

Tourism Planning, Development and Promotion: the Osun/Osogbo Experience

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Abstract

Cities are not just center for production and consumption but they are also resident of cultures as have been stressed by Sanusi (2002). This culture can be utilized for the purpose of employment creation, environmental preservation and for social enhancement as well as serving as a unifying factor between people through psychological shaping of people's attitude. Osun consist of many cultural heritage areas which lifted it up to a stage of tourism havens in the country's tourism line. The state accorded great importance to tourism due to the fact that the Yoruba race is seen as the specie through which all human race, black and white emerged and belief to have spread all over the world beginning at Osogbo. Infact the state government have identified about 63 attractions sites through feasibility study while the inventory of the attractions proved that there are over 145 tourism attractions. The interest of this study and osun in particular is due to the uniqueness of the activities line up. This has led to the increased in the population of the tourist yearly. The attractions are not alone the center of focus but including the supporting facilities. Both quantitative and qualitative data are obtained for the success of this study through visits to the site which is concluded with recommendation for enhancement of the activity.

Keywords: *Tourism, planning, Development, and promotion*

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Background to the Study

Traditional Nigerian settlements are structured according to their local custom and practice. These settlements have emerged into urban areas over time. The traditional variables become beacons for the city's structure which provide diverse opportunities for population attraction and when preserved and conserved, will help in the city re-structuring and meeting the future challenges of city development. Cities are known by their natural richness such as topography and the water bodies while others are artificial which is of manmade such as the city walls and monuments. These images are tourism potentials that when developed, makes the city a place where people will live, work, move play and recreate.

In fact, most cities of the world including African countries are trying to gain global recognition in destination and receipt, hence would want to sale them to the outside world by exploring those variables that help them in showing worthiness of destination so that population can be attracted as a magnet for the city. Campbell and Maffini (2012) have also stated that consumption pattern of tourism has constrained the growth of tourism demand, the supply has only been expansion of competition based on quality of planning, competence of personnel, level of services, price, location, additional amenities and varieties of happenings which has become very crucial to healthy tourism trade. Even though tourism planning and development in Osun cannot be said to be an effective programme, there is the need and interest in the promotion of cultural tourism as seen portray by the twelve days array of cultural festivals and activities in the state which is of international status/capacity. This followed the notion by the Yoruba race that the ethnic group is found all over the world as stated in the Osun state Tourism Policy are conscious of the Yoruba cultural heritage and have done a lot to plan, conserve, preserve, promote and protect it. The state can be reputed for its work of arts and crafts (Osun State Government 2012). This fact cannot be disputed as it has been stated by the Government policy that Ile-Ife is one among the five ancient cities in Africa that exist between 3000 and 1000 BC which is in the present day osun State. It has been said that Oduduwa founded the Ile-Ife and was the son of Oludumare, the supreme God of the Yoruba who is believed to would have descended from heaven on a chain to create the earth and water. The mystical descending of Oduduwa in osun state believe in some circles to be the origin of man, both white and black alike where all races of the world sprang up according to the believe. The countries that are made up of the Yoruba race are also listed in the osun State Tourism Policy of the Government. There are mixed reactions over these sites just as the policy could listed about sixty-three while Olajuku (2011) said there are over one hundred sites/ monuments and attractions in osun state. This was supported by the Centre for Black Culture and International Understanding.

Oyeweso (2011) states that out of the world 816 heritage sites, properties identified by UNESCO, two are in Nigeria namely Sukur cultural landscape in the Mandara Mountains in Adamawa state in 1999 and Osogbo Sacred Grove in Osun state approved in 2005. Osun might not be the only state that is rich in cultural heritage in Nigeria but it will be of importance for attempt to be made in Planning, development and promotion of such attractions since it is seen as another key to socio-Economic development of a city. The Osun state 2004-2007 rolling plan has incorporated Tourism into its SEEDS Programme document. This paper intended to utilized quantitative and qualitative data obtained from primary and secondary data sources as well as making recommendations for its enhancement.

Conception and prospects of Tourism Planning and Development

This is the perspectives to which tourism is viewed and its role in the development of the economy and the psychological orientation of the human to a stage of appreciation. Tourism is seen as a means of:

1. Generating income and increased GDP
2. It is utilized by people for picturesque scenery viewing and retreat (Zang HND-2 and Bala 2011).
3. For enhancing the branding and imaging of a city perhaps for tourism (Tamani 2009).
4. Organized tourism helps in enhancing peace because it is psychologically incline in human behavior shaping (Gwamna and Amango 2010 and Ketter 2012).
5. It enhanced interaction among individual communities, states and countries all over the world.
6. Protection of the biodiversity
7. Tourism serve as an educational avenue
8. It is of ultimate benefit in strengthening the role of professionals as an agent of social change
9. It is a home to species.
10. It serves as a factor of influencing water purification, weather and climate stabilization, hence maintaining the water cycle and rainfall regime
11. It also serves as a growth pole/center as it is of value to people and tends to settle near attractions to render services.

According to the business and Biodiversity resource center (2012), Tourism is one of the world's fastest growing sectors with over 200 million people working in the industry representing 11% of the global GDP. It was further stressed that the number of international tourist is expected to be doubled by the year 2020 with 1.5 billion arrivals.

The Ideal Tourism Industry

This is again the operational principles adopted to cope with the arrivals of tourist into a destination and making it a functional system. Just as there are diverse types of tourism activities, so is the supporting services and infrastructures but the most important in planning tourism according to the business and biodiversity Resource Center (2012), is that there should be a review in the purchasing strategy; managing the environmental impacts; raising awareness; working with others/stake holdings; promoting biodiversity action; developing destination and promoting the services which will in turn enhance green tourism initiatives. This will mean adopting a kind of internal management; product development; contracting with suppliers; creating customers' relationship and also relationship with destinations providers.

Professionals as well as tourism researchers have generally agreed that it is beneficial for tourism projects to have community involvement in the planning and development stages and is also stressed in similar occasions by Harwood (2010). The forms of tourism practices are domestic, inbound, outbound, internal, national, and international tourism which is seen as cutting across the world over, is also an avenue for infrastructure utilization

(UNSD/UNWTO (2006). International tourism can be interpreted as a channel of globalization according to Olicognography (2012). However, the infrastructures needed in tourism industry are physical and social involving tourism recreation facilities; Hotels and accommodations; roads and transport; educational facilities; health facilities; water/electricity supply facilities; communication facilities and other supporting infrastructures such as commercial ventures, post office, landscape designs, decoration of places and many more. These alone are not enough to guarantee successful operation but certain services such as eateries are needed while promotion exercise is facilitated through souvenirs/hand bills display. Cultural festivals are also an entertainment measures for tourist.

Methodology

The method adopted in collecting data and information is through primary and secondary data source. Rapid appraisal method was also adopted for collecting qualitative data from individuals, groups, institutions and websites to which the primary and secondary sources are compared and analyzed for inference to be drawn. The result of the inventory is presented in a tabular form, analyzed and conclusion was drawn.

Inventory of Historical Attraction Sites in Osun State

Table 1 Inventory of Historical Attraction Sites in Osun State

S/N	Attraction	Location
1	OsunOsogbo Grove	Osogbo
2	Susan Wenger Gallery (AdumiOlorisa)	
3	IbarinbayoDuroLadipo	"
4	Busanyi River	"
5	OpeOlorimeji (two headed palm tree)	"
6	ErinleOjutu Shrine (Ilobu)	Irepodun
7	OkeEleyele shrine	"
8	OjuAanu shrine	"
9	OosaOko shrine	"
10	Ojutu Dam	"
11	Ogun Shrine (Ilobu)	"
12	OkeEleyele (Isangbe) Ilobu	Orolu
13	Kolobo well, Ifon-Osun	"
14	Boosa Shrine(Ifon-Osun)	Ife South
15	EsuAjarogungbo, Ile-Ife	Oriade
16	Olumirin water falls, Erin Ijesa	Ilesa East
17	Ogedengbe Tomb Ilesa	"
18	Osun State College of Education, Ilesa cultural Unit	"
19	Osun State College of Education, Ilesa Dam	"
20	Prophet Joseph AyodeleBabalola Miracle stream Ilesa	Ife central
21	Ooni of Ile-Ife's Palace, Ile-Ife	"
22	Oranmiyan Staff Ile-Ife	Ife East
23	Oduduwa Grove Ile-ife	"
24	Oranfe shrine Ile-Ife	"
25	Oluorogbo Shrine Ile-Ife	"
26	OkeOloyinbo hill Ile-Ife	Ife Central
27	Agboniregun Temple Ile -Ife	"
28	Yemoo Shrine, Ile-Ife	"
29	Esullare shrine, Ile-Ife	"
30	Omolarere shrine Ile-Ife	"

