



# **ECONOMICS OF TOURISM DEVELOPMENT**



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**DEDICATION**

Dedicated to Joel Anam, for keeping me up most nights to organize my thoughts; you're the Pal!

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# 1

## INTRODUCTION TO TOURISM DEVELOPMENT

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- Explaining the Concept of Tourism
- Differences between Leisure, Recreation and Tourism
- Forms of Tourism
- Distinguishing Tour, Travels, Tourists and Travellers
- Structure and Organization of the Tourism Industry
- Importance of Tourism Development
- Negative Impacts of Tourism
- Introduction to and Characteristics of Hospitality Management



## INTRODUCTION TO TOURISM DEVELOPMENT

**T**ourism has been a major social phenomenon from time immemorial. Motivated by the natural urge of every human being for new experiences, adventure, education and entertainment, these also include social, cultural and business interests. Discussions on the introduction to tourism will be done within the following framework,

- 1.1 Explaining the Concept of Tourism
- 1.2 Differences between Leisure, Recreation and Tourism
- 1.3 Forms of Tourism
- 1.4 Distinguishing Tour, Travels, Tourists and Travelers
- 1.5 Structure and Organization of the Tourism Industry
- 1.6 Importance of Tourism Development
- 1.7 Negative Impacts of Tourism
- 1.8 Introduction to and Characteristics of Hospitality Management

### 1.1 **Explaining the Concept of Tourism**

A fundamental principle in tourism is that people move out of their usual environments to other places to achieve their set tourism objectives. People

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### **1.1 Explaining the Concept of Tourism**

A fundamental principle in tourism is that people move out of their usual environments to other places to achieve their set tourism objectives. People undertake or have motive for tourism activities for different reasons. At the beginning, motivations for travel were restricted to food, water, safety and travel. With technological advancement in especially transportation system, the quest for pleasure, exploration, education, sightseeing and religious purposes have become more predominant motivations for people to want to travel from their normal places of work and residence to destinations where they engage in activities that gratify their motivations.

The tourism Industry covers anything that caters to visitors, from abroad, or even more locally. From Hotels, to tours of Museums, tours of places of special interest, tour guides of cities, leisure facilities, specialist restaurants, sporting



facilities, even the publication of maps. It is a wide field and covers many areas. In specific term, tourism can be defined in the following ways,

1. Tourism is the temporary movement of people to destinations outside their normal places of work and residence. Thus the two phenomena overlap: tourism can be seen as a form of leisure that takes place away from home. However travel for non leisure purposes is also often included in tourism, for example business and conference travel-but even these travelers generally make use of leisure facilities at their destinations, often mixing business and pleasure (Mathieson and Wall, 1982).
2. Tourism is the travel for recreational, leisure, family or business purposes, usually of a limited duration. Tourism is commonly associated with trans-national travel, but may also refer to travel to another location within the same country. The World Tourism Organization (WTO) (1997) defines tourists as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".
3. Tourism is the business of providing and marketing services and facilities for pleasure travelers (Nona, 1993). It is a form of recreation that requires leaving home for some other places, whether near or far (Olokesusi, 1989). It can also be defined as the phenomenon arising from temporary visits (or stays away from home) outside the normal place of residence for any reason other than furthering an occupation remunerated from within the place visited (Burkart and Medlik, 1981) (cited in Egbaji, 2007).
4. Tourism involves the movement and stay of foreigners inside and outside a city or a region, provided the journey and stay of the stranger is not connected with remunerative activities. In this sense, it is the

sum total of the temporary or short term movement of people from their point of origin (source) to a destination outside their place of work or residence. It equally entails all the non economic activities in which they participate during the time they stay outside their registered domiciles.

5. Paul (2000) defined tourism as recreation activities requiring at least one night's stay away from home following a recreational interest. In this sense, tourism involves the movement of people from a generating region to a destination region for the purpose of adventure or relaxation. In line with the above definition, John (1995) defined tourism as the temporary short term movement of people away from where they normally live and work. A tourist in this regard is a person who travels from place to place for non work reasons (cited in Gbadebo, 2008).
6. The sum of the phenomena and relationships arising from the travel and stay of non residents, in so far as they do not lead to permanent residence and are not connected with any earning activity is regarded as tourism (Leonard and Carson, 1997). It involves the process of visiting for at least one night for leisure and holiday, business and professional or other tourism purposes (John, 1995). Thus, among others, the reasons for tourism include cultural, historical, recreational, environmental and ethnic considerations.
7. Hunziker and Krapf (1941) defined tourism as people who travel "the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity.
8. In 1976, the Tourism Society of England's definition was: "Tourism is

the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes" (in Barro, 1991).

9. Tourism is an activity done by an individual or a group of individuals, which leads to movement from a place to another. From a country to another for performing a specific task or it is a visit to a place or several places for purposes of entertaining which leads to an awareness of other civilizations and cultures, thereby increasing the knowledge of countries, cultures, and history.

In 1994, the United Nations identified three forms of tourism in its Recommendations on Tourism Statistics:

- a. Domestic tourism, involving residents of the given country traveling only within this country.
- b. Inbound tourism, involving non-residents traveling in the given country.
- c. Outbound tourism, involving residents traveling in another country.

From all the above definitions, a tourist could be regarded as a person who is visiting for at least one day in an area basically for the purpose of leisure or business. Tourism is the practice of travelling for pleasure or the business of offering information, accommodations, transportation and other services to tourists. The tourism industry to meet the increasing material and cultural needs. Through tourism makes people physically and mentally to rest, to improve the health situation, broaden horizons and increase their knowledge, to promote the development of social production.

It is important to point out at this point that tourism can be Domestic and also International. Domestic tourism would be referring to tourism within one's own country. It is when people take holidays, short breaks and day trips in

their own country. International would be outside of one's own country. Domestic and International tourism is closely linked to the unity, overall planning, and reasonable arrangements to promote each other and complement each other for common development.

## **1.2 Differences between Leisure, Recreation and Tourism**

Leisure is the time available to an individual when work, sleep and other basic needs have been met (Boniface and Cooper, 2001). It is an individual's discretionary, unobligated time not devoted to official assignments or for meeting the exigencies of life, but time spent away from work and judiciously used for recreational activities (Suleiman, 2010). Mathematically put by Oluwole, Adedeji and Ukandu (2012), twenty-four hours minus sleep, meals, gainful employment, fulltime studies and domestic work time, equals leisure time. Leisure therefore, is free (off-work) time at one's disposal, sufficient to be used to engage in pleasurable activities which may involve 'leisure travel' which Beech and Chadwick (2006) defines to mean travel undertaken for pleasure and unrelated to paid work.

Leisure is recreation encompassed. As defined by the Ogunwuyi, (1998) leisure may be expressed either as the refreshment of the mind and body after work, especially by engaging in enjoyable activities or as an activity that a person takes part in for pleasure or relaxation rather than as work. Recreation takes [place in leisure (Suleiman, 2010). When recreation involves leisure travel, it becomes a form of tourism. Recreation is an aspect and one of the motivations for tourism. Recreational tourism then implies the movement away from usual place of work and residence to tourism destinations wholly for relaxation and fun activities.

The main purpose of recreation is to rest the body, brain and mind. Activities such as play, dance, music (listening to and making), partying, pursuing

hobby, nature viewing, walking, cycling, pastime with friends, socialising, are some recreational activities that may be engaged in during leisure hours. These activities and the like, have been said to accord one who engages in them benefits such as rest and relaxation, enjoy nature, get acquainted with new environment, be refreshed, be physically and mentally fit again as well as be rejuvenated (Suleiman. 2010).

In a broader perspective, both Suleiman (2010) and Ogunwuyi (1998) saw recreation as a social activity contributing significantly to promoting optimum health and productivity, education and learning, developing character and citizenship, enhancing individuality, add value to society and also sever as deterrent to youth restiveness and substitute for vices and evil pursuits.

Aside from the above enumerated benefits of recreation, Ogunwuyi (1998) and Oluwole, Adedeji and Ukandu (2012) also opine that increase in recreational participation has the propensity to stimulate tourism growth and development with its attendant gains which include economic, socio-cultural and health gains.

Recreation may either be indoors or outdoors. Recreational tourism however is most effective when carried out in atmospheres and environments different from the usual. This helps one to be emotionally and psychologically detached from the work and the hustle bustle-bustle that one is getting away from. Recreational activities are often preferred in serene, appealing, nature-based atmospheres or destinations. Ideal recreational tourism locations will include scenic spots, relics, mountains, playgrounds, picnic sites, parks, and monuments, water areas such as rivers, streams, coastlines, and lakes (DFID, 1999).

### **1.3 Forms of tourism**

There are different purposes of visits. Based on the purpose of visit tourism is categorized into the following,

#### **1. Leisure Tourism**

Leisure refers to time spent away from work and all manner of business as relaxation time. Leisure tourism is that tourism that encourages people to take advantage of certain features in a defined area. Tourists may travel to experience a change in climate and place and learn something new, enjoy pleasant scenery, or to know more about the culture of a destination. Tourists, who seek break from the stress of day to day life, devote their holiday to rest and relaxation, refresh themselves. These tourists prefer to stay in some quiet and relaxed destination preferably at a hill resort, beach resort or island resort. In recent time, tourists undertake various adventure sports activities for leisure and to refresh themselves after working hard.

#### **2. Cultural Tourism**

It is also called as heritage tourism. Culture can be viewed as comprising what people think (attitudes, beliefs, ideas and values), what people do (normative behaviour patterns or way of life) and what people make (artworks, artifacts, cultural products). Culture is therefore composed of processes (the ideas and way of life of people) and the products of those processes (buildings, artifacts, art, customs, and 'atmosphere'). Looking at culture in this way, cultural tourism is not just about visiting sites and monuments, which has tended to be the 'traditional' view of cultural tourism, but it also involves consuming the way of life of the areas visited. Both of these activities involve the collection of new knowledge and experiences.

Cultural tourism can therefore be defined as the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs' (Richards, 1996). According to this conceptual definition, cultural

tourism covers not just the consumption of the cultural products of the past, but also of contemporary culture or the 'way of life' of a people or region. Cultural tourism can therefore be seen as covering both 'heritage tourism' (related to artifacts of the past) and 'arts tourism' (related to contemporary cultural production).

Cultural tourism (or culture tourism) is the subset of tourism concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion(s), and other elements that helped shape their way of life.

Cultural tourism is one of the largest and fastest-growing global tourism markets. Culture and creative industries are increasingly being used to promote destinations and enhance their competitiveness and attractiveness. Many locations are now actively developing their tangible and intangible cultural assets as a means of developing comparative advantages in an increasingly competitive tourism marketplace, and to create local distinctiveness in the face of globalisation. Culture is most important factors which attracts tourists to a destination. According to DFID (1999), cultural tourism gives insight to,

- a Way of life of the people of distant land
- b Dress, jewellery, dance, music, architecture
- c Customs and traditions
- d Fairs and festivals
- e Religions
- f Culinary delights

### 3. **Religious Tourism**

Barro and Sala-i-Martin (1991) maintained that It is also called as Pilgrimage tourism / Spiritual tourism. It is a form of tourism, where people travel



individually or in groups for pilgrimage. The world's largest form of mass religious tourism takes place at the annual Hajj pilgrimage in Mecca, Saudi Arabia. Modern religious tourists are more able to visit holy cities and holy sites around the world. The most famous holy cities are Jerusalem, Mecca and Varanasi.

#### **4. Family Tourism**

In DFID (2000), family tourism involves the family unit and their participation in diverse forms of tourism activity. This includes visiting one's relatives and friends for interpersonal reasons. Many people in India travel for visiting their friends and relatives. While visiting friends or relatives, people also visit tourists' attractions in and around the city.

#### **5. Health Tourism**

As noted by World Bank Report (2000), health tourism is also called as Medical tourism. People have been travelling for centuries to improve and rebuild their health and stamina. Today, many people travel great distances to exotic locations or health care facilities in faraway countries, in search of medical treatment and care. Medical tourism is an age-old concept that has gained popularity in the recent times. Many developing countries are emerging as hot medical tourism destinations capitalizing on low cost advantages. Many hospitals have specially designed packages including resorts facilities. Thus health tourism covers one or more of the following aspects-

- a Change of climate
- b Alternative therapy- Ayurvedic treatment, hot Sulphur springs,
- c Naturopathy and art of living
- d Medical treatment



## 6. **Sports Tourism**

Sports Tourism refers to travel which involves either viewing or participating in a sporting event staying apart from their usual environment. Sport tourism is a fast growing sector of the global travel industry. Sports tourism refers to people travelling to participate in a competitive sport event. Normally these kinds of events are the motivators that attract visitors to visit the events like Olympic Games, FIFA World Cup. Sports tourism can be adventurous also. Adventure sport tourism is also called as Adventure tourism. Adventure sport tourism is more challenging because it takes the tourists into regions which are less frequently visited and may not have easy access. According to the National Tour Association, adventure tourism is a "tour designed around an adventurous activity such as rafting, hiking, or mountain climbing" (in World Bank Report, 1999).

Adventure sports tourism is a package of

- a Recreation
- b Enjoyment
- c Education
- d Thrills of participating in an adventure

## 7. **Educational Tourism**

WTTC (2003) disclosed that educational tourism developed, because of the growing popularity of teaching and learning of knowledge and the enhancing of technical competency outside of the classroom environment. In educational tourism, the main focus of the tour visiting another country to learn about the culture, such as in Student Exchange Programs and Study Tours, organizing specialized lectures of the eminent personalities and for research.

## 8. **Business Tourism**

The business traveler's main motive for travel is work. Tourists visit a particular destination for various reasons pertaining to his /her work such as

attending a business meeting, conferences, conventions selling products, meeting clients. Business tourism is popularly called as MICE (Meetings, incentives, conferences, and exhibitions) tourism.

## 9. **Alternative forms of Tourism**

Alternative tourism aims at seeking a change from impersonal, traditional tourism to establishing cardinal rapport between visitors and the local community (WTTC, 2003). Instead of using touristic commodities these tourists prefer to use or share the services of local people. The focus in these travels is the preserved natural environment, authentic atmosphere and cuisine, and local traditions. Alternative tourism is nowadays regarded as a key to sustainable development. It is also known as special interest tourism. It is of various types

- a Ecotourism
- b Food tourism
- c Agro-rural tourism

On the whole, tourism is assuming a growing importance in social life. People are more aware of destinations and attractions, have money to spend, and need break from their routine stressful life. They take breaks to refresh and relax or may travel for some psychological and social needs. Tourism service providers need to understand what motivates a person to travel. Various purposes have been categorized and these have led to different forms of tourism. The popular and most basic form of tourism is leisure tourism, under which family tourism, cultural tourism, religious tourism, sports tourism are included. Business tourism is also getting momentum.

### 1.4 **Distinguishing Tour, Travels, Tourists and Travelers**

The terms, Tour, Travels, Tourists and Travelers are basic terminologies in the study and practice of tourism. For clarification of their usage, the following distinctions are made below,

**Tour and Travels:** Tour and Travels are two words that appear alike but strictly speaking there is some difference between the two words. A tour normally takes a long time to complete whereas a travel can be short too. Many travels can take place within a tour. Tour is normally taken with an intention of enjoyment and relaxation.

**Tourists:** It's usually easy for locals to spot a tourist among them. A tourist may carry a camera, guidebook and map at all times and wear the same clothing he'd wear at home. Tourists tend to stay in their comfort zones a bit; they may speak only English instead of trying to learn phrases in the local language; stick to major cities instead of venturing to smaller towns or off-the-beaten-path locales; and stay in areas where the amenities are similar to what they have at home.

**Travelers:** Generally speaking, someone who considers himself a traveler will try to immerse himself in the local culture rather than standing out. If you're a traveler, you may try to explore the less-traveled areas and explore locations where tourism doesn't drive the economy. You'll interact with locals. Your goals for a trip will be to learn and experience new things, rather than to take a relaxing break from everyday life. A traveler may consider a trip a journey rather than a vacation.

### 1.5 Structure and Organization of the Tourism Industry

According to DFID (2000), the tourism industry is based on many different components and interrelated parts. For example, transport, accommodation, attractions, activities, marketing and government regulation. Many businesses span more than one sector and the impacts in one part of the tourism industry have significant implications for other sectors. The tourism industry includes:

- a those sectors which enable the tourist to travel to and from the destination (for example travel agents, airlines, bus companies, tour operators and rental car companies)
- b those sectors which are part of the product at the destination (for example, accommodation, facilities and attractions)
- c the human component of tourism (the labour force)
- d Public sector or government agencies, regional tourism organisations, professional associations and industry training organisations.

### 1.6 Importance of Tourism Development

If carefully planned, developed and managed, tourism can bring substantial benefits to local communities. Some important potential benefits include the following:

- 1 Tourism development can stimulate the establishment of local tourism enterprises. These provide opportunities for local capital investment, jobs, income, profits made from the enterprises and, more generally, development a sense of entrepreneurship that may not have existed previously.
- 2 The increased income generated by the new jobs and enterprises in tourism results in improvement of local living standards. If the commercial enterprises are locally owned and managed, the profits they make will also likely to remain in the area.
- 3 Tourism generates local tax revenue that can be used to improve community facilities, services and infrastructure such as school, medical clinics, libraries, parks and recreation facilities and roads.
- 4 Tourism employees learn new skills and technologies, such as use of computers, which enhance local human resource development. Some of these skills and technologies are transferable to other economic activities.

