

# **An Empirical Assessment of Tourism Development and Planning in Nigeria: A Sustainability Approach**

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Approval of the Institute of Graduate Studies and Research

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## ABSTRACT

Tourism development is most desirable when it is anchored on sustainability for the benefit of present generation without compromising its value for the future generations. Tourism industry, which is regarded as one of the fastest growing industry, if properly planned and managed, could generate huge revenue, employment, and other benefits. However, for this to be realized, it should not remain in the hands of parties with a *laissez-faire* approach. The focus of this study is Delta State/Nigeria tourism board with an aim to explore and examine the planning processes of tourism in the context of sustainable approach. A qualitative research method is applied to investigate the topic through in-depth interview with staff of Delta state tourism board. The study revealed that the pace of tourism awareness and development are still at its embryonic stage. Furthermore, the study discovered that bureaucratic bottle neck is also hampering the process of planning without considering the sustainability issues. In the meantime, lack of consensus on a general strategic plan was responsible for lack of proper performance of the industry. Recommendations are suggested how to initiate a strategic planning process and its implementation. Limitations and suggestions for further research are also elaborated.

**Keywords:** Tourism Planning, Development issues, Sustainable Tourism, Tourism Strategies, case of Nigeria.

## ÖZ

Turizm gelişimi, gelecek kuşaklar için değerine ödün vermeyerek, mevcut neslin yararına sürdürülebilirliği üzerine bağlantılı olduğu zaman en çok arzu ediliyor. En hızlı büyüyen endüstriden biri olarak kabul edilen turizm endüstrisi, düzgün planlanıp yönetilirse, büyük gelir, istihdam ve diğer yararlar yaratabilir. Bununla birlikte, bunun gerçekleşebilmesi için, lassie-fair yaklaşımı kullanan partilerin elinde kalmamalıdır. Bu çalışmanın odak noktası, Sürdürülebilir yaklaşıma bağlı turizmin planlama süreçlerini keşfetmek ve incelemek amacıyla, Delta Eyaleti / Nijerya Turizm Kuruludur. Konuyu derinlemesine incelemek için nitel bir araştırma Delta eyalet turizm kurulunun personeli ile görüşme yöntemi uygulanmaktadır. Araştırma, turizm ile farkındalık ve gelişme hızı hala embriyonik aşamadadır. Ayrıca, çalışma, bürokratiğinin darboğazlığı sürdürülebilirlik sorunlarını dikkate almadan planlama sürecini de engellediğini keşfetti. Bu arada, genel bir stratejik plan konusunda fikir birliğinin eksikliği endüstrinin uygun performansının eksikliğinden sorumluydu. Öneriler, stratejik bir planlama sürecinin başlatılması ve uygulanması için tavsiye edilir. Daha ileri araştırmalara yönelik sınırlamalar ve öneriler de ayrıntılarıyla ele alınmıştır.

**Anahtar Kelimeler:** Turizm Planlaması, Kalkınma konuları, Sürdürülebilir Turizm, Turizm Stratejileri, Nijerya vakası.

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# Chapter 1

## INTRODUCTION

### 1.1 Introduction

Tourism industry is the biggest and largest industry in the world that is fast growing, tourism right now is a business institution that gives place for events to people when they want to relax or when they are on holiday. However tourism is originally seen as sightseeing and for relaxation, with tourism effect, it basically a way of bringing people together from different part of the world, by mutual interactions, apart from sightseeing and interactions tourism also influences wealth creations and it a means of modifying values and behaviors, with the effects of behavior and values modification it way of enhancing social relationship among the visitors and the locals, this influence gives an impact on societal change, it has been proven by different authors that there is a big empirical evidence that exist between the society and tourism as a whole.

Tourism developments as a multidisciplinary nature influence the culture and other areas of the society (Bhatia, 1993). Tourism as a whole involve the activity of travel from one destination to another, visiting places, lodging in an hotel because tourism provides accommodation for guest and also tour guides, with all these mentioned above tourism industry has gone above buying and selling of gift items and aesthetics.

Tourism industry right now is playing a great role in today's world economic by contributing greatly to social transformation and the global economic, because of its great impact and influence, tourism has become income and wealth creation for many countries like Dubai, France, America, Hong Kong (Mills, 1983).

According to [statista.de](http://statista.de) the number of international overnight tourist visit to Dubai from 2010 to 2015 grows from 10.16 million to 12.18 million. Most countries like Dubai focus on tourism because of the fast means of generating income to the economic, the government are very involved as well as the locals to create more fascinating destination so that tourist can come and visit. Tourism industry is now a major competitor to the oil sector.

Since 1950s international tourism has been growing rapidly because of high income, good tourist destination, good transports networks, and great leisure time, the UNWTO (2016) gave an insight on how much international tourist has generate income, according to UNWTO (2016) international tourism receipts grew by 3.16% in year 2015 and also international arrival grew by 4.4% increase, for four straight years, international tourism grew more than other sectors like world merchandise trade, with her fast growth, tourism shares in worlds export rise to 7% increase in 2015 which lead to the total international tourism to \$1.4 trillion. Remuneration gathered from international tourism on food, drinks, hotel accommodation, shopping, entertainment and other services generate to \$1,232 billion in euro it is € 1.110 billion in 2015, and 3.6% increase in exchange rate fluctuations.

Sustainable tourism also play an important role in tourism industry, because is a type of tourism that fulfill or satisfy the needs of the today or present tourist and host

without damaging or jeopardizing the ability of the succeeding generations. By Brundtland (WCED 1987: 43) if an environment is not sustainable, no visitors will like to come to a polluted country. Sustainable development has been proven by different authors that it can be achieved when destinations consider the balance between economic, social and environment of development (Kunz, 2006; Redclift, 2005).

Sustainable tourism and sustainable development have become ambiguous and popular just like ecotourism. Sustainable development as a concept itself helps to recycle waste cause by humans, tourist, host communities and helps in the environment to reduce energy consumption in other to prevent human and natural resources. There are numerous definition by observes and writers who defined it in their own way, and in ways that can be understandable in a simple term, according to some critics, they said some definitions are confusing rather making it clear. John Pezzey (1989)

As Lindberge (1999) and Ashworth (1996) stipulate that, destinations desired should be more knowledgeable and cherished by the tourist is very key, with this, tourism will grow fasts and the significance of socio-cultural, economic and environmental benefits will generates.

Nigeria and other some developing African countries that have weak tourism industries generally have problem of valuable information on tourist resources and areas to give primacy in tourism destination planning, development and marketing (World Tourism Organization, WTO, 1994; Chokor, 1993).

Tourism industries in Nigeria dates back to medieval ages without government intervention witnessed visitors from far and near coming to observe cultural festival, dances and ceremonies etc. Nigeria is the most populated country in African continent with one of the fastest growing economy. Nigeria tourism dwells joy and entertainment for every class as a result of large population and different Mother Nature endowment that could satisfy every one's appetite.

The contribution of tourism industry in Nigeria with the government intervention cannot be over emphasized. In all over the world, tourism is a money yielding business and is now becoming part of revenue generating sector for the economy. It provides jobs for the local residents thereby increasing the standard of living. Tourism have now become a virtual part of government agenda as more and more hospitality industries spring up in all cities providing relaxation spots to tourist and revenue to the government. They are attracted to Nigeria cultural diversity, scenery and festivals each state of the federation has to offer. It is observed that in 2011 alone, more than 2 million tourist visited Nigeria, the different international church crusades and conferences coupled with foreign investors on business tourism make the bulk of the tourists and spent the equivalent of \$3.7 million US Dollars and this is expected to rise by 10% in increase year by year (Dekadt, 1999).

Considering the vast area of tourist attractions in the country and nonchalant or I don't care attitude of the government sustenance of this "**black gold**" will be a mirage unless consented effort be made to promote and protect the industry. No matter the endowment of natural resources without the political will of the government and successive governments in the future are needed to sustain and improve the tempo already achieved. In the tourism industry, tourists are the

propelling force that should be well taken care of to enable the spread of hospitability of the country of destination.

Finally, for tourism to succeed in any given environment effective marketing strategies could be improved to achieve the desired result.

## **1.2 Statement of Problem**

Several problems have militated against the growth and development of tourist industry in Nigeria. It is quite obvious that since the discovery of oil (black gold) in the 50s, all eyes were only focus on petrol dollar. The easy money from oil which accounted for more than 90% of gross national income, any other sector of the economy were taken for granted. The money from oil was so huge in the 70s that it was said that the problem of Nigeria then is how to spend the money available. Of recent though, tourist industry have been receiving government attention, but the political will to set the ball rolling had been the greatest impediment. In Nigeria, government employment most often, are regarded as a share of national cake as no one is prepared to bake. Most people are employed in government service not that the individual is qualified, but based on Quota system that enable the federating state to bring individuals to fill vacant position not on merit. In Nigeria, federal characters, Quota system, Educational dis-advantaged areas; people with special consideration and Nepotism are some of the qualifications for employment and therefore tourist industry have had its fair share of those mundane considerations that have hindered its growth.

Again corruption have been institutionalized in the country, that without greasing some one's arms nothing seem to work. It has made many industries comatose



including tourist industry.

Against this background, it is of note to acknowledge the present administration trying to fight corruption to its knees, but the efforts seem too little to make a difference as it is perceived the fight is targeted against political enemies, and again this may be in part of a result of the corrupt tendencies of both judicial and public officials and unsavory bureaucratic procedures.

Finally, finance is another area of concern. The period of honey moon is over when money was not our problem but how to use it. Some politicians have shamefully siphoned the common wealth of the nation that salaries of over bloated civil service could no longer be paid and woo of tourist industry continue to nosedive to the detriment of the common man.

Another area of concern is none documentation of research materials. A visit to tourism board this researcher could not find a simple tangible literature for use. The office was in bad shape without interest.

### **1.3 Purpose of Study**

A study without purpose is aimless and of no useful concrete problem solving result can be achieved. In other to ensure that solutions are derived and recommendation made for future generation in response to research problem, this study is aimed to identify the rate of tourism industry to the economy of Nigeria and mankind, also ascertain whether there are indeed problems militating against the tourism industry, and also tackle the problems of finance that tourism board is facing and to make recommendations in the high of the problem discovered.

## **1.4 Methodology**

Research design which is the combination of a specific strategy for investigating a research problem should be adopted. This research is set to answer a set of research questions by way of data collection, analysis and interpretation. This should be done through qualitative research method by carrying an in-depth interview. In addition, however, some middle level and senior officers of Tourism ministry willing to grant audience and discuss the issue at stake will to be involved for opinion and analysis.

Similarly, the physical observation and enquiry into performance rating of some employees will be interviewed to find whether performance appraisal format is strictly adhered to. Finally, data collected will be grouped into sections for purpose of clarity, grading and analysis.

## **1.5. Organization of the Study**

This study contains 7 chapters in which they are interrelated to each other; the first chapter consists of the introduction, statement of problem, purpose of study and the methodology that the researcher will use to conduct this research.

The second chapter entails accurate information about tourism such as over view of tourism, impacts of tourism, types of tourism, tourism in developed and developing countries.

The third chapter contains tourism planning and sustainability which includes sustainable plan and sustainable model which are vital for tourism strategies in Nigeria.

The forth chapter covers tourism in Nigeria which comprises of the country's

geography, economy, history and culture.

The fifth and six chapters comprise of the methods and results gathered from this research, the method used in this research is qualitative research methods by making use of in-depth-interview; the seventh chapter contains discussion and conclusion.

## **Chapter 2**

### **LITERATURE REVIEW**

#### **2.1 An Over View of Tourism**

Internationally, tourism and hospitality industry worldwide has been acknowledging as the fastest and growing economy in the world which generates US\$1.3 trillion in 2012, this sum of money generated was on international travel alone (Babalola and Oluwatoyin, 2014; Baker et al., 2000). Most countries also enjoyed the wealth creation from tourism; tourism industry has been a major source of revenue to most countries like Hong Kong, Caribbean, Kenya, and South Africa (Esu, 2015; Sanni, 2009).

Internationally, tourism and hospitality gave accounts of 33.3 per cent of global services trade for 25 years within the period of 1985 and 2010, it was also recorded that, there was one percent increase in operation in the industry than the gross domestic product (ILO, 2010). In 2015 international tourism receipt grew by 3.6% while international arrivals also skyrocket by 4.4% increase, United Nations World Tourism Organization (UNWTO, 2016) also experience massive increase in four continuous years in world merchandise trade, which gave a huge rise in shares and tourism export with 7% increase in 2015.

International tourism export generated about \$210 billion, through transportation service; visitors' passengers generate \$1.4 billion to \$4 billion on tourism export on

average daily (UNWTO, 2016).

According to the UNWTO secretary General Taleb Rifai said tourism today is a vital division on international trade, made this statement when addressing the 60<sup>th</sup> Regional Commission for Americas meeting which took place in Havana, Cuba. Notwithstanding, with the weak and slow economic recovery, international tourism grew rapidly in 2015 through spending, it demonstrate that tourism sector is relevant in terms of boosting the economic growth and development, creating jobs for her citizens, economic worldwide and stimulate exports. However, in 2015, international tourism shares increase on exports on goods and service from 6% to 7% (UNWTO, 2016).

The central bank of Nigeria also makes emphasis that tourism industry is also a positive contribution that boost the gross domestic product of the country. Based on past records, they gave account of tourism boost in the country, with the 2015 conversion rate of dollar, they generated over US\$3 million in 1980, while in 1990 it generates over US\$2 million, in 2000 it also generate about US\$3 million, US\$9 million was generated in 2004, the central bank of Nigeria gave an estimate of over US\$12 million in 2006 (CBN, 2003, 2006), with these periodic year, tourism industry is booming, because of foreign investors, churches and little on festivals and carnivals (CBN, 2003, 2006).

(UNWTO, 2006), made their analysis that US\$56 million was generated from Nigerian economy through the impacts of tourism import and export, UNWTO stated that 75% of revenue gathered from international tourism expenditure on annual basics goes to hospitality services, for the purpose of recreation, leisure and holidays

has taken a big wedge of tourist expenditure Akpabio (2007), Babalola and Oluwatoyin (2014, p. 41) and ILO, (2010, p. 6).

Tourism as we all know is the activity of travel, tourism started in the early 1950s, these period deals with the early forms of travel in the classical world and the middle ages as well as precursors of modern tourism. There was boom in the 19th century and unique expansion of tourism in the 1960's that were characterized by new forms of holiday and experience shaped by globalization. Then the beginning of 21st century witnessed the elite tourism, and the emergence of specialized companies that cater for the special needs of tourists. Before the Second World War, was the mass social tourism, but after the Second World War tourism industry took a different shape for good, as it brought a massive social tourism with the establishment of tourism industry as a complex in disciplinary production of goods and services to tourists. It must be emphasized that the basis of segmentation of periods of tourism history is pursuance of the following criteria: Technical and economic conditions, Social condition, the objective function of tourism at different stages of development.

In the first phase of development of tourism, were the motives for travel trade, educational goals, pilgrimage and treatment. In the middle ages, Christianity and Islam played a prominent role in tourism, but during the period of renaissance (time of revival in Europe) the religious component of tourism weakened, but only the educational and cognitive motivations of travelers prevailed.

The invention of the steamship (Robert Fulton in 1807) and George Stephenson in (1814) gave tourism the needed boost including the expansion of roads network in Europe. They made travelling cheaper and the reliable. In the middle of 21st century

shipping companies was available to lift tourist.

The second phase of development of tourism in the community were the changing the balance of work and time to rest. In 1873, Germany was the first to introduce paid leave and this gave raised to less working time in favor of free time. During this period also hospitality industry spring up in Germany. In 1801 in Baden, Baden has opened a first class hotel “Badischer Hoff” in Switzerland in 1812. “Kiga-Westerli” was also opened in 1859. Grand Hotel Shvaytserhoff was built in Switzerland. Different luxury hotels were built during this period that aided the growth of tourism. In the 19<sup>th</sup> century tourism industry added values by introducing travelling agencies whose duties were to organize tourist trips and sales to the customers.

The First World War and Second World War brought negative impact on the tourism industry but it later gave a boost to the industry as a result of Marshall (1945) plan to reconstruct Europe and therefore there was massive investment. After the Second World War, tourism became truly mass social as leisure began to sharpen human destiny and behaviors.

Tourism in the modern world is characterized in different forms, connections and relationship that determines whether it is classified, that is, a homogeneous group of individual characteristics depending on the specific practical purposes.

According to Robert Erbes in 1973 said tourism consumption is said to be manner from heaven for developing countries, because tourism brings about solution that the nations is having, solutions like foreign settlement, debt, more wealth creation for the country. (Robert Erbes 1973, p 1) also gave some insight how tourism is seen as

manner from heaven because its activities are visible, again in a manner from heaven because most of tourism activities are natural resources, it given to us by Mother Nature.

## **2.2 History of Tourism**

Tourism as it were, made a bold entrance into the world lexicon with the foundation and experience of advanced countries who first understand the importance of tourism in the advancement of the world affairs and enhancement of their economy and in pursuit of excellence, such countries as America, Britain, Israel, Canada and were in the first category, while countries like Egypt, Saudi Arabia, Kenya etc. embraced tourism as a result of emulation resulted from natural environment that should be exploited for the people. Even till now some countries in Saharan African are yet to have a blue print of tourism industry.

The world has become a global village with each country in frequent touch with each other to do business. It is therefore, tourism industry that stimulates and energizes the economy, by way of providing comfort and business to a conducive environment, hospitality centers comes handy in this direction. Tourism expresses itself in different ways which includes cultural festivals, River tourism, Sites and Monument, Beach, Mangrove, Wild Life Park, Ranch, Turf, Caves, Mountains, Valleys, Pyramids, Holy Lands, Carnivals, Museum, Etc.

Another angle to the historical background of tourism was anchored by Kevin Watson. In his account on the topic: A brief history of tourism, Kevin opined that tourism began about 2,000 years ago when wealthy citizens of Rome wanted to show off their wealth in spending their summer away from home. Kevin further



opined that during the medical period, tourism interest appear high due to growing interest in pilgrimage. The organizers of pilgrimages arranged the tourist their basic needs and comfort.

Tourism has turned out to be a very important industry in the modern age. In almost all countries of the world there are separate ministries of tourism. It is being developed to attract new and maintain old tourist which invariably attracts a lot of foreign visitors simulating the economy, creating jobs and avenues hitherto unknown. Indeed, tourism is a good source of foreign exchange for every country that can manage it effectively. Several newspaper agencies, journalists, scribes, radio and T.V reports and others connected with mass media to place and interesting matter for reporting purposes. Most tourists, in search of entertainment and exploration and adventure along with enhancement of their knowledge in various fields come in large numbers in good five star hotels ready to spend their money for food, lodging and comfort.

According to the UNWTO (2016), tourism has experienced rapid growth which is now the booming economic sector globally. See also Figure 1. Present-day tourism is related to economy development which is also an avenue of growing new destinations, which is a key driver for socio-economic progress. With the help of tourism growth that has spread globally among developed and industrialized countries, it has produced employment and economic benefits in different cognate sectors, like from agriculture to construction or telecommunications. Tourism contributions to the economic, is based on the economic wellbeing, quality of the revenues and her resources. UNWTO also is a supporting factor which assists destinations to position their sustainability in the international and national markets;

the UNWTO (2016) gave an estimate how tourism industry is generating 10% of the world GDP, and generating US\$1.5 trillion in export, 7% of world export, 30% of service export and one out of eleven employees are working in the tourism sector.



Figure 1: International Tourism

### 2.3 Impact of Tourism

Tourism has become one of the global industries which are now a paramount sector in most national economies. Since six decades ago, tourism industry has mastered continual growth, with that, is one of the fastest and the largest industries in the world at large (UNWTO, 2013). Tourism has been a great impact to the world at large and many countries who indulge in trading, recreational activities, shopping, cruise ship and many more.

**Economic Impact:** One of the impacts of tourism, is economic development for developing and developed nations, it create job opportunity in the host country, when a destination has tourism products like good infrastructure, museums, hotels, natural

park, manmade aquarium, beaches and so forth, all these began to create wealth for that country, beside the economic benefits, another good impact of tourism industry is that it has good positive effect to the host society, it affect the physical environment and the culture. According to (Crandall, 1987) opined that, tourism industry plays an important role to developing countries whose source of revenue and economy growth is solely on tourism receipts. However, previous research made by some profound authors, indicate that, the host residents are the essential key of tourism development, and with the support of the local residents who plays a vital role gives room for successful operations to sustainable tourism development (Harrill et al., 2011; Lee, 2013; Nunkoo and Ramkissoon, 2010).

**Social Impact:** As most countries realize the impact of tourism growth to the economy, they also reckoned to improve the local residents quality of life with the benefits of socioeconomics, in which the host community brings, tourism brings quality of life, which means the wellbeing of the society, the quality of life are tax revenues, job opportunities, good health, education, family, wealth creation, finance and good environment (Jurowski and Gursoy, 2004). Nevertheless, previous research has indicated that the local's percipience towards tourism is influenced by cultural, environmental and social factors and not only economic development (Deery et al., 2012; Kim et al., 2013).

Another impact of tourism is that it has demonstrated a close bond with migration. Most migrant when they visit a country for the first time, most times get emotionally attached and with that, they will return back, most tourist that visit a nice destination, when they have another vacation, they will also return back because of the tourism products that is been render there, such vacation can be visiting friends and relatives,

conferences, convention. Ari Gamage Brian King, (1999), this study is mindful with the first migrants generation thus the terms were use to describe them as expatriate and non-expatriates, these terms were use to describe those kind of group as ethnic travelers, this ethnic travel was categories as travelling for visiting friends and relatives (VFR), because most travelers will keep in touch with their families and friends at the destination. With technological advanced world people from different part of the continent find it profitable and comfortable to travel around the globe with easy and pleasure. Unlike in the past when travelling was a bit difficult, tourists can now affordably and within a short time travel across the world in large numbers and comparatively safe. Tourism has become the fastest growing industry promoting Socio-cultural, economic and educational resources to the nations that cared to tap into it.

Environmental impacts plays a vital role in tourism, whereby the quality of the environment both the manmade and natural is essential to tourism, furthermore, the relationship between environment and tourism is complex, because it has various activities that can have adverse environmental effects. The impacts of environmental are related to infrastructure such as airport and roads, tourism facilities, which are hotels, resorts, restaurants, marina and golf course. However, tourism has good potentials on the environment, whereby it contributes to the environmental conservation and protection, which also create awareness of the environmental values which serves as a tool to finance the protection of the natural resources and it also increase the destination economic significance. Also apart from the positive impact the environment have, it also have negative impact, this negative impact can destroy the environmental resources.

## **2.4 Types of Tourism**

Basically, tourism is an activity of travel and the fastest global sector in the world, the industry that create wealth, as tourist travels, they all travel for different reasons and purposes, people travel to different destination for the purpose of relation, leisure or business can be regarded as tourism and these types of tourism depend partly on the reason for travelling. People travel for different reasons some to see the world around them; some learn and see the culture of some people, some explore the world and follow the sinking stars. For these and many makes tourism differently.

### **2.4.1 Mass Tourism**

Mass tourism is defined as tourism that organizes a large numbers of people or tourist to visit a destination for various purpose, like Muslims that go to mecca for prayers, likewise Christian go to Jerusalem for prayers, another good example of mass tourism, is those that goes in group for sport purpose, like the last Olympic that was held in Rio 2016. This type of tourism is profit-oriented and offers minimum understanding between the tourist and the host Dogan Gursoy et al. (2009).

Mass tourism is also a holiday package that contains all-inclusive package which includes transportation, food and accommodation. According to Dogan Gursoy et al. (2009), states that, reason while tourist visit any destination it because of the natural or man-made resources which are sun, sea and sand. Furthermore, mass tourism is seen as unsustainable because it is unsatisfactory for the development of tourism, because in most cases the destination tends to suffer from massive pollution from these tourists.

### **2.4.2 Alternative Tourism**

Alternative tourism is a tourism that does not deal with large group of people, it is

individually plan, it about gain experience about the host culture and her environment, this type of tourism focus on private areas and also the social, natural and the community values, in alternative tourism the tourist mostly book their own flight, alternative tourism also provides opportunities for the tourist and the host (Wearing and Neil 1999). Furthermore, alternative tourism facilitate the attractions for small groups according to (Newsome, Moore, and Dowling 2002) this small alternative tourism also have small negative effect on the social, natural and environment in collaboration with other sectors of the economy example like craft and agriculture.

As the world celebrating the huge revenue and value added to life as a result of tourism activities, another angle to this success story is alternate tourism. Alternate Tourism is primarily related to the scale of development in terms of product, indigenization, and health interaction amongst people, local control and an attempt to bring back the lost art of travel. In this, content Williams (1990) has marked certain factors to be taken note of while fixing the criteria.

- Efficiency of and effectiveness of desired product output.
- Influences on regional economic growth.
- Influence on local residence quality of life.
- Use of locally available factors of production.

The interest of alternate tourism has led to emergence of specialist tour firms catering to the demands of a large number of market segments. Alternate tourism itself is not a type of tourism, but is rather a guiding principle involving Eco tourism, Green tourism, Farm tourism, Agri-tourism, Heritage tourism, Cultural tourism etc.

Cultural tourism is another fast rising industry in tourism sector, which showcases a nation's cultural heritage. Many books and articles have also states that, cultural tourism focus on environmental and economic impacts to a destination Huh (2002). Africans by nature have a rich cultural heritage and different types of cultures identities. Dance steps in African and Nigeria in particular easily tell one from which part of the country such individual comes from. Therefore, the reason's ones visit to a particular place is to get the fill of the history and cultures, this type is known as cultural tourism. Tourists may also visit different landmarks of a particular country like Ogbunike Carve in Anambra State in Nigeria or just to attend festival to learn about their believe and patience.

Cruise tourism is another biggest wealth creation for tourism industry; which is generating rapid growth globally within the past decades Chin (2008). People who take part of this type of tourism are always the rich. In the year 2011, the total revenue generated and later contributed by the cruise ship worldwide to European economy mount to billion 36.7€ from billion in 35.2€ year 2010 (European Cruise Council, 2012). According to CLIA (2008) cruise tourism in the Mediterranean area constitute 12% of the general cruise industry with Italy ranking. The cruise industry in Italy is concentrated in five districts example are Campania, Latium, Veneto, Liguria and Sicily, in 2010, 9.356 million where cruise ship passengers Risposte Turismo (2011).

Nature Tourism is another types of tourism that focus on tourist who are interested in visiting wild life, are known as nature tourist. Their usual destinations in Africa are Kenya, East Africa in particular and in Nigeria-yankari game reserve. Eco and nature tourism are all parts of this kind of tourism. Nature tourism also includes bird

watching.

Ecotourism is also among the fast tourism sectors, which have an estimate growth rate between the ranges of 10 to 15%; it also classified has one of the largest tourism industries in the globe (Panos, 1997). Ecotourism is known as green tourism, conservation and sustainable tourism. Ecotourism is based on preservation on the environment, also enhance and enlightening visitation and travelling to those who seek pleasure in visiting natural areas and resources to appreciate and enjoy mother nature, ecotourism also promote conservation and have low impacts on the visitors, ecotourism brings about socioeconomic involvement to the local residents (Ceballos-Lascurain, 1996).

Religious Tourism is a kind of tourism that is meant for people who travel to holy lands to seek for GODs blessing and forgiveness. Religious enthusiasts troupe yearly to holy lands, and the destinations of their choice. While Muslims particularly go to Mecca and Medina. Christians on the other hand go to Jerusalem while Hindus and the likes also undertake such journeys.

Adventure Tourism, These set of tourists are those who engage in challenging activities such mountain climbing, rock climbing and wild water rafting.

Recreation Tourism: This happens when people leave their place of abode to relax and just have fun. Recreational tourists are most often found at theme parks, beaches, camp grounds are likely places of visit.

Pleasure Tourism: Due to day to day activities, people are stressed up and the need to



rejuvenate calls for pleasure tourism. People travel to refresh spirit, soul and body. In doing so, some engage in yoga workshop and detox vacation among others. Some even engage in sports to de-stress themselves, otherwise called sports tourism. As the 2016 Olympics is going on in Brazil, tourists target such places to seek pleasure, FIFA world cup, African cup of National are in such categories.

Medical or Health Tourism: This type of tourism is relatively new in tourism industry. This is mainly focused in improving the health, physical appearance and fitness.

### **2.4.3 International Tourism**

comprises of inbound and out bound tourism, inbound tourism refers to those tourists that enter Nigeria from outside the country outbound refers to those that goes out from a country to another, like Nigerians that leave her motherland to Dubai to see the tallest building in the world. Another important tourism is domestic tourism, domestic tourism involve those travelling within the same country and therefore a person travelling from Abuja to Calabar to see Obudu cattle range is known as domestic tourists. Domestic tourism is recorded as 80% of tourism movement. Domestic tourism is very vital in most developed countries than developing countries.

## **2.5 Tourism in Developed Countries**

Tourism is frequently rated as a vital industry in the worlds, which is contributing 9% of the gross domestic product (GDP) and also contributes to the total employment rate generated in WTTC (2011a). In the first stage of tourism development, it does not need top-level qualification in terms of labor and technology, tourism development in developed countries has direct significant in

economic impacts, these developed countries face sustainable and rapid economic growth which is indisputable, before a country or a nation can be called developed country it must be acknowledged by some renown agencies like NGOs, multilateral institutions, funders, tourism organizations and donors. Most of the least developing countries that has no commercial or added-value productivity with small professional populations selling her local physiography and culture which gives an impacts towards wealth generation and economic growth, if these resources are well managed it will boost the social and economic development.

Tourism as an industry also played an important role in developed countries in terms of provisions of facilities and services, Carmen Padin, (2012), stated that tourism in developed nations play a vital role in terms of sustainability which is based on preservation and protecting of the landscape, protecting the nation's culture and her natural resources.

According to UNWTO (2016) tourism in developed countries increase tourist receipt by 3.6% which accounted to US\$ 1232 billion and international tourist arrival was US\$ 1.184 million which also have increased by 4.4% (see Figure 2 and 3)

International tourism receipts <sup>1</sup>		US\$				Local currencies	
		(billion)		Change (%)		Change (%)	
Rank		2014	2015*	14/13	15*/14	14/13	15*/14
1	United States	191.3	204.5	7.8	6.9	7.8	6.9
2	China	105.4	114.1	n/a	8.3	n/a	9.8
3	Spain	65.1	56.5	3.9	-13.2	3.9	4.0
4	France	58.1	45.9	2.8	-21.0	2.8	-5.4
5	United Kingdom	46.5	45.5	11.8	-2.3	6.2	5.2
6	Thailand	38.4	44.6	-8.0	16.0	-2.7	22.0
7	Italy	45.5	39.4	3.6	-13.3	3.6	3.8
8	Germany	43.3	36.9	4.9	-14.9	4.9	1.9
9	Hong Kong (China)	38.4	36.2	-1.4	-5.8	-1.5	-5.8
10	Macao (China)	42.6	31.3	-1.1	-26.4	-1.1	-26.5

Figure 2: International Tourism Receipt

International tourist arrivals		Series	(million)		Change (%)	
			2014	2015*	14/13	15*/14
Rank						
1	France	TF	83.7	84.5	0.1	0.9
2	United States	TF	75.0	77.5	7.2	3.3
3	Spain	TF	64.9	68.2	7.0	5.0
4	China	TF	55.6	56.9	-0.1	2.3
5	Italy	TF	48.6	50.7	1.8	4.4
6	Turkey	TF	39.8	39.5	5.3	-0.8
7	Germany	TCE	33.0	35.0	4.6	6.0
8	United Kingdom	TF	32.6	34.4	5.0	5.6
9	Mexico	TF	29.3	32.1	21.5	9.4
10	Russian Federation	TF	29.8	31.3	5.3	5.0

Figure 3: International Tourist Arrivals

## 2.6 Tourism in Least Developed Countries

Tourism in the least developed countries is very significant, because tourism growth in developed countries brings about economic development, job creation, good infrastructure, quality of life, security and to developed human capital to the country which in a way prevent poverty in the country and high inflation (United Nation, 2011)

Some least developed countries now see tourism as their essential and integral

strategy to economic development (Sinclair, 1998). Some of this developing countries, tourism is a remedy for their weak economic, whereby the economic development is scarce on finance and expertise. These economic resources or natural resources are very essential to increase the economic surplus, when a nation has less tourism resources, they will end up relying solely on international aid to boost their effort in tourism development.

Once there is sustainable tourism development in the least developed countries it creates economic expansion, improves the local manpower skilled labor in the local business, and also becomes an export in tourism products. Furthermore, with the development of sustainable tourism development in LDC, it brings about preservation of the environments; protect the country's cultural legacy by so doing, the country will have good sustainable income from tourism products. However, tourism development for LDC is considered as a basic necessity for economic growth and development.

In deriving sustainable development, there are some obstacles facing the LDC which are political issues, unable to provide peace and unity, insecurity and economic issues, environmental issues, poverty, lack of economic protection and culture. Furthermore, sustainable development in the least developed countries attracts room for foreign investors.

According to UNWTO (2015), future of tourism 2030 will increase in international tourist arrivals globally, it will increase by 3.3% a year within 2010 to 2030. UNWTO also stated that tourism growth will have a sloppy growth rate of 3.8% in the beginning and at the end will grow to 2.9% in year 2030; this is basically the top

base growing numbers. In precise numbers, the international tourist arrivals will experience increase by 43 million yearly, contrasts with a mean increase of 28 million within the period of 1995 to 2010. Furthermore, they forecasted that the tourism growths in international tourist arrivals are supposed to attain 1.4 billion by 2020 and in 2030 it will reach 1.8 million. See Figure 4.

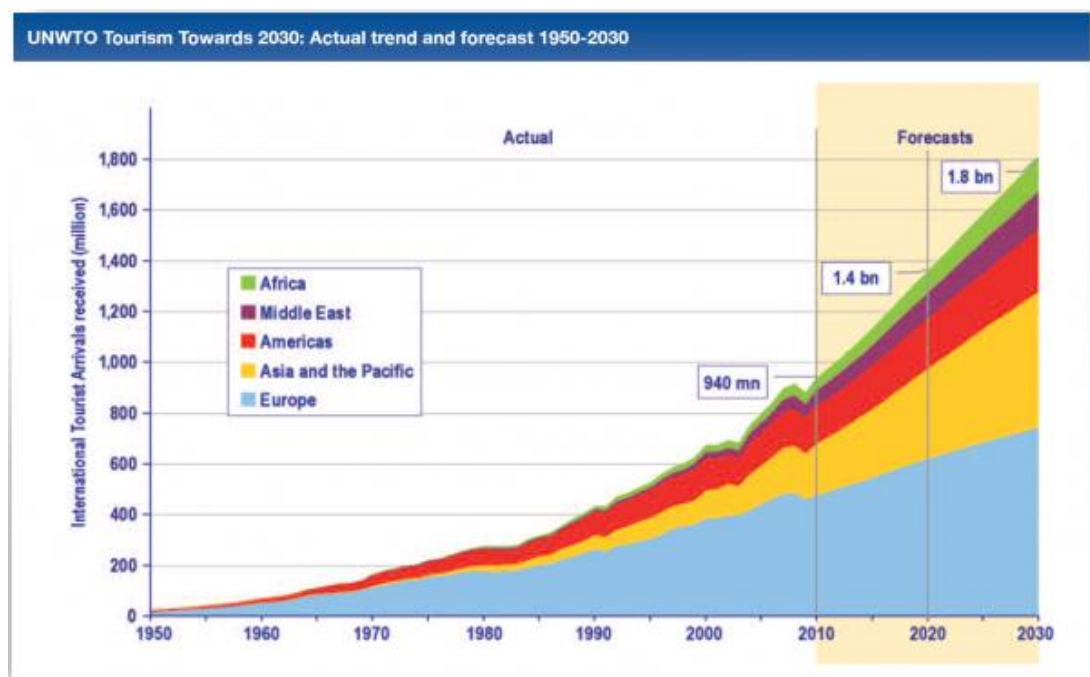


Figure 4: Tourism Towards 2030

## 2.7 Issues/Problems in Tourism

All business has its good, bad and ugly side including tourism. Tourism has its fair share of being volatile industry. A great deal of industry is dependent on the leisure travelers. However, tourism does not compose only on leisure travelers, but also other groups such as business travelers, and those non-leisure travelers often act and spend in the same way as leisure travelers. Tourism and travel professionals know that their industry is exposed to political, health, and economic undulation. There ups and downs are outside of tourism and travel professionals control. As these forces

outside their control occurs, leaders in the industry find a way of managing the unforeseen contingencies. It has also been proved that as tourism bring better income and opportunities; it also has its drawback. Some drawbacks that affect the destinations, it can be environmental issue, climate change and social issues.

Tourism problems faced by the environment most times have negative impact on the host country, according to Bruce Curry and Luiz Moutinho (1991) they opined that most havoc on the environment is cause by mass tourism; mass tourism deals with thousands of tourist who travel together and have same purpose. Environment suffers a lot from mass tourist or alternative tourism because these visitors don't care about the environment they end up polluting it, throwing all kinds of waste to the beach and places in the destination. The environment in most cases are affected by tourists who come with different types or shape of plastic waste and bottles in which at the long run could be disruptive to the habitants of both the fauna and flora life circle.

Some tourists with questionable life system both in dress code and bad manner could be transferred easily to young ones who take pleasure in emulation of foreign culture in an attempt to think same and act alike. The adverse effects of unfriendly environment acts affect the host community of which the consequent cannot be compensated in monetary terms.

Another issues faced in tourism is the social area, when tourist visit a destination it also boost or pave way for prostitutions by the local residents. Tourist's destinations are plagued with prostitution, this no doubt have dire consequences for the culture of the people, teenage girls whose income are poor and of poor parent, take the opportunity of easy money of tourists and fall prey to easily pregnancy and its

consequences. Clift and Carter (2000:271) also pinpoint Cuba as a destination where sex and prostitution tourism is flourishing.

Another problem of tourism is climate change, in the past previous decade there has been increase in correlation between climate and tourism change. Some countries and business are influenced by climate change (Higham & Cohen, 2011; Schott, 2010) also various aspect of the environment is also affected by climate change such as biodiversity, environmental resources, snow depth and fresh water (Higham & Cohen, 2011), because of high threat of climate change and destitute adaptive capacity, those developing countries whose means of income and economic growth depends on tourism are probably to be affected by climate change (Schott, 2010).

Political instability is another major issues face in tourism, when a nation is under distress of climate change, terrorism, violence and negative alliance, all these affect tourist wiliness from visiting that destination (Simpson, Gossling, Scott, Hall, & Gladin, 2008).

The tourists themselves suffer and also face several difficulties in their quest for journey and stay in these foreign lands. Some of these include search for visas and duration of stay permitted by host country. Another and very important drawback is in the area of security. Nigeria in particular has kidnapping problem of tourist, mostly in the southern part. Tourist becomes easy target to kidnappers due to huge amount they intend to get as ransom. Many at times American and Britain government have had cause to issue visiting alert to intending travelers of area more venerable to attacks. Nevertheless, in spite of dangers imposed, people have not stopped traveling as tourism has come to stay.

## **2.8 Challenges of tourism in Nigeria**

Nigeria tourism is at a slow pace due to various challenges faced by the industry, in areas of bureaucracy, before tourism development will take place it will pass through various sub sectors and offices, by so doing it will take a while before development will take place. Another area of concern is that, Nigeria tourism sector, employees are not motivated to work due to low salary, and long stress working hours, employees work 12 to 15 hours per day and are paid peanuts, they begin to have family conflict, because they cannot balance work and family due to long hours of work. Problem of corruption has been institutionalized, whereby nobody sees it has a problem anymore, before job employment is given, you must be familiar with the employee, also when a plan is drafted to develop tourism, the leaders who are in charge of taking care of this funds, use it for their own selfish purpose.

## **2.9 Definition of Tourism**

Many scholars of literature have enunciated many approaches to the term “tourism” both before and now. Their empirical approaches were based on the following postulations. That tourism is the temporary movement of people: Their presence is the constraint environment and temporary stay in the collar of tourist interest. Tourism is also a complex socio-economic system known as tourist industry that deals with on a multi-industrial complex which operates with the market economy and also have the capacity to offer products satisfying tourist interest.

Tourism is a temporary movement of citizen or person in their own freewill to acquire good health, education, sports, professional, business, education and other purposes which is not less than 24 hours and not more than 6 months. Tourist should not be in paid engagement and must leave in temporary accommodation; of all of



these destinations, the most important feature of them all is that, tourist movement is defined as “Free Time Man”.

In his own contribution, Gilbert (1992) states that, tourism has generated a range of complete meaning and these over time have come to be identified with the movement of people, a sector of the economy, an identifiable industry, service which needs to be provided for travelers. Generally, tourism can be defined as a temporary movement of people to destination(s) away from the usual or normal habitat, the activities entered upon during their stay in destinations and the facilities developed to provide for their requirements/needs.

In an attempt for the private sector to provide products and services to the tourist, this sector must take the responsibility in protecting the biosphere, by minimizing the level of pollution causing environmental damage. In addition, the sector should take the responsibility for reducing the disposal of waste through recycling effective sewage treatment and waste disposal, imparting positively on the environment by minimizing adverse environmental impacts, providing complete energy, efficiency practices, undertaking green marketing by promoting soft tourism Deepti Verma (1999).

## Chapter 3

### CONCEPT OF PLANNING AND SUSTAINABLE DEVELOPMENT

The concept of planning to sustainable development as defined by the World Tourism Organization (WTO, 1999) state that, planning aim to reconstruct and pay attention to the socio economic, culture and protect the environment, as wide as planning is, planning is the process of achieving sustainability. Planning is about identifying the variables that requires immediate action to achieve its objectives. As mentioned by (WTO, 1999) planning is an ongoing process to make decisions and to achieve its goal, planning also, is flexible and not rigid; it can be change from time to time to achieve sustainable development.

Sustainable development has been in existence and a major concern since the early 17s, by Malthus (1766-1834) and William Stanley Jevons (1835-82) many scholars and author has gave their own ideology about it and about resources scarcity due to rise in population, there are a lot of population increase especially in Asia and Africa. Many profound authors have greatly influenced and bestow to the sustainability discussions, they all made different theories and hypothesis pertaining the relationship between the environment and the human factors and subjects (Lee et al., 2000:9). The most popular and acceptable definition of sustainable development refers to the developments that fulfill or satisfy the needs of the today without damaging or jeopardizing the ability of the succeeding generations. By Brundtland (WCED 1987: 43).

In the early 1980s, there was a discussion about environmental concern which include pollution and jeopardize species, this paved way for government and public involvement across the globe (Ceron and Dubois, 2003; Cottrell et al., 2013; Huayhuaca et al., 2010). A solution was proposed to address this issue of sustainable development plan which has become important (Liu, 2003). Sustainable development was also discuss by Cottrell et al. (2013) as the development that satisfy the host present wants without jeopardizing the potential ability of the upcoming generation's needs WCED (1987).

Definitions of sustainable development was further expended, when principles of sustainable development was operationalize by the Earth Summit in 1992 (Cottrell et al., 2004). The concept of sustainability is about making sure that the present needs dose not jeopardize the future, it also aimed at bringing better environment, an environment that is harmless, it aim at bringing better economic balance, spatial and it also brings about better approaches and policies in the future (Godrey 1996, Coccossis 1996, Dougherty 1999). Once the principle of sustainability is applied to tourism development, the environment won't be polluted by sewage dump by the hotels; the land use will be well managed.

The concept which was generally accepted is now seen as an important concept to checkmate environmental security and balance development (Becker and Jahn, 1999; Dymond, 1997). At first sustainable development was only seen as environmental and economic issues. According to (Brida et al., 2010; Shen et al., 2009) sees sustainable development as a core importance in which it should include poverty alleviation, equality, justice, and empowerment of the local or host community. Sustainable development as pictured by (Cottrell et al., 2013), states that, the concept

of sustainable development is now considered as a continual process that range among any types of development.

The concept is also applied to different sector of the economy including tourism (Arasli et al., 2010). Cottrell et al. (2013) also postulated that tourism industry should be taken serious and it should be developed to benefits the locals, create jobs opportunity for the local community, invest in local tourism, make use of local materials, taking care of the biodiversity, applying traditional skill and finally to strengthen the local economy.

In other to achieve these, some mechanism need to be used to execute the actions, mechanisms for this action include legislation and policies in which it should benefit the locals. Sustainable development is an arrangement of approach to decrease costs, reduce pollution and control waste, it is also the application for increasing the economic growth and development, environment, social benefits, satisfaction of the tourist and the host involvement in the decision making process (Choi and Sirakaya, 2005; Cottrell et al., 2013; Liu, 2003). These application of sustainable development has led to the growth of tourism industry, it is also increasable becoming an importance to the stakeholders, the stakeholders are basically comprise of the people who are involved in tourism planning or tourism development plan, they are also people that implement the plan, they are creditors, employees, directors, government, shareholders, agencies including the host communities (Brida et al., 2010).

Many studies concentrated on the impact of sustainable development of tourism satisfaction focused on the customers and operators in which they believe is more important, while some limited number of studies also concentrate that tourism

satisfaction should be focus on the host communities and residents (Cottrell et al., 2013). Many scholars have also made emphasis that local community satisfaction is key when evaluating the sustainable development (Cottrell and Raadik, 2008; Cottrell et al., 2007; Curto, 2006; Gursoy and Rutherford, 2004). Therefore, this study aimed to assess tourism development and planning by applying the concept of sustainability.

Sustainable development has been proven by different authors that it can be achieved when we consider the balance between economic, social and environment of development (Kunz, 2006; Redclift, 2005).

### **3.1 Dimensions of sustainability**

For sustainable development to be able to manifest in the society, and be able to carryout it objectives by meeting the needs of the present and without damaging or destroying the future generation's needs, destinations must consider these dimension, many dimensions have been put in place, but the most acceptable dimensions are environmental, economic and socio-cultural. Any society that aim at achieving sustainability, will have to find the right balance between each dimension, in other for the comprehensive long term plan to be achieved. (Eden et al., 2000) also opined that, each dimension should have good institutional perspective to find a balance to handle and facilitate the growth in sustainability because it is quite difficult to balance these dimensions.

However, Spangenberg and Valentin (1999) came up with an idea on how to merge the dimensions together into a comprehensive structure and also they discussed the lapses among the dimensions (see figure 5) after much discussion and effort, they

came up with a comprehensive structural model, which is formulated around four integral dimensions:

- Economic sustainability
- Socio-cultural sustainability
- Institutional sustainability
- Environmental sustainability

In their framework, they explain how the four integral dimensions can be use, for the economic sustainability refers to the growth and development in the country, it also refers to manmade capital, these capitals are infrastructure which includes good roads, buildings and railroads, job creation and human welfare. All these mentioned above actually boost up the gross domestic product, that is, if they are well managed.

Socio-cultural sustainability dimension refers to the human capital. They are experience, knowledge, skills, awareness and behavior, the Socio-cultural sustainability also includes the human rights.

Institutional sustainability are basically the social capital, this capital comprises of the community involvement, government organizations, societal institutions, partnerships, power relationships and participatory planning process.

Finally the environmental sustainability refers to the biodiversity, resources and the natural capital (renewable and non-renewable) (Cottrell et al., 2013; Spangenberg, 2002; Spangenberg and Valentin, 1999).

With the above dimension, planners and stakeholders should take the social value

important because they affect the environmental conservation and entire proposals on sustainable development by the planners and the government (Bowen, 2010; Dredge, 2004; Dredge and Jenkins, 2003; Crouch and Ritchie, 1999; Godfrey, 1998; Pilgram, 1990).

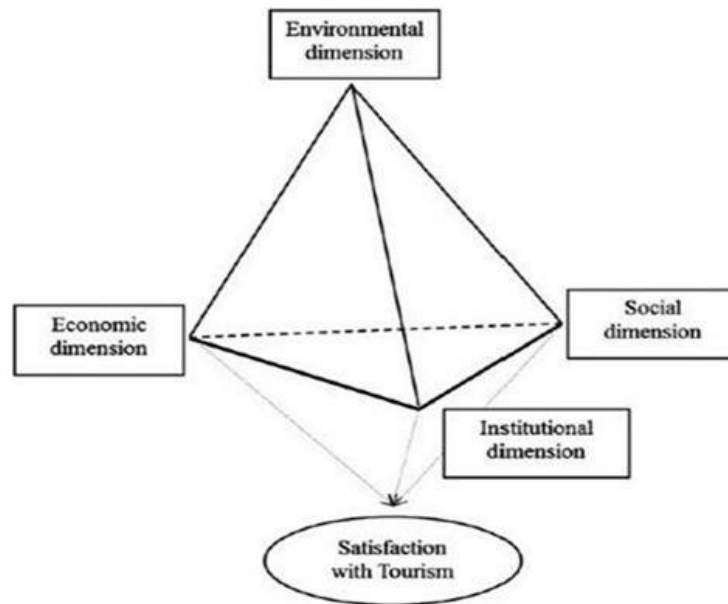


Figure 5: Dimension of Sustainable Development

The figure above explain the four dimensions of sustainability, it makes it easy to understand the indicators of sustainability (Valentin and Spangenberg, 2000). The dimension does not only focus on profit, planet and the people as core indicator but rather, it involves the institutional aspect or approach (Cottrell et al., 2013). However, the sustainable prism enable the creation of sustainable index, management and planning and good standard of living for the host residents (Cottrell and Cutumisu, 2006; Cottrell et al., 2007).

### 3.2 Who Plans Tourism

According to UNWTO tourism is the biggest industry in the world, as big as tourism is, it requires different planners to make it have a smooth operations. Tourism as an

industry has four main planners, which are the private sector, public sector, the nonprofit organization and the professionals who initiate tourism plan.

The business sector of tourism consists of the hotelier and restaurateur whose makes future development plan, their basic aim is to make profit. These business sectors go out looking for the best locations and good landscape to operate on, after this process, they decide on the kind of products to be produces, services to satisfy the travel market, the service render in the business sector is known as hospitality industry. Tourism produces more than one product such as transportation, accommodations, recreational activities, historic sites and tours. Apart from their primary aim to make profit, they also influence the decision making of the environment, value of the society and the infrastructure.

Tourism is a divers sector which is not only managed by the business sector but also an important sector called the public sector. The public sector which is the government, their main aim is to enact the law and order in the country. For a destination to have massive growth in tourism development, they need the help of the government to initiate the plan and also promote and advertise the countries tourism resources. Notwithstanding, government spent billions of dollars to promote her resources in other to attract the tourist, they provide the tourist with great attractions like museums, reserves, national parks, and archeological.

The nonprofit organization is another planner in tourism, which is the voluntary organization; this sector brings about great growth in tourism development through the help of the NGO. The nonprofit organization helps in developing and managing the recreation, ethnic, health, religious, professionals, historic and archeological for



her visitors. In the past years the nonprofit organization has increase the numbers of visitors who seek for cultural and natural attractions. Furthermore, the NGOs have rebuilt and modify the structure in protecting the lands and structures. These NGOs have great promise for tourism development mostly in the developing countries.

The professionals are also among the planners of tourism who plans many sectors in tourism. Their primary aim based on buildable site development, these professionals comprises of architects, engineers, environmentalist, archeologist, and many professional disciple. The architects helps in building good infrastructure like hotels, restaurants, resorts, theaters, aquariums, monument, arenas, and airport terminals. Architects can be found both in the private and public sector, their artistic talent, training and experience makes the planning project to be accepted by the government or the stakeholders.

### **3.3 Stakeholders in Sustainable Tourism Development**

The World Commission on the Environment and Development (WCED) which commonly known as Brundtland Report, in 1987, publish the common future, the report explained the concept of sustainable development as an international issue. Sustainability today has become very important concept and topic in alliance to tourism development and planning (Inskeep 1991; Southgate & Sharpley 2002; Yuksel, Bramwell & Yuksel 1999). Many profound authors has made it so clear that sustainable tourism development and planning is an inherent nature have negative and positive consequence on the economy, community and also the environment. In Gunn (1994) also opined that, no form of development that does not have so many comprehensive advancement as tourism does (p. 16). Choi & Sirakaya (2006), Inskeep (1991), and McCool (1995) additionally, what Gunn (1994) is trying to

imply is that, if tourism development is been planned erroneously it might wreck the resources of that nation example the social, economic and the environment, these three dimension which are the underpinned or basics of tourism in a given community. For a given community to have a successful tourism development it must be well, supervised and planned in a sustainable method. (Inskoop, 1991; McCool, 1995; Southgate & Sharpley 2002; Yuksel, Bramwell & Yuksel, 1999).

One main factor for sustainable tourism implementations to be successful, that plan must involve the stakeholders and the local community, they need the support of the community and the stakeholders, a successfully plan cannot be planned without these two groups, because each and every one of them plays a vital role (Gunn 1994). A stakeholder is a person or group of people, this group comprises of creditors, shareholders, government, and local residents etc., who are affected by tourism developmental plan in a community (Freeman 1984, p 46). Why planning requires stakeholders participation is because, planning is science and an art to achieve sustainability, a plan cannot be well carried out, if stakeholder participation is not there, stakeholders participation is needed because it involves handling multiple issues. Tourism development first issue is that, the decision in which a plan is been made are made at the highest conceptual level, whereby the decisions are made by experts. Most times the decisions made by the experts are not beneficial to the community opinion or public interest, why because they only initiate the plan without involving the locals, external decisions and opinion are not welcomed by the residents, but what these experts forget to know is that, they don't know much about a place, the local community know better because any plan made, either it successful or not it will affect the locals (Beierle & Konisky 2000). Also, public participation will lead to better plan, in which room for conflict will be avoided by the

stakeholders and the locals (Healey 1998).

In Ioannides, (1995) study, made mention of problems that will occur if stakeholder's participation are not involved in the planning process. In the early stage of tourism planning in Akamas, the locals declared that they were not included in the issues and discussions about the tourism planning process, the government refuse to take their own opinions into consideration while developing and establishing the national park in that area, conflict and misunderstanding arose whereby the locals decided to take drastic action to put an end to the development of the park, the government carried the plans alone, they said they did not involve the locals because they believe it will stir up trouble (p 590). The government believes that if the plans are been kept secret and quite, the plan could be accomplished without much difficulty (Ioannides, 1995). Many studies have proved that sustainable tourism development cannot be accomplish if stakeholders participation are not involved in the planning process, other articles (Briassoulis 2002; Robson & Robson 1996) also endorse Ioannides' judgment that before sustainable tourism development can be a success, stakeholders participation should be involve in the entire planning process.

### **3.4 Planning Models**

Regional planning is focus on improving the attractions, promotion, advertising and service facilities for the tourist. Regional development plan also is based on increase, in the volume of participation whose intention is to increase the number of tourist, by so doing, this tourist will spend more on tourist products and attractions in other to generate more income for the country and also it creates job opportunities and increase tax revenue. Regional planning is mainly large landscape that contains various shapes and forms, the governments are always in charge, they make the law

which cannot be violated, regional planning comes when we have large landscape, the governments are responsible of the state and policy in the region.

Regional planning is for everybody's participation and agreement, the participants are the professionals, NGOs and the stakeholders, and they are all involved in designing the regional plan, after the process of participation time is required, However, with the increase in participation, there are two main important factors we must consider.

The first factors to be consider is that, there should be increase in demand of that district, meaning that several people, at their place of origins, should be able to present the desire and the ability to travel and also take part in what that region has to offer. If potential tourists want to visit the region, they should have money, time, equipment, and transportation.

Secondly, if huge numbers of visitors are planning to visit this region, there would be changes in the present level of offerings, that is, the supply must take place (C2), which means there must be increase in either the physical plant or the total number of offering. Furthermore, shift of market or more people must be accommodated at more lodging, transportation, food service, retail sales and attractions. The purpose of regional planning is the progress and development of the state. (See Figure 6).

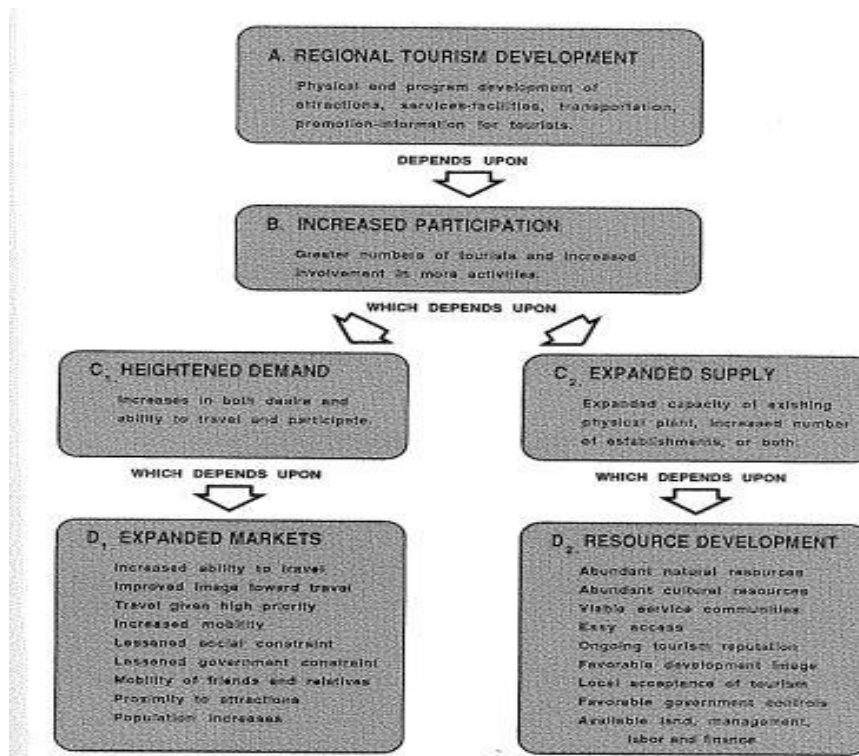


Figure 6: Regional Tourism Development Model

Destination planning is also known as destination zone and community tourism, whereby the fundamental practical and spatial components include attraction, access, gateway, and one or more communities and linkages betwixt the communities and the attractions. The mechanism that influences the destination for travelers is arranged by the attraction complexes. These attractions complexes are the geographical areas in a destination, which have good rooted natural resources and man-made resources which is supposed to be developed to provide for tourist activities, but in the case of Delta state, Nigeria reverse is the case because the government have nonchalant attitudes towards tourism development. These attractions are what a given destination must have, which also have two main functions, which is the activities that draws tourist to the place and also they have to fulfil the tourist expectation. The complexes in destination is use to imply value in clustering suitable attractions simultaneously either by tour or physical,

furthermore, these destination attraction complexes peradventure are within the main city or the remote area example national park. (See Figure 7)

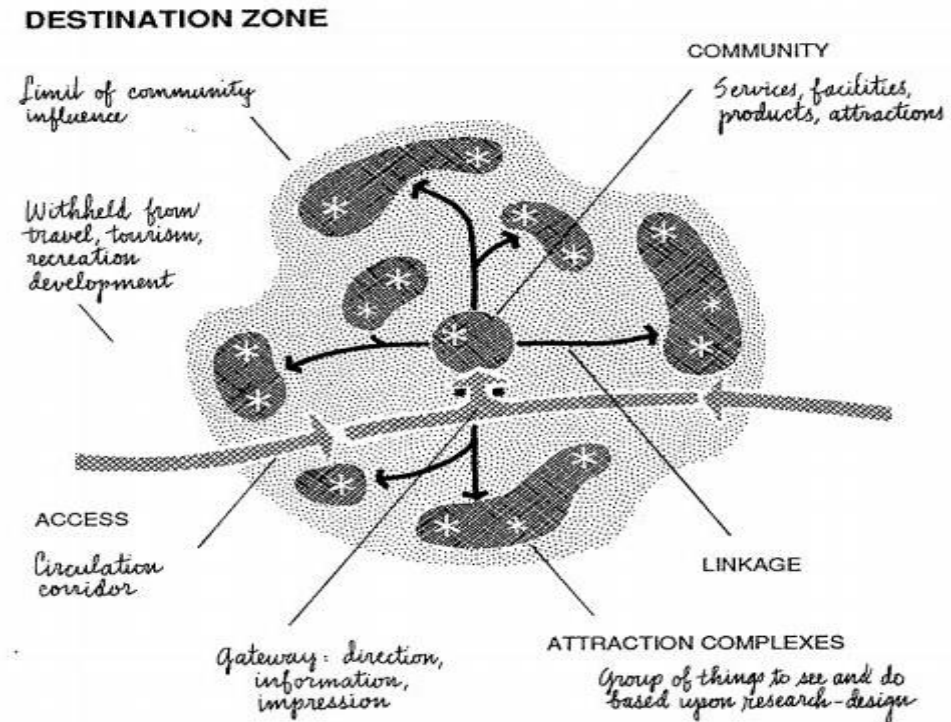


Figure 7: Destination Planning Concept

In the year 1977, Baud-Bovy and Lawson issued their own approach to planning outdoor tourism development and recreation which is called product analysis sequence for outdoor leisure planning called PASOLP. It was elaborated by Baud-Bovy (1980, 1982). Baud-Bovy elaboration was based on his experience of planning concepts and its principles, which is applied in several countries today. In his approach he stressed about integrated planning, which means planning should break the traditional technical planners approach, furthermore, Baud-Bovy opined that, planning should be integrated with a country's policies, with her related sector of the economy, structure of tourist industry and physical environment.

Figure 8 below shows his experiment of PASOLP approach in Niger (Baud-Bovy 1982, 312). However, Baud-Bovy states that planning should be an ongoing approach or process because tourism is vagaries which are the politics, economy, fashion.

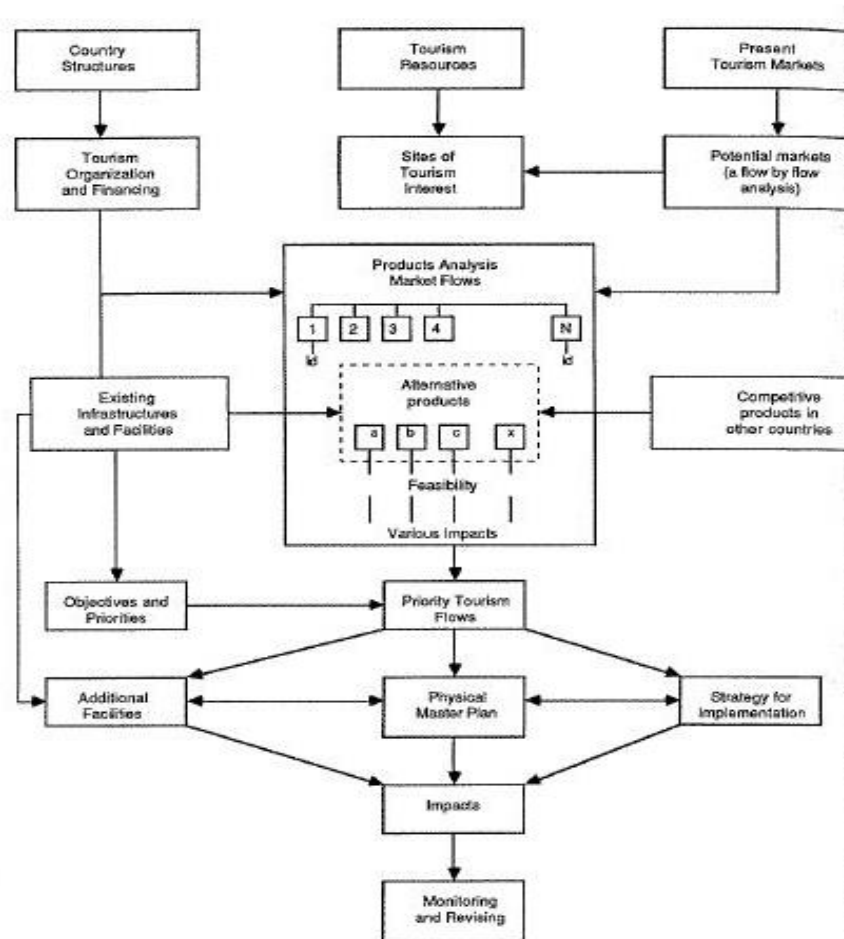


Figure 8: Products Analysis Sequence for Outdoor Leisure Planning

Another important aspect of regional planning is to identify the region competitive advantage, which was introduced by Ritchie and Crouch (2000a and 2000b), they have made several research and they have also conceptualized about the significant factors which influences the region competitiveness (see figure 9). A region competitiveness are hereditary influence which represent a country's DNA, which already is in the region, they are, capital resources, cultural resources, physical

resources, infrastructure tourism, historical resources, and knowledge resources. These resources are natural endowment or starter pack a planner needs to develop future tourism. Every destination has either comparative or competitive advantage; the competitive advantage is macro while the comparative is micro. Competitive advantage is when a destination is bless with some natural resources in which other destination don't have, planners here will help to identify the country's competitive advantage which means resources deployment, the resources you are going to deploy.

Comparative advantages are the resources endowment that a destination have which are lakes, forest etc., there are two types of comparative advantage a destination might have comparative and competitive. The comparative are entity that are naturally available for the destination, it means that the destination is bless (endowments), when the resources is well taking care of it called resources deployment.

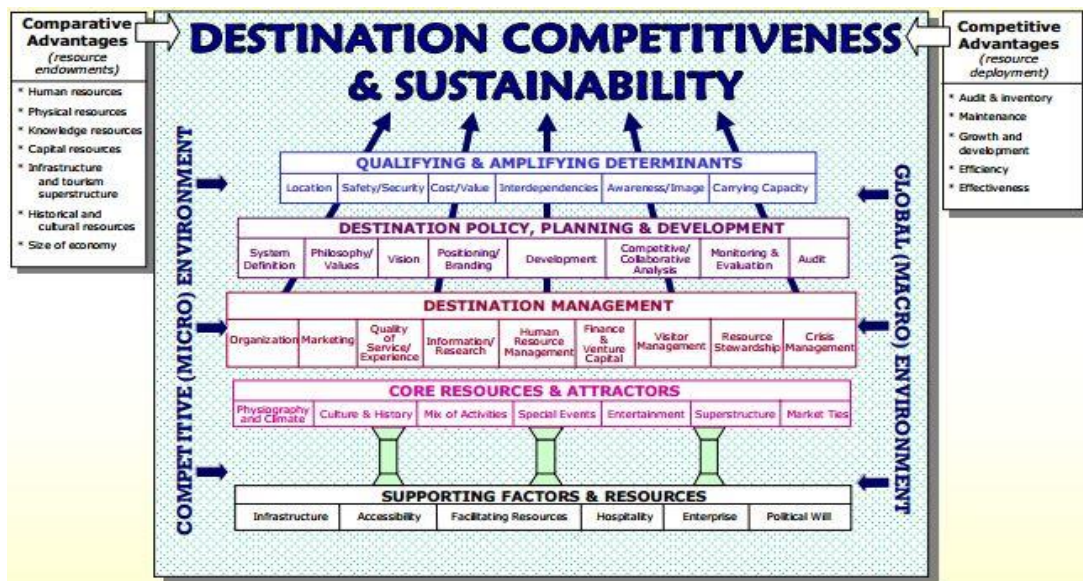


Figure 9: Competitiveness and Sustainability



### **3.5 Regional Planning Goals**

Before a plan can be initiated, the planners involved have certain goals to be achieved at the long run.

- Citizen involvement: whereby every unit and stakeholders must take part in the planning process
- Land use planning: the planners should be able to preserve the environment against pollution and dead hotels, when the landscape is polluted by most hotels and the visitors, the use of regional planning is very important.
- Forest land: forest is important because is the main resort for food production and the identity of the state, the forest in regional planning is use for camping, biodiversity, animals, birds and bag parking, this forest are protected for the purpose of tourism because they are wealth creation for the country.
- Agricultural land: regional planning try to protect the agriculture sector for unnecessary development like the dead hotels
- Air, water and land resources quality: they aim to provide clean air, water and landscape to the citizen.
- Area subjected to natural disaster and hazard: most areas are prone to natural disaster like erosion and flooding. Regional planning tries to prevent this unforeseen disaster.

### **3.6 Theoretical Framework of the Study**

In other to prepare comprehensive tourism developmental plan, every destination need to use the model below in figure 10. The model explains the concepts of developmental plan which comprises of the study preparation, determination of objectives, analysis and synthesis, policy and plan formulation, recommendation and

implementation and monitoring. In other for planning to be effective, a region need to apply these factors, the first step is the study preparations, which involve the government, the government here is to prepare tourism plan, initiate the planning process by setting out policy, law and order in which no one else can initiate the process. This policy are to be decided by the government, the private sector here are also involved but they cannot initiate the process, this theoretical framework support this study, because this policy is also the same in Nigeria, the government are the ones who initiate the planning process.

Preparation in terms of reference In inskeep model, talks about the legal document, a draft that explain the process, the nature, aims and objectives of the plan, example Nigeria, if the government want to initiate a plan, first they will need term of reference, which is lawful and legal enclose by the parliament, once this process is not applied, there will be a huge consequences which can be costly, because if anything goes wrong in the plan it will affect the land use, which is the environment because thousands of land is going to be allocated to this plan, in which it will affect the livelihood of the people.

The study team comprises of the professionals, we need these professionals because planning is a multi-disciplinary process, planning is also an instrument, science and art to achieve sustainability, so therefore, one need a team. The team comprise of environmentalist, physiologist, sociologist, administrators, engineers etc. All these experts are mentioned because planning is going to affects all these areas. Then we also have to consider the preliminary objectives, these objectives are specific and measurable which is used to implement the strategies, one of the strategies can be economic, whereby the planning process increase the gross domestic product and the

income of the country, another aim is to increase the quality of environment, another aim is to maintain and recover the biodiversity which is decline.

The survey in this theoretical frame work is the research method use to collect data (information). This is important and significant to any plan, survey is also a technique to collect data, in which the data have to be accurate, updated, collected and field by expert.

This theoretical frame work tend to explain the phenomena of planning in Nigeria, although the same method is been used in Nigeria as the case maybe, in terms of government involvement, study team and other factors mentioned by the figure 10 below, but Nigeria only follow the process with mouth, but fail to implement it.

Sustainable tourism is mandatory to all political leaders, stakeholders and the locals to participate in the planning process in other to achieve sustainability. In other for sustainability to be achieve, it requires continuous process and also consistent monitoring of the planning process. However, sustainable tourism brings about tourist satisfaction, which makes their vacation more meaningful by giving them meaningful experience, it also pave way for promotion and advertisement about sustainability and also raising awareness (World Tourism Organization, 2004).

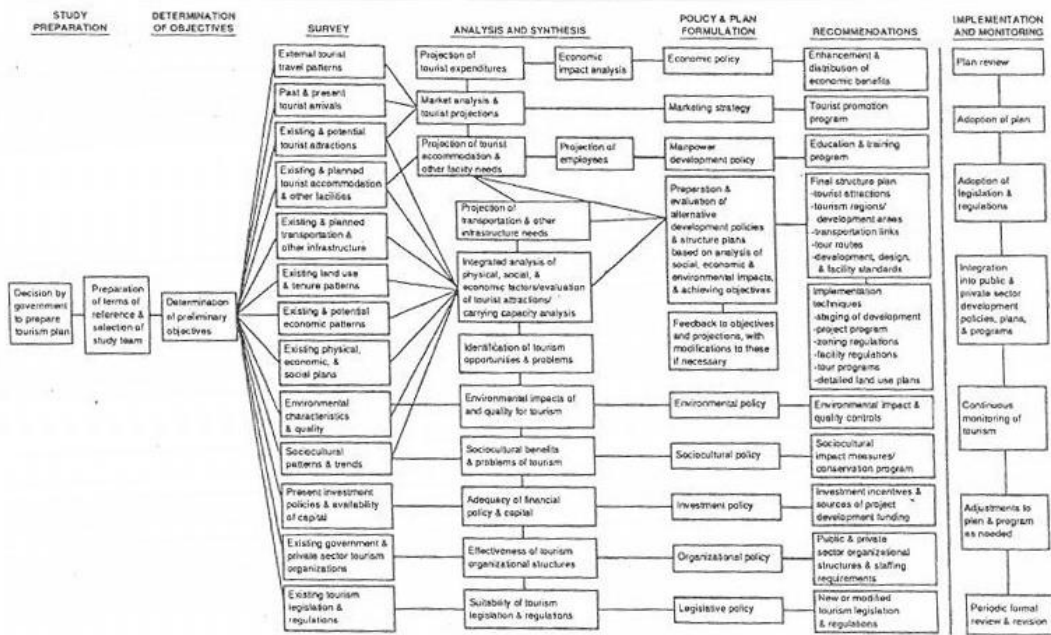


Figure 10: Process for Preparing the Comprehensive Tourism Development Plan at the national and regional levels.

## **Chapter 4**

### **TOURISM IN NIGERIA**

#### **4.1 Overview of Tourism in Nigeria**

Nigeria as a nation is a multicultural country, which is also the most populated country in Africa with over 250 ethnic groups, who speak over 500 languages with it population of over 140 million (Dantata, 2011; Jakada and Gambo, 2014). Nigeria is situated in West Africa, sharing her borders with Cameroon and Chad in the east, Benin in the east and Niger in the north. Nigeria contains 36 states with her federal capital which is located in Abuja.

In Nigeria, tourism and hospitality sector includes food and beverage, accommodation, adventure, travel trade, transport, event and conferences, attractions and tourism services, listed by Esu (2012, p. 279). Esu and Inyang (2009, p. 31) further discussed that, these sectors of Nigerian tourism can be classified in 3 subsystems which are destination subsystem, tourism retailing subsystem, and transportation subsystem, in which they gave examples of what comprise of these subsystem, for tourism retailing, it comprises of tour operator and travel agency, before a tourist want to come to any destination of their choice, the first step is to either approach travel agency or the tour operator to get their holiday package, packages includes flight reservation, hotel booking, safari tours or any other tours that the destination has, while transportation subsystem comprise of bus, car, airlines and cruise ships these are the tools that a tourist can use to access their way round the

destination they are going to, and for the destination subsystem involves attractions, conventions, accommodation, shopping areas, facilities, food service, recreational activities, festivals and sport. With the above subsystem, these are the main attributes every destination must have and these are the main tourism product apart from the experience it gives. In Nigeria hospitality industry, food and beverage sector are commonly considered as hospitality, hotels, restaurant and food service companies provides this at large extent. Nigeria also have multinational brands that provides food and beverage service in Nigeria such as Sheraton, Radisson (Blu and Park Inn), Transcorp Hilton, Best Western, Intercontinental Hotels, Accor (Ibis), and many more (Obinna, 2014). Other domestic and international brand includes Eko Hotel and Suites, Rock view, The Wheat baker Hotel, The Moor house, Novotel and Chida Hotels and many more are located in major cities (Jakada and Gambo, 2014). According to Jakada and Gambo (2014), gave their own view about hospitality sector, they said hospitality in Nigeria is a strong sector in tourism and travel industry, notwithstanding Nigeria is a country that is rich in oil production (Karatepe and Magaji, 2008; Karatepe and Olugbade, 2009), with her riches and natural resources, corruption has eaten away the business environment which is now seen as one of the most corrupt nation worldwide (Erondu et al., 2004; Okpara and Wynn, 2008). Apart from corruption, the global perception of Nigeria, Nigeria is now among top dangerous country in the world due to lack of security (Nzeako, 2014; Suleiman, 2010) with this global perception it has kill tourism growth in Nigeria, tourist no longer visit because they are scared of their lives, because of terrorism and now the economy is going into recession (Karatepe and Aleshinloye, 2009; Karatepe and Magaji, 2008).

Nigeria tourism and hospitality industry is afflicted with major challenges like

insufficient salary, long working hours, stress at work, gender inequality, and job insecurity (Adeyemi et al., 2006; Karatepe and Magaji, 2008). Another major challenge or issues face in the hospitality industry is the issue of overpriced charge by hotels, who deliver poor service and rated 3 star Sanni (2009), (Akpabio, 2007) also said is due to poor service quality while (Nwosu, 2008) suggested that, those services render have unethical behavior. Nigeria hospitality industry lack all the issues mentioned above, because most of the staffs are not qualified for the job, most of them have secondary school leaving certificate without no experience, even those with university degree don't have discipline in hospitality, but because of connection which is man know man, jobs are been granted to them, with all these they will end up delivering bad service to guest. Despite the magnificent growth of tourism years back Dantata (2011) and Sanni (2009) indicate that another major problem with Nigeria hospitality industry is the problem of lack of law and guidelines for sustainable operations.

In other for Nigeria tourism sector to grow and be able to compete with other in the global market, her ethical problems must be reviewed and rephrase in other to achieve sustainable tourism development and vision 2020 objectives (Dantata, 2011).

#### **4.1.1 Nigeria: The land of Ibos, Hausa, Yoruba and other: (I.H.Y.O)**

The country Nigeria came into existence with the amalgamation in 1930, Northern and Southern protectorate. The country was thither to administered separately; with the major dominate ethnic groups being the Ibos in the East, the Hausas to the North, the Yoruba's in the West while many ethnic nationalities dot the whole land scape. Hausa, Ibo, Yoruba Languages are recognized, but English Language is mostly used in official transactions. Presently, the country has an estimated population of 184 million people in 2015. Nigeria population density is 199.9 people per square

kilometer. The total area of Nigeria is 923 770km<sup>2</sup> according to the United Nations statistics division. It has 36 state structures with Chief Executive of each state being the Governor elected through popular votes.

Nigeria practices Federal System of Government with the three arms of government the Executive, Judiciary and the legislature acting independently and co-coordinating with each other for the smooth running of the government, The Head of state being the commander of the Armed forces and Chief Executive with wide powers. While the Executive Arm of the government executes the law, the legislature enacts laws while the judiciary interprets the law. The country is mainly populated by Christians and Muslims. While Christians are mostly from the middle belt to the south, the Muslims dominate the Northern part of the country with pockets of pagans and unbelievers. The weather in the country were planned by mother nature that it was so to say divided in such a way that both the rainy season and dry season have equal mouths to themselves. The people are very friendly and hospitable that everybody seems his/her brother's keeper. Douglas A, .Phillips (2004).

In Nigeria no government both at the center and at regional level can succeed without the co-operation of the traditional ruler which is believed to be closer to the people. These traditional rulers go by different named. In Calabar he is called the Obong, the Igbos calls theirs Obi, Yoruba call theirs Oba while the Hausas called their Emir. Although, many ethnic nationalities which spread across the length and breadth of the country also go by different names, such names include Gowon gwom for the Birons, Amanayabor for the Ibibio's, etc.

One major characteristic of Nigerians is that each segment that makes up the country



called Nigeria has its unique dance steps and customs. The dance steps can easily identify such an individual from he/she comes from.

## **4.2 Geography of Nigeria**

Nigeria is a federal republic with a federal constitution which is sited in the West Africa, Nigeria has close boarder with Benin from the west, Cameroon and chad from the east and Niger from the north. Nigeria lies on the Gulf of Guineas in the South and it borders Lake Chad to the Northwest Africa along the Atlantic Oceans of Gulf of Guinea. The geographical features of Nigeria also include the Adamawa high land, Mambila Plateau Jos Plateau, Obudu Plateau, the River Niger, River Benue and Niger Delta. Nigeria comprise of 36 states, whereby her federal capital territory is located in Abuja. Nigeria largest cities comprise of 5 states which are Lagos, Benin city, Ibadan, Port Harcourt and Kano, Nigeria is a democratic nation. Nigeria has over 250 ethnic groups and tribes in the past millennium. Before Nigerian gain her independence in the year 1960, the nation was governed by the Britain, the British people made it a modern state in the early 19<sup>th</sup> century, merging the southern and northern protectorate in 1914, their system of government then was indirect rule making use of the traditional rulers and chiefdoms. Douglas A, .Phillips, (2004).

Nigeria is called the giant of Africa because Nigeria have large economy growth and large population growth, as at now, Nigeria population is approximately 184 million people, which make it the most populated nation in Africa. Nigeria is comprise with 36 states, whereby 7 states among them is the most populated state which is situated in the North-West region, her population is 35, 786, 944. Another most populous states in Nigeria is the South-West region, comprise of 6 states with the population estimate of 27, 266,257. The next most populated state is the South-South states,

which comprise of 6 states, their population is 21,014,655. The next populated state in Nigeria is the North-Central region which is also the federal capital territory Abuja, Abuja population is 1,405,201 and the northern states comprise of 20,266,257. The North-East covers 5 states with a population size of 18,971,965 while the South-East region has a total population of 16,381,729. Douglas A, .Phillips, (2004).

Furthermore, the northerners are the most populous region, in Kano state which is also part of the northern state, this state is the most populous state in Nigeria with 17,000,682 followed by Lagos state with population of 9,013,534, states like Oyo, Katsina, Kaduna and River state are having a population estimate that is having more than 5 million. The states that have population below 2 million are Benue which is 1,703,358 and Nasarawa 1,863,275. Douglas A, .Phillips, (2004).

United Nations stated that Nigeria is experiencing rapid growth in population, which has the highest growth rates in the world, they predicted that in 2005 to 2050 Nigeria will be part of the eight countries whose population will be half of the world total population and also the country will also have increase in population between 505 million to 1.03 billion. With previous census rate, Nigeria has been growing in population yearly, in 1950 during the early stage of civilization; Nigeria was only 33 million, whereby one in 5 African is a Nigerian. Currently, Nigeria is now the seventh populous nation in the world.

The age structure of Nigeria below 14 years old is 44 percent whereby females are 26,872,317 and the males are 27,181,020. Age group from 15-64 years is 53 percent of the country's population, the females are 32,337,193 and the males are

33,495,794. Furthermore, in Nigeria the most politically and influential ethnic groups in Nigeria are the Hausa and Fulani, they cover 29 percent of the country's population, while the Yoruba's covers 21 percent, Ibos 18 percent, Ibibio 3.5 percent, Ijaws 6.5 percent, Kanuri 4.1 percent and Tiv 2.5 percent. Douglas A, .Phillips, (2004).

Half of Nigeria populations are muslims which covers 50 percent, while 40 percent are Christians and the remaining 10 percent are traditional worshipers. The literacy rate in Nigeria as of 2004 was 69.1 percent of the population, the female literacy percentage was 60.1 and the male was 78.2. Nigerian official language is English. Falola & Toyin, (1999).

#### **4.2.1 The six geographical Regions of Nigeria**

- **South West:** In the western region of Nigeria could be said to be where civilization or modern life had its strong root. With the places like Lagos, Ibadan were the first university was built, first T.V. station, first industrial estates. The region is the industrialized states in Nigeria. (Ogun state), commercial capital of Nigeria (Lagos) which makes the region the economic power house of the country.
- **South:** This region with Garden city Port Harcourt, the third most important city of Nigeria and Calabar, the tourist capital of Nigeria. This region happens to produce large quantity of crude oil and accounts with the highest amount of GDP.
- **South East:** The presence of large market in this region boasts the rate of development there. Places like Onitsha, Aba, and Nnewi attract big investors. It is also a home of creative minds.
- **North West:** Is the home of the caliphate, the Sultan of Sokoto resides here. It

also includes states like Kano the commercial center of the north, while Kaduna state could be described as the defense capital of Nigeria.

- **North central:** Benue, Kogi, Nassarawa and the federal administrative capital of Nigeria dwell in this region. Poverty is still very well pronounced in this region.
- **North east:** This Region ranks lowest in terms of everything due to insurgency there. The climate also does not help matters as rain fall is a scare commodity in the region.



Figure 11: The map of Nigeria



Figure 12: Map of Delta State Nigeria

### 4.3 Nigeria Economy

According to C.I.A world fact book, Nigeria is a middle income, mixed economy and emerging market, with expanding financial, service, communications, technology, and entertainment sectors. It is ranked as the 21st largest economy in the world in terms of nominal GDP, and the 20TH largest in terms of purchasing power parity. It has lost its position to South African due to wrong policies. It is reemerging, though currently under performing, manufacturing sector is the third largest on the continent of Africa. It is the hub of business transaction for West African sub region.

In 2012, Nigeria was ranked 30<sup>th</sup> in the globe with her GDP. Nigeria is fifth in oil export and also the biggest trading company to United State in the whole of sub-Saharan Africa with 11% of oil imports which has trade surplus of 70% with American and other countries worldwide. In the early 70s, Nigeria witnessed boom

and recorded high gross national product. Subsequently, the money was mismanaged as corruption took the center stage. There were no sustainable development, but Nigeria lived a life of expenditure. Now most of the industries in Nigeria have folded up or about to leave as a result of wrong policy.

According to the IMF due to the economic and political crisis faced by the Nigeria it will slide into recession this year 2016 for the very first since 20 years ago, presently Nigeria economy is bad and she is facing great recession, Nigeria crude oil price has gone low instead of increase, Nigeria is the continents top oil producer, which is also foreign currency shortage, Nigeria is facing high rate of inflation and the state revenue is falling.

Nigeria economy is in great distress in 2015, after the restriction of the central bank on currency, they gave this order to protect her foreign currency reserves, and furthermore after the economy shortage of foreign currency, the economy began to scare off investors. During the past three months the economy diminish by 0.36%, after the decrease in the economy the IMF reduce her forecasted plan for 2017 to 3.5% to 1.1% (<https://www.ft.com/content/>)

### 4.3.1 Nigeria's International Tourism Statistics

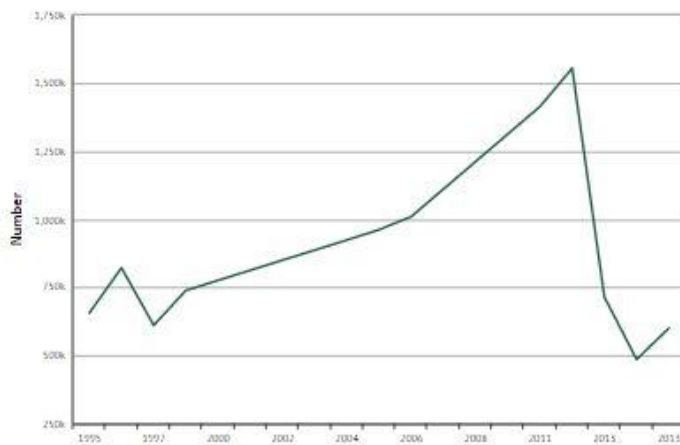


Figure 13: Nigeria Tourist Arrivals

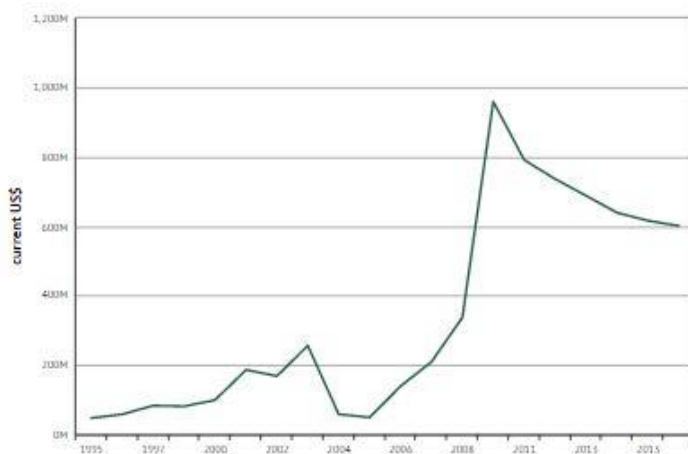


Figure 14: Nigeria Tourist Receipts

### 4.4 Nigeria culture

According to Kim Ann Zimmermann, live science contributor describe culture as the characteristics and knowledge of a particular group of people. Culture can be defined as shared patterns of behaviors and interaction cognitive constructs and understanding that are learned by socialization.

Nigeria being multi-ethnic has different culture and beliefs. These cultural beliefs are expressed in different ways which includes dancing, folktales, arts, divination

dresses, wrestling (sports of different types) horse riding festivals etc. Other cultural expression of Nigeria are found in various masquerades the Ekpe and Ekpo masquerades of the efik/lbibio/annas/Igbo peoples of coastal southern Nigeria and the northern Edo masquerades, Nigeria culture also expresses its self in clothing. Their clothes are unique and attractive Lace, Jacquard, Ankara and Adore. Nigeria clothing for women include Buba, Kaba, Iro, Gele, Iborun while that of men include Buba, Fila, Sokoto, Abeti-aja and Agbada.

#### **4.4.1 Nigeria food culture**

There are over two hundred and fifty different tribes in Nigeria and each tribe has its unique food culture. About thirty percent of women are full house wife, while some are petty traders and about forty are gainfully employed. Be that as it may, the place of women according to tradition is in the kitchen and therefore the type of food from a particular area determines where the woman came from. For example a woman from Calabar specializes in Edikaikong, Owerri women are noted for Ofe owerri, and Yoruba women are known for Ewedu soup while the soup culture of far north are not so popular.

#### **4.4.2 Some of the Nigeria food culture includes**

- Washing of hands: For any Nigerian person, it is a taboo if hands are not properly washed before eating.
- Don't touch the meat: During eating no one is expected to take meat in the soup until after eating and the meat or fish is shared.
- No talking: People must concentrate on eating and therefore, no one is expected to be talking so as not to allow unforeseen danger of talking while eating.
- Cooking mainly for women: It is expected that women's office is the kitchen and therefore, food must be prepared by the women.



- Covering of hair: During cooking it is expected that all women must cover their hair.

#### **4.4.3 Strange Culture beliefs**

Some cultures which are considered anachronistic still survive till date which include

- Shoro festival: This means testing the endurance maturity of boys by flogging them before they can be ascertained to marry a wife.
- Magum: The Nigerian society frown at adultery. The Yoruba ethnic group uses this powerful juju (black magic) to obtain loyalty of wives to their husband.
- Inheritance practices: The inheritance practices are rooted in the belief by many that a wife herself is a property that can be passed around. In some Nigerian culture where a man dies, the wife could be inherited by his junior brother.
- Widowhood practice: In Nigeria, when a husband to a woman dies for the woman to prove her innocence to the cause of death, she undergoes some humiliating practice to prove her innocence. Some by swearing with the corpse or drinking water used in bathing the corpse.
- The servant hood: Mostly in the eastern part of the country among the Ibos, children are given out at early stage of life to learn a trade from his master for a number of years.
- Witch hunting: When an individual is suspected to be a witch some kind of torture or intimidation are meted to the accused to enable confession.

#### **4.4.4 Chieftaincy Titles**

Titles are associated with aristocracy to show that someone has 'arrived' or have made it in terms of acquiring wealth both in cash, materials or in marrying many wives.

Titles enable the title holders to be exempted from certain communal work and it is also accepted to share from any sharing formula according to seniority in obtaining

such title. Particularly in Igbo land anyone who have not got any title are viewed as weakling. Some area without the required title one cannot be accorded the respect and privilege done to others in the same camp.

#### **4.5 Nigeria Resources**

Nigeria is blessed with wide range of both human and natural resources. In the area of natural resource, each state of the federation can boast for one type of resource or the other.

- In Abia state gold, lead/zinc limestone, oil/gas and salt.
- Abuja: Cassiterite, Clay, Dolomites Gold, lead/zinc, Marble and Tantalite.
- Adamawa: Bentonite, Gypsum, Kaolin and Magnesite.
- Akwa Ibom: Clay, lead/zinc, lignite, limestone, phosphate, oil and gas salt, Uranium.
- Anambra: Clay glass sand, Gypsum, iron-ore, lead/zinc lignite, limestone, phosphate salt and oil and gas.
- Bauchi: Gold Cassiterite (tinore) columbite, Gypsum, wolfram, lignite, Iro-ore and clay.
- Bayelsa: Clay, Gypsum, lead/zinc lignite, limestone, manganese, oil and gas and Uranium.
- Delta: Clay, Glass sand , Gypsum, Iron- ore, Kaolin, Lignite, Marble and oil and Gas
- Rivers: Clay, Glass sand, Lignite marble and oil and Gas etc.

#### **4.6 Nigeria Social Life**

Nigeria social life varies greatly between urban and rural areas otherwise known as villages. It also cut sharply along religions and ethic divide and with its attendant levels of education. Throughout these segments of Nigeria society most of them have

great attachment to family and especially to children and a defined roles for women and men, a hierarchical social structure. Most decisions in the society are championed and decided by men, that even these so called decision by women by themselves must have concurrent blessings of the men to actualize. The men have over bearing influence over women who have however less educated and less enthusiastic about fighting for their rights. Women work virtually all house work and child care including farming, but in the northern part, especially the Muslim community women are confined to the house in accordance to religious belief (purdah). Many women in purdah participate in a hidden trade in craft articles, prepared food stuff, and other goods using children as courier which encourage drop out from school.

Another aspect of Nigeria, social life is polygamy, which is widely practiced in the northern part of Nigeria among the Muslims and also adherents of traditional religions. Even arranged marriages are rampant among them with under aged girl being given out for marriage. Nigerian social life revolve around ceremonies such as wedding, naming of children, opening of new building, conferment of chieftaincy titles culture festivals such as “Ine festivals”. Those adult in the city enjoy going to cameras, public performance, club dance, watching sports, and bars for Recreation.

Some Muslim women for example among the Hausa folks have their own social institutions revolving around, the Bori, a cult of spirit possession. Bori ceremonies provide women with a forum for interaction that is relatively free of male control and offer explanations and remedies that help women to cope with problems such as death of their children.

In terms of diets, people from the northern part deal with grain based dishes such as tuwo da miya, a thick sorghum porridge eaten with spicy, vegetable based sauce, whereas people of the south dishes made from root crops such as pounded yam and garri are more common in the south. In the north a great number of people do not drink alcohol especially the Muslims. They are more inclined to tea and soft drinks in non-Muslim communities both in the north and south, drink beer or traditionally brewed drinks. In the south for every meeting to worth its salt, kola nut must be presented.

#### **4.7 Institutional Structure for Tourism in Nigeria**

Developments of tourism structure in Nigeria have both federal and state experience. At the federal level,

- Centre for Blacks and African Arts and Culture: Is located at national theatre Igunmu, Lagos with its magnificent edifice. It houses material for research and expansion of Nigeria tourism industry and more especially FESTAC 77 documentaries.
- National Commission for Museum and Monuments: This federal Tourism structure is located at plot 2018 Cotonou crescent, Wuse zone 6 Abuja. Here historical structure such as the ear in which the former head of state Gen. Muritala Muhammed was killed was displaced. Records of monuments all over the country could be accessed with much ease.
- National Gallery Art: Here is a complete collection of art work from different locations and individuals for easy accessibility, is located at plot 684, cadastral Zone, Utako PMB 456 Garki, Abuja.
- National institute for cultural orientation: which is located at 3 sirasso crescent, off kangeme st, wuse Zone 6, Abuja is meant to disseminate information and new

ideas about Arts and Culture.

- National Orientation Agency (NOA): is situated at Block B. 27, Garki, Abuja is saddled with the enormous responsibility of changing the perception of people toward imbibing positive thoughts towards Nigeria developments.
- Nigeria institute of hospitality and Tourism: This office is at 3 Hargeusa Street, off Accra Street Wuse Zone 5 Abuja. They regulate the hospitality (Hotels) and the likes for increase productivity
- National Theatre/National troupe of Nigeria: This office is at national theatre complex Igunmu, Lagos. As the name implies are the agency that advances the cultural heritage of the country to both within and without Nigeria as to show case what she can offer in physical presentation.
- Nigeria tourism development composition: Is located at Block 2 Sejadu St Wuse Zone 4.1pmb167 Garki, Abuja. Here the activities of tourism development in Nigeria are planned and executed. It is also worthy to note that states in Nigeria also have structures independently from the federal government for tourism.

#### **4.8 Tourist Attractions in Nigeria**

Nigeria which is the populated country in Africa, the country tourist attraction has been untapped, the attractions includes lush mountains, exotic beaches, culture, preserved tradition and enchanting tourist attractions. Nigeria has spiritual shrines and ancient cities, whereby any tourist who visit this great nation is left with a breathtaking, excitement and suspense. Here are the top tourist attractions in Nigeria:

- Obudu Mountain Resort: this resort is above the sea level, which is on the Oshie Ridge located in the famous mountain in Nigeria called the Sankwala Mountains. The Obudu Mountain has a great temperature and good climate, with idyllic tranquility, beautiful scenery and breathtaking view. This resort is one of the

famous tourist attractions in Nigeria which is located in Cross River State.

- Ngwo Pine Forest: this attraction is the unique forest that is found in Ngwo Pine, Enugu State, many tourist who visit Nigeria often visit this place because of its romantic nature, and for those tourist who seek for adventure.
- The Tinapa Free Zone & Resort: is a leisure and business resort which is located in Cross River State. The resort covers 860,000 sq. The resort is rich in taste and culture, which has a magnificent scenario that amaze the visitors. The resort has mini amphitheater, children's arcade, pubs and night clubs, restaurants, Studio Tinapa and Nollywood.
- Osun Oshogbo Grove: this attraction is the only attractions in Nigeria that has sanctuaries, sculptures, art works and shrines. The art work is created to honor the goddess which is also UNESCO World Heritage Site.
- Ogbunike Caves: This caves is an ideal tourist attraction, the cave is associated with spiritual and historical importance. When descending downward in the cave you need to take 317 steps. This cave is located in Anambra State.
- Coconut Beach: This is the best and famous beach in Nigeria, the beach has beautiful ocean view and is perfect place for relaxation, it is called coconut beach because the beach is surrounded by coconut. This beach is located in Badagry, Lagos State
- Millennium Park: is the largest part in the federal capital territory Abuja, the park was inaugurated by Queen Elizabeth II, right now the park is known as relaxation haven and kids paradise.
- Yankari National Park: this park is known for wildlife which is located in Bauchi State; the park has natural warm springs water which is one of Africa eco-destinations.



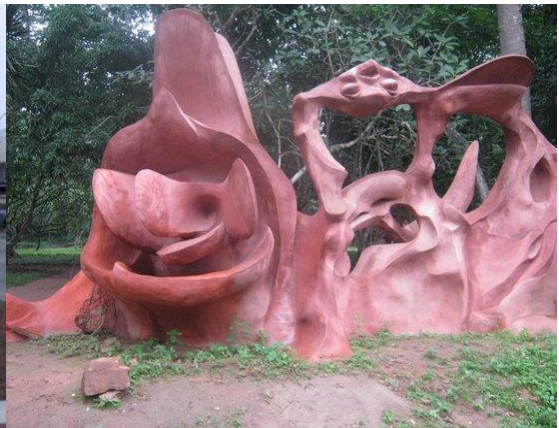
Ngwo Pine Forest



Obudu Mountain and resort



The Tinapa Free Zone & Resort



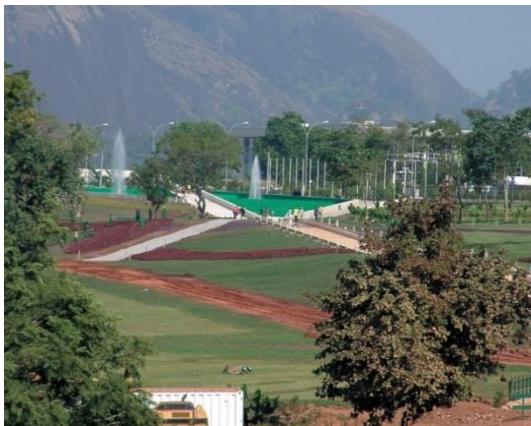
Osun-Oshogbo Grove



Coconut beach



Yankari National Park



Millennium Park Nigeria



Nigerian National Museum

Figure 15: Top Attractions in Nigeria

## Chapter 5

### METHODOLOGY

#### 5.1 Research Methodology

The research method for this study is based on qualitative or inductive research approach. This research designed is to investigate the processes of tourism development and planning by respective institutions such as national tourism organization of Nigeria (i.e., ministry of tourism board Delta state). This empirical assessment of tourism development and planning in Nigeria is mainly approached by applying and considering the dimension of sustainability.

‘Qualitative research is designed to reveal a target audience’s range of behavior and the perceptions that drive it with reference to specific topics or issues. It uses in-depth studies of small groups of people. The results of qualitative research are descriptive rather than predictive. Qualitative research methods originated in the social and behavioral sciences: sociology, anthropology and psychology. Today, qualitative methods in the field of (tourism) research include in-depth interviews with individuals, group discussions (from two to ten participants is typical); diary and journal exercises; and in-context observations. Sessions may be conducted in person, by telephone, via videoconferencing and via the Internet’ (<http://www.qrca.org/?page=whatisqualresearch>).

This method therefore allows the researcher to conduct a recorded interview and also take notes of what is noticed or observed within the area of interest which might not have been recorded but useful. Figure 16 shows steps in qualitative research.

Furthermore, methodology is a systematic approach to conduct and analyzed data. As Buckley et al. (1975) stated, qualitative research method is used to investigate



problems in an orderly manner; thereby appropriate scientific method should be used. Buckley et al. (1975) further stated that, research should use logical reasoning, not be bias and uncolored and also the researcher should provide the validity of the research. Qualitative research method has been used by many academicians when conducting a research; they make use of the interview method, which is the inductive approach. Most profound authors and scholars see this approach to be flexible, because it provides rich and great depth result (King, 1994). Furthermore, Kvale (1996) states that, qualitative research method as an interview; aim at gathering accurate information from the interviewee. As this study considers a case study, qualitative method of research is highly suitable where in Simon’s (2009:21) word’s: ‘case study is an in-depth exploration from multiple perspectives of the complexity and uniqueness of a particular project, policy, institution, program or system in a “real life” context’.

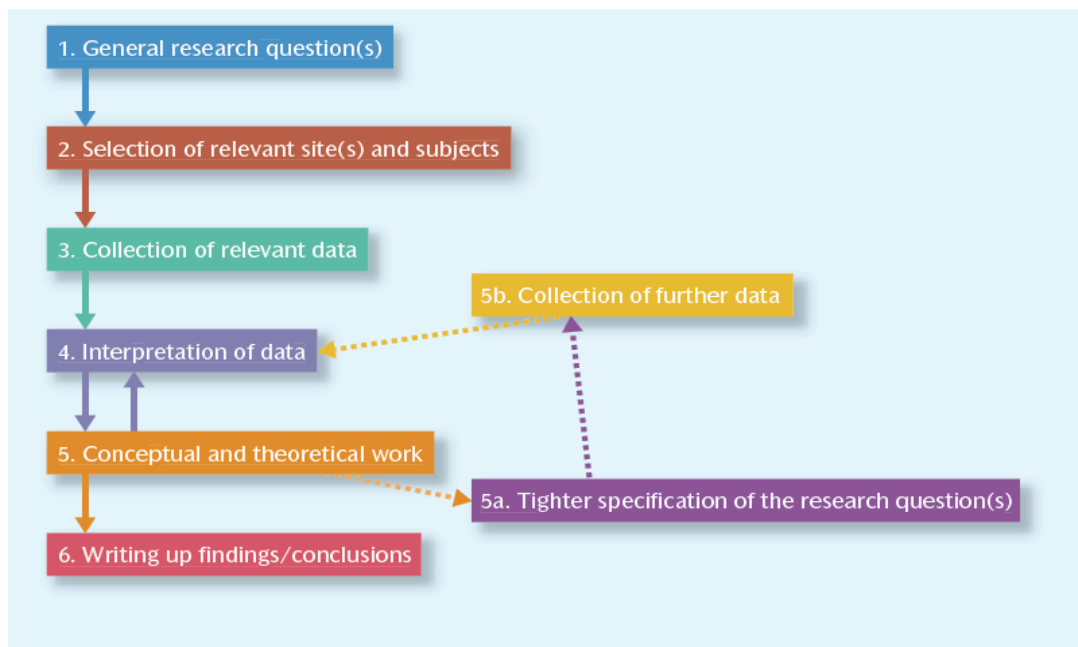


Figure 16: Steps in Qualitative Research, Source: (Bryman, 2012).

## **5.2 Sample and Data Collection**

Purposive sampling administered which is within the non-probability sampling framework. As Bryman (2012: 418) noted: ‘purposive sampling is a non-probability form of sampling. The researcher does not seek to sample research participants on a random basis. The goal of purposive sampling is to sample cases/participants in a strategic way, so that those sampled are relevant to the research questions that are being posed’. The sample population of the study composed of respondents who are involved in tourism planning and development in the relevant institution. The research candidate considered a population of 10 respondents for the recorded interview. These respondents volunteered answers to the 22 questionnaires that were germane for this project.

The sample of this study consists of 10 tourism board members and workers who are presently working in the tourism board in Delta state, Nigeria. In order to achieve the purpose of this study, semi structured in depth interview was conducted, in which most researchers use. The purpose of using this method is to get rich and quality result and also to gain more knowledge from the respondents individually. The qualitative method is less expensive than quantitative method, which is also a good means in acquiring meaningful and accurate information from the respondents, information about their needs, views and how well the government of Nigeria is focusing on tourism development and planning in Nigeria by applying and considering the dimension of sustainability.

The interview was conducted using questioning method by face to face open interview, this method is very vital in collecting accurate data through interview. In

this research, 22 questions were developed, the research intended to interview 15 respondents but only 10 was granted by the board to be interview face to face in Delta State Tourism Board, before the 10 respondents was granted, it was done after serious plead and settlement, which is bribery, before listening ears was granted.

The interviewer interviewed erudite people, some of this educated ones are not well educated as the researcher thought, because of their positions in the office. The researcher made use of phone recorder, which was later transcribed in literatim structure after the whole interview has been conducted. This process is very important in terms of reflecting and capturing the whole verbal and nonverbal feature of the interview.

The most difficult part in this study is when the board general manager firstly refuses the researcher to conduct the interview, and also asked the researcher to drop the research question, and come back the next three days. The interview was conducted by few knowledgeable officers of tourism board in Delta State.

Furthermore, there are different steps to take when conducting a qualitative research method; some of these steps are taken by the researcher and also the nature of the research.

## **Chapter 6**

### **DATA ANALYSIS**

#### **6.1 Data Analysis**

This section of this research contains all accurate information and findings that has been analyzed in this research. A qualitative research method was used as mentioned earlier and 22 interview questions were administered based on non-probability sampling. The nature of the questions was based on semi-structured and open-ended to allow respondents to express themselves without any limitation. Open-ended questions also tend to be more objective and less leading than closed-ended questions. ‘An open-ended question is designed to encourage a full, meaningful answer using the subject's own knowledge and/or feelings. It is the opposite of a closed-ended question, which encourages a short or single-word answer’ (<http://www.mediacollege.com/journalism/interviews/open-ended-questions.html>).

It is vital to note that during the course of the research not all the respondents were ready to be interviewed due to their organization’s reluctance to interview as many number as possible. Therefore, the tourism board granted permission to interview 10 respondents. After making an appointment, respondents were approached in their offices and each interview took one hour and half, sometimes longer than this. All the respondents were involved in tourism planning and development within the tourism board. They were knowledgeable about tourism and its processes.

Qualitative research method provides immeasurable and impressionistic approach in social science research methods. When conducting this type of research, coding is always the basic of analyzing the study, most profound research worker prefers to call it indexing ([http://www.academia.edu/5167645/Qualitative\\_Research\\_Defining\\_and\\_Designing](http://www.academia.edu/5167645/Qualitative_Research_Defining_and_Designing)). Data analysis process begins as soon as interviews are initiated. Notes are taken, and interviews were digitally recorded with permission of the respondent. There are numerous benefits of recording the interviews. For instance, the researcher can concentrate and listen and respond better, the discussion flows better when there are no distractions, and the entire interview/observation is recorded, which gives a better, more holistic picture of what is going on. Moreover, during analysis, the researcher has the opportunity to go back over materials.

The next step in data analysis is transcribing the collected data. This part is vital to achieve a better result and to validate the findings. Transcribing the interview materials taking notes of the interview and prepare the full script of the interview material with the aim of having full written version of the interview. Bias must be considered when taking notes or using tape analysis. Good quality transcribing relies on skills beyond just taking notes and there is often space for subjectivity, to avoid been bias in qualitative data collection and analysis, researcher made sure not to have biased questions, limitation of the sample group and not to pressurized respondents to give favorable answers (<http://www.wikihow.com/Avoid-Bias-in-Qualitative-Research>). Interview process was conducted during September 2016; the respondents were contacted after making an appointment in their respective offices/agencies. Each interview took one-and-half an hour at most. All the interviews were recorded and the process also accompanied note taking. Then they were transcribed and coded. Overall, 10 respondents involved in the interview

process who were from the tourism board in the area. The sample size is 'partly influenced by the fact that qualitative research is often, but not always, based on a relatively small number of cases so it may not be possible to include all of the sample criteria in the sample design' (Wilmot, 2005: 4).

Nevertheless, whenever the interviewee was not comfortable with the recording process, the researcher gave him/her assurance about the confidentiality of the identity of the respondents. After giving them enough explanation about the nature of the research and assurance that their name will not be mentioned in the research.

After the transcription of the data, which is also called textual data, the process of understanding data takes place through reading and re-reading the textual data. This will also allow the researcher to obtain an overall impression that informs the direction of the data. The next step is focusing on the analysis by refereeing to research question. In this case the question is how the processes of tourism planning are taking place in the context of principles of sustainability, then categorization and coding begins. This is the core of qualitative data analysis. The terms category and code are used interchangeably in qualitative data analysis (Morrison, 2014). In the stage of coding/categorizing, themes are explored by reading the textual data, then these themes are recurring and becoming the code as well. Throughout this discussion the process of coding begins which covers sub-tasks including: The basic steps that the researcher use when conducting qualitative method is identifying the key words, field notes, reading the interview materials many times. Furthermore, identifying the themes (topic) from the transcribed data which will be followed by coding, indexing and eventually the interpretation. The coding is very vital in qualitative research methods which are used to analyze the data. This type of method

helps the researcher to get an overall significance of the findings. (See table 1). The main themes extracted from the focus of analysis through interview questions.

Table 1: Example of Coding, Organizing, and Counting Responses to Open-ended Questions.

<b>Examples of categories/codes extracted from the themes based on interview questions</b>	<b>Number of comments</b>	<b>Quotes of respondents</b>
Knowledge of planning	16	“That planning in any organization tourism inclusive is a necessary tool for development and sustainability, yearly inputs are collected from different departments for processing to enable policy guide line and that planning is a collective responsibility which includes the contributions of all the important segments of the ministry”.
Participants in tourism planning decision making process.	20	“In actual sense as far as tourism is concern, planning is not measuring the responsibility of the government alone and it agency, this equally involved the private sector, the general public and this includes the stakeholders and the hoteliers association”.
Planning institutions	18	“we are in partnership with other bodies such as NTDC (Nigerian tourism Development Corporation) National Institutes of Hospitality and Tourism (NIHT), then the other one is NACIMA National Association of Commerce Industry Mines and Agriculture”.
Institutional problems	26	“What can be more paramount than the assessment to fund, there is the problem of scarcity of fund, lack of fund to be involved in planning the activities of tourism”.
Revising the planning draft	32	“Not often”.
Community participation/stakeholders participation.	28	“Well, before any policy is implemented the public is always carried along”.
Knowledge of sustainability/sustainable tourism.	34	“Sustainability of industry is what is required to see tourism grow”.
Private sector and tourism	28	“They need to invest massively in this sector and thereby creating wealth for our people”.
Environmental protection.	37	“They are always involved through the local government and tourism committee”.

## **6.2 Data Analysis and Interpretation**

It is instructive to note that, all the respondents have certain degree of education and understand very clearly the object of the interview, and have knowledge of the day to day running of tourism board. Now-a-days, as planning concept has become a routine practice which is highly required, if sustainability is a process and objective. When asked about planning and its significance for sustainability, respondent 1 replied:

“That planning in any organization, tourism inclusive is a necessary tool for development and sustainability, yearly inputs are collected from different departments for processing to enable policy guide line and that planning is a collective responsibility which includes the contributions of all the important segments of the ministry”. The respondents also further explain that:

“Planning should not be hampered in tourism like many other organizations in Nigeria, for lack of funds, infrastructures, bad roads and lack of trained workforce, that the public participation in the planning process is desirable as the board carries them along in the planning processes”,

the respondent further states that, all is not well with tourism and hospitality industry, that the professionals are not running the industry well because of lack of expertise, that the hospitality sections are is deviled with incompetency. Tourists suffer many at times as security lapses occur often. Furthermore, the respondent opined that insincerity of not paying their taxes to the government is also another angle to slow down the hotel business.



That bureaucracy is another major hindrance to tourism development in Nigeria. “The process of getting things done from the clerk in the office through the legislative processes, then to the Governor takes too long at times before plans are implemented. That is to say, the board does not have executive power to formulate and execute policies. Furthermore, the planning draft is basically started especially in the first face of the year, first month of January and at the end of December of the same year. The draft contains all what will be achieved during the cause of the year, then all the department are gathered to work their action plan, calculated and perused by the general manager who intend to harmonies and coordinate his contingency and ready for submission to the supervisory ministry through the department secretary which is the GM and directed to the honorable commissioner for clarification to the completion into original brand to the directorates board for implementation”.

Respondent 2 who also work at the administrative department responded to the questions by saying that, “planning is the process of making plans for something and also making arrangement for the future as it is with tourism industry”.

In summary, the respondent opined that “even if the board does most of the ground work for planning, others agent of the government also participate”. Furthermore, the respondent has not attended any institution for planning, and that finance and training are some major handicap in tourism”.

Respondent 3 said “planning is not often done, planning lies with the government in power”, the respondent also agrees that the public are carried along before planning is executed, also the benefits of caring the public along, is that their input will “enrich the system”. The respondent also blamed the government of not doing

enough to enhance effectiveness and efficiency in tourism and that for tourism not to die, there must be sustainability. Finally, in the areas of environmental protection the respondent said the “chiefs are carried along in that direction”.

Respondent 4 who works with Planning Research and Statistics (PRS), states that on the issue of sustainability of tourism industry in Nigeria, the respondent believes “the government is trying to move the tourism industry forward, but slow pace for achieving result is not good for the system and that private sector stands a better chance of turning things around than government establishment, that often being regarded as conducts pipe where leakages are rampant”. On the future of tourism in the country, respondent 4 believes it still have a strong presence to an extent, while agreeing that the issue of environmental protection is being taking care off by the government.

Respondent 5, who work with Travel Bureau, state that “tourism planning is everything which brings about productivity and progress, planning in tourism is a chain of process, which includes the law makers, and even the Governor of the state that signs the draft bill before it comes a law”. As to what the problems are in the planning institution, the respondent further state that generally in Nigeria bureaucracy slows down the planning which is one of the major problems. Most of the respondents does not know how often the plan are reviewed, but believe the public are carried along to enhance its acceptability. Respondent 5 blames the government of nonchalant attitude to slow pace of tourism in Nigeria and Delta State in particular. On the part of private sector on tourism the respondent suggests they “should be on the driver’s seat”, that is to say playing a major roll. The respondent sees a great future of tourism in Nigeria. On the area of environmental protection and conservation, the respondent replied by saying “the areas are being taken care off”.

Respondent 7 of Accounts Department has this to say. “That planning is a process of thinking about and organizing the activities required to achieve a desired goal”. The researcher asked the respondent what could be the problems of planning institution, the respondent said normally “it must be scarcity of funds”. Furthermore, the respondent believes the public should influence the process as this is for the benefit of all. The respondent further state the “planning institution does not have the necessary personnel to carry out its task as finance is one of their problems”. Respondent 7, also put all the blame on the door steps of the government for slow pace of tourism, but believe that with better management, tourism will bounce back to life; the respondent also supports other respondents on the area of environmental protection and sustainability.

Respondent 8 works with Marketing and Promotion Department has this to say about planners of tourism, the respondent replied: “many people are involved, number one, the board members, and number two the assemble members, number three the public and the even the governor is also involved”. The researcher asked the respondent what are the problems of the planning institution, the respondent said mostly “Corruption is the problem”. On the future of tourism in Nigeria, the respondent sees a bright future despite the present handicap and also supports sustainability and environmental protection.

Respondent 9 of Department of Travel Bureau, the respondent said “the public are welcome to new development and believes they should influence the process of planning”. Respondent 9 further state that, “the missing element in the planning institution, it is the problem of political will, also Delta State has a special planning system, which is different from other state, because each state in Nigeria are all

independent of each other in the area of planning process”. The respondent also believes in sustainability that Nigeria tourism is moving forward. On planning approach in Nigeria, the respondent state that, “Although Nigeria plans, but implementation is the problem”.

Respondents 10 Secretary to the board, sees planning as a “method of putting forward goals to be achieved in due cause”, The respondent is also not a member of any planning board, but says the board members plans the way forward for the tourism industry. On the issue of problems for the planning institution, the respondent did not know for sure but believes it must be “finance”. Respondent 10 also supports public participation in planning process as it is the best option but when asked the operational capability of the planning institution to carry out their responsibility, the respondent did not know, but believe the missing link in the institution of tourism board is finance and motivation, the respondent further state that, Delta state tourism board has a special has a special system of planning.

### **6.3 Findings**

When this research was carried out, those that participated have positive and negative attitudes towards tourism planning, those positive participant believe that tourism planning brings about community development, economic growth, job employment and also wealth creation, that is, if the government are involved by financing the project and also the government should also allowed the private and the locals to participate, other participants believe Nigerian government don’t care about tourism sector that is why tourism is not moving as far as it supposed to be.

The findings were gathered from an open ended interview which constitute of the

participant perception and voices from the large social context which was drafted for this research. During the interview, the researcher makes use of tape recorder and also was taken notes and observing the respondents offices when the interview was going. When the interview was over, the researcher played the taped that was gotten from the respondents collectively, and later the researcher make used of the coding process. The main purpose of this process is to see if the textual facts and observational data reoccurred in the theme, later the themes will be organized and identified into categories which are called coding.

During the interview process, the first issue examine, is that, the respondents should briefly elaborate and explain their ideas about the concept of planning, especially, tourism planning. The respondents gave their own view about the concept of planning , while respondent 1 state that “planning is in every organization, just like every business oriented premises, planning is involved and is use as the only required ingredient to achieve your aims and objectives of the organization”. Respondent 1 further states that, “tourism planning is not an exception, administratively, every system here is expected to make available action plan of what they intend to achieve at the beginning of the first quarter, middle and the last quarter of the year”. Another interesting question was asked by the researcher, in the area of sustainability respondent 3 believe that sustainability is “the right thing to do and the future of tourism depends on it”, if sustainability is not applied, “tourism industry will die”. Respondent 4 also said “sustainability is what is required to see tourism sector grow”. According to (Altinay M and Hussain K, 2005), state that sustainable tourism meets the necessities of the host/locals and also paving way for development for the future generation.

There were missing element in the tourism board, the researcher asked the respondents what is missing in their planning institution, according to respondent 1, “planning industry is static in which it not supposed to be so”, they have peculiar challenges that the board is facing, challenges like “security challenges, lack of professionals and inadequate equipment of working tools”.

This research also revealed why the planning process is slow, according to the findings all the respondents said is because of the bureaucracy involved in the process, there is nothing that can be done without passing through several department, not only the board department alone but outside various department, first they have to get the Excellency approval which is the governor of the state, the governor will look through it and pass it down to the SFG which is the Secretary to the Federal Government and the SFG will pass it to the members, with all these process, tourism plan will begin to move slowly.

Finally, in this research, it was discovered that, all the respondents that was interviewed none of them are members of the planning institution except for respondent 1, who is a member of the NTDC (Nigerian Tourism Development Corporation).

After the completion of the interview, information gathered from the 10 respondents was that tourism as an industry in Nigeria is developing, but the problem is that, it moving on a slow pace, because the government are not in a haste to fasten the process, and moreover if the government are in full support it takes times before it will be implemented.

According to the theoretical framework used in this research by Iskeep 1991, it was discussed in Iskeep 1991 model about the process of comprehensive tourism plan, the first step to take in planning, is the decision by government to prepare the tourism plan, in the case of Nigeria, the plans are initiated by the government as proposed by Iskeep. Any time planning is about to commence, the government choose suitable planning methods and implement certain scheme for tourism development. All the respondents states that the development of tourism industry in Nigeria is developing to a certain extent.

Furthermore, the respondents further gave their own evaluation that, tourism development is not satisfactory in the state level, because in Nigeria each state is independent on its own; however, there is need for development. The respondents also states that there is need for sustainability which is seen as green tourism. Although, in Nigeria there is opportunity for sustainable tourism because the country has good natural resources such as nation parks, if the national park is developed for tourist delight, it will create more revenue for the government.

According to erudite authors, they states that tourism is now the fastest and the leading industry in the world, in the case of Nigeria, tourism is 50 percent fast growing sector in the country, because the governments are focusing in the oil sector. However, there is good potential in tourism sector in Nigeria, as of every 1st of December to 31th December, Nigeria is always having carnival festival, and this alone is boosting the country's tourism sector.

This survey was deficient based on my theoretical framework in the areas of environmental policy, During the interview, the respondents did not give vital

information regarding these areas, stating that in the area of environmental protection, they “have created a department to handle such issues, the chairman of the local government committee assume the jurisdiction to handle their responsibility through their king”. With the finding gathered, the governments are not doing anything to protect the environment from pollution.

Another point of note was lack of interest displayed by the staffs, the researcher noticed many of the staffs are busy watching television inside the office, laughing and hugging themselves, to the detriment of the work. In fact, the staff displayed nonchalant attitude to work, because of lack of motivation and non interest shown by the government on the tourism industry. Before the commencement of the interview with the administrator officer, the researcher asked why the office looked very un-kept and the brochure they gave the researcher was obsolete. The administrator officer laughed it off by saying “Are you not aware of the rate of decadence in the country”. In fact the respondent concluded by saying “who cares of what happens”.

Furthermore, it was observed during interaction that any memo must be approved by the governor before such innovation or policy is implemented which causes a lot of slow pace of work. See also Table2.

Note: (High): denotes the awareness and involvement. (Medium): denotes disagreement regarding the issue among the respondents. (Low): denotes lack of awareness and presence of problem regarding the issue in question.



Table 2: Coding and Scaling of the Results.

<b>codes</b>	<b>Scale</b> ( <i>high, medium, low</i> )
Knowledge of tourism planning	high
Stakeholders' involvement	low
Institutional issues/problems	low
Revision of tourism planning draft	low
Public participation	medium
Believing in public participation	high
Adaptive plan	high
Sustainable tourism	low
Role of the private sector	high
New regulations for tourism	low
Tourism impact	high
Environmental protection	high
Local input in environmental protection	medium

## Chapter 7

### DISCUSSION AND CONCLUSION

#### 7.1 Discussion

This study tries to examine tourism planning and the roles in Nigeria, and also find accurate answers regarding tourism planning and sustainability in Nigeria. This study tries to revealed the problems and uniqueness faced in Nigerian tourism sector, i.e. Nigerians believe there is no hope for tourism planning in Nigerian because of the nonchalant attitudes that the government are putting up and also in the area of sustainability, Nigeria is lacking behind, Nigeria don't have genuine law on how to tackle law breakers that are harming the environment, even though the law breakers are put to justice, it also balls down to bribery and corruption. Also there is a huge gap of understanding between the locals and the stakeholders.

Nigeria could be described as a place full of water, but none for drinking. The country is so blessed with both natural and human resources, but leadership problem have been the bane of achieving success or taken the country for the next level. Nigeria so to say has become "baby adult" National development is the cornerstone of the government development effort. Governance becomes meaningful when it satisfies the needs and aspiration of the governed. To achieve this, it requires effective organization, management and delivery of social services. Nigeria with an estimated population of 173.6million (2013), with tourist attractions dotted all over the country is no doubt tourists delight.

It is generally believed that government employment in Nigeria is one's share of the national cake in fulfillment of such appellations like Quota system, Federal character, Catchment areas, Disadvantage area, etc. Such un-merited positions act negatively to team work, productivity and in the tourism industry in particular manifests itself greatly from the point of view of this researcher. This negative influence of primordial and nepotism has acted so much in the tourism industry, which is more of what "my people" should get from the system than what one should give to the system for the benefit of present generation and future up springs.

Those political appointees in the tourism industry that are supposed to be professional, mortgage their conscience in many areas including procurement of obsolete materials while paying homage and loyalty to their god fathers. The consequences of such inept management to an organization such as Tourism, that are supposed to be generating huge revenue and providing employment to vast unemployed youths are better imagined.

The research conducted has shown that majority of the respondents are not satisfied with the government basic physiological needs necessary for them to get life on and has refused to work despite possession of adult materials.

## **7.2 Implications and Future Research**

With the present democratic dispensation, an assessment of government involvement in managing tourism, that is supposed to be profit driven should be tabled before the national assembly for possible enactment of relevant laws, so as to put the industry in safe hands. In the light of the above, private driven policy should be quickly put in place to salvage the lost glory of the tourism industry in Nigeria. The private

entrepreneur should be able to document and market tourist potential yet untapped and also strengthen the one already known for greater output. In order to facilitate the growth of tourism industry in Nigeria, the government after privatization of the industry should give them tax holidays to enable them stand on their own.

Since tourism has become a global business offering employment for the teeming population and foreign exchange earner for the country, the Nigeria government as a matter of urgency should begin to emphasize the study of tourism in both secondary and tertiary institutions. This will open the flood gate of hidden treasures Mother Nature has given to Nigeria.

It is also the view of this researcher, that for the government to put things in proper perspective, the ministry of tourism should be divided into two. The first should be a tourism board which should be in charge of general framework of administration and policy formulation of tourism in the country while the second should be for evaluation of policies and implementation of such by the implementing agency.

The implementing agency being private driven should not in any way come under the control of the government only on just providing the enabling environment. The private agency should be self-accounting with its board of directors. In view of the fact that many tourist sites exist unnoticed, government as a matter of urgency should assemble experts in that direction to go all out to identify and publish same in journals for future development and use.

The traditional leaders in every community being the custodians of cultures and

traditions stand in better position to identify and preserve traditional sites and monuments within their domain, therefore they should be carried along by the agency responsible for the promotion and propagation of tourism by given them rolls to play thereby empowering them towards safe guiding such sites.

### **7.3 Limitations**

It is expected that in an attempt to gather the required data and information for the successful conduct of this research, the researcher will encounter problems such as finances, logistics, time constraints, hostility from respondent and physical stress. Most often, officials withhold relevant information and data from researchers as they fear such record might be used to portray them in bad light or tarnish their profile in the tourism board.

One of the measure problems of research is the limitation placed by the subjectivity of respondents' response to the interview questions; again co-opted member might not have given their best as expected. This has a significant bearing on the quality of data and research results, again using only one tourism board, as in this case. Delta state tourism board as a case reference is not adequate to generalize the validity of result in this context but of course, because of limited resources to conduct an extensive research, the case study reference can only be restricted to one state of the federation.

Some limitation gathered when conducting this research is that lethargic and slow in official decision and in action i.e. what is referred to as bureaucracy. Memos from the General Manager of the board to the Governor takes up to five to 12 months before an answer sought for a question is answered.

Insensitive to time is another major issue encountered by the researcher, the researcher spent more than 20 minutes before noticed and attended to at the counter. Prompt actions in attending to clients are yet to be part of their system.

The researcher noticed the characterized by non-regular attendance to work. At Tourism board, Delta state, most employees came to work at 11:30am and were not quarried as it has been a norm to come to work as one deems fit.

Corruption has eaten deep into the fabric of Nigeria system needs no explanation, but what in now news is that it has become institutionalized. The researcher was at the administrator office, where the researcher asked openly that, the draft plan should be given to the researcher, the admin officer said that, it must be “negotiated” with price or it won’t be given, and true to type, it was not given despite several pleas. It was also noticed at the tourism board, the staffs were busy watching television. It is rather unfortunate that these perceptions have greatly affected the effective running of the organization, the tourism industry in Nigeria and in Delta State in particular. During the cause of the recorded interview from the respondents, all of them were in coherence in outright condemnation of the government not showing more interest in the industry and also none of them have attended any planning institution to upgrade their trade.

Training which is the hallmark of any organization, aimed at imparting the recipient’s performance or help him or her attain a required level of knowledge or skills which is virtually lacking and has been translated on the output of workers, whom in the first place have no motivation, most of the workers turning their offices into emergency boutique where assorted clothes are sold. The neglect of Tourism

industry in Nigeria has let the teeming population jobless and the much needed finance untapped for the development of the country. The widespread absurdity in the Tourism industry has therefore contributed to the army of youths engaging in nefarious activities such kidnapping, armed robber, etc. as their performance should be adjudged below average.

#### **7.4 Conclusion**

Every program embraced upon by the tourism board requires government commitment in terms of funding interest, training, development and motivation to be in course. The Nigeria government has tourism industry under con current list, that is to say, both the federal and state could legislate in accordance to the law, but due to apathy associated with Nigeria government in doing profitable business, tourism industry in Nigeria have not fared better as it ought to. Nigeria have had a good history of moribund project scattered all over the country due to nepotism as it has been noted may times that Nigeria government both state and federal government are not prudent in management of business outfit .

In Nigeria, national communication commission (NCC) made the introduction of global system for mobile communication (GSM) very effective, the privatization of Electricity have brought joy to millions of electricity consumers throughout the country. It had been more of darkness than light while the government National Electricity Power Authority (NEPA) was in charge, but now in the hand of private companies the story have changed. In fact almost revenue out fit in the local government owned areas have been contracted to private individual who then pay the government an agreed fees.

At this juncture, it is therefore emphatically to say that for tourism industry to have its rightful place in Nigerian, private partnership is required to revolutionize the industry. Tourism industry is known to generate huge income of which should not be left to mediocre or civil servant who knows next to nothing to tourists needs and the development of the industry in a way to sustaining its continuously providing not only the needed revenue but employment to the country. Tourism is now a global business that standard cannot be comprised as to do so, will amount to being out of business, therefore private entrepreneur should be allowed to do what they know how to do best.

The government should therefore enact a law, making it mandatory for both the federal and state to engage the service of private concern by calling for bidding process towards revitalization of tourism industry for efficiency and productivity. Private entrepreneurs are in a more better position to perform the roles tourism industry are meant to serve by providing the much needed expertise, finance and organizational skills.

Private entrepreneur being in position to do the right thing, should be able to partner with the local people in whose doorman tourists attraction resides, by employing them and emphasizing that the growth of the industry will also translate to their growth.



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## **APPENDICES**

## Appendix A. table 1. List of Respondents

<b>Code</b>	<b>Position</b>	<b>Institution</b>
Respondent 1	Admin Officer	Nigeria Tourism Development Corporation (NTDC)
Respondent 2	Admin Officer	Delta State Tourism Board
Respondent 3	Senior Officer	Delta State Tourism Board
Respondent 4	Senior Officer	Planning research and statistic (PRS)
Respondent 5	Senior Officer	Travel Bureau Of Delta State Tourism Board
Respondent 6	Admin Officer	Delta State Tourism Board
Respondent 7	Senior Officer	Accounting Department Of Delta State Tourism Board
Respondent 8	Senior Officer	Marketing And Promotion Department Of Delta State Tourism Board
Respondent 9	Senior Officer	Travel Bureau Of Delta State Tourism Board
Respondent 10	Secretary	Department Secretary to the Board Of Delta State Tourism Board

## **Appendix B. table 2. Interview Questions**

### INTERVIEW QUESTIONS

1. Would you please, if possible, briefly elaborate/explain your ideas about the concept of planning, especially, tourism planning?
2. When the planning draft for tourism was written and finalized?
3. Who is involved in tourism planning; my mean, in the decision making process to plan?
4. Would you please tell me about planning institutions that you are a member?
5. What are the problems, if any, with the planning institution/organization/office...etc.?
6. How often do you revise the planning draft? May I see the latest draft?
7. Now-a-days, public participation in the planning process and planning itself is becoming popular; how do you make sure this process is based on such principle?
8. Do you really believe public should influence the planning process?
9. What would be the benefit of allowing public to influence the planning process; I mean from its inception until its implementation.
10. Does the planning institution equipped with all the necessary personnel and essentials to carry out the tasks and responsibilities of planning agenda?
11. What are the missing elements in your institution?



12. Is there a special planning system for Delta state?
13. If there is, why it should be different in compare to other regions?
14. Now-a-days, 'sustainable' tourism has become the most talked about issue; do you have anything to say regarding this issue?
15. In your opinion, can we say Nigerian tourism industry moving in the direction of sustainability?
16. Do we, my mean in Nigeria, need to have sustainability in the process of planning; will it be a hindrance to the process?
17. I like to know your own view regarding the planning approach to tourism development in Nigeria in general.
18. What role should there be for private sector in tourism?
19. Are there any recent laws and regulations that might be useful and beneficial for tourism sector?
20. With the present tourism system in Nigeria, do you see a prosperous and successful tourism sector economically, socially, and environmentally?
21. Whenever there issue of sustainability is raised, the environmental issues take precedent; what have you done regarding the environmental protection and conservation?
22. Environmental protection lies with the communities as well, how do you bring in the communities to involve in this process?