S/N	Attraction	Location
31	Lokoloko shrine Ile-Ife	Ife North
32	EdanEredumi Ile-Ife	"
33	Ogun shrine (Ipetumodu)	"
34	Osun shrine (Akinlalu)	"
35	Ewuru shrine (moro)	"
36	Oro shrine Yakoyo	Ife south
37	Sango shrine (Ipetumodu)	"
38	AhikuIkija, Ifetedo	Ilesa East
39	Obatalaldita, Ifetedo	"
40	Imo Hills, Ilesa	Ilesa East
41	Ogedengbe Cenotaph, Ilesa	Atakunmosa E'
42	The Statue of OwaAjibogun, Ilesa	"
43	Otaluke Rock at OwodeIlgangan	"
44	Owari Shrine, Ipole-Ijesa	"
45	Ogun Shrine (Ipole-Ijesa)	"
46	Odundun Shrine, Igigun	"
47	Oni-Okun (Odo-Ijesa)	"
48	AbereOgun at Iwara	"
49	Ogun Tomb (IpoleIjesa)	"
50	Omi Amuye at Amuye	"
51	Agbon Rock at AgbonJegede	"
52	Ota Agun Hill at OwodeIlgangan	"
53	OkeAgbirigidi at Iperindo	Atakumosa West
54	Temidire Hill at Temidire	"
55	Ibodi Monkey Forest Reserve Gold Mining Centre (Epe)	"
56	OwaAjibogun Tomb (Igbadae)	"
57	Ark of Noah (Itagunmodi)	"
58	Gold Mining Centre (Itagunmodi)	"
59	OsunOrunto Stream (Ifewara)	"
60	Olomumu (Osu)	"
61	Elega Hill (Oniyo Area Osu)	Obokun
62	Ogburo Hill (Ifewara)	"
63	Kiriji War Treaty Site (Imesi -Ile)	"
64	Oroke Hill (Esa-Oke)	"
65	Osun Shrine (EsaOdo)	"
66	Obokun Shrine (Ibokun)	"
67	OsunOlomo River at Esun	"
68	Ogboo River Ikiyinwa	"
69	Babakinyinwa tree, Ikiyinwa	"
70	Otabaraka, Ikiiyinwa	Iwo L.G.
71	OwaObokun Staff of Office, Ibokun.	"
72	Oke Ore Shrine, Iwo	"
73	Oluwo Ancient Palace Iwo	Ola-oluwa
74	Yemoja's Shrine, Iwo	"
75	Igi-Nla (Mysterious Iwara tree)	Ayedire
76	Ore Oluwere Garden (Ile-Ogbo)	"
77	Anlugbua Shrine (Kuta)	"
78	Alako River (Kuta)	"
79	Osun/Oba River Confluence (Oluponna)	Irewole
80	Atamora Hills (Ikire)	Isokan
81	EroOmo Mountain, Ikoyi	"
82	Ogun Shrine, Apomu	"

83	Osun Shrine, Ikoyi-Ile	“
84	OlogbinLoyeyemi Mountain	“
85	OkeAjagajigi, Ikoyi	“
86	Olofalfa Shrine, Apomu	“
87	Apatalfa Shrine, Ikoyi	“
88	OriOkeIkoyi, Ikoyi	“
89	OlorunSindo Bridge	Ifedayo
90	Ayinkunngba Water fall (oke -IlaOrangun)	“
91	AjilekegeOra	“
92	Ojuiwo (Ora)	“
93	IrokoOjutalayo (Ora)	“
94	OpeOlorimeji (Sapakin)	“
95	Ojolwi (Ora)	“
96	Idi Ita (Ora)	“
97	Idi Ogun (KarejaOra)	“
98	Igbo Elefon (Ora)	Odo-Otin
99	Jalumi War Site (Inisa)	“
100	Okuku Palace’s Museum, Okuku	“
101	OkeEgun (Oyan)	“
102	Agbon Cave OkeAdan (Oyan)	“
103	Otasuku Hill (Oyan)	“
104	Ore Water Dam, Ore	“
105	Kiriji War Site (Igbajo)	Boluwaduro
106	Oke Maria (Otan -Ayegbaju)	“
107	Might Cave (Imesi-Ile)	“
108	Okelako Shrine (Eripa)	Boripe
109	Ile IyaOke	“
110	Ile Ona Museum of Arts, Iragbiji	“
111	Eseke Care, Iragbiji	Ifelodun
112	OkeIragbiji	“
113	Irele Shrine (Ikirun)	“
114	Orimolade C & S Church, Ikirun	“
115	OkeAyee, Iba-Ikirun	Ila- L.G
116	Ekoende Water Dam, Eko -Ende	“
117	Idi Ogun Historical Counting Stone, Ila-Orangun	“
118	Para Oke Grove, Ila -Orangun	“
119	Ilayara Grove, Ila -Orangun	“
120	Ilamogbo Grove, Ila-Orangun	“
121	Erinle Dam (Okinni)	“
122	OriOke Baba Abiye (Iwoye)	Egbedore
123	Osun Shrine (Awo)	“
124	Two Headed Palm Tree Iragberi	“
125	Alami Shrine (Ara)	“
126	Ogiyan Shrine (Ikotun)	“
127	Obalufon Shrine (IdoOsun)	“
128	Aladofunfun Shrine (Ojo)	“
129	Sango Timi Shrine (Ede)	“
130	The Agbale Grove, Ede	“
131	OkeOloke (Apena) Ede	“
132	IpediTomisin Centre	Ede North
133	OgiyanShrin (Ejigbo)	“
134	Osun Water Dam, Ejigbo	“
135	Isundunrin Iron Ore Mining, Isundunrin	“

136	OpeOlorimeta (Two Headed Palm Tree), Owu Ile	Ejigbo
137	Oba Hill, Ife-Odan	“
138	Obalufon Shrine (Ife-Ofan)	“
139	Oduduwa Shrine (Ife-Odan)	“
140	Orisale Shrine (Ife-Odan)	“
141	OrisaOko Shrine (Ife-Odan)	“
142	Resort De Paradise (Sekona)	“
143	Erinle Water Dam Ilis	“
144	OrisaOko, Oba Oke	“
145	Obedu Shrine, Oba Ile	Ede South
146	Fish & Fishless Stream	Olorunda

Source: Field Study 2013

The identified potential tourist sites that are being put into consideration are 63 making the percentage of the partially developed tourist centers to 3.23% and the percentage of the undeveloped is 96.77%. Before 2004, the only Osun Grove and shrine and Erin-Ejesa (Olumirin waterfalls), Erin Ijesa were partially developed. The recently constructed is the Gate house but the completion of the abandoned mini rest house; construction of Chalets to accommodate visiting tourist; construction of Gift shops and arts Gallery; and bottling of the water from the water falls was through an establishment of a relevant and modern industry which make such attractions fully developed by adding value to it.

The osun Grove and shrine is one of the significant attractions in Osun conferred by UNESCO as a world heritage status was found to have faced problem of electricity high tension line running along the Grove to Ajenisua village that always killed the specie and endangered species of monkeys of the Grove. Another one is that of the Oke-Osun farm settlement that has decimated the Grove. Government however has accepted the suggestion by people about removing the two lines and believing that work has commenced on them. Other developments to be done are the expansion of the pavilion to accommodate more tourist and guest; erection of gallery to give Journalist clear view of the Groove and the shrine when making recording during Osun cultural festivals; and the development of cultural village and recreation center on a virgin parcel of land. The Yoruba inter tribal war camp at Imesi Ile where end of war treaty was sign by two war lots-Aare latosa (representing Oyo and Fabunmi) (representing Ekiti) in 1886.

Current Practices in Osun State

In the previous page, concerning inventory of tourist attractions in the state, it was observed that some researchers identified about 63 tourist sites as supported by the Osun state Government in culture and Tourism policy presentation of the major objectives under the Centre for Black Culture and international understanding. UNESCO (2012) compiled about 146 potential tourist attractions and monuments sites in Osun state including two major cultural festivals which is the Osun festival usually is a 12-days events around August every year and the Olofo festival, a traditional festival celebrated in Ile-Ife, the source of the Yoruba race celebrated annually with no specific period but sometimes in October. This festival is celebrated for 3 days with the wearing of ancient Are crown and is sometimes called the Ogun festival. The Osun festival is usually tagged Osun/Osogbo festival an annual event celebrated

to offer sacrifices to the goddess of Osun River. This festival is witnessed by people all over the world. It attracts the largest number of tourist to Osun state which makes it the number one federal Government recognized traditional festival in the state. It was also observed that apart from the two major festivals. Added to this, there are other towns that celebrated their own festivals as well such as Ilesa-Obalogun, Ede-Sango, Ejigbo-Ogiyan, Ila-orangun- Isinro, Ilobu-Erinle, Ikirun-Irele, Okuku-Olooku, Iwo-Ogungun and many more.

Osun state effort is to place the state above other states of the country as does countries on the world tourism map presenting its rich traditional craftsmanship, historic centres, rock-outcrops, scenic uplands, cultural resources, festivals and institutions. The evidence of this is shown by UNESCO selecting Osun to be the Centre for Black Culture and International Understanding (CBCIU) to house the works of the Austrian-born German scholar, Professor UlliBeier which was commissioned in 2009 which is an opportunity for the state to be organized. In August, 27th 2010, the Osun festival as Osogbo, UNESCO conference and global conference of Black Nationalities, a cultural Cum-Intellectual gathering of continental diasporic Africans was held. The theme of the conference is the black race.

This provides participants with an intellectual environment for knowledge sharing, giving the demands of diversity, growth, tolerance, pluralism and governance. This is always an opportunity for us to sale out our rich African collection and products as does Osun state. Again, it is another opportunity for funding tourism that is why the preparation for the next year festival is always at the current year. For example, the 2010 Osogbo festival came during the time Nigeria/Africa declares the year as their 50th /Golden political Jubilee in which the attendance of the event was impressive above the other years while the funds realized was enough to sponsor the next year's event of 2011. The year 2012 tourism event was that fund realized from the year 2011 tourism events. Another thing here is that Emileke (2012) observed that tourist to Nigeria prefer more cosmopolitan destination such as Abuja, Lagos and Calabar just for security, convenience and accessibility purpose and these cosmopolitan cities is the product of human planning and consideration for population growth. Osun/Osogbo is a medium size city in the south western state of Nigeria with 1.5million people was found attracting more tourists and boosting the event in this form. The last festival which witness about 5000 visitors recorded attendance from Brazil, America, Germany, Austria, Cuba, Great Britain, China, the Caribbean, Venezuela, Colombia and European countries purposely to witness the festival (Emileke 2012).

It was earlier noted that the festival is a two weeks (12 days) event but because of the caliber of the tourist, the event is progressing to a month-long festival climax with worshipping of the goddess at the Osun shrine where the Yoruba- the virgin girl carries the Calabash to the shrine and Kabiyesi hosts the visitors from near and far to a big feast. Other things that emerges as a result is the surge of business activities within the period due to the diverse needs by tourist and many community members are force to participate in one service or the other. Apart from the support from the royal tussle of the Atoja throne, Oba Jimoh Oyetunji the new Atoja of Osogbo land had support from his people and visitors at the event. They positively turn out every year which gave Emelike (2012) to project a target of 20000 tourists with N7.5 billion by the year 2015. The growth for the years is as projected in table 2.

Table 2 Tourism Projection for Osun/Osogbo Tourism

S/No	Year	Arrivals in Millions People	Receipts In Billions of Naira
1	2010	940	919
2	2011	N/A	N/A
3	2012	4000	1.5
4	2013	10000	3.5
5	2014	15000	5.6
6	2015	20000	7.5

Source; Osun Defender 2012

This is the more reason why osun state ministry of culture and tourism committed itself to tourism through giving a face-lift to the olumiri waterfalls in Erin-Ejesa to an international standard and the construction of silver pot garden for the relaxation and pleasure of tourist/visitors, as well as modern hotels, resorts and hospitality centers arrayed in many of its towns with sixteen more others on the way. Osun have indeed given prompt recognition to the roles of private investors and other stakeholders to participate.

Cultural Festival and Culinary Tourism in Osun

According to Odesola (2012), The Osun/Osogbo people have rich cultural festivals among which are osogbo-Osun, Ile-Ife-Ilojo, Iwude of Ilesa-Obalogu, Ede-sango, Ejigbo-Ogiyan, Ila-Orangun-Isin-ro, Ikirun-Irele, Okuku-Olooku, and Iwo-Egungun. These are entertainment groups that facilitate tourism in the city. Just like the so-called Chinese Restaurant and the Oasis offer of food and beverages all over the country in a modern way, the Osun-Osogbo have some culinary tourism Where alcoholic drinks called Ogoro-a special type palm wine peculiar and found in Osun Only along side with bread fruit delicacy called Iyangberejaloke- a special meal found only in Ife.

Strategies for Tourism Development in Osun

Feasibility study was compiled of 63 sites not considering the fact that there are over 1000 such sites in the state. Although finance is the greatest challenge to tourism industry in the state, the Osun commissioner for home Affairs and culture said they need no federal Government assistance but hope to raise N18billion internally generated revenue on tourism, conducting massive awareness programmes in home and abroad, achieving fiscal federalism through allocating more funds and power to components units observing that the federal government need not have ministry of Agriculture for the Agriculture and tourism is better operated by the state. The state promised to introduced fiscal re-engineering process and public-private partnership while support and cooperation is needed from the communities that host the attractions. Sammy show (2012) also state the role of communication industries in tourism practices in the state.

Oyeleke (2012) have observed the fact that the governor have assured the investors a tax holiday which means the state's land bank will offer land to investors free. The aim is to change the tourism from cottage to full industry by showing its intuitive technological awareness hence opted having a new logo comprising of Oriolokun cowries inside the map of the state and a bamboo tree to arrive at global branding (Osun defender 2012 and Feyisipo

2012). The state is expecting 2500 U.S dollars per tourist. This was visioned towards erasing obscurity and poverty and has been classified as the 6th most visited state in the country. Broadus (2006) show appreciation with Osun tourism as unique. Broadus is a travel and tourism firm based in Washington metropolitan Area is a member of the African Travel Association (ATA). The Osun Osogbo festival is at its 632nd edition in the year 2012 (Olapede 2012). Olapede (2012)² again observed that security for tourism is not all about the presence of police or security operatives at every Junction and places but systematic to synergise and interact with people of a particular community to developed a friendly environment for tourism promotion. The festival is usually accompanied by display of products and sales of souvenirs by hawkers as reported by Olapede.

Supporting Facilities

Tourism industry has the following services such as transportation, accommodation hospitality Industry and attraction sites which are very vital in functionality of the city system. More importantly is the accommodation sector and in Osun state among the accommodations available are: Heritage hotel Osun, Delightful hotel and resort, Leisure spring hotels Limited, Cameron hotels, Kristcourt hospitality limited, Atlantis Grand suites, Royal park hotels, Crownfit hotels and suites, Osun Presidential hotels Osogbo to mention but a few. These hospitalities provide accommodation services to tourist and visitors without which the system will be incomplete.

Conclusion

Osun state has several historical potential and tourist sites of various kinds capable of creating a function able system in tourism and worth imaging its cities. The 146 tourist sites are yet harnessed for functional effect and for this reason; the development of its cities is real and can easily be achieved. Publicity, advertisement and promotion are vital to any tourism industry as to sale its product to the general public yet it is not well coordinated and presented for effective result.

Recommendations

Having examined the events in Osun and the historical sites wish to recommend that:

1. The tourism industry is an amusement industry and is the latest way of attracting population to cities hence it needs funding.
2. Transportation system needs to be functional and activities are to be grouped and properly linked for functionality.
3. There should be open door for more stakeholders and community's participation.
4. There should also be adequate publicity and promotion of events.
5. Security outfit must be strengthening so that participants are protected during the events.

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