- 5      Tourism requires that adequate infrastructure, such as roads, water supply, electric power, waste management and telecommunications, be developed. This infrastructure can also be designed to serve local communities so that they receive the benefits of infrastructure improvements. Tourism development can help pay for the cost of improved infrastructure.
- 6      Tourism can provide new markets for local products such as agricultural and fisheries items, arts and handicrafts and manufactured goods and thereby stimulate other local economic sectors. Developing tourist facilities can help support the local construction industry.
- 7      Tourism stimulates development of new and improved retail, recreation and cultural facilities, such as specialty shops and improved shopping districts, parks and recreation, cultural centres and theatres, which local residents as well as tourist can use. Tourism often helps pay for cultural facilities and activities such as theatre performance which local communities could not afford without tourism.
- 8      The overall environmental quality of an area may be improved as a result of tourism because tourists prefer to visit attractive, clean and non-polluted places. Land use and transportation patterns may also be improved because tourism serves as a catalyst for redevelopment of some places.
- 9      Tourism can provide the justification and help pay for conservation of local nature areas, archaeological and historic sites, arts, crafts and certain cultural traditions because these features are the attractions for tourists. Therefore, they must be maintained and often enhanced if tourism is to be successful and sustainable.

- 10 Tourism encourages a greater environmental awareness and sense of cultural identity by residents when they see tourists enjoying the local environmental, historical and cultural heritage. Often residents develop a renewed sense of pride in their heritage when they realize that tourists appreciate it. In this respect, tourism may stimulate revitalization of certain aspects of the cultural heritage that otherwise are being lost through the forces of modern development (UNESCO, 2010).

### 1.7 Negative Impacts of Tourism

Archer (1984) warned that it is misleading, when one just focuses on the positive effects of the tourism industry without the recognition of the adverse effects tourism has on the economy especially when non sustainable measures and techniques are practiced. Some of the negative impacts of tourism to an economy include,

- 1 Small operators in the tourism industry in developing nations face stiff competition from multinational companies (Sinha, 2002). Coupled with exposure of the domestic economy to international trade, frequent fluctuations in the international world would adversely affect the domestic market, thus the fate of domestic economy would be imperially determined by the neo-colonial powers.
- 2 The volatility of the tourism sector to political, social, environmental and economic disturbance makes it dangerously unsuitable for developing countries (Crick, 1996).
- 3 Increase in crime rate and immorality (proliferation of commercial sex workers) is a major feature of a society struggling with tourism activities.

- 4 Tourism has led to increased urban-rural polarization as well as the concentration of wealth in the hands of a few. Tourists do not go to Third World countries because they are friendly, they go because a holiday there is cheap, and that cheapness is, in part, a matter of the poverty of the people, which derives in some theoretical formulations directly from the affluence of those in the formerly metropolitan centres of the colonial system. That affluence now produces conditions of work and life such that leisure activity is prized (Crick, 1996).
- 5 Also undesirable social effects like the development of miscreants or deviant activities such as theft, begging Noronha (1979), prostitution Cohen (1983) and fraud Jones (1978) are quite possible. In many developing countries such as Thailand and the Philippines, tourism has generated thriving sex industries, which in turn have contributed to the HIV pandemic in Asian countries.

### **1.8 Introduction to and Characteristics of Hospitality Management**

Hospitality management is both a field of work and a field of study. In the work sense, it refers to management of hotels, restaurants, travel agencies, and other institutions in the hospitality industry. As a field of study, it refers to the study of the hospitality industry and its management needs. People who are interested in careers in the industry may opt to pursue it as a field of study so that they can start their careers on solid footing.

Hospitality Management is the field of work or study of managing hotels, restaurants, cinemas, theaters, travel agencies and similar organizations in the hospitality industry. It also refers to a range of occupations and professional practices associated with the administration of hotels, resorts and other lodging. According to World Tourism Organisation (2001)



Hospitality is one of the most interesting and challenging industries to work in and offers a wide range of job and career opportunities and an endless variety of places to work in. The challenges arise from the need to manage human and material resources in such a way that meets variety of needs. It is at the same time interesting because hospitality is the business of helping people to feel welcome and relaxed and to enjoy themselves.

Job titles commonly associated with hospitality management include: front desk managers, executive chefs, and event managers, revenue managers, catering managers, rooms director and other titles. The responsibilities of hotel management depend on the hotel and type of job. However, the general objective of hospitality management jobs is to administer the day-to-day financial, personnel and customer service operations of a hotel, resort, spa, lodge, inn or other accommodation.

### **Characteristics of the Hospitality Industry**

According to Barro (1991), the under listed are the basic characteristics of the hospitality industry,

#### **1. Intangibility**

Tourism products in the hospitality industry are service oriented and, as such, they are largely intangible though with tangible, concrete elements. The importance of the abstract elements is such that we must make them tangible in order to apply marketing techniques to the services we provide.

#### **2. Limited life-span**

Tourism products cannot be stored so, unless consumed when planned, they are waste. This affects hotel industry in such a way that we must choose between selling at the market's pace and selling in advance (through agents). In fact, overbooking is a consequence of this limited life-span, an inherent feature of tourism services that we must try to counterbalance.



### 3. **Aggregability**

Tourism product can be formed by aggregating various products, and this makes its commercialization and quality control more difficult. Prices can vary by eliminating or adding services to the existing pack, creating new, customized, products.

### 4. **Heterogeneity**

As mentioned, aggregability implies a difficulty when it is about controlling all phases so that they are at the same level of excellence. A single mistake in any aspect affects the final product. Nevertheless, aggregability allows preparing custom-designed products, no matter how standardized they are initially. In this sense, we can talk about “heterogeneous standardization”. It is not only the product what is being customized but a given trip will be different from any other even if they share the same characteristics.

### 5. **Simultaneity of production and consumption**

While other products are created, stored, purchased and then used, tourism products are purchased first and then produced and consumed simultaneously, at the same place and time. This implies that services cannot be separated from their providers and, therefore, consumers have to travel to the location of the product, not vice versa. For this reason, the human component in the provision of services is extremely important

### 6. **Growth areas**

In the hospitality industry, more specialised knowledge is needed on topics such as technology, financial management, social media, health and safety requirements and sustainability. Technology is an important area within the industry. Online booking and the growth of social media have changed the relationship between the customer and the provider. Today, people are better informed and have real customer awareness. Customers are technology

experts - they want easy access to information about hotels, destinations, and airlines through a range of digital platforms.

## **7. Skills**

The hospitality industry attracts ambitious, career-minded people with a passion for the hospitality and service industry.

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**Review Questions**

- 1 Define the term Tourism
- 2 Identify the differences between Leisure, Recreation and Tourism
- 3 Explain the various forms of Tourism
- 4 Distinguish between Tour, Travels, Tourists and Travelers
- 5 What are the importance of Tourism Development?



## 2 | **TOURISM DEVELOPMENT AND THE WEST AFRICAN ECONOMY**

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- Perspectives on the Historical Development of Tourism
- Significant Dates in the Development of Tourism
- Some West African Countries and Tourism Destinations
- Tourism Development and the African Economy:  
Strength and Weaknesses

# 2



## TOURISM DEVELOPMENT AND THE WEST AFRICAN ECONOMY

**M**ost West African economies are tourism driven. Tourism is an increasingly crucial activity contributing to both economic growth and social development. The tourism industry has grown considerably in the last few years. This chapter is an attempt to examine the underlisted issues,

- 2.1 Perspectives on the Historical Development of Tourism
- 2.2 Significant Dates in the Development of Tourism
- 2.3 Some West African Countries and Tourism Destinations
- 2.4 Tourism Development and the African Economy: Strength and Weaknesses

### 2.1 **Perspectives on the Historical Development of Tourism**

Looking into the historical development of tourism, it will be impossible to pinpoint a precise time or period when tourism, as we know it, began. Historians and operators of the tourism industry have given several perspectives to the development of the sector. However, within the context of

this literature, the narration of Manneh (2009) will be of significance in providing a brief but insightful perspective to the historical development of tourism.

According to Manneh (2009), tourism evolved through time building on its needs, compunctions and desires of society and the opportunities that were presented. Pilgrimages in medieval Britain show that the supply and demand for what might be loosely termed tourism products and services was operating as far back as the fifteenth century. In the wider context, the sixteenth Century Elizabeth Mansion became a social and cultural center, and early origin of visiting friends and relatives are easily identified in the period. From the seventeenth century, a form of tourism known as polite visiting emerges. Those in the upper classes travelled on circuits of the country or took day trips, visiting the country estates of associates or society figures to view the architecture, gardens, parklands and works of art.

However, visits remained confined to a small number of academics and intellectuals until the introduction of regular steamship services from Glasgow around 1840. Another form of tourism based on social and cultural experience and education for young aristocrats became particularly prominent during the eighteenth century. It was known as the grand tour and concerned British outbound travelers.

Towner (1985) suggests that the number of Britons undertaking this venture per year stood at 15,000-20,000 at its peak in the mid eighteenth century. Towner (1996) presents a comprehensive review of the grand tour and notes some of the reasons for travel, which included a shift away from the increasingly unfashionable society and culture of Britain and perception that travel would broaden the mind.

Grand tour itineraries were often influenced by travel literature and in particular, Nugent's grand tour guidebook, published in 1756 in four volumes covering France, Germany, Italy and the Netherlands. Grand tour tourists often visited classical antiquities, principal works of arts and natural curiosities as well as mixed with fashionable society on their travels. Similar to modern day tourism, grand tour was typified by distinct seasonal patterns of travel.

Moreover the desire for people to travel continued to grow after the elapse of the grand tour and over the years major events took place within the evolution of tourism. In 1937 domestic travel for pleasure purposes grew over the grand tour when upper classes undertook holidays in seaside resorts and spas within the UK and other European countries.

In 1945, after the Second World War, visitors flew to battlefields as a mark of respect and in remembrance of fallen heroes. Moreover, cheap aircrafts became available with the growth of commercial airline companies. In 1950, the number of overseas visitors to Britain exceeded one million due to cheap Atlantic air travel to Britain.

In 1957 more than two million overseas visitors travelled to Britain. The 1960s witnessed great changes in the nature of tourist travel with the introduction of package holidays by air using chartered aircrafts and also in the development of home centred forms of holiday. However, radio and television in the homes challenged cinema as a major form of leisure and entertainment. Television took the centre stage in promoting domestic and overseas holidays. At the same time, growing affluence meant that overseas travel truly came within the grasp of the working classes. One of the major developments in this decade has been the development of holiday camps.



The 1970s saw a historical breakthrough in air transport with the introduction of the DC-10 and much bigger Boeing 747 on a global scale, the first wide body jets meaning more people could travel more cheaply, more quickly and more easily, covering greater distances than before.

This decade also witnessed the development of powerful tour operators with a high degree of vertical and horizontal integration, able to shape the tourism industry. The segmentation of the tourism market and differentiation of products have resulted in a huge range of tourism products, services and experiences. The 1890s witnessed a high economic recession, which drastically affected tourism demands. Factors that impact on tourism demands include high unemployment, high interest rates and high levels of inflation.

The 1990 tourism was affected by political factors. The Gulf war left its impact with 2 million tourists lost to Europe. This was a contributory factor in the downfall of the International Leisure Group (ILG) in the UK. There was also wariness of travelling, due to the high cost of fuel for airlines, as well as high fare pricing. In the first decade of the new millennium, the World Trade Centre bombings in 2001 and subsequent terrorist attacks have undoubtedly affected tourism demands on a global scale. America's invasion of Iraq in 2003, heightening fuel prices and the escalated fear of travel to the Middle East, post election tribal and partisan violence in Zimbabwe and Kenya, have as well affected the industry. Also, the impact of the economic crunch has affected the West and other countries of the globe (Manneh, 2009).

In contemporary economic development trend, tourism has emerged as one of the fastest growing sectors of the global economy and developing countries are attempting to cash in on this expanding industry in an attempt to boost foreign investment and financial reserves. While conceding that the



uncontrolled growth of this industry can result in serious environmental and social problems, the United Nations contends that such negative effects can be controlled and reduced. Arguing that 'tourism needs to be more sustainable', the world body is organising a 'dialogue' this April in the UN Commission on Sustainable Development to bring together national and local governments, the tourism industry, trade unions and activist groups to realise this goal.

## **2.2 Significant Dates in the Development of Tourism**

Cited in WTTC (2003), the World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide (Dickson, 2007).

UNWTO encourages the implementation of the Global Code of Ethics for Tourism, to maximize tourism's socio-economic contribution while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the United Nations Millennium Development Goals (MDGs), geared towards reducing poverty and fostering sustainable development.

UNWTO generates market knowledge, promotes competitive and sustainable tourism policies and instruments, fosters tourism education and training, and works to make tourism an effective tool for development through technical assistance projects in over 100 countries around the world. UNWTO's membership includes 156 countries, 6 Associate Members and over 400 Affiliate Members representing the private sector, educational

institutions, tourism associations and local tourism authorities. According to UNWTO, the under listed are significant dates in the development of tourism in the world,

- 1946** The First International Congress of National Tourism Bodies, meeting in London, decides to create a new international non-governmental organization to replace the International Union of Official Tourist Propaganda Organizations (IUOTPO), established in 1934.
- 1947** The First Constitutive Assembly of the International Union of Official Travel Organisations (IUOTO) is held in The Hague. The temporary IUOTO headquarters are established in London.
- 1948** Creation of the European Travel Commission (ETC), the first Regional Commission within IUOTO. It is followed by those for Africa (1949), Middle East (1951), Central Asia (1956) and the Americas (1957). IUOTO is granted United Nations consultative status.
- 1951** IUOTO transfers its headquarters to Geneva, Switzerland, where it remains until 1975.
- 1954** IUOTO takes part in the United Nations Conference on Customs Formalities for the Temporary Importation of Private Road Motor Vehicles and for Tourism held in New York, which adopts two key multilateral instruments to facilitate travel and tourism promotion activities.
- 1957** Robert Lonati (France) becomes the first IUOTO Secretary-General; his mandate will be extended until 1974.
- 1963** Following an IUOTO initiative, the United Nations Conference on Tourism and International Travel meets in Rome. This conference adopts a series of recommendations on the definition of the terms 'visitor' and 'tourist' regarding international statistics; the simplification of international travel formalities, and a general

resolution on tourism development, including technical co-operation, freedom of movement and absence of discrimination.

- 1965** IUOTO takes an active part in the work of the International Conference on Facilitation of Travel and Maritime Traffic, organized by the International Maritime Organization (IMO) in London. The Conference adopts the Convention on Facilitation of International Maritime Traffic.
- 1966** The 79th meeting of the Executive Council of IUOTO in Madrid, approves a proposition to modify the legal statutes of the Union and creates a working group to study the effects and consequences of this change.
- 1967** The United Nations, following an IUOTO initiative, declares 1967 International Tourism Year (ITY), with the slogan Tourism, Passport to Peace.
- 1969** The Intergovernmental Conference in Sofia (Bulgaria) and the United Nations General Assembly press for the creation of an intergovernmental organization on independent tourism.
- 1970** On 27 September, the IUOTO Special General Assembly meeting in Mexico City adopts the Statutes of the World Tourism Organization (WTO). From 1980 onwards, this day will be celebrated as “World Tourism Day”.
- 1975** First WTO General Assembly meets in May in Madrid at the invitation of the Spanish Government. Robert Lonati is voted in as the first WTO Secretary-General and the Assembly decides to establish its headquarters in Madrid.
- 1976** The WTO General Secretariat is set up in Madrid on 1 January. The agreement is signed for WTO to become an executing agency of the United Nations Development Programme (UNDP), carrying out technical co-operation with Governments.

- 1980** The World Tourism Conference held in Manila (Philippines) adopts the Manila Declaration on World Tourism.
- 1982** The World Tourism Conference in Acapulco (Mexico) adopts the Acapulco Document.
- 1985** The VI WTO General Assembly, held in Sofia (Bulgaria), adopts the Tourism Bill of Rights and Tourist Code. Willibald Pahr (Austria) is voted new WTO Secretary-General.
- 1989** Inter-Parliamentary Conference on Tourism, jointly organized with the Inter-Parliamentary Union, adopts The Hague Declaration on Tourism. VIII WTO General Assembly, Paris (France). Antonio Enríquez Savignac (Mexico) is voted new WTO Secretary-General.
- 1991** The International Conference on Travel and Tourism Statistics in Ottawa (Canada) adopts a resolution defining the statistical needs of the tourism industry.  
WTO General Assembly in Buenos Aires (Argentina) approves the recommendations of the Ottawa Conference and adopts “Recommended Measures for Security in Tourism” and “Creating Tourism Opportunities for Handicapped People in the Nineties”.
- 1992** WTO participates in the United Nations Conference on Environment and Development held in Rio de Janeiro (Brazil), where "Agenda 21" is created.
- 1993** WTO General Assembly held in Bali (Indonesia), Antonio Enríquez Savignac (Mexico) is re-elected as Secretary-General. The United Nations Statistics Commission approves the Ottawa recommendations and adopts the Standard International Classification of Tourism Activities (SICTA).
- 1994** Joint WTO and UNESCO meeting on the Silk Road, held in Samarkand (Uzbekistan), adopts the Samarkand Declaration on Silk Road Tourism.

- 1995** Accra Declaration on the WTO-UNESCO cultural programme “The Slave Route” in Accra (Ghana).
- WTO Forum on Parliaments and Local Authorities: Tourism Policy-Makers, held in Cadiz (Spain), which underscores the importance of co-operation between local, regional and national authorities.
  - WTO, WTCC and the Earth Council produce Agenda 21 for the Travel and Tourism Industry, as a follow-up to the Rio Conference.
  - WTO General Assembly in Cairo (Egypt) adopts the WTO Declaration on the Prevention of Organized Sex Tourism.
- 1996** WTO Forum on Parliaments and Local Authorities: Tourism Policy-Makers, held in Bali (Indonesia), adopts the Bali Declaration on Tourism,
- 1997** XII WTO General Assembly in Istanbul (Turkey) approves a White Paper to define WTO strategy in confronting the challenges of the 21st century. Francesco Frangialli (France) is voted new WTO Secretary-General.
- 1998** The WTO.THEMIS Foundation is created in Andorra, to promote quality and efficiency in tourism education and training.
- 1999** The World Conference on the Measurement of the Economic Impact of Tourism, held in Nice (France), approves the Tourism Satellite Account.  
XIII WTO General Assembly in Santiago (Chile) adopts the Global Code of Ethics for Tourism.
- 2000** The United Nations Statistics Commission approves the international standards included in the Tourism Satellite Account (TSA).  
Third WTO Forum on Parliaments and Local Authorities: Tourism Policy-Makers, in Rio de Janeiro (Brazil).
- 2001** First World Conference on Sport and Tourism, jointly organized by WTO and the International Olympic Committee, Barcelona (Spain).  
Conference on Tourism Satellite Accounts in Vancouver (Canada)

aimed at promoting the use of Tourism Satellite Accounts.

XIV WTO General Assembly held jointly in Seoul (Republic of Korea) and Osaka (Japan), adopts the Seoul Declaration on Peace and Tourism and the Osaka Declaration for the Millennium. Francesco Frangialli (France) is re-elected Secretary-General. The Assembly requests looking at the possibility of transforming WTO into a United Nations specialized agency.

**2002** 2002 is declared International Year of Ecotourism.

Quebec (Canada) holds the World Ecotourism Summit, which adopts the Quebec Declaration on Ecotourism.

- WTO takes part in the World Summit on Sustainable Development (Johannesburg, South Africa), during which the programme “Sustainable Tourism – Eliminating Poverty” (ST-EP) is presented. The final declaration of the Summit includes a direct reference to sustainable development of tourism.

IV WTO Forum on Parliaments and Local Authorities: Tourism Policy-Makers, held in Panama City.

**2003** WTO Strategy for Crisis Management is adopted at ITB Berlin (Germany).

- First International Conference on Climate Change and Tourism, Djerba (Tunisia).
- XV WTO General Assembly, Beijing (China), approves the composition of the World Committee on Tourism Ethics and unanimously supports the programme Sustainable Tourism – Eliminating Poverty (ST-EP).
- The Assembly approves the transformation of WTO into a United Nations specialized body by resolution 453(XV). The transformation is ratified at the United Nations General Assembly by resolution A/RES/58/232.

**2004** First World Conference on Tourism Communications

(TOURCOM), organized by WTO in Madrid, during FITUR.

The World Committee on Tourism Ethics, the implementation body for the Global Code of Ethics (adopted in 1999), holds its first meeting in Rome (Italy).

**2005** Following the Asian tsunami catastrophe in December 2004, UNWTO Secretary-General summoned an emergency meeting of the UNWTO Executive Council which adopts the Phuket Action Plan.

- UNWTO conference on the “Tourism Satellite Account (TSA): Understanding Tourism and Designing Strategies” in Iguazu, jointly organized with the governments of Argentina, Brazil and Paraguay.
- Applying the agreement signed between UNWTO and the Government of Korea in 2004, the official head office of UNWTO's ST-EP Foundation is opened in Seoul.
- XVI UNWTO General Assembly held in Dakar (Senegal), confirms the leading role UNWTO can play in eliminating poverty through sustainable tourism development. Francesco Frangialli (France) is re-elected for a third mandate as Secretary-General.
- The General Assembly also approves the adoption of the initials UNWTO in English and ЮНВТО in Russian.

**2006** Anniversary of UNWTO in Madrid.

- Chaired by United Nations Secretary-General Kofi Annan, the UN's Chief Executives Board meets for the first time at UNWTO headquarters.
- First International Conference on Tourism and Handicrafts, Teheran (Islamic Republic of Iran).

**2007** Fifth International Forum for Parliamentarians and Local Authorities, Hamamet (Tunisia.)

- Second International Conference on Climate Change and Tourism, Davos (Switzerland), adopted the Davos Declaration, endorsed by the



- London Ministerial Summit on Tourism and Climate Change.
- First International Conference on Tourism, Religions and Dialogue of Cultures, Cordoba (Spain)
- The XVII Session of the UNWTO General Assembly held in Cartagena de Indias, Colombia, adopts the Davos Declaration and encourages UNWTO to engage itself in the response to one of the greatest challenges of our times.
- 2008** UNWTO and other UN agencies present the Global Sustainable Tourism Criteria at the World Conservation Congress, Barcelona (Spain)
  - The 84th Session of the UNWTO Executive Council establishes the Tourism Resilience Committee (TRC) to respond to the economic downturn, Madrid (Spain)
  - UNWTO launches the awareness campaign Protect Children from Exploitation in Travel and Tourism
  - Permanent Secretariat of World Committee on Tourism Ethics inaugurated, Rome (Italy)
- 2009** In response to the global economic crisis, the UNWTO Roadmap for Recovery is developed, demonstrating how tourism can contribute to economic recovery and the long term transformation to the Green Economy.
  - XVIII Session of the UNWTO General Assembly, Astana (Kazakhstan), endorses the Roadmap for Recovery as a way to mainstream tourism into economic stimulus packages and appoints Taleb Rifai (Jordan) as UNWTO Secretary-General for the period 2010-2013
  - UNWTO and the World Travel and Tourism Council host a side event at the COP-15 negotiations demonstrating the commitment of the tourism industry to the climate imperative, Copenhagen (Denmark)
- 2010** First T.20 Ministers' Meeting underscores tourism's contribution to global economic recovery and the long-term 'green' transformation (cited in WTTC, 2003).



### 2.3 Some West African Countries and Tourism Destinations

The following are some of tourism destinations in West Africa,

- Benin- Ouidah's route d'Esclaves,
- Burkina Faso- The Grande March, Ruins of Loropeni, Kafiguella Waterfalls, Lake Tengrela
- Ivory Coast- National Museum Abidjan, St Pauls Cathedral, Tiagba, Assouinde, Basilica Our Lady of Peace in Yammoussoukro
- Cape Verde- Cidade Velha, Island of Sal, Boa Vista, Fogo
- Gambia- Gambia National Museum, Albert Market, Katchikally Crocodile Pool
- Ghana- Boabeng-Fiema Sanctuary, Kakum National Park, Manet Beach Resort
- Guinea- Iles de Los, Conakry National Museum, Alcatraz island, Bride veil, Lady of Mali
- Guinea-Bissau- River Zoo Farm, Orango Islands National Park, Cacheu Mangroves National Park
- Liberia- Kpa-Tawe Waterfalls, Lake Piso, Mount Nimba Strict Nature Reserve
- Mali- Bandigara Fall, Dogon Country,
- Mauritania- Terjit, National Museum of Mauritania, Chinguetti Mosque, Marche aux Khaimas
- Niger- Agadez Mosque, Air Mountains, Air and Tenere National Nature Reserve, W National Park
- Senegal – House of Slaves, IFAN Museum of African Arts, Lake Retba, Djoudj National Bird Sanctuary
- Sierra Leone- Tuwai Island, Bunce Island, Loma Mountains, Banana island, Kangari Hills Forest Reserve
- Togo- Lake Togo, Lome Grand Market, Togo National Museum, Koutammakou

## **2.4 Tourism Development and the African Economy: Strength and Weaknesses**

Tourism is a dominant economic strength that can enhance the development of the African developing economy. It offer employment, foreign exchange, investment income, and tax revenues. Gauci et al, (2002) declare that the economic growth of this sector does affect the overall growth of the African economy” (cited in Aliyu, 2007). Tourism is expected to foster economic growth through foreign exchange earnings and an increase in state revenue and, at a second level, an improvement in people's well being in the areas of job creation, revenue or income distribution and balanced regional development in the era of globalization (Odularu, 2007).

### **Strength of the West African Tourism Economy**

The strengths of WA as an attractive destination include:

- 1 It offers one of the greatest diversity and density of tourism attractions in terms of landscapes, countryside and major historical cities. The rich heritage of West Africa and its great natural beauty assets allow the development of various destinations products such as cultural and historical, costal or mountainous, sport or religious, thermal or gastronomic, business, and shopping tourism.
- 2 The industry also renders a large number of tourism services and facilities such as hotels, bars and restaurants, leisure parts, sports centres, and museums all over the region. These services remain extremely diversified in each thematic area, from a luxurious hotel to a mountain refuge.
- 3 The progressive introduction of a single currency (the ECO) being adopted by selected countries in the sub-region is making distance smaller and easier to be covered by both West African and foreign travelers.

- 4 The combination of the above factors create a great environment for spending holidays, as demonstrated by the fact that in recent years, the Sub-Saharan Africa (+10 per cent) has been the major contribution to the annual increase in international tourist arrivals among other tourism destination regions of the world.

### **Weaknesses of the West African Tourism Economy**

The Weakness of WA as an attractive destination includes:

- 1 In general terms, the transport system is dense and rather inefficient when considering connections among main West African cities. Since, access to destinations is also a precondition for engagement in the tourism industry, but many regions within WA still lack transport networking or have low or scattered options of transport modes, this remains a major problem in the development of these tourism destinations. Furthermore, lack of adequate communication infrastructures undermine the capacity of the industry to blossom.
- 2 West Africa (WA) also suffers from a good reputation in terms of the wealth level of its economy, quality of life and social / political living conditions. It has an inefficient health system, a nascent democracy seemingly lacking respect for human rights, and relatively unsafe places with respect to criminality.
- 3 WA tourism is a highly fragmented industry (travel agencies, tour operators, carriers, hoteliers, restaurateurs) characterized by several vertical horizontal and transversal integrations, more frequent than in other economic sectors.
- 4 The industry is composed of a large number of tourism enterprises, mostly of small and medium size, vertically integrated. Horizontally,

tourism affects, and is affected by, diverse businesses with their representatives, destinations with their different activities, and public and private interests and priorities. Tourism also interacts transversally with other main policies such as transport, environment, spatial planning, sports and leisure, industry and trade, and consumer protection. The major problem in this light is that most of these enterprises are not well coordinated.

- 5 Tourism is a very seasonal phenomenon. It is thus difficult to exclusively rely on this economic activity to tackle regional development problems. Moreover, visitor peaks imply great periodic pressures on the territory and the need to invest in all necessary infrastructures. In terms of human resources, the seasonal workers employed by the industry often lack the necessary skills, and on some occasions, do not enjoy fair working conditions, salaries and career opportunity.
- 6 There are several risks faced by WA tourism industry, some driven by global events and on which control is limited or absent. These include the occurrence of dramatic events (natural disasters, crime, poverty, and insecurity). Economic depression, climate change side effects on the environment, or competition by cheap overseas destinations.
- 7 At the WA level, other risks include the significant increase of environmental pollution and the consequent degradation of the natural environment, the physiological decline of some most popular mass destinations, the concentration of tourism business under the control of few, large operators.

- 8      The growth in tourism demand may generate more environmental pollution. It has not been emphasized that there is no tourist activity that does not rely on environmental resources in some way. Tourism unavoidably affects the state of the environment and the growth in tourism demand may consequently lead to significant environmental impacts. The most relevant pressures come from transport, the use of water and land, and the use of energy by tourism building facilities, the generation of waste, the erosion of soils and the loss of biodiversity.
- 9      Since tourism is a seasonal activity, the pressure on the environment exerted during the peak seasons may become unsustainable, leading to a decline of the resources in the long term or to a degradation of the environment of the destinations.
- 10     Unbalances within the WA integration processes: wealthy countries are often more capable of profiting from tourism than less economically developed countries. Among the reasons are the large-scale transfer of tourism revenues of the host country and the exclusion of local businesses and products. The WA member states that depend primarily on the tourism activity for their economy and employment also face some risks in the sense that in places where tourism is not well managed by balancing the diverse interests, the economic benefits obtainable from the industry may compromise the social conditions, the cultural and natural assets of the receiving regions, as well as the quality of the environment.

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## **Reviewed Questions**

1. Examine the various perspectives on the Historical Development of Tourism
2. Mention 7 significant dates in the Development of Tourism
4. Mention at least tourism destinations in West Africa
3. Identify 5 strength and weaknesses of Tourism Development in Africa

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# 3

## ECONOMICS OF TOURISM DEVELOPMENT

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- Perspectives to the economics of tourism
- The Economic Impact of Tourism Development
- Tourism Sector and Fiscal Policy
- Reasons for Nigeria's Underdeveloped Tourism Sector
- Fiscal Strategy for Enhancing and Sustaining Tourism



# 3



## ECONOMICS OF TOURISM DEVELOPMENT

The tourism sector assumes a new significance in Nigeria and other Less Developing Countries (LDCs) as they pursue economic development through diversification of revenues and increased employment. To examine the economics of tourism development, this chapter will examine the following,

- 3.1 Perspectives to the economics of tourism
- 3.2 The Economic Impact of Tourism Development
- 3.3 Tourism Sector and Fiscal Policy
- 3.4 Reasons for Nigeria's Underdeveloped Tourism Sector
- 3.5 Fiscal Strategy for Enhancing and Sustaining Tourism

### 3.1 Perspectives to the economics of tourism

The economic might of the tourism sector has helped transform societies, often for the better. It is on this information, that at the Lome III conference of less developed nations in 1985, it was recognised that tourism promotes the development of several sectors of the economy since it is consumed at the

point of production and hence directly benefits the communities that provides it. Tourism can serve as a source of revenue generation, especially as the Nigerian government tries to find alternative revenue sources in its diversification programme of the economy. This is grounded on the fact that tourism has been an effective revenue source in countries that have a proactive tourism industry (Olayinka & Bello, 2010).

Mauritius has benefited from this, with the sector contributing about \$1billion as tourism receipts from the period March 2010 to February 2011 (Daily Trust, 2011). This gives government a chance to collect higher revenues and, via the expenditure side, to exert a stronger influence on the development of the domestic economy. Government revenues from tourism are chiefly derived from taxation and investment earning, which is based on the extent of government involvement in the industry (Iwersen-Sioltsidis & Iwersen, 1996).

Since developing nations have rich natural attractions, and development based on these attractions offers the tourism sector some comparative advantage vis-a-vis other economic sectors, Vanhove (1997) expostulates that in addition to the above advantage; tourism has a lower import content compared to other basic economic sectors, and has a high growth rate potential. While tourism has become a major economic activity, "the ability of the national economy to benefit from tourism depends on the availability of investment to develop the necessary infrastructure and on its ability to supply the needs of tourists" (Williams & Shaw, 1988).

Tourism improves employment opportunities in a country, the tourism industry not only generates employment once in operation, and jobs are also created during the construction of the tourist facilities. When considering individual cases, one must not overlook the extent to which tourism can also

create secondary employment in other industries (indirect and induced effects) (Stynes, 2011). It is particularly significant for developing countries that tourism as a service industry should be relatively labour employment-intensive. The extent of this employment effect depends on the size and nature of tourist facilities, the structural depth of the tourism sector, the type of tourism (individual, package, mass, gentle) Iwersen-Sioltsidis & Iwersen (1996) articulated that the development, completion and use of tourist facilities in developing countries always go hand-in hand with infrastructure measures.

With its tendency to produce flexible labour markets and offer diverse working opportunities in the Nigerian economy which is struggling with high unemployment and underemployment, tourism could serve as an activation for economic development and there by become a tool in which macroeconomic policies can be implemented, especially in the face of growing concerns about poverty, unemployment and economic stagnation the Nigerian economy. Let's examine some of the economic and social impacts of tourism development to an economy.

### **3.2 The Economic Impact of Tourism Development**

Tourism development is one of the most important aspects of economic development for developing countries. Both domestic and international tourism must be considered to evaluate the impact of tourism on the economy. To the host region/area travel provides a basis for developing tourism as an export industry, which means that the level of economic activities of the area shall increase through the sale of products and services to the tourists.

There are several economic benefits of tourism to national development. Some of them are examined below,

### **1. Tourism is a viable source of domestic income**

Tourism is important to the world because of the amount of income it brings into countries and it promotes interconnectedness throughout the world. The tourist income multiplier or 'ripple' effect accounts for the indirect impact of tourist spending on the economy. It provides people visiting the country of their choice with the services while they are there in exchange for the visitors boosting the country's economy. It helps provide jobs to the residents of the country that are being visited not only in the tourism and service industry, but also in the manufacturing industry (especially small and medium scale business) as many tourists leave their vacation destination with souvenirs in hand.

Tourists tend to have disposable income that they spend in the country they are visiting. They also, on the whole, have more leisure time with which they use on numerous, shorter vacations throughout the year. Most tourists are well educated with sophisticated tastes which have resulted in the demand for better service and products. Many tourists also travel with their families, resulting in the need for more family-oriented vacation spots as well as niche destinations for other demographics, such as water sports vacations and spa resorts.

### **2. Employment**

The UNWTO has estimated that around 260 million people work in jobs directly related to tourism worldwide and will represent approximately 8.3% of total world employment. In tourism dependent countries such as the Caribbean, as many as 25% of all jobs are associated with the tourism industry. An estimated 102,700 full-time employees (or 5.9% of total employment in New Zealand were actively engaged in producing goods and services for tourists in 1994 (Oluwole, Adediji and Ukandu 2012).

Developments in technology are affecting labour opportunities in employment. Computer reservation systems are replacing manual systems and as a result fewer agents are working in airlines and hotel chains. The increasing use of the Internet for reservations has also reduced numbers of travel agencies and airline offices. Call centres are replacing branches, often situated in low-wage countries like India (Okoli, 2001). The success of the tourism industry relies on the supply of a skilled labour force to serve the needs of the tourists.

## **2. Tourism activities have a Multiplying effect on the Economy**

Perhaps the most important reason is the phenomenon of the multiplier effect, which is: How many times money spent by a tourist circulates through the economy of the country. An example for the above could be as follows:

- a. A tourist spends his money in the hotel by dry-cleaning his clothes, eating in the restaurant ... etc. This money spent will increase revenues of the dry-cleaner and the restaurant owner, both will spend more on their supplies for their shop and for personal needs, which means that other businesses are going to benefit due to their increased profits by the tourist ... and so on.
- b. The development of the country's infrastructure; as it is so important to attract visitors and to provide them with a memorable visit that will lead to a positive word of mouth and a chance of re-visiting the country again.
- c. This also could be thought of from an employment angle, as the infrastructure needs buildings, services, and transportation means and ways, all which means increase in the number of jobs for the locals.
- d. Another important factor for the importance of tourism is attracting foreign investors to invest in the country by showing them high potentials and an acceptable infrastructure to their businesses, all of the above which will lead to the increase of country's GDP which means the development of the country as a whole.

### **3. Tourism is a means of Balance of Payment**

According to Okpoko and Okpoko (2006), tourism provides foreign exchange without exporting anything out of the country and it provides more stable earnings for the country than any other industry. It increases export earnings and a rate of growth of the economy. The income in the form of foreign exchange earnings from an invisible exports helps in offsetting the loss if any, which the country may have from a visible export.

The government of almost all countries have always vested interest in the financial gains through tourism industry. Depending upon the tax and fiscal policies government derives substantial income from tourism industries and direct and indirect taxes are levied on different forms of income and economic activities. Tourism has a direct impact on the national revenue for all touristic countries, it creates work opportunities, industries, and several investments to serve and raise nations performance and cultures, also distributes their history, civilization, and traditions. International tourism is an 'invisible' export which helps to balance imports and thus improve the balance of payments.

### **4. Investment and development**

The level of investment in tourism can determine the success of a region. The investment can be private or public. Often there is a 'chicken and egg' situation where there is an unwillingness to invest until there is a flow of tourists but the tourists will not come to the region until there are facilities and holiday sights e.g. hotels, restaurants to attract them. Often there is a flow on effect and other industries will be attracted to the area to provide services for both tourists and workers (Robinson, Luck and Smith, 2013).

Kandampuly (2007) maintained that another consideration in calculating the economic effects of tourism involves the opportunity costs. Money and other resources, committed to tourism could have been used for different



purposes, providing alternative benefits for the host community. Labour is a good example. If local workers are employed in tourism then other industries such as fruit picking or agriculture may suffer. If there is a shortage of skilled labour, workers may be imported from other countries, resulting in further leakages from the economy. Capital expenditure on developing tourism-related establishments precludes spending scarce resources on other types of development with alternative uses.

### **5. Leakages**

Determining the economic impact of tourism is more complicated than simply calculating tourist expenditure (Suleiman, 2010). The value of tourist expenditure to the host country is reduced by the value of imported goods and services required to satisfy the needs of tourists. This is referred to as leakage. If the host country has constraints on its ability to supply goods and services to tourists, the greater the number of visitors the more imports will be required and the multiplier ratio will fall. Sunlu (2003) had reiterated that imports may include materials for construction, petrol, information technology and even food and water for some small island communities. Leakages explain why only a portion of the income generated is re-spent in the local economy.

### **6. Social and Environmental Impacts of Tourism**

A cost-benefit analysis for tourism developments should assess the social and environmental impacts as well as economic effects. Sustainable development means that tourism is designed to fit with the social and natural environment and not cause the destination to become less desirable for visitors and permanent residents. Social and environmental can also have the negative impact, for example, tourist that coloring the tree, destroy the pathway of the forest and so on.

Williams (1998) stated that relation between the tourist as an individual or a member of group and the social network such as family, friend, neighbour, where the tourist is seen as a representative of the home reference group provides a chain of social relations. Social relations of the tourists group itself, its composition, its tour programme and relations with other groups it encounters.

According to Swarbrooke (2000), when the tourist comes into contact with the places he visits and its population, a social exchange takes place. His social background affects the social structure and mode of life of his destination, he is in turn affected by it and sometimes carries back home with him new habits and way of life. Travel experiences often are among the most outstanding memories in the traveller. The early motivation of travel is regarded as cultural and tourism is been a carrier for the cultural propagation, which is necessary for a deeper understanding of people and broadening of knowledge (USAID, 2008).

### **3.3 Tourism Sector and Fiscal Policy**

Fiscal policies involves the use of taxes and changes in government expenditure to influence the level of economic activity .Undoubtedly, fiscal policy is central to the health of any economy, as government's power to tax and to spend affects the disposable income of citizens and corporations, as well as the general business climate. In this regard, the interrelationship between public finance and the tourism sector performance is of paramount importance. On one hand, Government expenditure can provide an impulse for tourism sector growth, while on the other, it can be harmful if budget deficits leads to competition for scarce financial resources from the banking sector as the government seeks to finance its projects.



In such circumstances, the crowding out of the sector by the Government can outweigh any short-term benefits of an expansionary fiscal policy. It is based on this that (Okonjo-Iweala, 2003) observed that the key to all these lies in striking a good balance in fiscal management thereby having enough expenditure outlays to meet the needs of Government and support growth, but not so much as to deny the private sector the resources it needs to invest and develop. It is usually argued that the combined effect of revenue and expenditure, fiscal policy may have effects on aggregate output which are separate from those related to the absolute level of either taxation or public expenditure, (Tanzi & Zee, 1997). Thus the consequence of just government spending might be completely different when it is grafted with a tax policy. Also the tourism sector itself possesses a long term effect on fiscal policy, especially in huge tourism exporting countries, as it contributes immensely to the government revenues.

Investment and the subsequent expansion in the tourism sector in Nigeria has been largely influenced by fiscal policy. This policy is quite significant because it sends long and short run indicators to investors and customers alike, concerning the direction of government's commitment and how it intends to manage the economy. The tourism sector is that of great importance to most economies because of its capacity to deflate many macroeconomic problems, which most governments have an obligation to solve.

### **3.4 Reasons for Nigeria's Underdeveloped Tourism Sector**

Over the years scholars have tried to bring about justifications for the present state of the tourism sector in Nigeria. Even with its inclusion in UNESCO's World Heritage List and other prominent tourist catalogues, Nigerian tourism record on the whole has been unsatisfactory. Cited in Dickson (2007), the following factors explains the situation,

1. Insecurity and Infrastructural absence and collapse have been attributed to this present difficulty. According to Ojowu inadequate infrastructure support which embodies institutional arrangement, communication, transportation and information for the tourism sector is the prime cause (Ode, 2001) According to Adeleke (2008), the investing environment for tourism is not there. For international tourism to boom, a nation needs to be peaceful and safe.

According to Dickson (2007), for most of its post independence history, Nigeria has been a byword for political instability, violence, ethnic rivalry, and crime. Thus Nigerian system seems not to be suitable for tourism investments based on this criterion. The challenges of marketing Nigeria's tourist credentials are laid bare by the U.S.State Department advisory for the country, which gives even the most intrepid traveler pause. U.S. citizens are warned of the dangers of "violent crime in Lagos and other large cities as well as on roads between cities," the prevalence of "armed muggings, kidnappings and carjacking," and the risk of ethnic conflict. They are urged to avoid "all but essential travel" to the Niger Delta, the scene of years of violence among local citizens, international oil companies, and the Nigerian military (Gilpin & Honey, 2009).

- 2 An important barrier to tourism is the absence of organization and institutional capacity at a national level. For most of its history, Nigeria has not had a national tourism strategy, and government departments overlap at the national and regional levels regarding responsibility for the sector, making it difficult to devise a coordinated plan. The government does not even possess reliable figures on the numbers of international arrivals to and departures from the country (Gilpin & Honey, 2009).

- 3 Corruption is another serious deterrent, as it undermines government efficiency, deters potential investors in the tourism industry, and scares off visitors (Tanzi, 1998).
- 4 According to Christie & Crompton (2001) the dearth of academic literature concerning tourism in Nigeria is also a huge obstacle to the development of the tourism sector. The lack of appropriate empirical studies on tourism in Nigeria and Africa as whole is responsible for the inadequate policy formulation by policy makers, thus the needed guidance to the industry is never achieved by government policy.

### 3.5 Fiscal Strategy for Enhancing and Sustaining Tourism

Fiscal policy strategies for the enhancement and sustenance of the tourism sector in Nigeria have been put forth by Gilpin & Honey (2009), and they considered Improving Investments, Reducing Structural leakages, Strategic oversight, Reducing Bad neighbourhood effect and Firm Regulations and standards. Aliyu (2007) identified the under listed strategies

- 1 Improved Investments: Solid infrastructure is another precondition for any country wishing to develop a strong and vibrant Tourism industry. There is a huge dearth of infrastructure in Nigeria so the Nigerian government needs to prioritize its contribution to capital investment so as to invigorate private investment and hence lead to a mass variety of capital projects in the form of roads, airports, hotels, and leisure facilities needed to attract visitors in large numbers.
- 2 Investments in human capital, in the form of formal education, workshops and training programmes are equally important. Local communities need special training to work in the international hospitality industry. Local drivers may have to meet more exacting safety standards to chauffeur tourists around than might be expected

of them in the domestic market. The hotel industry expects that people who work with foreign visitors be culturally aware of and sensitive to the expectations and foibles of a wide range of nationalities. All of this requires training.

- 3 Reducing Structural leakages: Nigeria must try to capture more Tourism spending and limit leakage if they are to maximize their revenues from Tourism. An international hotel chain that opens up in Nigeria may create jobs in the local community, but it repatriates the profits. In a similar way, host communities might decide that, to keep tourists happy, they have to offer them food and drink they are familiar with, which have to be imported. Home-grown Tourism, on the other hand, allows revenue to remain in the domestic economy rather than seep across borders.
- 4 The Nigeria tax system should be developed in such a way that firms pursuing home-grown tourism should be encouraged by tax waivers in the form of tax deductions, write offs and allowances.
- 5 Strategic oversight: Tourism cannot grow into a thriving sector of the economy without constructive leadership from the national government. Nigeria has failed to reap the rewards of Tourism because of poor planning, poorly thought-out strategies, and fragmented policies. Strategic oversight includes everything from overall budget planning and encouraging outside investment to educating host communities. Without guidance from local and national governments, host communities are likely to find the experience unsettling and negative.

- 6 Firm Regulations: Firm regulations and standards tourism needs to be subject to robust laws and regulations if it is to benefit local communities and prevent them from being exploited. Laws must protect the environment from over development and safeguard the land, property, and livelihoods of communities affected by Tourism. But laws in themselves are insufficient: They must be applied and enforced. This requires the presence of strong and effective institutions, at national and local levels.

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### **Review Questions**

1. Examine the Economic impact of Tourism Development
2. Advance reasons for the underdevelopment of the Nigerian Tourism Sector
3. Mention and explain fiscal strategies for enhancing and sustaining tourism

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## 4 | TOURISM DESTINATION PLANNING AND DEVELOPMENT

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- Meaning of Tourism Planning
- The Tourism Planning Process
- Importance of Planning
- Tourism Master Plan
- Elements of a Tourism Destination Plan
- Community Participation in Tourism Planning:  
the case for Bottom-up Approach
- Strategies for effective tourism development



# 4



## TOURISM DESTINATION PLANNING AND DEVELOPMENT

**H**all (1998) rightly stated that, tourism cannot be allowed to progress in an ad hoc manner without an overall guiding framework and predetermined strategies toward development objectives. This is necessary as it is often too late to reverse or redirect unwanted development once it has become established in a destination and these destinations will always suffer from environmental and social problems that are both detrimental to tourists and residents (Gunn, 1994).

Tourism provides a major economic development opportunity for many countries and a means of improving the livelihoods of its residents. Both the public and private sectors involved in tourism depend on planning to achieve sustainable tourism development that respects the local community, creates appropriate employment, maintains the natural environment, and delivers a quality visitor experience (Jennings, 2000). However, many tourism destinations have pursued development without proper planning and without considering the many impacts such development will bring to the community. This chapter will examine tourism planning approaches to achieve the goals and objectives of tourism development for a destination.

- 4.1 Meaning of Tourism Planning
- 4.2 The Tourism Planning Process
- 4.3 Importance of Planning
- 4.4 Tourism Master Plan
- 4.5 Elements of a Tourism Destination Plan
- 4.6 Community Participation in Tourism Planning: the case for Bottom-up Approach
- 4.7 Strategies for effective tourism development

#### 4.1 **Meaning of Tourism Planning**

Gunn (1992) pointed out that tourism industry originated from tourists' desire to travel ended with the satisfaction of the desire. Therefore, without paying little attention to the demand, planning should make meeting tourists' desire its initial target. He thought that tourism planning is a course to determine an appropriate prospective action after a series of choices. The course is dynamic, interactive. The prospective action is the achievement of goals as well as the formulation of policies.

The tourism plan is generally a formal document to guide both public sector and private sector development activities. Destination planning includes many different forms of planning such as economic development planning, land use planning, infrastructure planning, and social services planning and involves many groups with different perspectives including governments, private investors and developers, and local communities.

Tourism planning generally involves detailed surveys and appraisals of the physical resources of the country or region with little or no concern about possible spin-off effects of proposals and projects on adjacent areas or environments (Baud- Bovy, 1982; Baud-Bovy and Lawson, 1971; Choy, 1991).

Tourism development planning is a series of systems of goals and overall arrangements, based on regional tourism, history, and current situation and market factors. Tourism development plan by the planning scope and level of government is divided into the national tourism development planning, regional tourism development planning and local tourism development planning (Hall, 2000).

In planning, mention must be made of the Tourism Area Planning. Tourism area planning is an overall coordination arrangement for the rational exploitation of tourism areas. Tourism area planning levels is divided into the overall planning, detailed plan, site plan, etc. Each is a strategic framework for ensuring effective design and implementation strategies of tourism projects.

#### **4.2 The Tourism Planning Process**

Tourism planning is implemented at different levels from the general level which may apply to an entire country or region down to the local level which may apply to detail planning for specific resort. What is important to emphasize is the tourism planning and development must be integrated among all levels to take into account different levels of concern and to avoid duplication of efforts and policies. Getz (1992) each level involves different considerations as follows:

- 1 International level - Tourism planning at the international level involves more than one country and includes areas such as international transportation services, joint tourism marketing, regional tourism policies and standards, cooperation between sectors of member countries, and other cooperative concerns.
- 2 National level - Tourism planning at the national level is concerned with national tourism policy, structure planning, transportation

networks within the country, major tourism attractions, national level facility and service standards, investment policy, tourism education and training, and marketing of tourism.

- 3 Regional level – Tourism planning at the regional level generally is done by provinces, states, or prefectures involving regional policy and infrastructure planning, regional access and transportation network, and other related functions at the regional level.
- 4 Local or community level- Tourism planning at the local level involves sub regions, cities, towns, villages, resorts, rural areas and some tourist attractions. This level of planning may focus on tourism area plans, land use planning for resorts, and planning for other tourism facilities and attractions.
- ⊗
- 5 Site planning level - Site planning refers to planning for specific location of buildings and structures, recreational facilities, conservation and landscape areas and other facilities carried out for specific development sites such as tourism resorts and may also involve the design of buildings, structures, landscaping and engineering design based on the site plan.

#### 4.3 Importance of Planning

The importance is planning in tourism cannot be over stressed. According to Cooper (1995), it is significant in the following ways,

- 1 Tourism planning is primarily economic development planning that is directed towards tourism-related objectives which differ between the public sector and the private sector. In the public sector, most planning is done by different levels of government.

- 2 Public sector tourism planning includes consideration of economic and social factors, land use policies and zoning controls, environmental concerns, infrastructure development, employment concerns, and the provision of public services. This adds significant impact to the economy.
- 3 On the other hand, private sector tourism planning is concerned with investment objectives involving various aspects of product development, building and design, financial feasibility, marketing, management and operations.
- 4 Also, tourism planning is important because it provides a common vision, direction and commitment for tourism which are the result of participation of many representatives. The process of tourism planning includes:
- 5 Planning helps in assessing the possible impacts of development and the resource problems which will be faced
- 6 Though planning, the government analyzes the competitive status of a destination and its ability to respond to changes in the travel market
- 7 Planning equally provides a level of stability and predictability in the progress of the overall development of tourism in a given area.

#### 4.4 **Tourism Master Plan**

Many tourism destinations have an overall or general plan that includes all aspects of the tourism development process. Butler (1998) maintained that Tourism Master Plan is often referred to as the tourism master plan and sometimes called the comprehensive master plan. A master plan for a

destination will vary by project depending on the type of destination being developed, its current level of development, and the theory or style of planning being used.

Elements of a master plan usually include economic development, human resources, environmental impacts and social and cultural impacts. Master plans are designed to cover a certain time frame or period such as a five-year plan or a ten-year plan.

#### 4.5 Elements of a Tourism Destination Plan

According to Bramwell and Lane (1993), tourism destination plans generally include the following elements:

1. **Tourism Demand Analysis** - Demand analysis examines the existing and intended visitor markets for the destination. It involves a market analysis that examines the likely tourist arrivals and characteristics and the travel patterns and trends of the markets. Demand analysis is essential in understanding the competitiveness of the destination with other tourism destinations with similar attractions.
2. **Tourism Supply Analysis** - Supply analysis examines the destination itself including its attractions, accommodations, and facilities. The analysis should include transportation, infrastructure, human resources, and other factors which have a direct or significant impact on the quality of the visitor experience. In the assessment of a new development for a previously undeveloped area, site selection is an important element and the analysis will examine various locations or sites for proposed hotels and commercial buildings. In the case of self-contained resort destinations where planning is for integrated resort development, consideration must be given to a number of factors including:

- a Relationship of the site to tourist attractions
- b Desirability of climate
- c Attractiveness of physical environment
- d Availability of land for development
- e Access to tourism gateways and regional attractions
- f Adequate transportation and utilities infrastructure
- g Attitudes of the resident population to the development
- h Availability of a local work force and sufficient housing

- 3 **Tourism Impact Analysis** – Two of the most important impacts in a tourism plan are the environmental impacts and the social-cultural (socio-cultural) impacts of development. While tourism generally is considered environmentally friendly, sustainable tourism development places a high priority on preservation of the environment including land use, water quality, natural scenery, and waste disposal. An important goal of tourism planning should be to protect the natural setting and avoid exploitation of the natural resources.

Many analyses include a study of the carrying capacity of a destination which defines the environmental and physical limits and ability of the destination to accommodate a given level of visitors with the least destruction to the natural resources. Social-cultural impacts concern the pressures and changes that tourism might bring to the resident population in a particular destination. Tourism can have both beneficial and harmful effects on local culture as a result of the use of culture as a tourist attraction and the direct contact between residents and tourists.



- 4      **Economic and Financial Analysis** - For most destinations, economic development is the primary reason for tourism development. Tourism is viewed as a source of visitor expenditures which will benefit the local economy, creating spending and employment while increasing the standard of living of the local population. However, the economic perspective differs between the public sector or government and the private sector.

For the public sector, the economic benefit for the local community is the most important concern. In the economic analysis for the public sector, the areas which are examined are the type of visitor and spending habits of the visitors, the products and services that the visitors seek, the importation costs and supply of goods required by visitors, the costs related to infrastructure development and maintaining an adequate work force with the required skills and training for the industry.

The economic effects of tourism include changing work and consumption patterns, standards of living, and social roles and practices. For the private sector, financial risk and profitability are the primary concerns including the sources of capital for the planned project, extent of foreign ownership or control, wage rates for the local labor force, and availability of private sector funds for investment.

- 5      **Action Plan and Recommendations** – The action plan is the final product of the planning process and will depend on the goals of the plan. It generally includes a summary and analysis of all of the data used in the planning process and includes strategies, guidelines, recommendations, and schedules for development.



#### **4.6 Community Participation in Tourism Planning: the case for Bottom-up Approach**

Bottom up Development Approach is characterized by people using their power to develop their self interest. It creates opportunities for community members to come together to articulate what their development objectives are and further get involved in the execution of such goals. Through participation, communities can shape their own lives and the society they want to live in and how to sell it. It is a strategic community development approach; essentially a form of 'bottom up' planning, emphasized development in the community rather than development of the community (Hall, 1998).

Bottom up development is characterized by:

- 1 Individuals working in their own self interests in the way that they see fit
- 2 Individuals looking for the resources that they need to make progress
- 3 Individuals pondering their options
- 4 Individuals coming together around common causes – forming associations and organising in order to increase their power

Bottom up is the only way to really get large numbers of people engaged in their own development and developing agency in their own lives and communities. Bottom up is about life in a participative democracy. The bottom-up approach means that local actors participate in decision-making about the strategy and in the selection of the priorities to be pursued in their local area. The involvement of local actors includes the population at large, economic and social interest groups and representative public and private institutions. Capacity building is an essential component of the bottom-up approach, involving:

- 1 awareness raising, training, participation and mobilization of the local population to identify the strengths and weakness of the area (analysis);

- 2 participation of different interest groups in drawing up a local development strategy;
- 3 establishment of clear criteria for selection at local level of appropriate actions (projects) to deliver the strategy.

Participation should not be limited to the initial phase but should extend throughout the implementation process, contributing to the strategy, the accomplishment of the selected projects and in stocktaking and learning for the future. There are also important issues of transparency which need to be addressed in the mobilization and consultation procedures in order to reach consensus through dialogue and negotiation among participating actors.

However significant to development strategy, experience has shown that the bottom-up approach should not be considered as alternative or opposed to top down approaches from national and/or regional authorities, but rather as combining and interacting with them, in order to achieve better overall results. Communities are the destination of most travelers, and therefore "tourism industry development and management must be brought effectively to bear in communities" (Blank, 1989). According to Hall (2000) community participation in tourism planning is "a bottom-up form of planning which emphasizes development in the community rather than development of the community" (p.31). Shepherd and Bowler (1997) identified four major propositions for public participation:

- 1 public participation as proper, fair conduct of democratic government in public decision-making;
- 2 public participation as a way to ensure that projects meet citizens' needs and are suitable to the affected public;
- 3 developments carry more legitimacy, and less hostility, if potential affected parties can influence the decision-making process; and

- 4 decisions are 'better' when expert knowledge is publicly examined  
Murphy (1985) has identified a wide variety of interpretations associated with the concept of community participation in the planning process.

Painter (1992) observed three types of participation: pseudo where attempts are made to offer a feeling of community participation mainly restricted to informing and endorsement, partial where community is given some opportunities to influence the development process, but the final decisions are taken from the authorities, and full where each individual has equal influence on the outcome of the process.

When communities do not have input into the process they may feel that they lose control of their communities, as they may prefer to exploit their resources in ways that will protect their environment and culture (Holland and Crotts, 1992; Thomlison and Getz, 1996). Undoubtedly, 'bottom-up' input together with 'top-down' is "the best way to avoid confrontation and achieve harmonious development" (Pigram, 1990, p.7). Only through the co-operation of businesses, citizens, local authorities and governmental and non-agencies, can a balanced tourism development be achieved.

Smith (1984) identified four prerequisites for planning participation: opportunity and legal right, access to information, provision of resources for the public to get involved and genuine public (broad involvement of the public rather than selective). Additionally, Painter (1992) identified three major forms of community participation:

- 1 Information exchange. The outcome of the process is determined by the available information, e.g. through surveys on community opinions, public hearings and media representations.

- 2 Negotiation through face-to-face contact and public discussions between a usually small number of individuals and the public authority.
- 3 Protest. In this case, there are oppositional direct actions, rather than co-operative forms of participation, such as demonstrations, strikes and blocking traffic.

#### 4.7 **Strategies for effective tourism development**

Planning is not an end in itself. When policies are developed through planning, they must be implemented and further evaluated to ensure there is impact. To ensure that all proposed development meets desirable standards, the state government uses the following guidelines:

- 1 Design hotels and resort condominium developments to provide open space and promote energy conservation
- 2 Ensure adequate infrastructure including sewerage, support services, and labor supply
- 3 Ensure a mix of visitor accommodations including full service hotels and condominium apartments
- 4 Ensure shoreline setbacks for public use and access of beach areas
- 5 Provide for public recreational opportunities

It is clear that if a tourism destination is to succeed, good planning must take place. Planning is critical to the competitiveness and survival of a destination. Planning must take into consideration not only the economic and financial interests of the public and private sectors, but also the concerns of the residents of the resort destination and the visitors and their preferences. Destination planning involves a number of steps and activities that include designing, financing, developing, and marketing of a destination to attract the

visitors. It requires cooperation and commitment of a number of different segments including government and community leaders, architects, engineers, investors, economists, environmentalists, and others to ensure the sustainability of a destination.

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### **Review Questions**

1. Why is tourism planning important?
2. What are the levels of tourism planning?
3. What are the major elements of a destination plan?
4. Mention the strategies for effective tourism development

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## 5 NIGERIAN TOURISM INDUSTRY: HISTORICAL DEVELOPMENT, STRUCTURE, PROBLEMS & PROSPECTS

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- Historical Development of Tourism in Nigeria
- Nigeria's Tourism Policy and Institutional Framework
- Structure and major Tourist Centres in Nigeria
- Places of Interest (Tourist Attractions in Nigeria)
- Problems affecting the Effective Development of the Nigerian Tourism Sector
- Prospects of the Nigerian Tourism Sector



# 5



## NIGERIAN TOURISM INDUSTRY: HISTORICAL DEVELOPMENT, STRUCTURE, PROBLEMS & PROSPECTS

**T**ourism is relatively a budding enterprise in Nigeria but owing to Nigeria's potentials, it has undergone a gradual but progressive evolution in the past three decades. Despite increasing challenges, the sector has the potentials to enhance the growth and development of the nation's economy given considerably attention.

- 5.1 Historical Development of Tourism in Nigeria
- 5.2 Nigeria's Tourism Policy and Institutional Framework
- 5.3 Structure and major Tourist Centres in Nigeria
- 5.4 Places of Interest (Tourist Attractions in Nigeria)
- 5.5 Problems affecting the Effective Development of the Nigerian Tourism Sector
- 5.6 Prospects of the Nigerian Tourism Sector

### 5.1 Historical Development of Tourism in Nigeria

The history of tourism in Nigeria is traceable to 1472 when the first Portuguese merchant landed in Lagos on a mercantile mission-Trade Tourism. However, tourism as is presently structured began to grow in 1962 when a group of Nigerians with interest in and commitment to the promotion of tourism set up a body then known as Nigerian Tourism Association (NTA). The NTA received some grant-in-aid from the government and earned membership of the International Union of Official Travel Organization (IUOTO) in 1964.

Today the IUOTO has metamorphosed into the World Tourism Organization (WTO). In any case, the entrance into the IUOTO was not synonymous with the take-off of tourism, even as an effective national past time. As a result, the euphoria soon died down. In 1971, government appointed the African Development Bank (ADB) to conduct a feasibility study on the potentials and the viability of Tourism in Nigeria. The report of that study showed that Nigeria possessed great potentials for the development of tourism as a viable economic sector. This led to the replacement of the NTA-a private voluntary association of interested Nigerians, with a Government public board established by Decree No. 54 of 1976 and which is known as the NIGERIAN TOURISM BOARD. The decree No.54 however did not come into effect until 1978. This Decree of 1976 empowered the NTB to:

- 1 Encourage people living in Nigeria to take their holidays therein and people from abroad to visit Nigeria.
- 2 Encourage the provision and improvement of tourist amenities and facilities in Nigeria, including ancillary facilities.
- 3 Provide advisory and information services.
- 4 Promote and undertake research in the field of tourism
- 5 Grade or classify hotels in such a manner as may be prescribed

The NTB had a chequered history, and consequently failed to create any meaningful impact on the country's tourism industry. This trend was reversed from 1989 when the Federal Government of Nigeria began to regard tourism as an industry to be developed given the administration of its cultural, social, recreational, economic, holistic, domestic and international relevance (Ade, 2005).

In furtherance of this goal, several conferences were organized. At the seventh National Conference on Tourism which took place on March 15 1989 in Maiduguri, Borno State various factors militating against the development of tourism in the country were discussed. It was agreed at the Conference that for tourism to be given a boost in the country, the operational capability of the Nigerian Tourist Board needed to be enhanced through the reconstitution of the Governing Council of the NTB, and through the commercialization of the operation of the Board (Amaku, 2009).

Following the government's approval in the year 1989, the Ministry of Trade was reconstituted as the Ministry of Trade and Tourism, and as a result, the department of Tourism was created in the Ministry. In 2006, the Nigerian Government instituted a new set of reforms in the tourism industry with the aid of the United Nations Development. This led to the creation of the "Nigeria Tourism Master Plan". The report identified amongst other things that the number of international visitors to Nigeria had been static over the last 15 years because of factors like stodgy entry visa processes, lack of information on Nigeria amongst tour operators in the west, bad road networks, and the dilapidated state of many of Nigeria's historic sites (Brown, 2006).

Shamefully, six years after the master plan had been drawn, the commentary on Nigeria's tourism industry will probably be worse. Though there has been a major influx of global hotel brands into Nigeria in the five years, especially in Lagos, the commercial capital of Nigeria, the average cost of these rooms puts it out of reach of the average holiday maker from Europe and America especially in these hard times.

The tourism master plan advocated for partnership programs between the internationally operated hotels in Nigeria and tour operators in the west to use spare capacity in these hotels at favourable rates. Five years after, the tourism and hospitality industry still represents a meagre 0.5% of Nigeria's GDP (Campell, 2003).

According to Charles (2006), economic reformists place Tourism on the front burner. The new thinking on tourism was actually spurred by the reforms embarked upon by the regime of President Olusegun Obasanjo sensing the need to diversify the government's revenue base and correct the structural deficiencies of the economy. These macro-economic reforms of 2003 to 2007 led to strong growth in sectors like banking and telecoms. With oil revenue on the decline and distortions to crude supply owing to the troubles in the Niger Delta the Nigerian government looking for ways to breathe new life into the economy sought to develop the Nigerian tourism sector.

Realising that tourism is a strong alternative to crude oil as a revenue earner, in view of declining global oil prices, government selected the industry as one of six priority areas central to the revival of the economy. Tourism became a cardinal stone for achieving Nigeria's 7-point agenda and its Vision 20:20 programme and also attracting foreign direct investment. The downstream economic impacts from the "export" revenues of international tourist

spending was estimated to generate additional gross revenue of N29 billion (Charles, 2007). Unfortunately, tourism and solid minerals were some of the fragile non-oil sectors which suffered from a policy shift when the reformists left power. The tourism industry has fallen off the radar once again and is still straddling for attention while more Nigerians are exporting jobs and revenues to less endowed destinations like The Gambia.

Charles (2007) further maintained that pleasure seekers seek alternative destinations in West Africa like Ghana, Gambia and Senegal. However, as more Nigerians shun traditional holiday spots like the US and London owing to cost consideration and visa hassles for new destinations across West Africa, Nigeria comes out the loser for two major reasons. While more visits by Nigerians across the region will ultimately lead to good as it enhances integration and fosters business ties in the long run, the lack of reciprocal visits by citizens of these countries creates an imbalance in the numbers that puts additional pressure on the foreign exchange position.

One way out of increasing tourism traffic in Nigeria is by promoting and deepening domestic tourism. Another way is by encouraging members of the Nigerian diaspora back home for their holidays.

Cited in Chivian (2008), according to the Tourism Master Plan, while the incidence of domestic leisure travel may be low, the sheer size of Nigeria's population means that there is a significant contribution to the demand for tourism services from domestic travel activity. The revenue value of this impact is unknown but the sheer number of Nigerians who travel to Ghana alone for the Easter and Christmas holidays is a pointer to the lost income from domestic tourism. Holiday destinations like Cross River and states with slave routes need to do more to attract domestic holiday makers by increasing scale which will serve to lower cost in the long run and increasing investments in recreational infrastructure.

Government spending on travel has also helped to prop the hospitality sector. The revenue generated from travel within the country by employees and staff of Federal Government departments and agencies generates a demand for an estimated US\$68m/N8.8b of transport and hospitality sectors (Chivian, 2008). State governments also make a considerable contribution to the transport and hospitality sector in the undertaking of official travel activities. The revenue value of this impact is unknown. How the current fixation on government's overheads on travelling will affect the sector still remains to be seen.

## 5.2 Nigeria's Tourism Policy and Institutional Framework

The main thrust of the policy is to make Nigeria a prominent tourism destination in Africa, generate foreign exchange, encourage even development, promote tourism-based rural enterprises, generate employment, accelerate rural-urban integration and foster socio-cultural unity among the various regions of the country through the promotion of domestic and international tourism. It also aims at encouraging active private sector participation in tourism development.

### Institutions

The following Institutional framework has been put in place to enhance effective execution of the tourism policy:

- 1 The Federal Ministry of Culture, Tourism and National Orientation.
- 2 State ministries of Commerce and Tourism implement policies and directives from the Federal Ministry of Culture, Tourism and National Orientation.
- 3 They initiate projects for tourism development in the states.
- 4 The Nigerian Tourism Development Corporation (NTDC) is the apex tourism body responsible for promoting, marketing and disseminating information on the industry locally and internationally, through publication of hand books, brochures and general guidelines

for the operation of the industry. Incentives for Investors. The following incentives have been put in place to encourage domestic and foreign investors' participation in the tourism industry in Nigeria.

- 5 The tourism sector was accorded preferred sector status such as tax holidays, longer years of moratorium and import duty exemption on tourism-related equipment.
- 6 Establishment of a specialised training institute, National Institute for Hotels and Tourism Studies, Bagauda, Kano, where middle level manpower training is provided.
- 7 State governments are willing and prepared to facilitate acquisition of land through issuance of certificate of occupancy for tourism development purposes.
- 8 Some states have specific areas as tourism development zones, thereby making acquisition of land easier (Chivian, 2008).

#### Infrastructure

The combination of factors, both geographical and socio-cultural makes Nigeria a good tourist destination in the continent of Africa. Nigeria, because of its size and physical location, spans several vegetational belts. The equatorial climate provides radiant sunshine most of the year (Charles, 2007).

#### Airports and Airlines

There are airports in the major cities of Nigeria. Several domestic airlines and major European and African airlines combine to link Nigeria with the rest of the world through the international airports in Lagos, Kano, Port Harcourt, Calabar, Abuja and Maidugiri (Charles, 2007).

#### Hotels and Restaurants

There are several good hotels in Nigeria, including international franchise chain hotels such as Sheraton, Hilton and Meridian. Excellent restaurants



offering a wide range of choice in meals, drinks and entertainment are also in abundance in the major cities. The various hot dishes of ethnic cuisines are well patronized (Charles, 2007).

### Beaches

Nigeria is bounded in the South by the Atlantic Ocean, which for about 800km washes the nation's sandy, coastline. The various beaches are unique tourist sites lined with coconut and palm groves, and Golf courses for recreation (Charles, 2007).

### Culture and Arts

As a nation of diverse people and culture, the various ethnic characteristics provide opportunity for cultural tourism of compelling attractions. Throughout Nigeria, there are cultural and historical sites that have been preserved. In many communities annual traditional festivals are held. There are famous regattas and fishing festivals. Many areas of the country are good in crafts, carvings and sculpture (Currie, 2004). Many museums exhibit the famous Benin and Ife bronzes and terra cotta, traditional art, craft, music, dance and drama.

### 5.3 Structure and major Tourist Centers in Nigeria

Nigeria is a country greatly endowed. It is blessed with warm, sundry climate, over 800 kilometers of fascinating beaches and evergreen vegetation in the South, while in the North, alluring landforms overshadows savannah grasslands. Added to these are the interesting natural features in form of waterfalls, springs, hills, some mountainous areas with temperate like climate and a range of special and common species of tropical wildlife. These, coupled with wide market opportunities, diverse socio-cultural heritage that gives the nation its uniqueness and the hospitality of the 140 million people earn Nigeria the sobriquet, GIANT OF AFRICA.



It is almost impossible to deny Nigeria its pride of place amongst the richly endowed potential tourist destinations in the world. The Federal Government of Nigeria in its determined efforts to develop and promote tourism into an economically viable industry had in 1991 evolved a tourism policy. The main thrust of the policy is to make Nigeria a prominent tourism destination in Africa, generate foreign exchange, encourage even development, promote tourism-based rural enterprises, generate employment, accelerate rural-urban integration and foster socio-cultural unity among the various regions of the country through the promotion of domestic and international tourism. It also aims at encouraging active private sector participation in tourism development.

According to Daniel (2006) the following special investment potentials exist within the country:

- 1 Overland Safaris
- 2 National Parks
- 3 Game and Gorilla viewing
- 4 Deep Sea Recreational Fishing
- 5 Lake and River Fishing
- 6 Archaeological Tours
- 7 Beach Resorts and Hotels
- 8 Transportation-Water, land and sea
- 9 Surfing and snorkeling
- 10 Theme Parks and Exposition

#### 5.4 Places of Interest (Tourist Attractions in Nigeria)

According to Darkor (2006), tourist attractions in Nigeria can be classified as follows:

1. **Natural Attractions:** There are abundant physical attractions, which include hills, caves, springs, lakes and mountains across the entire country. These fascinating features and alluring scenes are good sites for leisure, adventure and other tourism-related endeavours. Example of these physical attractions are old Oyo National Park, Yankari Games Reserve in Bauchi; Obudu (Protea) Cattle Ranch, in cross River State and the Jos Wildlife Park in Plateau State.
2. **Man-made Attractions:** These are manmade sites created for the purpose of relaxation. These include the Rayfield Holiday Resorts in Jos, the Bower's Tower in Ibadan and various amusement parks that dots the length and breadth of Nigeria's major towns and cities.
3. **National Parks:** National Parks are special natural ecosystems with unique attributes. They play unquantifiable roles vital to national/regional well-being as well as act as a catalyst for the development of eco-tourism. They also enhance ecological processes and life support systems such as soil regeneration, protection of nutrient cycles, cleansing and purifying hydrological cycles. There are eight such parks in Nigeria. They are:
  - i. **Yankari National Park:** This is situated within Duguri, Pali and Gwana District of Alkeri local Government Area of Bauchi State. It could be reached by road from Jos Airport through Bauchi State route and from Kano through Jos-Bauchi route.

**Tourist Facilities:** The Park has 110 visitors' chalets categorized along student/low income hotel, a standard restaurant, conference hall, in-door and out-door sport facilities such as table tennis, squash racket, badminton etc.

There are species of large mammals like elephants, harte beasts, hippopotami, lions and about 153 known species of birds, fish, reptiles, and monkeys. It is also rich in ethno-historical and archaeological attractions.

- ii. **Kainji Lake National Park:** This is closely linked with the famous Kainji lake oil hydroelectric complex. It lies between Borgu and Zugurma sectors of Kwara State. It can be reached through Lokoja, from Lagos through Ibadan, Ilorin and Jebba. The park is full of diverse wildlife, a variety of ethno-historical and cultural sites amongst which are Kobs, antelopes, hippopotami, lions etc.

**Tourist Facilities:** Available in the park are chalets restaurants, conference hall and a waterbus for lake cruising.

- iii. **Old Oyo National Park:** This is located in the Northern part of Oyo State. It is rich in fauna and flora resources significant species of animals of which are the buttons, kobs, buffaloes, bushbuck and wide variety of birds. The park is close to cities like Ibadan, Ogbomosho, Oshogbo, Abeokuta, Lagos, Saki, Iseyin etc. These are cities and towns that have commercial and rich traditional impacts in Nigeria.

**Tourist Facilities:** Facilities available include chalets, tourist camps, and standard restaurant, air conditioned bus and facilities for boat cruise and sport fishing etc.

- iv. **Gashaka Gumte National Park:** This park is regarded as the most scenic of all the parks in the country. It is full of natural scenery such as mountains, valleys, rivers, streams etc. It also has pleasant sub temperate climate and a home to some very highly endangered species of wild life. The Gashaka Gumte National Park comprises two sectors,

each rich in its own unique flora and fauna species. The Gumte sector is located in its Northern fringe while the Gashaka is on the Southern fringe. The twin park is regarded as the largest in Nigeria and situates on a vast land of mountains and valleys shared between two states: Adamawa and Taraba in the North-East of Maiduguri, Jalingo, Yola and Republic of Cameroon.

**Tourist Attractions:** The Park contains some historic sites, one of which is the old German Fort at the Gashaka hill. Gangarwal peak of the Chapal wadi mountain in range located in the park is the highest peak in Nigeria. The fauna include chimpanzees, cheetah, leopards, giant forest hog, colombus monkeys etc. The park is also a spawning ground for some fish species such as Nile perch, electric fish, Tilapia etc.

- v. **Chad Basin National Park:** It situates between Borno and Yobe States. The wetlands of Bade and Buguru are internationally acclaimed as congregation site for migrant birds coming all the way from Europe. The park contains some rare desert-fronted gazelle etc.
- vi. **Cross River National Park:** This is about an hour's drive from Calabar and can also be linked through the Port Harcourt route. It is in the forest zone of South East Nigeria. It has two sectors, the Southern urban division near Calabar and the Northern Okwangwo near Obudu.

**Tourist Facilities:** The Park is home to many localized species of plants and animals which include gorillas, drills, chimpanzee, an gwantibo, or golden potto forest elephant, saleginella species.

- vii. **Okomu National Park:** It is located in Ovia South West Local Government Area of Edo State. It lies 45km West of Benin City and immediately South of Udo town; it can be linked from Lagos and Warri. This park is endowed with forest elephants Loxodons Africana, buffaloes, red river hogs, Chimpanzees, leopards, white throated guenos. Okomu is also rich in bird life.

**Tourist Facilities:** Ranger escorts, canoeing and sports, panoramic view of the park can also be enjoyed.

- viii. **Kamuku National Park:** It falls wholly within the Birnin Gwari Local Government Area of Kaduna State. The park could be reached through the Kaduna-Lagos route from the South - West and North-East and with central parts of the country. From Abuja, the park is 305km, from Lagos, it is 780km and from Kaduna, it is 125km. The park has Elephants, Antelopes, Oribi water busts, Hunting dogs, Wet cats, Green Monkeys, side-stripped Hyena and Jackal. A wide variety of birds also are found in the park.

- 4. **Eco-Tourism and Recreation:** Park viewing and bird watching are prominent recreation activities. Others are hiking among the trails. The Dogon Ruwa waterfall has a high potential for the development of swimming pool. The rocks are not only fascinating but are good training grounds for mountaineering and endurance training.
- 5. **Cultural Attractions:** These are activities based on people's ways of life expressed as religious beliefs, colourful festivals, dance, songs, artworks etc. The cultural assets of Nigeria are amongst the most fascinating in Africa, some of which include the Osun Oshogbo festival, Osun State, Eyo festival in Lagos, Kano/Katsina Durbar,

Argungu in Kebbi State and Mmanwu festival in the South Eastern Nigeria.

6. **Museum and Monuments:** Nigeria is enriched with finest collections of Arts and Crafts as well as archaeological relics showing our historical past like Terra-Cotta head from the old Nok Culture, the famous Benin Bronze art works and the Yoruba's exciting sculptures. These great varieties of ancient relics can be found in all the branches of Nigeria national museums.
7. **Nigerian Crafts:** Crafts are symbols of Nigeria's material and spiritual heritage. Crafts are well integrated into the living patterns of Nigerians and inseparable from their spiritual philosophies. They are therefore prized objects for the promotion and preservation of tourism. Nigerian crafts are grouped into textiles, pottery and ceramics, fiber crafts, bronze, brass and iron works, woodworks, calabash decorations, leather works, ivory, jewelry etc.
8. **Conference/Business Tourism:** Conference/Business Tourism is a veritable area of tourism in which Nigeria is selling fast her credentials to the rest of the world community. There is an international conference center located in the Central Business District of Abuja, which can comfortably host any conference of international standard. The elegant ECOWAS secretariat located in Asokoro District of the Federal Capital Territory (FCT) is also complementing its service. It serves as the Administrative Headquarters of the Economic Community of West African State with facilities for international conference. The international conference centre serves as venue for conference, seminars and conventions. It has an auditorium with a sitting capacity of 2,000 and other smaller committee rooms with

communication equipment and gadgets capable of translating at least four languages simultaneously. The centre is located along Herbert Macaulay Way in Garki District in Abuja.

9. **Sports Tourism:** Nigeria can pride itself in the area of sport tourism. It has produced sport and soccer veterans whose names are today household names as far as sport tourism is concerned such leading veterans include Chioma Ajunwa, Akeem Olajuwon, John Fashanu, Bash Ali, Nwankwo Kanu, Jay Jay Okocha, Daniel Amokachi, Taribo West and Sunday Oliseh etc. Nigeria hosted the 1999 edition of World Soccer Championship in Lagos, an event that brought to Nigeria at least over 60 countries around the world. In 1984, young talented Nigerians captured the Maiden Kodak under 16 world cup held in China and in 1996, the flying Eagles, Nigeria's Junior National Team, made an impressive outing at the Olympics held in Atlanta. Nigeria hosted the All Africa Games in Abuja 2003. This was an evidence of the hospitality and level of sports development in Nigeria.

### State by State highlights of Tourist attractions in Nigeria

State	Capital	Attraction/Description
ABIA	UMUAHIA	Arochukwu Caves, Natural/Physical attraction * National War Museum Monument Umuahia. * Akwette Weaving Centre Arts and Crafts (Souvenirs) * Long juju of Arochukwu Cultural festivals * Azumini Bule River Natural/Man -made Tourist Village. * Museum of Colonial History Monument
ADAMAWA	YOLA	Gashaka Gumti National Park, Eco -Tourism (Wildlife) * Sukur (UNESCO World Monument Heritage Site) * Lamurde Hot Spring Natural/Physical * M odibbo Adam's Tomb Monument * Three Sister Rocks Monument * Mandara Mountains Natural/Physical * Kiri Dam Natural/Physical
AKWA	UYO	Ibendo Sand Beach/ Natural/man -made IBOM Mobil oil treatment * Ekpo Masquerade festival Cultural * Oron Museum, Oron Museum/ Monument * Mary Slessor House/ Monument Tomb
ANAMBRA	AWKA	Ogbunike Caves Natural/Physical * Rojeny Tourist Village Man-made Oba * Mmanwu Festival Enugu Cultural * Agudu lake/Gully Natural * Aguleri Game Reserve Eco -Tourism * Igbo Ukwu Archaeological Monuments Reservations
BAUCHI	BAUCHI	Marshal Caves, Yankari Natural Park * Wikki Warm Spring, Natural Yankari Park * Tafawa Balewa Tomb Monument * Lame/Bura Game Wildlife/Eco - Reserve Tourism * Geji Rock Painting Monuments
BAYELSA	YENAGOA	Oloibiri Oil Museum Museum/ Monument * Slale Transit Hall Resort/Man-made * Igidi Shrine Cultural



BENUE	MAKURDI	Gboko/Makurdi Dec.) Souvenir * Dajo Pottery, Makurdi Traditional * TIV Anger Weavers, Monument Ajikpo * J.S. Tarka Foundation Cultural Centre, Makurdi * Montane Game Reserve Wildlife/Eco - Tourism * The Rare Manatee, Natural Katsina-Ala River
BORNO	MAIDU-GURI	Laffy falls, Kuya L.G.A. Natural * Chad Basin National Eco - Tourism Park * Abba Kari Zoo, Maiduguri - Eco - Tourism * Gwoza Hills Natural * Sambisa Game Reserve Wildlife/Eco - Tourism * Kyarimi Amusement Resort/Man-made Park
CROSS RIVER	CALABAR	Kwa falls, Kuya L.G.A. Natural RIVER * Agbokim falls, Ikom Natural L.G.A. * Obudu Cattle Ranch Resort (Man - made) * Coercopan, Ishie Close, zoo Calabar * Cross River National Park Eco - Tourism/ Wildlife * Drill Ranch, Calabar Zoo * Ekpe Masquerade Cultural * National Museum Monument * Rock with foot prints National
DELTA	ASABA	Chief Nana's Palace Cultural * Koko Port Natural/Man -made * Escravo's Beach Natural/Man -made
EBONYI	ABAKALI	Umuana Afikpo Golden Natural Lake Sand Beach
EDO	BENIN	Fugar Caves Physical * O komu Wildlife Eco - Tourism Sanctuary * Igwe Festival Benin Cultural (September) * Igun Bronze Casting, Souvenir/Cultural Benin City * Oba's Palace, Benin Cultural * Ramat Park Monument * Sakpoba Holiday Resort.Man-made Resort * Asoro Shrine Cultural/ Traditional Rel. * Samorikal Hills Physical
EKITI	ADO	Erinta Falls, Ekiti West Physical L.G.A. * Olosunta Hills, Ikere Physical * Ikogosi, Warm Spring Natural
ENUGU	ENUGU	Mmanwu Festival Cultural * Nike Holiday Resort Natural/Man-made * Ezeagu Tourist Comple x Man-made * Nkalagu Silicon Sand Physical * Uzo -Uwani Natural Nature's Wonder * Iva Valley Coal Mine Natural

FCT	ABUJA	<p>Abuja Amusement Park, Resort/Man -made Zone 1, Wuse *  Abuja Gardens, Central Resort/man -made Area * Abuja  Zoological Garden, Zoo/Man -made Area 1, Garki *  ECOWAS Secretariat Man -made * Women Development  Resort/Man-made Centre * Abuja Plant Nursery  Physical/Man- made * Aso Rock Physical/Natural * Usman  Dam Man -made * IBB Golf Course Sports Tourism * Jabi  Dam and Holiday Man-made/Resort Resort</p>
GOMBE	GOMBE	<p>Tula Highlands/Hills Physical* The Famous Tangale Dome  Shaped Rock/Hill Formation Physical * Dadin Kowa  Dam/Tomatoes Factory &amp; Farms Man -made * Buba Yero  Tomb * Ashaka Cement Factory Man-made</p>
IMO	OWERRI	<p>Oguta Lake Holiday Resort, Natural Man-made Oguta * Ikeji  Festival, Arondizogu Cultural * Palm Beach Holiday Resort,  Awo-Amana Man -made/Natural * Zoological and Botanical  Garden Nekede * Amusement Park, Owerri Zoo/Man-made</p>
JIGAWA	DUTSE	<p>Hadejia/Ngum Wetlands and Bird Sanctuary, Jigawa Eco -  Tourism/Wildlife * Binin Kudu Rock Painting Natural/Man -  made * Ringim Dyeing Pits Cultural * Baturiya Birds  Sanctuary Wildlife * Wowan Rafi Lake Natural</p>
KADUNA	KADUNA	<p>Luggard Hall and Government Monument Bridge * General  Hassan Usman Park, Man -made Kaduna * Nok Terra Cotta,  Nok Village, Cultural Kaduna * National Museum  Museum/Monument * Emir of Zazzau's Palace, Zaria  Cultural * Jakaranda Pottery, Kaduna Souvenir</p>
KANO	KANO	<p>Roxy Amusement Park, Airport Road, Kano Man -made *  Cooky Amusement Park, Kano Man-made * Hills and Valleys  Amusement Park Dawakin Kudu Junction, Kano Man-made *  Bagauda Lake/Tiga Lake Resort Man -made * Tourist Camp,  Kano Man-made * Audu Bako Zoo, Kano Man -made * Kano  Salla Durbar Cultural * Gidan Makama Museum  Monument/Museum * Emir of Kano's Palace Cultural *  Kofar Mata Dyeing Pit, Kano Cultural * Bagauda Lake Resort  Conference Centre, Kano Man-made/Business Tourism</p>

KASTINA	KASTINA	300 years old Gobarau Minaret Katsina Monument/Cultural * 10th Century Kusugu Well, Monument/Cultural Daura * Emir of Katsina Palace Cultural * 11th Century KASTINA City Walls of 7 gates Monument/Cultural * Jibia Holiday Resort, Jibia Resort/Man-made
KEBBI	BIRNIN KEBBI	Argungu Fishing Festival Natural/Physical * Kanta Museum, Argungu Museum/Monument * Girmace Shrine, Zuru Cultural/Traditional Religion
KOGI	LOKOJA	Ita-Okueta Weaving, Okene Cultural * Ata Igala's Palace, Idah Cultural * Inikpi (Shrine) Statue Idah Cultural * Kpata Rock, Bassa Physical * Confluence Zone, Lokoja Natural * Relics of Colonial History, Natural Lokoja * Lord Lugard's Residence & Office, Lokoja Monument * Warlord War Cenotaph Monument * Iron of Liberty Monument
KWARA	ILORIN	Owu Water Falls, Owa Kajola Natural * Wreckage of Mungo Park Boat, Monuments Jebba * Owe Kajita Falls Physical * Owu Water Falls, Owu Physical * Tomb of Past Emirs, Ilorin Monument * Ubo Aiyegunle Lakes Physical
LAGOS	IKEJA	Bar Beach, Lagos Physical/Man-made * Badagry Beach, Lagos Physical/Man-made * Kaiyeto Maiyegun Beach Physical/Man-made * Eleko Beach Physical/Man-made * Lekki Peninsula Physical/Man-made * Tarkwa Bay, Lagos Physical/Man-made * Water Parks, Toyin Street, Ikeja Man-made Resort * Apapa Amusement Park Resort/Man-made * Frankid Leisure Park, Festac Resort/Man-made * Whispering Palms Iworo Physical/Man-made Badagry * Lekki Conservation Centre Man-made * National Museum, Onikan Museum/Monument * Slave Relics Badagry Monument * First Storey Building, Badagry Monument * MUSON Centre, Onikan Man-made * National Theatre, Iganmu Man-made * Oba's Palace Lagos Cultural * Igbo Igunun, cultural

NASSARA- WA	LAFIA	Peperuwa Lake Physical/Eco -Tourism * Late Captain Maloney Tomb/ Monument Hills * Oku Akpa Picnic Centre Physical * Ogan Fishing and Cultural Cultural Festival * Akiri Warm Spring with Curative Power in Awe L.G.A. Cultural * Akiri Salt Village, 145km, from Lafia Town Natural * Doma Dam, Doma L.G.A. Eco-Tourism * Dyeing Pits and Calabash Carving in Lafia Cultural/Souvenir Arts & Crafts * Hunki Ox-Bow Lake, Awe L.G.A. Crafts * Farin Ruwa Falls Wildlife/Eco-Tourism * Keana Salt Village, Keana L.G.A. Arts & Crafts/ Souvenir * Numan Rocks, Akwanga L.G.A. Physical * Ara Rocks/Festival Physical * Eggon Hills and Caves Cultural/Physical * Keffi Hunting; Festival Feb/April Cultural
NIGER	MINNA	Gurara Falls, Gurara LGA Natural/Physical * Zuma Rock, Near Suleija Natural/Physical * Kainji Lake National Park Wildlife/Eco-Tourism * Brass/Glass Works, Bida Arts & Crafts/ Souvenirs * Shirro Dam Tourist Resort Natural/Man-made * Mayanka Water Falls Natural
OGUN	ABEO-KUTA	Management Training Centre, Ogere Man-made * Adire Market, Itoko Abeokuta Cultural * Olumo Rock, Abeokuta Physical * Birikisu Sungbo Shrine Cultural/Religious Attractions * Obute -Oni Tourist Beach Natural * Ancient Palace of the Cultural/ Alake of Egbaland Monument * Ogunde Theatre Centre Man-made/Monument
ONDO	AKURE	Idanre Hills, Idanre Physical * Owo Museum Monument * Ipale Iloro Water Fall Physical
OSUN	OSOGBO	Mat Weaving, Ipetu -Ilesha Arts & Crafts / Souvenir * Ooni's Palace, Ile -Ife Cultural * Ife Museum, Enuwa, Ile-Ife Monument/Museum * Osun Osogbo Festival/Shrine Trad./Religious Study Centre/Cultural * Ife Bronze, Ile-Ife Physical * Oramiyan Staff, Ile-Ife Cultural/Souvenir, Obafemi Awolowo University, Ile Ife.

OYO	IBADAN	Igbeti Hills, Igbeti Physical * Trans Amusement Park, Ibadan Man-made Resort * Captain Bower, Tower, Ibadan Monument * Agodi Gardens, Ibadan Man -made * Old Oyo National Park Wildlife/Eco -Toursim * University of Ibadan Zoo/ Zoological Garden Man-made * Alaafin of Oyo's Palace Cultural * Calabash Carving Cultural/Souvenir * Ado -Awage Suspended Lake Natural * Aso Oke Weaving, Iseyin Traditional/Souvenir
PLATEAU	JOS	Assop Falls, Rivom LGA Physical * Shere Hills, Near Jos Physical * Riyom Rock Formation, Rivom Physical * International Youth Tourism Centre, Kurra Falls Physical/Man-made * Rayfield Resort, Jos Man -made Resort * Heleena Farms, Liberty Dam Physical/Man -made * Jos Wildlife Park Wildlife Eco -Tourism * Jos Zoo/Museum Zoo/Monument * Naraguta Leather Works, Arts & Crafts/ Naraguta Souvenirs * Solomon Lar Amusement Park Man -made
RIVERS	PORT HAR-COURT	Isaac Boro Park, Port Harcourt Man -made * Monument of King Jaja of Opobo Monument * Okrika Aquatic Stadium Man-made * Ifoko Beach, Ifoko Physical * Port Harcourt Tourist Beach Physical
SOKOTO	SOKOTO	Tomb of Usman Dan Fodio, Monument Sokoto. * Sultan's Palace, Sokoto Cultural * Sokoto Museum Monument
TARABA	JALINGO	Mambilla Holiday Resort, Gembu Man -made * Gashaka Gumti National Park Wildlife -Eco-Tourism * Mamara Crocodile Pond Na tional * Kpambo and Fikiyu Mysterious Rocks Physical
YOBE	DAMA-TURU	Dufuna Canoe, Damaturu Discovery/Monument * Hadejia Nguru Bird Life Project Wildlife/Eco -Tourism * Gujba Forest Reserve Wildlife/Eco -Tourism * Fika Ancient Town, Fika Monument * Bula Tura Oases, Nguru Natural * Mai Madrinama's Palace Cultural
ZAMFARA	GUSAU	Kalele Hippo Pools, Maru LGA Natural/Wildlife/ Eco Tourism

Source: Daniel, 2006

## 5.5 Problems affecting the Effective Development of the Nigerian Tourism Sector

Over the years scholars have tried to bring about justifications for the present state of the tourism sector in Nigeria. Even with its inclusion in UNESCO's World Heritage List and other prominent tourist catalogues, Nigerian tourism record on the whole has been unsatisfactory.

- 1 Insecurity and Infrastructural absence and collapse have been attributed to this present difficulty. Inadequate infrastructure support which embodies institutional arrangement, communication, transportation and information for the tourism sector is the prime cause (Ode, 2001) According to Adeleke (2008), the investing environment for tourism is not there.
- 2 Social insecurity in Nigeria. Resurgence of terrorism; Boko Haram and the devastating effect on peace and social security. For international tourism to boom, a nation needs to be peaceful and safe. For most of its post independence history, Nigeria has been a byword for political instability, violence, ethnic rivalry, and crime. Thus Nigerian system seems not to be suitable for tourism investments based on this criterion.
- 3 The challenges of marketing Nigeria's tourist credentials are laid bare by the U.S. State Department advisory for the country, which gives even the most intrepid traveler pause. U.S. citizens are warned of the dangers of "violent crime in Lagos and other large cities as well as on roads between cities," the prevalence of "armed muggings, kidnappings and car jacking," and the risk of ethnic conflict. They are urged to avoid "all but essential travel" to the Niger Delta, the scene of years of violence among local citizens, international oil companies, and the Nigerian military (Gilpin & Honey, 2009).

- 4 An important barrier to tourism is the absence of organization and institutional capacity at a national level. For most of its history, Nigeria has not had a national tourism strategy, and government departments overlap at the national and regional levels regarding responsibility for the sector, making it difficult to devise a coordinated plan. The government does not even possess reliable figures on the numbers of international arrivals to and departures from the country (Gilpin & Honey, 2009).
  - 5 Corruption is another serious deterrent, as it undermines government efficiency, deters potential investors in the tourism industry, and scares off visitors (Tanzi, 1998). According to Christie & Crompton (2001) the dearth of academic literature concerning tourism in Nigeria is also a huge obstacle to the development of the tourism sector.
  - 6 The lack of appropriate empirical studies on tourism in Nigeria and Africa as whole is responsible for the inadequate policy formulation by policy makers, thus the needed guidance to the industry is never achieved by government policy.
- 5.6 Prospects of the Nigerian Tourism Sector
- Despite the above mentioned problems, when fully developed, the tourism sector has the potential of generating significant amounts of foreign exchange, which would be quite critical in the nations stride to economic independence, through a stable and reliable currency stance. The extent to which tourism contributes to the socio-economic and political development of any country is still a subject of debate. The prospects of tourism development are further highlighted as follows,

- 1 The Tourism sector in Nigeria is a non-agricultural economic sector but has a substantial role to play in expanding and diversifying Nigeria's economic base. Arguably, Tourism stimulates the exchange of educational, recreational and cultural values in Nigeria. As mass tourists travel to distant places, they bring with them their own value system and learn the ways of life of Nigerians. As visitors travel to Nigeria to stay, they seek to meet and understand the different cultures and background of the various ethnic groups. As they meet with their host, an exchange of educational and cultural ideas takes place. Hence, the travels help to widen their horizon and appreciate other people's culture
- 2 Employment Creation Tourism provides jobs in Nigeria, especially with the mass amount of unemployed youths in the economy looking for jobs. The Tourism sector has proven itself to be a distinguished source of employment in the global scene. In the case of Nigeria, tourism provides a great deal of employment opportunities for a large majority of people, being labour intensive with higher capacity for employment generation. Fortunately, these jobs can be increased if the sector is expanded and enhanced.
- 3 Abiodun & Odularo (2006) reckoned that a developed tourism sector has the potential to absorb a high percentage of teeming millions of people who are not gainfully employed. This is because, the operations in the Tourism Industry are mainly labour intensive, and the development of new infrastructures provides opportunity for job creation. Indeed, the Tourism sector and its sub sectors employ a large number of people, and provide a wide range of jobs ranging from the unskilled to the highly specialized. The construction of roads, airports or air port maintenance, water supply, electricity, construction and



renovation of hotels and other accommodations units create jobs for thousands of workers, both skilled and unskilled.

- 4      Generation of Foreign Exchange: The significance of tourism in Nigeria lies in its great potentials for foreign exchange generation. According to Dieke (1997), a country can retain most of the foreign exchange it receives from tourism. According to the World Bank International tourism receipts in Nigeria were reported to stand at \$139 million in 2005, \$90 million in 2006, \$ 337 million in 2007, \$959 million in 2008 and \$791 million in 2009. The UNWTO maintains that in 2010 international tourism receipts increased slightly around 4 percent in Nigeria (World Tourism Organization (UNWTO), 2011).
  
- 5      International tourism receipts are expenditures by international inbound visitors, including payments to national carriers for international transport. These receipts include any other prepayment made for goods or services received in Nigeria. Globally, the number of tourist arrivals has been increasing, and Nigeria has been getting its own fair share, going with the World Bank, international tourist arrivals increasing from 1010000 in 2005, to 1111000 in 2006, to 1212000 in 2007 and 1313000 in 2008. The UNWTO records show that in 2009 international arrivals was 1414000, also for 2010 the organisation claims that arrivals increased by 7 percent in Nigeria (World Tourism Organization (UNWTO), 2011). Nigeria has numerous tourist attractions located in the various parts of the country, although only a few of them are being exploited at present. When fully developed, the sub-sector has the potential of generating significant amounts of foreign exchange, which would be quite critical in the nations stride to economic independence, through a stable and reliable currency stance.

Given its full potential, tourism would enhance macroeconomic stability in the country.

- 6 Presently, tourism in Nigeria has been focused at the macro level, on international promotion, attracting inward investment, major hotel and resort developments and on national and regional master planning. However this has not been effective in bring about a significant improvement in the lives of ordinary Nigerians. The development of appropriate complementary products in accordance with the pro-poor tourism (PPT) philosophy, which is tourism that generates net benefits for the poor, can increase the attractiveness of Nigeria and increase tourist spending (Okech, 2010). This is because it makes tourists feel closer to nature and better understand how they are connected to it so that they make a more proactive stand for sustainable tourism while accruing benefits to the millions of poor locals living in or close to the Tourist Destination Areas (TDAS).
- 7 Generation of Revenue: Sindiga (1999) in a review of quantitative data on governments' direct earnings from tourism and found that qualitative generalisations can be made concerning benefits from tourism. Apart from injecting foreign exchange earnings into the economy, tourism generates government revenue through various taxes. Such include customs and excise duties for imports; sales tax and value added tax for goods bought in the local market; accommodation taxes and training levies on hotel guests; concession or rental fees paid by game lodges and camp sites; and trade licenses and company taxes paid by various enterprises. The government also charges income tax on the personal earnings of the employees in the tourism sector In Nigeria, government earns some proportion of its revenues from tourism.

However, revenues can be enhanced by introducing positive measures to encourage the growth of both domestic and international tourism. Use of selective taxes, sales tax, etc, are now common. By encouraging a wider tourism sector, government will be expanding its tax base, and therefore allow itself the possibility of increasing revenues.

On the whole, tourism is a great economic force in Nigeria (Abiodun & Odularo, 2006). Tourism enthusiasts argue that tourism is a catalyst to economic development. It encourages the financial flow of funds from developed and developing countries into Nigeria. Another major benefit of Tourism is its capacity to stimulate infrastructural development. Perhaps, the benefits from infrastructural development justify the primary reasons for implementing Tourism programmes and activities in most states in Nigeria. Like the former Governor of Cross River State, Donald Duke, undertook the development of new infrastructures and the improvement of the existing infrastructures such as airports, roads, water supply, electricity, hotels and business village like Tinapa and the ranch resort (Obudu Cattle Ranch).

Also it provides opportunities for the establishment of new products, fertilities and services and expansion of existing businesses which would not otherwise be justified solely on the resident population. Thus, we can sum the potentials or contributions of tourism development in Nigeria as posited by Abiodun & Odularo (2006) as follows;

- 1      Tourism serves as a valuable training ground for the creation and development of local entrepreneurs in several areas of economic activity e.g. hospitality management.
- 2      Tourism aids the process of income redistribution since it impacts more positively on the bulk of low income earners.

- 3 Tourism is the most effective means through which structural transformation can be attained in the rural areas.
- 4 It serves as a veritable avenue for attracting FDI. There has been an increasing role of Tourism in foreign direct investment flows, making those enterprises to enter international markets.
- 5 Tourism has a better capacity to reduce poverty, inequality and social vices.
- 6 The contribution of Tourism in the Nigerian economy to GDP has relatively been on the increase since independence.
- 7 Tourism provides a good preparatory ground for the development of indigenous entrepreneurs; which drives the wealth creation process at all levels.

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#### Review Questions

1. Examine the historical development of tourism in Nigeria
2. What is the main thrust of the Nigeria's Tourism Policy?
3. Examine the structure and major Tourist Centres in Nigeria
4. Mention at least 5 Tourist Attractions in Nigeria
5. What are the problems affecting the effective development of the Nigerian Tourism Sector
6. Identify basic prospects in the Nigerian Tourism Sector



# 6

## TOWARDS SUSTAINABLE TOURISM: THEORETICAL AND POLICY APPROACH

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- Meaning of sustainable tourism
- Concept of Sustainable tourism development
- Achieving sustainable development in the tourism sector:  
Integrated Development Theory
- Action for Regional or Local Governments



# 6



## TOWARDS SUSTAINABLE TOURISM: THEORETICAL AND POLICY APPROACH

**T**ourism is one of the world's largest and fastest growing industries. In 2003 the World Tourism Organization (WTO) estimated that there were some 694 million international tourists worldwide. As a result, tourism has major impact on many important areas of society: the economy, the social and cultural aspects and the environment. However, unsustainable ill-considered tourism growth can impact negatively on all these facets. In the long-run, this can have serious consequences – for everyone.

- 6.1 Meaning of sustainable tourism
- 6.2 Concept of Sustainable tourism development
- 6.3 Achieving sustainable development in the tourism sector:  
Integrated Development Theory
- 6.4 Action for Regional or Local Governments

### 6.1 Meaning of sustainable tourism

According to Hasna Vancock, sustainability is a process which tells of a development of all aspects of human life affecting sustenance. It means resolving the conflict between the various competing goals, and involves the simultaneous pursuit of economic prosperity, environmental quality and social equity famously known as three dimensions (triple bottom line) with the resultant vector being technology, hence it is a continually evolving process; the 'journey' (the process of achieving sustainability) is of course vitally important, but only as a means of getting to the destination (the desired future state) (cited in Ade, 2005). However, the 'destination' of sustainability is not a fixed place in the normal sense that we understand destination. Instead, it is a set of wishful characteristics of a future system.

Ajayi (1994) mentioned that sustainable development is a policy approach that has gained quite a lot of popularity in recent years, especially in international circles. By attaching a specific interpretation to sustainability, population control policies have become the overriding approach to development, thus becoming the primary tool used to “promote” economic development in developing countries and to protect the environment.

The sustainable development debate is based on the assumption that societies need to manage three types of capital (economic, social, and natural), which may be non-substitutable and whose consumption might be irreversible. Daly (1991) for example, points to the fact that natural capital can not necessarily be substituted by economic capital.

The sustainable development thesis (theory) advanced by Brundtland in 1987 is used in this study. According to Brundtland (1978), Sustainable development (SD) is a pattern of resource use that aims to meet human needs while preserving the environment so that these needs can be met not only in the present, but also for generations to come (sometimes taught as ELF-

Environment, Local people, Future) (cited in Amaku, 2009). Sustainable development ties together concern for the carrying capacity of natural systems with the social challenges facing humanity. As early as the 1970s sustainability was employed to describe an economy in equilibrium with basic ecological support systems (Brown, 2006). Ecologists have pointed to “The Limits to Growth”, and presented the alternative of a steady state economy (Wilson, 2007) in order to address environmental concerns.

Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It contains within it two key concepts:

- 1 The concept of 'needs', in particular the essential needs of the world's poor, to which overriding priority should be given; and
- 2 The idea of limitations imposed by the state of technology and social organization on the environment's ability to meet present and future needs (Gaston, 2008).

The United Nations 2005 World Summit Outcome Document refers to the interdependent and mutually reinforcing pillars of sustainable development as economic development, social development, and environmental protection (UNDP, 2005). Indigenous peoples have argued, through various international forums such as the United Nations Permanent Forum on Indigenous Issues and the Convention on Biological Diversity, that there are four pillars of sustainable development, the fourth being cultural. The Universal Declaration on Cultural Diversity (UNESCO, 2001) further elaborates the concept by stating that “...cultural diversity is as necessary for humankind as biodiversity is for nature”; it becomes “one of the roots of development understood not simply in terms of economic growth, but also as a means to achieve a more satisfactory intellectual, emotional, moral and spiritual existence” (Brown, 2006).

## 6.2 Concept of Sustainable tourism development

The WTO defines sustainable tourism as: Tourism which meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. Sustainable tourism is based on a positive relationship between the economy and the environment, with careful concern given to the social and cultural effects of economic growth (Charles, 2006). This does not, however, mean that economic growth and increased prosperity should be discouraged. The cultural and environmental resources of a destination are the assets upon which tourism depends. This can be a starting point in the search for new growth models, to give greater consideration to the vulnerable features of a particular tourist region and to the general well-being of its inhabitants.

Sustainable tourism is a form of tourism which:

- 1 is economically viable, with direct economic benefits for local people;
- 2 is socially and culturally responsible;
- 3 is ecologically sound; and
- 4 offers a high-quality end product and visitor experience.

Tourism and recreation are based on the concept of a desirable destination. Nature, culture and human capital are the key assets for making a tourist destination desirable. The expansion of the tourism industry however, can generate negative effects, which can harm these key assets or detract from the “unique” character of the destination – thereby making it less desirable. This leads to a negative development spiral, with unwelcome consequences for the local population, the sector, the tourist, the environment and the entire economy of a Region (Charles, 2007). It is therefore crucial to promote sustainable forms of tourism.

Sustainable tourism is attempting to make as low an impact on the environment and local culture as possible, while helping to generate future employment for local people. According to the UNWTO, sustainable tourism is defined conceptually as development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability (cited in Chivian, 2008). The aim of sustainable tourism is to ensure that development brings a positive experience for local people, tourism companies and the tourists themselves. Sustainable tourism is an adopted practice in successful ecotourism.

The term 'sustainable tourism', like 'ecotourism', is considered by many to be an oxymoron. Tourism in general depends upon and increases air transportation, contributing significantly to greenhouse gas emissions from combustion placed high into the stratosphere where they immediately contribute to the heat trapping phenomenon behind global warming and climate change (Coker, 1993). As such, so-called 'sustainable tourism' is not sustainable except within narrowly defined terms and time frame. Additionally, the overall effect of sustainable tourism is negative, where, like ecotourism, philanthropic aspirations mask hard-nosed immediate self-interest.

**6.3 Achieving sustainable development in the tourism sector: Integrated Development Theory/Approach**  
Achieving sustainable tourism requires explicit commitment to the core principles of sustainable development strategies adopted by the Network:

- a integration;
- b intergenerational equity;
- c sense of place and identity;
- d tackling poverty and promoting equity;
- e good governance.

Hallet (1996) is the proponent of the integrated rural development approach. He maintained that development is concerned with everyday thing, including the crops sown by the farmer, the goods sold and the road along which it is transported to the market by the trader, the school attended by children and the disease affecting a baby. The integrated rural development approach, therefore seeks to understand these linkages and to make appropriate provisions for the resultant effects of alteration in one or a few elements on the others.

The approach considers development to be a comprehensive and holistic strategy, involving the improvement of the entire rural economy. Also, the strategy emphasizes the fact that the economic base in the rural areas has to be broadened through efforts to mobilize and better utilize human and natural resources by providing services: by creating motivation and purchasing power through better distribution of income and employment opportunities: by establishing closer links between the agricultural, industrial and service sector in the rural areas; and by improving the conditions of living regarding housing, water supply, roads, etc., through assistance to self-help actions (Currie, 2004).

This approach appears to be holistic in explaining the peculiar rural needs examined in this study; water supply, roads and educational facilities. It advocates that developmental strategy must be multi-dimensional, covering improved provision of services, enhanced opportunities for income

generation through opening access roads, improving physical infrastructure, especially, educational infrastructures, improving the health status of the rural population through access to portable water and other institutional framework necessary to improve rural lives. Rural capacity development in this context is thus much broader than poverty alleviation, the focus is on facilitating change in rural environments to help the rural vulnerable improve their capacity, to earn more, invest in themselves and their communities, contribute toward maintenance of the infrastructure key to their livelihoods; in short, to identify opportunities and to act on them.

An integrated approach to tourism development is necessary, since tourism is integrally and structurally linked to most economic sectors. Achieving sustainable tourism must therefore be the objective of everyone involved in the tourist industry. The main players are the tourists, the tourism sector, the local population, the public, and the national, regional and local authorities.

All these partners have their own specific roles and agendas, which may lead them to emphasize different social, economic, cultural and ecological factors. The management of sustainable tourism requires active and co-operative partnerships between all these stakeholders. The pursuit of quality visitor experiences has the potential to deliver social and economic benefits whilst minimizing the environmental impacts.

Sustainable tourism is a question of making the right choices and ensuring that every decision is tested against the above core principles of sustainable development, bearing in mind the limits of what is technically and economically feasible (Daniel, 2006). All the tourist partners are responsible for ensuring the sustainable management of the tourist infrastructure, with the aim of creating a win-win situation, which will benefit not only the tourist, but also the organising agency, the local population and the “destination” in its broadest sense.



#### 6.4 Action for Regional or Local Governments

According to Darkor (2006) regional authorities play a central role in setting out tourism policy. It is important that the policy initiatives are compatible with a long-term strategy, which takes equal account of the requirements of the environment, the local population and the economy. Regions are best-placed to establish and implement sustainable tourism policies; therefore they should have decision making powers in this field. They are most familiar with the needs and potential of their territory and tourism is also an essential tool for their economic development and for promoting their culture and identity.

Diamond (2007) says tourism also requires consultation and co-operation with players in many other fields, including the environment, transport and mobility, town and country planning, safety and security. Therefore regional authorities are well-placed to co-ordinate and encourage this multidisciplinary approach; sustainable tourism policies should be thus based on an integrated regional concept.

Specific attention should be given to:

- 1 Respect for the characteristics of the location and aspirations of the host community;
- 2 Geographic and seasonal spread giving social and economic benefit;
- 3 Procurement of local goods and services, involving the local community and employment of local people;
- 4 Minimizing the adverse impacts of tourism through effective visitor management, the promotion of environmentally sound practices and appropriate accreditation of tourism operators;
- 5 Sustainable forms of transport;
- 6 Giving tourists access to unique and remote areas;



- 7 Raising awareness about the benefits of tourism to the local economy;
- 8 Enhancing the skills of the local community to enable their participation in tourism;
- 9 Recognizing that the intrinsic value of the environment is far greater than its value as a tourism asset.

In addition, regional governments are invited to consider undertaking the following practical actions to build and share knowledge within the Network:

- 1 Exchange experience and best practice;
- 2 Joint research;
- 3 Development of practical tools; and
- 4 Staff exchanges and study tours.

Ering (2000) maintained that partners in other sectors and spheres of government are invited to reflect on the policy note and to take it into account in their own work and with regional governments, and also to propose ways in which it could be strengthened in the future. Attention today is shifting from the oil based economy to the tourism industry, which from every indication is absorbing both skilled and unskilled labour. In reality, tourism has become one of the most important global industries of today.

With the increasing ease of travel and smoothness of movement across international boundaries, the tourism sector boasts of being the world's biggest export earner generating enormous foreign exchange earnings and employment (Dixon, Hamilton, Pagiola, Segnestan, 2000). It is no longer in doubt that tourism has become a catalyst for growth in human and capital resource and in fact for improved standard of living of the people through the provision of employment. To sustain the Nigerian economy and guarantee the future, concerted efforts must be made to sustain tourism sector.

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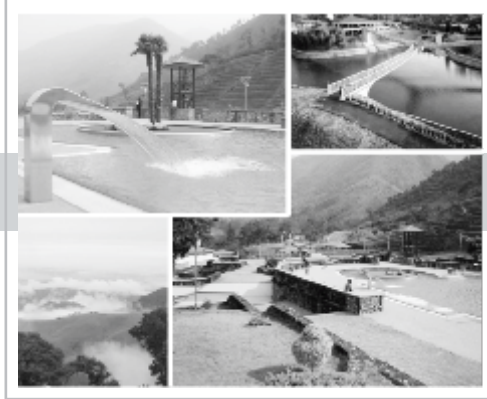
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### Review Questions

1. Define the term Sustainable Tourism Development
2. Explain Integrated Development Theory and show its significance in tourism development
3. Mention the strategies for achieving Sustainable Tourism Development

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# 7

## TOURISM AND COMMUNITY DEVELOPMENT: AN EMPIRICAL PERSPECTIVE

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### **ELEKO RURAL BEACH INITIATIVE: MAXIMIZING ECONOMIC BENEFIT OF DOMESTIC TOURISM DESTINATION IN LITTORAL LAGOS COMMUNITY**

- Introduction
- The setting and scope of study
- Sustainable Community Base Coastal Tourism
- Methodology
- Result
- Discussion
- Conclusion and Recommendations



## TOURISM AND COMMUNITY DEVELOPMENT: AN EMPIRICAL PERSPECTIVE

### ELEKO RURAL BEACH INITIATIVE: MAXIMIZING ECONOMIC BENEFIT OF DOMESTIC TOURISM DESTINATION IN LITTORAL LAGOS COMMUNITY

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- 7.3 Sustainable Community Base Coastal Tourism
- 7.4 Methodology
- 7.5 Result
- 7.6 Discussion
- 7.7 Conclusion and Recommendations

#### ABSTRACT

**T**he catalytic effect of tourists spending across the economy entrenched leisure industry in the current globalization paradigm. Tourism has become an appealing sustainable economic

development for third world nations in dire need of alternative source of foreign exchange earnings and poverty eradication program. This is true of sustainable community base tourism that marries the needs for economic development and quality of life with the protection of natural resources. Eleko community rural beach in Ibeju-Lekki Local Government of Lagos State is a typical example. Through community participatory initiative, this coastal village embarked on domestic tourism development as an alternative to dwindling fortunes from predominantly artisanal fishing industry. This paper examines the financial benefits from rural 'day trip' beach tourism initiative. The finding showed that the benefit accrued to the people is from ownership of small scale tourism enterprises and wages from employment. The study observed that leakages are due to poor linkage between artisan fishing occupation and new tourism enterprises; undue interference from Ibeju Lekki Local Government officials and inadequate human and financial resources. Increasing this benefit requires an efficient management that will explore the development of unique tourism product marketable in metropolitan Lagos. Such product must have a strong linkage to the primary farming and fishing occupation. This is in addition to the much needed role of Lagos State Ministry of tourism as regulators and development facilitators.

### 7.1 Introduction

Tourism is a major industry providing significant economic contributions to global development. Recent indicators of the size and impact have shown that tourism industry accounted for 7% of the world's gross domestic product and 8% of the world's export (de Villers, 2001). It is currently the foremost export earner ahead of automobile, chemical, telecommunication and food industries (WTO. 2001). This growth established tourism as an appealing economic developmental strategy for third world nations. The reality of tourism's global economic benefit and its ability to accommodate the poor entrenched it in the National Poverty Eradication Programmed (NAPEP. 2000). It equally



accounted for the Federal Government's proposition to make tourism industry as the sixth priority sectors with emphasis on wealth creation, employment generation and poverty reduction (NPC, 2004; NTPM, 2005).

NTPM (2005) concentrated tourism development in five clusters nationwide. Each of these clusters is expected to be managed on a sustainable tourism planning paradigm around a flag-ship project. Lagos State falls within the Atlantic Gateway Cluster and was mandated to develop supporting tourism products especially beach related destinations. This is in line with Lagos State Review Committee on Tourism Development submission that tourism must be seen as a rallying point for littoral communities' development. The adopted strategy focused on the provision of basic infrastructures that will open up the numerous rural communities along the waterways.

Epe-Maroko expressway constructed in 1984 and Ibeju-Lekki coastal road completed in 1988 are some of these infrastructures. The rural road exposed the attractive sandy beach of the coastal settlements including Eleko village. Through a community effort Eleko community embarked on rural 'day trip' recreational beach development as an alternative to the dwindling fortunes from artisan fishing industry in 1990. Without State government's facilitating program, civil society influence, and corporate body sponsorship Eleko evolved a home grown participatory mechanism at a time when sustainable tourism as a global environmental management cliché was unknown in Nigeria. This paper examines the economic impact of the rural beach tourism as case study for other Lagos coastal villages. The study will enhance the recognition of informal economic sector as a major driver of sub urban day trip water front tourism enterprises in Lagos State.

## 7.2 The Setting and Scope of Study

Eleko is a typical south western Nigeria sandy barrier coastal village in Lekki peninsular with a population of 600 people (NPC 1991). It is 75 kilometers from metropolitan Lagos and fronts Atlantic Ocean on longitude 130 east of the Greenwich Meridian and latitude 40 north of the equator. Littoral climatic variables prevail throughout the year with average daily maximum temperature of about 300 C and 29 mill bars of vapor pressure in the air at critical sunny dry season days. The village runs linearly along the 150 meters recommended set back starting from the landward base of primary sand dune line. The golden recent dune sandy beach and the 30 nautical miles Atlantic continental shelf constitute the tourism resources of the community.

Eleko village is encumbered with challenges that other rural settlements along the 180 kilometers Lagos State Atlantic coast endure. Pollution of lagoons, absence of fishing regulations in the various creeks and destructive fishing practices has drastically reduced the aquatic stocks. Unemployment and poverty enhanced the migration of the community's active labour force to metropolitan Lagos. The completion of Lekki-Ibeju coastal road in 1988 exposed the scenic beach landscape to picnickers from the metropolis and marked the beginning of 'day trip' beach tourism in the community. The purpose of this paper is three fold namely to examine the economic impact of this home grown recreational beach tourism initiative on the village, to identify leakages, and to highlight positive policy objectives that may benefit other rural coastal villages.

## 7.3 Sustainable Community Base Coastal Tourism

The modern concept of sustainable development is rooted in the report of World Commission on Environment and Development referred to as 'Our Common Future' (WCED 1987) As a developmental model, sustainable development optimizes prevailing socio- economic benefits of nature's

deposits without depriving future generations the same benefits. While environmental sustainability cares for ecozone carrying capacity and supports continuous functioning of the ecosystem through interrelated physical and biological process, development on the other hand, emphasized continuous economic growth. That is why Fox (2002) came up with a model of 'ideal ecotourism project' with emphasis on socioeconomic dividend. It is a sustainable tourism concept that marries the need for economic growth and quality of life with the protection of natural resources. This concept fosters a symbiotic relationship between ecological, socio-cultural and economic sustainability. Such developments have always been a special interest to communities where natural resources based industries suddenly decline. It is particularly relevant in coastal zones under the threat of urbanization, industrialization and wetland degradation. Coastal ecotourism concept manifests in form of marine parks, ecologies, wetland nature reserves and sandy beach management program. Besides diversifying rural economic base, jobs from rural coastal ecotourism areas help families to sustain basic inputs into traditional means of livelihood.

A very important goal of rural tourism is the promotion of locally owned businesses. Such cottage industries operates on a principle that financial gain from tourism must stay within the community and not siphoned off to an outside proprietor who does not have a personal stake in the environmental future of the area (Victurine 2000 and Mansty 2001). That is why Victurine (2000) elaborates on a program for training local small-scale tourism entrepreneurs. As noted by him, business around rural tourism products must be owned and managed by those who live there. It will provide opportunity for the community to have more control over the impact on the environment. The training programme described by Victurine (2000) paid special attention to small-scale operations, business planning and linkage between rural community based associations and national tourism counterparts in an

attempt to enhance long-term economic sustainability. Also to be included in the training programmes are the tour guides who are important stakeholders in tourism destinations. (Mastny 2001). Various levels of successes have been achieved in rural areas where tourism is seen as a developmental tool. Wiezman, (2001) studied Belize, (a small region located by Belize River on the Caribbean Sea; Central America). The rural waterfront tourism product, contributed 18 percent of the Gross Domestic Product (GDP), 23 percent of the GDP with indirect economic benefits, 25 percent of total foreign exchange earnings as well as 25% employment in 1999 (Wiezman, 2001). In Tortuguero , Jacobson et al (1992) states that half of the residents were employed by several tourism related businesses. The question is how much of the economic return goes to the rural people?

Research works is recent time disagree with the insinuation that rural tourism is a formula for rural poverty eradication. Tourism development has been found to be characterized by inequity access to financial resources. According to Renard (2001) 'enhancing community participation do not guarantee that rural poor will benefit from developmental intentions'. The view of Ashley et al (2003) is that most third world governments and donor agencies promote private sector driven tourism that focused on foreign exchange earnings without taking into consideration low income group in host communities. Since most of these private investors are multinational organizations and local elites, profits from tourism industry are repatriated abroad or to metropolitan centers leaving rural economy weak.

This corroborates Haroon (2001) study. He observed that in some developing countries more than 75% of international tourism revenue never reaches the local economy. Inappropriately packaged community tourism may even contribute to local people losing access to water and land resources and creation of tourist enclaves managed by proxy. This had been the situation

in rural Kalam area of Pakistan where '81% of hotels, motels and other accommodations are owned by people living in cities (Pleumaron, 2002). Getting tourism proceeds to the grass root require an institutional framework that allows informal sector to participate in tourism destination development. Such institutions rely on community development participatory tourism program that alleviates poverty at the grass root. This concept is referred to as "pro-poor tourism" (PPT).

PPT provides an ample opportunity for poor people to access tourism market formally and informally. PPT emphasis introduction of small-scale enterprises, ample employment for the local populous and financial benefits from centrally managed community resources. PPT micro business opportunities include laundry, grocery stores, tour guiding, crafts and souvenir centers and cottage memorabilia industries. Additional source of livelihood income from well packaged local folklore; cultural activities and local food outlets may be creatively included in community tourism program. Goodwin (2002) definition of PPT as tourism developmental approach that generate net benefits for the poor is relevant to the current domestic tourism initiative of the Federal Government of Nigeria. Domestic tourism is an important market for the poor. Such tourism destination relies on visitors within the country, especially inhabitants of urban centers seeking leisure services in regional setting. They are easily accessed by the low-income entrepreneurs than closely monitored international tour packages. Eleko community sandy recreational beach is a typical domestic tourism destination in Lagos State. This study examined its commercial benefits with the goal of improving informal economic sector activities.

#### 7.4 Methodology

A multiple descriptive survey methodological approach was applied for this research. Three major instruments employed are questionnaire, activity logs

and structured interviews. The questionnaire was addressed to household representatives, often the head, in the village to understand involvement in beach tourism activities. A 100% household's survey was undertaken. The structured open-ended interview was programmed to collect information from opinion leaders and stake holders in the community and Ibeju-lekki Local Government officials.

### 7.5 Result

Structured interview to the Traditional Institution and opinion leaders in the community traced the origin of the beach program to Eleko Seaside Club - an informal village club with a beach cabin club house overlooking the ocean. The clubhouse served as landing spot for fisher men operating on the continental shelf and weekend social meeting point for Eleko indigenes that migrate weekly to the metropolis in search of employment. More beach cabins were built to meet the sudden rise in demand by tourists from the metropolis. This additional source of income drew the attention of the entire community. Subsequent developments on the beach took a new dimension with the active participation of Eleko traditional institution. