the respondents were of the opinion that if global standards are enforced, Airports and seaports in Nigeria will operate at acceptable standards to the tourists. As part of its key recommendations, the World Tourism Organization (WTO) recommended that:

Perimeter fencing should be erected at all airports. Safety requirements should be fully implemented for all domestic aircraft and air traffic.

The study as well revealed that the ecology should be protected by the stakeholders in the tourism sector. Majority of the respondents agreed that all the stakeholders in the tourism sector should garner ideas and efforts to protect the ecology in forms of the fauna and flora elements. They hold the opinion that plant and animal lives are subject to abuse if not protected by the stakeholders. The stakeholders which include the tourists, the tourism business operators, and the policymakers need to make concerted efforts at ensuring that the living natural elements are safeguarded from the human elements. This finding is similar to that of Falade, O. (1994) and Bhatia, A.K. (2001). Other scholars who held the opinion that ecology should be protected include Ratz, Tamara (2001) and Sodmeier-Rieux and Mcconkie (2002).

The study equally showed that host community members should be aware of the health challenges that accompany the influx of ‘foreigners’ into a particular environment. As have been reported in research question one, most of the respondents disagreed that tourism could pose a threat to the health of the host communities but in this section proposing panacea to the health issues, 78.82% of the respondents agreed

on the solution to the problem they initially disagreed exists in the industry. The respondents agreed that the host communities have the awareness of opportunistic health related diseases especially STDs and AIDS that tourists may spread during visits.

Sodmeier-Rieux and Mcconkie (2002) opined that host communities should be aware of the challenges of tourism especially that its boom can pose to them.

The study revealed further that government should see economic development as the only recipe for other forms of development, be it political or infrastructural including tourism. Majority of the respondents agreed that the economic development of the Nigerian nation will have a positive impact on the tourism sector. This position aligns with that of Moisery (1997) who examined how the bringing back of the American economy after a recession eventually led into a boom in the American Tourist sector. Even though the proponents of Basic Needs Theory do not have a place for events like leisure and tourism, the fact that tourism itself is an economic activity emphasizes its relevance in social development and transformation.

Tourism as a slice of several activities going on in the society cannot be developed in vacuum. It has to develop in line with and in tune with other economic activities taking place in a given society and environment. For instance, the transformations that took place in the Banking sector in Nigeria between 2007 and 2010 was of tremendous effect on the number of Nigerians that engaged in tourism within the period.

The study established that private investors should be encouraged to observe global best practices in operating accommodation and hotel businesses. Majority of the respondents agreed with the opinion that it is only when global best practices are observed in the provision of accommodation and hotel facilities that tourists can derive maximum satisfaction in tourism. This position is in line with the findings of Falade, O. (1994) when he assessed the hotel facilities in Nigeria. Falade, in an attempt to describe the hotel and accommodation facilities rather divided the hotels into 3, only 1 of which was up to world standard. A key recommendation of WTO on the accommodation situation for tourists in Nigeria emphasized the need to encourage the development of international three star hotels. It further recommended that the management and operation of all accommodation units be privatized and that privately owned “Boutique” hotels be encouraged.

Finally as part of the second research question, the survey has shown that the stakeholders should work hand in hand with the government to formulate clear and concise policies as framework for Tourism Development. Majority of the respondents agreed that without clear and concise policy framework, tourism industry in Nigeria cannot develop. A lot of policies guiding tourism development in Nigeria are not clear and straightforward enough. WTO's recommendation on developing the Nigeria Tourism Master plan recommended that new legislation should be enacted to identify clear roles for the Federal and State agencies in tourism. This means that Federal and State arms sometimes run the same proposal which is a minus for tourism development. The harmonization of policies on tourism will ensure that all efforts at developing tourism are concerted and co-ordinated for maximum impacts.

The WTO's key recommendation on the Nigeria Tourism Master plan further recommended that in line with best practice a Nigerian Tourism Authority should be established to implement government tourism policy in Nigeria.

In conclusion, the study has shown that certain action-steps have to be taken to tackle or curtail the structural stresses that are confronting the development of tourism in Nigeria.

5.3.2 Influence of Demographics on The Action-Steps that can be taken

The study indicated that regardless of the age of the respondents, the nine suggested action steps will work in curtailing the structural stresses confronting the development of tourism in Nigeria. All the age groups, except those between the age of 10 – 19years, agreed that the listed action steps should be taken. The few respondents, 32 out of 77 among 10-19year olds may be explained in line with whether the respondents are matured or not. Since the constitutional age of maturity in Nigeria is 18, it can be taken that the concept of tourism is not clear to the respondents to the extent that they cannot identify solutions to the identified structural stresses.

The study has shown that more males are likely to agree with the action steps unlike females. Majority of the respondents who were males agreed that the highlighted action steps will curtail the structural stresses while majority of the females disagreed. Males who were the majority of the respondents are likely to have been visiting tourist sites for quite a long time which may account for their deeper understanding of the action steps that can be taken to address the challenges in tourism industry in Southwestern Nigeria.

Regardless of the marital status of the respondents, the study has affirmed that the highlighted action-steps have to be taken to tackle the challenges facing tourist development in Nigeria. Majority of the respondents who were both currently married and those not currently married agreed with the issues listed in research question 2.

The study showed that educational qualifications had a significant effect on the action steps that could be taken to tackle the challenges in tourism development in Nigeria. Majority of the respondents agreed on the suggested steps. The study further showed that regardless of the religion of the respondents, the action-steps suggested will go a long way in tackling the structural stresses earlier identified in research question 1.

The study emphasized that the monthly income of the respondents have a profound impacts on the suggested action steps. Majority of the respondents regardless of their monthly income agreed that the action steps will curtail the structural stresses earlier mentioned in research question 1.

Whether the respondent was Yoruba, Hausa or Igbo, the study revealed that the action steps suggested will curtail the structural stresses. Majority of the respondents agreed on the suggested action steps. The study showed that the location of the tourist site is of great essence in whether the suggested action-steps will work or not. Most of the respondents agreed with the suggested action-steps.

It is however interesting to note that the respondents in Lagos, Ogun and Osun States disagreed with the suggested action steps. The observation of the researcher was that some of the action steps suggested may probably not work in certain tourist sites because of the artificiality and loss of naturalness that may permeate the site.

Majority of the respondents in three other states (Ekiti, Ondo and Oyo States) agreed while a total majority disagreed.

The study has shown that all the stakeholders in the tourism industry agreed that the highlighted action steps will really curtail the structural stresses in the sector. The stakeholders which include the tourists/intending tourists, the tourism/related business operators and the policymakers agreed that the action-steps should be taken to address the highlighted structural stresses. However, large majority of the policymakers compared to other stakeholders agreed with the action steps.

The study showed that one's position in his or her place of work does not have any significant effect on the action steps to be taken. Majority of the respondents

regardless of their positions, agreed while only the respondents who are occupying junior and middle positions disagreed.

5.4.1 The Potentials in the Tourism enterprise in Nigeria.

A research question was asked to elicit the responses of the respondents.

Nine items were spread on the questionnaire (19-27) to determine whether or not the highlighted potentials exist in the industry. Results from this study indicated that a well-developed tourism industry can diversify the economy away from high dependence on oil. Majority of the respondents agreed that the nation should look into the area of tourism for income generation instead of her heavy dependence on income from crude oil. Nigeria has a Gross Domestic Product (GDP) of about \$1,452 making her one of the poorest nations in the world despite the abundance of natural resources (Source: World Bank). The population of Nigeria is about the same as that of the other OPEC countries combined cannot be said to be rich since she is only having too many mouths to feed! (150,000,000 people). Tourism can take away the Nigerian heavy dependence on oil. With a proposed budget of ₦2.4trillion for the year 2013, 70% of the money is expected from incomes from crude oil. Falade, O. (1994), Bhatia, A.K. (2001) and Bezbaruah (2010) agreed that tourism has the potentials to generate economic gains.

The survey has shown that good tourism development in Nigeria can promote cultural and ethnic cohesion. Majority of the respondents agreed that cultural and ethnic cohesion, especially in Nigeria can be better promoted through the vehicle of tourism. The finding is in line with Marguba, L.B. in Aremu, D.A. (2001) that it plays a significant role in inter-ethnic relationships. The spate of inter-ethnic schemes and unrest is calling for both the leaders and citizens in Nigeria to fathom out the best way to checkmate ethnic unrest. The National Sports Festivals and the Annual Abuja carnivals are brands of tourism that have continued to hold together the cultural and ethnic fabrics of the entity named Nigeria.

The study was able to establish that effective tourism development can generate employment. Majority of the respondents agreed that issue of unemployment can be tackled through effective tourism development. With the current unemployment rate roving at 23.9percent in 2012 according to the statistics sourced from National Bureau of Statistics, tourism should be speedily developed to arrest the worrisome situation. The accommodation and transportation elements of tourism are

arguably one of the highest employers of labour all over the world. Bhatia, A.K. (2001) observed that the problems of unemployment and underemployment are more active in the developing countries (Nigeria inclusive). He however maintained that tourism is human labour oriented with little room for automation or computerization. Employments in hotels, transportation sector and telecommunication are closely related to tourism. The study is in line with several other ones emphasizing the need to promote effective tourism development if only for the sake of employment generation.

In this study it was found out that enhanced human identity and dignity are likely profits of a tourism industry that is well-developed. Vast majority of the respondents agreed that human identity and dignity are likely to be better enhanced through an effectively developed industry. The sense of pride that is likely to be demonstrated by the host communities is worthwhile in tourism. No matter how remote the tourist site may look, the fact that many tourists are visiting the place is likely to make the host feel recognized. Cultural tourism for instance is an exhibition of a people's cultural endowments which may not be available in the tourists place of primary abode. The pump and pageantry that attend the Durbar festival in Kano for instance evoke a sense of pride in the communities in and around Kano during the festival. Bhatia, A.K. (2001) stated that tourism has been a major contributor to international goodwill.

It was further found out through this study that effective tourism development can enhance the transfer of technology and professionalism. An overwhelming majority of the respondents agreed that technology and skills can be transferred through the vehicle of tourism. The case of medical tourism readily comes to mind. The eastern part of the world has continued to play host to both media experts and patients. Such patients are likely to be in need of surgical attention to transfer kidneys, liver or even the heart. Tourism has equally afforded the budding experts from developing economies like Nigeria to acquire peculiar skills from countries like India and Israel. Information Technology has equally benefited in a tremendous manner through tourism.

Through this study as well, it was discovered that effective tourism will ginger the stakeholders to develop infrastructures. A vast majority of the respondents agreed that if tourism is well articulated, the stakeholders will be encouraged to work together to ensure that necessary infrastructures are developed. The finding agreed

with the positions of Alabi, A.A. (2001), Folorunso, C.A. (2001) and Falade, O. (2001) on public-private-partnership (PPP) to develop tourism in Nigeria.

Roads leading to tourists' sites, power lines powering the host communities and the security systems should be jointly managed by the stakeholders in the industry. It can never be possible for government alone to run infrastructure to service the tourism industry in Nigeria.

The study revealed that the positive values of the host nation or region will be exposed to the tourists. An overwhelming majority of the respondents agreed that tourism will expose the positive values of the host communities to the tourists. Ratz, Tamara (2000) and Bezbaruah (2010) maintained that the positive values of the host communities are likely to be exposed to the tourists. Many features on Africa and Nigeria in foreign network stations paint a negative image of the countries in Africa especially Nigeria. However, a visit to most of the places can only reveal the contrary. It is possible for the foreign media to broadcast negative news about a location only for the visiting tourists to discover the contrary.

It was established through this study that national income can be redistributed through tourism. A good majority of the respondents agreed that national income can be redistributed through tourism. Areas where income earnings are higher can 'share' its wealth with areas where earning capacities are lower but with tourist attractions. In a similar study by Falade, O. (1994) on the impacts of Wildlife on tourism, it was reported that local areas with low income earning capacities were able to benefit from the tourists spending. The study found out that local transporters and telecommunication service providers around the tourist sites generate some income through tourism. Hotels that are close to Osun Osogbo tourist site in Osun State generate a lot of income from the visiting tourists. In a survey by the Indian Ministry of Tourism, Bezbaruah reported that 96% of the total income of artisans' households in Kerala and 90% in Rajasthan comes from tourism related income. The study established that mental and emotional health of both tourists and their hosts can be boosted through tourism. A large majority of the respondents agreed that their emotional health and mental dispositions can be boosted if they engage in tourism. In this study majority of our respondents were salary earners who probably are entitled to annual leave. They probably have come to realize the psychological essence of tourism that is why they engage in tourism compared with business owners. The

unseen benefits of tourism are probably more than the mundane ones since it has to do with emotional recreation.

5.4.2 Influence of Demographics the Potentials of Tourism

As found out in the study all the respondents that indicated their age groups agreed that the highlighted potentials exist in tourism. The study further indicated that regardless of the gender of the respondents the identified respondents are the gains of a well-developed tourism industry.

The study has shown that whether the respondents were currently married or not, the highlighted potentials truly exist in tourism. The educational qualifications of the respondents, according to findings in this study, had a significant effect on their opinions on the potentials of tourism. In this study, majority of the respondents agreed with the potentials regardless of their religion whether, Islam, Christianity, Traditional or others which include the Other religion. The monthly income of the respondents, according to this study, had no significant effect on the potentials of tourism. Regardless of the monthly incomes of the respondents, they generally agreed with the identified potentials.

The study established that regardless of the ethnic backgrounds of the respondents, the potentials of tourism exist. All the ethnic groups, Hausas, Igbos and Yorubas, agreed that the identified potentials truly exist. Majority of the respondents in the tourists' sites agreed with the highlighted issues in favour of tourism. Both the state and sites of the tourist attractions had a significant effect on the potentials of tourism. In this study it was found out that all the stakeholders (which include tourists, operators and policy-makers) agreed with the issues raised in favour of the potentials of tourism.

The study revealed that not withstanding the work places of the respondents, the highlighted potentials of tourism truly exist. Positions in work places had no significant effect on the potentials of tourism.

5.5.1 The Recent (Contextual) Developments that are Likely to Influence Tourism Development in Nigeria.

To elicit necessary responses from the respondents, eight items were raised on research question 4. The research question was: What are the recent (contextual) developments that are likely to influence tourism development in Nigeria?

The study confirmed that terrorism and other acts of violence affect tourism development in Nigeria. Majority of the respondents agreed that with the spate of the acts of terrorism that has crept into the security system of Nigeria, tourism development is likely to be affected. In line with a key recommendation of the World Tourism Organisation (WTO) on security, it was recommended that Tourism Security Committee should be established to co-ordinate the security aspect of tourism. In another paper by Ogundele, S.O. in Aremu, D.A. (2001), he recommended that:

Provide security for tourists so that the industry can flourish. No tourist will like to go to a place where thieves or armed robbers operate on a daily basis. Great hospitality and/or friendly attitude to visitors will go a long way in boosting tourist economy as well as the image of the host country.

The major security challenge earlier faced by Nigeria was kidnapping in the Niger Delta parts of the country. However, terrorism has crept into the nation where innocent foreign nationals are kidnapped, killed and destroyed. For instance a Briton – Mr. Khomeim Bukhan was alleged to have been robbed in Abuja on October 29, 2011 (Source: Punch Newspaper of Thursday 29 November 2012). According to various security reports, not less than 2000 innocent Nigerians and foreigners have lost their lives and properties in the restive Northern Nigeria. The demographic characteristics of the respondents involved in this study revealed that only 3 non-Nigerians were part of the respondents out of a total of 720. This demonstrated that foreign nationals are not interested in visiting Nigeria probably due to security reasons among others. The Cable News Network and other international media have not been quiet in featuring security and violence matters happening in Nigeria. The British Broadcasting Corporation (BBC) through its Hausa speaking station has continued to feature the opinions of the Boko Haram terrorist group that has claimed responsibilities for the violence and other acts of terrorism in the Northern part of Nigeria.

The study revealed that corruption and misappropriation of public funds are counter-productive to Tourism Development in Nigeria. Majority of the respondents agreed that corruption and misappropriation of public funds that should have been

channelled into infrastructural development and provision of social amenities will set back the development of tourism in Nigeria. With the current rating of Nigeria as the 35th most corrupt nation in the world (Source: Transparency International Corruption Perception Index 2012) it became glaring that tourism will be one of the ‘victims’ of corruption in Nigeria. Falade, O. (1994) in Aremu, D.A. (2001) had already identified corruption as a bane to the development of tourism in Nigeria. The billions of Naira that are allocated to the tourism sector never get spent on tourism after all. With various newspaper reports that President Goodluck Jonathan had expended around ₦3.35bn of the taxpayers money on foreign trips from January till December 6, 2012 while most of the social amenities are in a state of decay. (Punch Newspaper, December 7).

The Nigerian government has claimed it is not relegating efforts of combating the menace of corruption through the setting up of Economic and Financial Crimes Commission (EFCC). However, the battle against corruption has not yielded much result because of the alleged insincerity of government at fighting the battle.

Tourism like other sectors of the economy has continued to be at the receiving end with the obvious decay in tourist attractions and related social infrastructures. The study revealed that only transparency and accountability in handling public assets can forerun any meaningful development in tourism. Majority of the respondents agreed that only transparency and accountability in the handling of public assets can forerun any meaningful development in tourism. A staggering ₦2.4trillion has been submitted to the National Assembly for consideration as 2013 Budget for Nigeria. However as at October, 31, 2012 30% of the budget for 2012 has not been implemented. Seventy percent of the budget sums are actually always spent on government officials!

The finding aligned with Ogundele, S.O. (2001) recommendation that:

Ensuring financial and social responsibility and/or commitment – Members of the tourism development committee must recognize the fact that they need to be very disciplined. This involves financial uprightness and dedication to duty. Tourism resources with a given locality should be seen as a collective asset to be protected by all and sundry.

Falade, O. (1994) concludes by advocating that:

Unless we change from our present ways and put on the garment of honesty, faithfulness, loyalty and patriotism in practice to the nation, we hardly can succeed in the development of tourism and other sectors of the economy.

The study as well revealed that democratization of the political processes will ginger tourism development. Majority of the respondents admitted that democracy as a government with widest participation by the citizenry will promote the development of tourism in Nigeria. The constitution of relevant supervisory boards through a democratic process and recognition of relevant expertise will go a long way in developing tourism. One of the recommendations by the WTO on the Nigeria Tourism Master Plan was that new legislation be enacted to identify clear roles for the federal and state agencies in tourism. As a fallback of several years of military rule in Nigeria, tourism like other sectors, has suffered major setbacks. Democratization process will boost the confidence of private investors and ensure public-private partnership arrangement.

The study has shown that unhindered access to public information through Freedom of Information (FOI) will ensure global best practices are promoted in tourism development. Majority of the respondents agreed that if Nigerians and the media are given access to information, accountability and transparency will be encouraged in tourism development. Information on finance, security and general management will be needed to ensure sanity and fair-play in the tourism sector in Nigeria. The tourism sector should be subjected to public scrutiny from time to time to ensure through the fourth realm of the estate called the press. Public documents and information should be laid bare before the stakeholders to be sure all interests are promoted and protected. It is only through such a process that tourism can truly development.

The study further revealed that globalization and free market economy will serve as impetus for the stakeholders in the tourism industry. Majority of the respondents agreed that the economy should be globalized while the market is made free for interested stakeholders who may want to invest in the sector. It is no more news that the world has become a global village where information is shared at the speed of light. Bhatia, A.K. (2001) while emphasizing the role of globalization

advocated that practices in hotel and accommodation provision, transportation arrangements and tourist destination identification be standardized. One of the banes of tourism development in Nigeria has been the operations of the industry operating below globally acceptable standards.

The World Health Organization (WTO) recommended in its submission for the Nigeria Tourism Master Plan that the tourism products in Nigeria should be developed for not only domestic tourists but also for international and regional markets. Then, the issue of globalization has to do as well with the image of the country abroad. The media especially the local ones, should be educated to play into frontline the virtues and good part ideas and images of the country. The Nigerian Television Authority (NTA) is already working assiduously in that direction when one considers its' tourism-related programmes and those on culture and virtues of the African tradition. In the Nigeria Tourism Master Plan, as recommended by WTO, further emphasized that a new brand for Nigeria Tourism will have to be put in place which it said will project a new vibrant image for Nigeria.

The study has shown us that there is the need for tourism development in Nigeria to embrace information technology for global reach and acceptance. Majority of the respondents agreed that for global reach and acceptance tourism in Nigeria need to embrace information technology. Bhatia, A.K. (2001) emphasized that in the field of travel and tourism, communication plays a vital role as it is through communication that a potential customer obtains information about a product which, in the final analysis, is a destination which he proposes to visit.

Tourists can book their flights on line, process hotels on line and make necessary payments on line before setting out on their tourist adventure. Computers softwares are now made available by the Information Technology experts nearly to be detriment of middle men in the industry. The use of the internet has made it easier for the stakeholders in the industry to make a lot of decisions without necessarily visiting the locations. Developing countries like Nigeria are however operating at a disadvantageous level because of the low level of development in the field of information technology.

The study has also shown that local menus and diets are likely to be adopted by international community through the force of tourism. Majority of respondents agreed that local menu in the areas adjoining tourists' sites are likely to be adopted by visiting foreign nations. The case of Late Susan Wenger popularly called Abeni

Olorisa comes to mind. Before her death, though a German citizen, she adopted the lifestyles including the menus of the Yorubas worshipping Osun deity at Osogbo. The adoption of the local menu is a symbolic one since the material and non-material culture of the environment would have been adopted by such international tourist in the process. As the world cries for globalization tourism can help preserve African cultures and cultural heritage (Campbell, Hugo, H. 2008). The only major article available for developing economy like Nigeria is the culture in the wake of globalization. Tourism will play culture into the forefront and preserve the heritage of the host communities if well managed.

5.5.2 Influence of Demographics on the Context of Tourism (Research Question 4)

In this section, efforts are made to assess how the demographic characteristics of the respondents affected their opinions on the context of operation of tourism.

In this study, the age of the respondents notwithstanding, majority of them agreed that contexts of operation have a lot of influences on the development of tourism in any nation. Majority of all the age groups that are involved in this study agreed that whatever happens in the environment of operation of a tourism industry will eventually impact on the tourism sector. In this study, gender notwithstanding, majority of the respondents agreed that tourism cannot operate in vacuum. Whatever happens in the area or environment of its operation will eventually take its tolls on tourism development. Majority of the males and the females agreed that tourism cannot be developed in isolation.

The study revealed that regardless of the respondents' marital status, the contexts within which a tourism industry operates will affect its development. Majority of the respondents who were currently married and those who were not currently married agreed that tourism development is a function of its operating environment.

The educational qualifications of the respondents notwithstanding, majority of them agreed that the context of tourism development is very germane. The study established that educational qualifications of the respondents will not adversely affect their opinions on the context of tourism development. The three major categories of religion of the respondents, according to this study supported the fact that the context of operation will no doubt influence the development of tourism. It is of note that this

study reports that if the Other religion among the respondents agreed that the context of operation affects the development of tourism. The study showed that regardless of the monthly income of the respondents, majority of them agreed that the identified contexts will no doubt affect the development of tourism in a given nation. More majority of the respondents who agreed however were earning a monthly income that is far above ₦20,000. The study has shown that regardless of the ethnic background of the respondents majority of them agreed that the context of operation will influence the development of tourism in any nation. However, far more majority of the respondents that agreed were Yorubas.

The study, which was carried out in 6 states and 12 tourist sites within the states, established that the context of operation will affect the development of tourism. Majority of the respondents across the states and tourist sites agreed that whatever happens in the area of a tourism industry is likely to exert its influence on tourism industry.

The study established the fact that the context of operation affects tourism development because majority of the respondents agreed with the highlighted items on the questionnaire. The tourists, the operators and the policy makers jointly agreed that context will in turn affect tourism development.

The study finally revealed that regardless of positions in their work places, majority of the respondents agreed that contexts affect tourism development. However, far more majority of the Senior and Management office holders of the respondents agreed on the issues listed on context of development.

5.6.1 The Benefits of Sustainable Tourism Development

The section seeks to examine how the potentials or benefits at a booming tourism industry can be sustained. It is an attempt to look at the immediate benefits vis-à-vis how the future at both natural and made mode elements of tourism can be safe guarded.

A research question asked was what benefits do sustainable tourism development has on our culture and societal values. The study revealed that it is only when sustainable tourism is practiced that local festivals and customs are: not likely to drift into extinction. Majority of the respondents agreed that Nigerian local festivals and customs should be sustained through tourism.

Festivals like Egungun festivals in Yorubaland, Durbar festival in Kano and New Yam festival in the eastern parts of Nigeria have a lot to do with tourism essence which should be safe guarded as we develop the tourism industry to a globally acceptable level. Adedeji, Femi (2008) observed for instance that indigenous African Art is rich, deep and divergent in terms of forms, contents and functionality. The essence of sustainability is to retain the adorable elements of the Nigerian culture which point the origin of a people and the direction to which they must move. WTO. In its recommendations on the Nigeria Tourism Master Plan, it was recommended that there should be promotion of the initial calendar of festivals and agree annual dates. The WTO further recommended that spectators, facilities and crowd controls should be improved upon.

The study confirmed that indigenous arts, crafts, and creativity are likely to gain international attention if sustainable tourism is promoted. An overwhelming majority of the respondents agreed that the Nigerian arts, local crafts and indigenous creativities will gain international attention through sustainable tourism. Azeez, W.A. (2008) in his contribution on propagating African history and culture maintained that African youths who are in dire need of intellectual guide should be well tutored so as to be fully rooted in their original and indigenous culture. Local creativities can only best be promoted if and when tourism is seen as a platform to propagate such. Tourists especially those from other lands can have access to art and crafts materials which are not common in their places of primary abode. Wood Carvers, cloth dyers and local invention are bound to profit through sustainable tourism. The Osun Osogbo shrine for instance has played host to a lot of creative Africans who have gained international attention through the annual festivals at Osogbo.

The study confirmed that domestic and homogenous economic initiatives are to be rewarded if sustainable tourism is played into forefront. Majority of the respondents agreed that domestic and homogenous economic initiatives are likely to receive rewards if sustainable tourism is practiced. In a survey carried out by Falade, O. in 1994, on the National Parks in rural areas as tourist sites, he discovered that 88.51% of the traders interviewed at contiguous areas to the tourists' sites, especially the motor-parks, acknowledge increase in sales when tourists troop to the parks. Tourism should be practiced in such a manner that domestic and heterogeneous economic activities will not suffer. However, most of the world class tourists' facilities in Nigeria are part of international conglomerates who do not retain the

incomes in Nigeria. Hotels at world class in Nigeria are likely owned by expatriates who repatriate the income back to their countries of origin.

Sustainable tourism as a retainer of values will put in place necessary measures to protect local economic initiatives.

The study established that the ecology, which include the floral and fauna are protected through sustainable tourism. Majority of the respondents agreed that the environment is key to the development of tourism and must be protected from abuse and over use. The plant and animal lives are to be guided through sustainable tourism. As a high quality environment is basic for tourism development, the impacts of hundreds of thousands of tourists on a destination cannot be overlooked. The United Nations World Tourism Organisation defines carrying capacity of a host community as “The concept of maintaining a level of development and use that will not result in serious environmental deterioration, socio – cultural or economic problems, or be perceived by tourists as depreciating their employment and appreciation of the area;(Source: National and Regional Tourism Planning, WTO). Bhatia, A.K. (2001) identified some ecological carrying capacities which include conservation of wild life and natural vegetation of both the land and marine environments. The decimation of plant species and extinction of some animal species may occur if the carrying capacities of host communities are no prepared before the tourist arrival.

The study has affirmed that local languages and dialects are prone to acquisition if sustainable tourism is practiced. Majority of the respondents agreed that tourism if practiced in a sustainable manner can alter some of the local languages and dialects to gain international attention. Castillo, Lisa E. (2008) observed that: a travels of Africa, said to have been undertaken by African freemen and women who were priests and priestesses of the earliest candomblé communities are recurring elements in Afro-Brazilian collective memory. Such travels have enabled some Brazilians to acquire Yoruba language and other Nigerian languages. Exchange students from the United States of America to University of Ibadan have succeeded to acquire some level of proficiency in spoken Yoruba language. Sustainable tourism will no doubt go a long way to encourage tourists from different linguistic environments to acquire the languages or dialects of some of their host communities.

Falaye, A. Adeola (2008) was able to affirm that the Cuban and Brazillian excerpts of “oriqui” and “patakin” are products of wide travelling between the Yoruba in Nigeria and the Brazilians in South America. The “Oriqui” is “Oriki” in Yoruba

language while “patakin” is “Pataki” in Yoruba language which literally means ‘praises’ and important’. The study as well established that archaeological materials and structures are preserved through sustainable tourism. Majority of the respondents agreed that archaeological materials and structures are better preserved through sustainable tourism. Peters, M (1969) recognized that sites, archaeological and historical buildings, museums and political, educational and religious institutions should be protected for tourism purposes. The study advocates that if materials and structures of archaeological relevance will be protected, sustainable tourism should be embraced. Aremu, D.A. (2001) observed museums are increasingly being seen as a powerful cultural centre and a powerful institution for the promotion of tourism. The museum and its antiquities depict the history, the present state and the future direction of a people. Through sustainability in tourism therefore, archaeological materials and structures can best be preserved.

The study has shown that it is only through sustainable tourism that indigenous religious beliefs and movements are likely to be promoted. Majority of the respondents who took part in this study agreed that indigenous religious beliefs and movements are likely to be promoted through sustainable tourism development.

Africa traditional religious systems have Nehusi, S.K. Kimami (2008) while defending African religious system said:

Libation in African religion is founded upon and expresses principles that order the Afrikaans world view: cosmic unity and the acknowledgement of divinity, environmentalism, respect and appreciation for elders and ancestors, social cohesion balance from within the individual to the cosmos.

Sustainable tourism will make it clearer even to a tourist that the host community’s religion is not abhorrent and abominable. The worship of Shango, a Yoruba deity, in Brazil is associated with travelling and tourism. Many Brazilians travel to Ile-Ife and Oyo to familiarize with the primordial worshippers of Shango. Ogun, a Yoruba deity, has equally found its way to same locations in America. Sustainable tourism will consider the religious carrying capacities of a given host community and strive to retain the good aspect of such a religion.

Finally, the study revealed that local modes of dressing and attires are likely to gain better value through sustainable tourism. Majority of the respondents agreed that local modes at dressing and attires are likely gain better value through sustainable

tourism. Lyndersay, Danmi (2008) maintained that Nigeria has been exposed from the earliest times to a great diversity of cultural and racial influences which she reflected in modes at dress and personal adornments among other things. Tourism when practiced in a sustainable manner will ensure that local attires and indigenous adornments are maintained in the face of several tourists. The Nollywood has succeeded in this regard by promoting Nigerian dress styles through films and home videos. Many Europeans and Americans have already adopted 'Adire' cloth from Yoruba land.

Tourism needs to be managed to the extent that our modes of dressing and attires should be protected from extinction.

5.6.2 Influence of Demographics on the Sustainable Tourism (Research Question 5)

Majority of the respondents regardless of their age groups agreed that sustainable tourism should be promoted by the stakeholders. In aggregate, majority (57.42%) agreed on sustainable tourism. Majority of the respondents, whether male or female, agreed, on the need to promote sustainable tourism or not, majority of the respondents agreed that sustainable tourism should be promoted. Both those who are currently married and those who are not currently married agreed with the issues raised in favour of sustainable tourism.

The study revealed that sustainable tourism should be promoted as supported by the majority at the respondents regardless of their educational qualifications. The respondents, who included below secondary school certificate holders, NCE/OND holders, HND holders, University degree and postgraduate certificate holders, generally agreed that sustainable tourism should be promoted. It is however interesting to note that the issue of sustainable tourism got its majority support from those respondents who possessed NCE/OND, University degree holders and those who possessed postgraduate qualifications. No reason can be advised for those with below SSCE and HND'S disagreement over the issue. Majority of the respondents, regardless of their religious inclination asked that sustainable tourism should be promoted. It is however interesting to note that 14 out of 29 traditional worshippers disagreed with sustainable tourism. One may take it that their level of understanding of the items listed on the question may have affected this. One is particularly

disturbed since a good part of the items highlighted on sustainable tourism were actually to bring to fore the place of indigenous culture, art and religion.

Regardless of the monthly income of the respondents, majority of them agreed that sustainable tourism should be promoted. Above 61% of the respondents who earn ₦50, 000 and above ₦100, 000 agreed that sustainable tourism should be promoted. Since those who earn above ₦50, 000 among the respondents are among the highest monthly income earner, it can be taken that they are familiar with what a badly managed tourism can cause to both physical and socio-cultural environments.

Notwithstanding the ethnic backgrounds of the respondents, majority of the respondents agreed that sustainable tourism should be promoted. It is however noteworthy to observe that majority of the respondents who were Ibo disagreed with the issues listed in favour of sustainable tourism. The cultural environment where the tourists' sites were located may account for this. Since the Ibos are from another cultural milieu (south east).

Majority of the respondents across the 12 tourists' sites and 6 states agreed that sustainable tourism should be practiced. It should be noted that at Olumo rocks, and Lagos Bar Beach the respondents refused to agree that sustainable tourism should be promote. Reasons for this the researcher does not know.

Study has shown that majority of the respondents agreed on the need to promote sustainable tourism especially at Ekiti, Ondo and Oyo states. The reason why these three states may be promoting sustainable tourism is probably because of the tenacity of cultural values and naturalness on the environments.

The case of Olumo rock is of particular interest because a causory look at the site indicated that a lot of artificialities had been introduced. It gives a picture of a mixed socio-cultural environment with the introduction of lift and other artificial embellishment. Olumo rock has been stripped of its natural look and thrills.

All the stakeholders involved in this study agreed that tourism development should be practiced in a sustainable manner. The respondents who were mainly the tourists, the operators and the policy makers overwhelmingly agreed that sustainable tourism should be promoted.

The study further revealed that regardless of their positions in their work places, majority of the respondents agreed on sustainable tourism. Junior, middle, senior and management members of staff in their work places agreed that sustainable tourism should be promoted in the tourism sector in Nigeria.

CHAPTER SIX

Summary, Recommendations and Conclusion

6.1 Summary

The demographic characteristics of the respondents who participated in this study revealed that most of the people that engage in Nigeria were males with a monthly income that is between ₦20001 and up to ₦100, 000.

Majority of the stakeholders in the tourism industry in Nigeria are well educated with minimum of Nigerian Certificate in Education (NCE) and National Diploma while holders of Higher National Diploma, University Degree holders and those who possessed post graduate qualifications were many. A similar pilot study conducted before this main study had confirmed this.

According to this study, the mean age of tourists, including the stakeholders in Nigeria are 31years while majority are within active working years. Most people that engage in tourism in Nigeria according to this study were not currently married. Some of them were either divorced, widowed or separated. Since tourism has to do with time, the propensity that single individuals will have to engage in tourism is very high.

According to this study, more Christians are involved in tourism Southwestern Nigeria compared with their Muslim counter parts and traditional worshippers. This can be explained due to the fact that a sizeable part of inhabitants of the region are Christians.

Furthermore, most of the people that engage in tourism in Nigeria, according to the findings in this study, were civil servants or salary earners. This may be due to the annual leave entitlement which can be utilized to embark on tourism.

Tourists in Nigeria are people who are senior or management members of staff in their work places. Majority of the respondents were Yoruba principally because the survey took place in the Southwestern part of Nigeria coupled with the security situation in the country. In this study, nine structural stresses were identified which include environmental pollution, the compromised security system including terrorism, loss of community values and poor services at the airports and seaports in Nigeria.

Other structural stresses, identified include encroachment on plant and animal lives and the spread of diseases including STDs and AIDs. It was further identified through the study that the slow pace of economic development in Nigeria coupled

with poor hotel and accommodation facilities are counter-productive to the development in tourism. Finally, it was realized that lack of clear and concise policy on tourism development is retrogressive to tourism development in Nigeria.

To each of the structural stresses identified therefore, an action step was determined such action step include adequate legislation and awareness to curb the menace of pollution; security matters to be tackled head long to check terrorism and other acts of violence prevalent in the nation. Other action steps include the host communities guiding fearlessly their culture and traditional values to guide against 'invasion' by the teaming tourists. It was further agreed that the ecology and the ecosystem should be protected by the stakeholders against encroachment to protect both animal and plant lives.

In this study, it was agreed that host community members should be aware of the opportunistic health challenges that could accompany the influx of hundreds of thousands of tourists to a particular environment. In this study, the stakeholders further agreed that government should give priorities to national economic development as the only recipe for other forms of development including tourism. As part of the action – steps to be taken, the stakeholders agreed that public – private – partnership should be developed in the realm of tourism development to provide hotel and accommodation facilities that could meet the international tourists demand. Finally, the stakeholders who were the respondents in this study agreed that everybody in the industry should work hand-in-hand with government to formulate clear and concise policies as framework for tourism development in the nation.

In this study the potentials and a well-developed tourism industry especially for a developing economy like Nigeria were identified. The identified potentials include the ability of tourism to diversify the economy array from the current high dependence on oil by Nigeria. It was further identified that cultural and ethnic cohesion can be promoted through tourism which it has the capacity to generate employment. Other potentials that were identified include enhanced human identify and dignity and transfer of technology and professionalism. The development of infrastructure and the expose of the positive values of the host nation or region are other identified potentials. The redistribution of national income, boosting of mental and emotional health of both tourist and the host were part of the potentials identified.

In an effort to assess how the context of operation can influence the development of tourism especially in Nigeria, the study identified terrorism and acts

of violence, corruption and misappropriation of public funds and lack of transparency and accountability as the current happenings in Nigeria to which tourism is already reacting.

Furthermore, study identified democracy, freedom of information and globalization as other events that can determine the growth of tourism. Respondents finally agreed that information technology and adoption of local menu are parts of contexts of tourism development.

In conclusion, the study revealed that as Nigeria prepares for the boom in the tourism sector, the stakeholders should promote sustainable tourism development. As part of the measures to promote sustainable tourism, local menu and chefs, festivals and customs will be safeguarded. Moreover, indigenous arts, crafts and creativity, domestic and homogenous economic initiatives are to be rewarded through sustainable tourism. The ecology in forms of floral and fauna, local languages and dialects, archaeological materials and structures will be protected through sustainable tourism.

Finally, the respondents agreed that indigenous religious beliefs and movements including local modes of dressing and attires will gain better value if sustainable tourism is practiced.

According to the findings in this pilot study, a well-developed tourism industry has the capacity to diversify Nigerian economy away from high dependence on crude oil. Tourism will also be instrumental to the promotion of cultural and ethnic cohesion, which the country is currently in dire need of.

The Nigerian government and the stakeholders in the tourism sector should come together to ensure that tourism sector is developed so that employment can be generated, human identity and dignity enhanced and transfer of technology and professionalism is encouraged. All these efforts are likely to have both direct and indirect influences on our economic and socio-political advancements as a nation.

Through this study, it was established that tourism is at its state of infancy in Nigeria. Due to the fact that the Nigerian economy and allied institutions are still not developed, the whole attention has been placed on revenue from the crude oil. For instance most of the respondents were of the opinion that the hotel and accommodation facilities available for tourist in Nigeria are already of world standard. This is at variance with the final report on Nigeria Tourism Development Master Plan designed by the World Tourism Organization which states:

Accommodation and catering facilities need to be developed at the national parks and the management of accommodation and catering at the national parks should be privatized.

(see Nigeria tourism development master plan page 7).

The infancy nature of tourism development can further be buttressed by the findings in this study when majority of our respondents disagreed that cultural and communities values can be lost through tourism development (see table B 3). The fact that majority of our respondents are university degree holders with 15% having PhD they could not discern that invasion of tourists to a particular community or region could translate into imposition of cultural values. The Ph. D Thesis of Tamara Ratz (2000) and the study by Nettekoven, (1976; 1979) on impacts of tourism on the host community is that cultural exportation is a possibility.

Furthermore, it was established through this study that despite the budding state of tourism development in Nigeria, a lot of structural stresses are bedeviling the industry. Respondent strongly agreed that security matter should be tackled head long since tourism is premised on piece, safety and security. The most visited country in the world in Europe and Asia are the most peaceful and secure places on earth (WTO Report, 2008). The issues of terrorism and ethnic clashes are of particular disadvantage to be development of tourism in Nigeria. With the high spate of kidnappings taking place in most geopolitical zones in Nigeria, tourists and intending tourists are bound to be wary of were they visit the myriads of structural stresses confronting tourism development in Nigeria include corruption and misappropriation of public funds with could have being channelled into the development of infrastructure that will in-turn enhance tourism development. This was able to establish that the transportation system in Nigeria should still be subjected to a lot of improvement to arrest the carnage on our road and the frequent plane crashes. Funds should be appropriate deployed to services the infrastructure in transportation, power and the security system.

Moreover, apart from establishing that there are a lot of structural stresses confronting tourism development in the nation, this study established the fact that tourism cannot be developed in isolation. Like any other sector it cannot be developed in vacuum, its context of operation will go a long way to determine its efficiency, effectiveness and profitability. Issues of security, corruption democracy and cultural

orientation of the host community and their visitors are central to the planning of tourism and the operation of the industry. As a multifaceted and multidisciplinary field, other sectors like finance, transportation, accommodation and the marketers, which may include the media, are all stakeholders in the tourism industry. Tourism most influence and react to the development in the spheres mentioned above. The context may make or mar the development in tourism at large.

Apart from placing tourism in the context of other development, the study shows that tourism has a lot of potentials in the development of Nigeria. Respondents generally agreed that a well-developed tourism industry can diversify the economy of Nigeria away from our heavy dependence on crude oil as it is being currently experienced. The study established that good tourism development can be veritable tool in the hands of leaders to promote the much-yawned-for cultural and ethnic cohesion in the nation. As found out shows this study, effective tourism development can generate employment while human identity is enhanced.

Finally, the study proposed Sustainable Tourism Development which means meeting the needs of today without compromising the safety of tomorrow. The study maintained that since tourism is still at its infancy stage, it can be well-developed to harness the potentials as obtainable in other countries like Spain and Kenya. However, in the euphoria of the accruable benefits, adequate planning and preparations should be made to forestall the pain of gain. Our physical environment must be protected against physical threats from the tourists. Our culture and customs too should be guided if they are not going to be alienated by the tourists who are likely to have more spending capability and better sophistication. The crux of the matter is that whatever success Nigeria records in tourism must be sustained at a lower social, cultural and economic cost.

6.2 Recommendations

Going by the demographic variables of the pilot study majority of the respondents are males. All the respondents are adults above 18 years and are mostly in the working class. With qualifications ranging from students to NCE and HND/Bachelor's degree qualifications one can say that the population under study are well informed and mature enough to give informed opinions.

This study has unearthed a lot of problems in the Nigerian tourism industry. For practical purposes, these problems can be regarded as structural stresses while their solutions can be regarded as action steps. For each structural stress, therefore, there is an action step.

TABLE C(1):

S.No.	Structural Stresses	Action Steps
1	Structural Stress 1: Tourism can promote pollution through high waste. Pollution of the physical environment in forms of liquid, gaseous and solid waste are likely to characterize tourism. The influx of visitors can encourage the emission of dangerous gases like carbon-monoxide emission from motor vehicle exhaust pipes. The disposable packages in forms of bottles, and cellophane are equally likely to increase the solid waste in an environment. A case of the last Olympics in London and other crowd pulling events will demonstrate this. Ibadan, the second to the largest city in Africa for instance, has been subjected to litter and unmonitored waste disposal. Tourism will no doubt increase environment pollution, if not regulated.	Action Step 1: There should be adequate legislation and awareness to tackle the menace of pollution and solid waste.
2	Structural Stress 2: The security systems in Nigeria have been compromised to the detriment of Tourism Development. Tourists will first be mindful of the security of their lives and properties before going ahead to derive pleasure from the experience. The security system in Nigeria, according to the findings of this pilot study, has been adjudged to be compromised. From Immigration to Customs, Military and particularly the Police have been accused of not been proactive in their security approaches.	Action Step 2: Security matters should not be taken with levity but tackled head long. A secured environment is a haven for buoyant tourist experience. All security agencies should rally round to put in place proactive measures to address security matters.
3	Structural Stress 3: Even though majority of the respondents did not agree that community values can be lost through tourism, one should not fail to remember that	Action Step 3: Host Communities must put in place adequate

	<p>the influx of electronic gadgets and fashion which normally accompany international tourism will affect the host communities culture and values. Manners of dressing from the tourists can be viewed as superior to the host community's. Manners of salutation, dressing and linguistic values can be lost to 'superior' culture through tourism.</p>	<p>measures to jealously guide their culture and traditional values against 'invasion' by the tourists. As no culture is superior, host countries should realise that civilization and cultural erosion are not the same thing.</p>
4	<p>Structural Stress 4: The Nigerian Airports and Seaports are not operating at global standards to meet tourists' expectations. Plane crashes are common with the Nigerian air transportation system. The seaports as well are not safe enough. These are enough to scare away potential tourists. Transportation as a vital element of tourism should be made safe enough for the tourists.</p>	<p>Action Step 4: Global standards should be enforced by the relevant regulatory bodies at the Airports and Seaports and make sure that airplanes and ships are in top conditions of service.</p>
5	<p>Structural Stress 5: Tourism, if not properly developed and managed may expose life of plants and animals to danger through encroachment. Many plant species are likely to be stampeded while wild animals are poached. The flora and fauna in a given geographic area should be guided even as tourism is being promoted.</p>	<p>Action Step 5: The ecology and the ecosystem should be seen as unreplenishable resources which should be protected by the stakeholders in the tourism sector. Ecological tourism also known as Ecotourism is actually a peep into the world of bio-nature. The more of the ecosystem is disrupted, the less of the touristic values derivable.</p>
6	<p>Structural Stress 6: Health related diseases like the sexually transmitted diseases are likely to spread through tourism. There is no enough control, for instance, that has succeeded in controlling promiscuity. The dreaded HIV has continued to spread especially among the low income earners due to the spending capabilities of some tourists who had already contacted the virus. The finding of this pilot study reveals that diseases can be spread faster if Tourism is not well managed.</p>	<p>Action Step 6: Host Community members should be aware of the opportunistic health-related diseases especially the STDs and AIDS that tourists may spread during visits. The health status of each tourist should be determined</p>

		before they are allowed entry into a particular community or environment.
7	<p>Structural Stress 7: Slow pace of economic development in the nation has a backlash effect on Tourism Development and Management as the findings of this pilot study revealed. Tourism cannot develop in vacuum; the occurrences in terms of economic development are bound to affect tourism. The economic terrains in Nigeria have not been favourable to Tourism Development. Domestic tourism on a number of occasions is dependent on the spending ability of people. The basic needs of life in forms of food, clothing and accommodation will have to be met before one thinks of pleasure derivable through tourism.</p>	<p>Action Step 7: There is the critical need for government to give priority to economic development as the only recipe for other forms of developments (including tourism). The economic environment of tourism has a direct influence on its performances. The findings of the pilot study agreed on the need for economic development first.</p>
8	<p>Structural Stress 8: There are no adequate hotels and accommodation of world standard to meet the needs of the international tourists. The hotels in Nigeria from the researcher's perspective compared to the standards as set by World Tourism Organization (WTO) are not with adequate facilities. Even though the pilot study revealed that majority of the respondents did not see anything wrong with the standard but other items on the list show that a higher and better standard is achievable.</p>	<p>Action Step 8: There should be Public-Private-Partnership (PPP) in the realm of tourism development in the nation. Government should work in concert with private business organizations to encourage the observance of global best practices in operating accommodation and hotel services.</p>
9	<p>Structural Stress 9: Lack of clear and concise policy on Tourism Development and Management is retrogressive to Tourism Development in Nigeria. The process of policy formulation and implementation should make it crystal clear what to do to drive tourism to a profitable level in the country.</p>	<p>Action Step 9: The stakeholders in the tourism sector (who have been identified to include the policy-makers, the operators of tourism business, the hoteliers, the transporters and the media) should work hand-in-hand with</p>

		government to formulate clear and concise policies as framework for tourism development in the nation.
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As evident in the above Table [C(1)], the action-steps match the structural stresses. As solutions therefore, these action-steps should be invaluable in containing the identified problems inherent in the Nigeria tourism industry.

Moreover, as part of recommendations, the stakeholders in the tourism sector should work hand in hand to give priority to the development of tourism to harness the potentials. The stakeholders, which have been identified to include the policy-makers, the tourism and the operators of tourism-related businesses, should form partnerships to play into the frontline the benefits of tourism.

Hence, public-private partnership (PPP) should be initiated which will ensure that profitability is attained in operating tourism – business in Nigeria. If the government provides the necessary infrastructures and enabling environments, the necessary drive can be provided by the private sector to access social, economic, and political benefits derivable from the tourism sector.

Furthermore the much needed generation of employment in Nigeria can be achieved through the PPP arrangement. The tourists’ sites should be handed over to private investors who will be able to drive the sites to profitability. Like the telecommunication sector which is already a success in that direction, tourism will be able to employ skilled individuals most of whom are currently unemployed in Nigeria.

Furthermore, as have been established through this study, terrorism and other security related crimes have direct impacts on tourism development. In the light of

this, stakeholders in the security sector should employ proactive approach to security matters. Modern approach to security matters calls for 70% attention to be given to intelligence gathering. If the security systems can nip crimes and terrorism in the bud, then there will be little or no need embark on commonly futile investigations after crimes. The government should note that security takes precedence over any form of development including terrorism. Hence, there should be total overhauling of both the security personnel and armoury otherwise, the expected boom in tourism development in Nigeria will continue to be a mirage.

In addition, as Nigeria prepares for the boom in the tourism sector, the carrying capacities of our highly heterogeneous culture, religion and physical environments should be considered. The stakeholders should put in place necessary machineries to mitigate the impacts of tourism on the social, cultural and physical environments. Minimum Operating Standards (MOS) should be initiated to guide both the operators and the tourists. These measures will cover the ecology (flora and fauna), the host communities' culture, tradition and religion among other issues.

In conclusion, according to the findings in this study, awareness on the benefits of tourism is still at its infancy. Government should direct our institutions of higher learning to intensify research into tourism studies to train enough manpower and subsequently engineer awareness among the populace. This will further enhance domestic tourism and re-orientate the society in proper branding of Nigeria to encourage international tourism.

6.3 Conclusion

In conclusion, a well-developed tourism industry has the capability to bail Nigeria out of her present state of unhealthy economy and poor image at the international level. The several benefits tourism can provide are enough resources for the nation to do away with heavy dependence on crude oil.

However, with this tremendous potential benefits all hands should be on deck to address the structural stresses that have been identified through this study. Terrorism and security issues are counter productive to tourism development while corruption and bad governance will have both direct and indirect effect on tourism development as a sector. In the light of the foregoing, concerted attempts should be made to develop the sector and prepare for post-developmental issues that are likely to emanate. Such issues include ecological degradation and socio-cultural annexation and exploitation of the host community. Sustainable tourism development is therefore the likely panacea to effective tourism development.

In future however, researchers in tourism studies may want to look at forms of sustainable tourism that are best suited to developing climes like Nigeria. Findings from this pilot study revealed that Sustainable Tourism Development is the panacea to the setbacks the industry is encountering in Nigeria. The carrying capacity of our ecology, economy, and socio-cultural environment should be considered in planning and implementing tourism-related policies. The future of our physical and socio-cultural environments should not be overlooked in tourism development.

Despite the fact that the findings in this study have established the tremendous benefits in Tourism, the area of sustainability and the next level of tourism development has to be looked into.

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APPENDIX: THE QUESTIONNAIRE

Dear Respondent,

Introduction

I would like you to participate in the study to assess the *Structural Stresses and Action Steps in Tourism Development in South-Western Nigeria*. Your participation in this study and the responses provided will assist in advancing Tourism Development in Nigeria.

I assure you that all information provided will be used for research purposes only and the information you supply will be kept confidential.

Your most open and sincere responses will be appreciated.

Thank you.

A. Socio-Demographic Characteristics

Please tick as appropriate. ✓

1. **Gender:** Male Female
2. **Age {as at last birthday}:**
..... years.
3. **Marital Status:** Married Single Widowed Separated
Divorced
4. **Nationality:** Nigerian Others (please specify):.....
5. **State of Origin:** **Local Govt. of Origin:**
.....
6. **Religion:** Islam Christianity Traditional Religion
Others (Please Specify).....
.....
7. **What is your highest level of education?**
.....
8. **What is your Occupation?**
.....
9. **Position:** Junior Middle Senior Management
10. **Name of the organization:** (a). Federal (b). State (c). Local G.A

- (d). Hospitality (e). Tourism Practitioner (f). Travel/ Transportation
 (g). Media (h).Others (please specify).....

11. Approximately how much do you earn per month?:

- (a) Less than ₦ 5,000
 (b) ₦ 5,000 – ₦20,000
 (c) ₦20,001 – ₦ N50,000
 (d) ₦50,001 – ₦100,000
 (e) Above ₦ 100,000

12. What area of Tourism are you into? Please indicate:

.....

13. Ethnic background? Ibo Hausa Yoruba Others

(Please specify).....

B.

Please indicate your level of agreement by ticking () on any of the options below:

SA (Strongly Agreed) **A** (Agreed) **D** (Disagreed) **SD** (Strongly Disagreed)

No	Items	SA	A	D	SD
1.	Tourism can promote pollution through high waste generation.				
2.	Compromise on the parts of security agents does not favour Tourism Development and Management in Nigeria.				
3.	Cultural and community values can be lost through Tourism				
4.	The airports and seaports are not operating at global standards to meet tourists expectations.				
5.	Tourism can encourage encroachment on plants and animals				
6.	Health related diseases like STDs, AIDs can be promoted through tourism.				

7.	Slow pace of Economic Development in the nation has a backlash effect on Tourism Development and Management				
8.	There are no adequate hotels and accommodation of world standard to meet the needs of international tourists.				
9.	of clear and concise policy on Tourism Development and Management is retrogressive to Tourism Development.				
10.	There should be adequate legislation and awareness to tackle the menace of pollution and solid waste.				
11.	Security matters should not be taken with levity but tackled head long.				
12.	Host Communities should guide their culture and traditional values against 'invasion' by the tourists.				
13.	Global standards should be enforced at Nigerian Airports and Seaports.				
14.	The Ecology should be protected by the stakeholders in the tourism sector.				
15.	Host community members should be aware of the opportunistic health related diseases especially the STDs and AIDs that tourists may spread during visits.				
16.	Government should see economic development as the only recipe for other forms of development including Tourism.				

		SA	A	D	SD
17.	Private investors should be encouraged to observe global best practices in operating accommodation and hotel businesses.				
18.	The stakeholders should work hand in hand with the government to formulate clear and concise policies as framework for Tourism Development.				
19.	A well-developed Tourism Industry can diversify the				

	economy away from high dependence on oil.				
20.	Good Tourism Development in Nigeria can promote cultural and ethnic cohesion.				
21.	Effective Tourism Development can generate employment.				
22.	Enhanced Human identity and dignity are likely profits of a Tourism Industry that is well-developed.				
23.	Effective Tourism Development can enhance the transfer of technology and professionalism.				
24.	Eagerness to develop Tourism will ginger the stakeholder to develop infrastructures.				
25.	A well-developed Tourism Industry will expose the positive values of the host nation or region to the tourists.				
26.	Tourism can redistribute national income.				
27.	Mental and emotional health of both the tourist and the host can be boosted through Tourism.				
28.	Terrorism and other acts of violence affect Tourism Development				
29.	Corruption and misappropriation of public funds are counterproductive to Tourism Development.				
30.	Only Transparency and Accountability in handling public assets can forerun any meaningful development in tourism.				
31.	Democratization of the political processes will ginger Tourism Development.				
32.	Unhindered accesses to public information through freedom of information (FOI) will ensure global best practices are promoted in Tourism Development.				
33.	Globalization and free market economy will serve as impetus for the stakeholders in the Tourism Industry.				
		SA	A	D	SD
34.	There is the need for Tourism Development in Nigeria to embrace Information Technology for global reach and				

	acceptance.				
35.	Local menu and diets are likely to be adopted by international community through the force of Tourism.				
36.	Local festivals and customs are not likely to drift into-extinction if sustainable Tourism is practised.				
37.	Indigenous Arts, crafts and creativity are likely to gain international attention if sustainable Tourism is promoted.				
38.	Domestic and homogenous economic initiatives are to be rewarded if sustainable Tourism are played into forefront.				
39.	The ecology (flora and fauna) are protected through sustainable Tourism				
40.	Local languages and dialects could be acquired by the tourists if Sustainable Tourism is encouraged.				
41.	Archaeological materials and structures are preserved through Sustainable Tourism.				
42.	Indigenous religious beliefs and movements are likely to be promoted through Sustainable Tourism.				
43.	Local mode of dressing and attires are likely to gain better value through Sustainable Tourism.				

THANK YOU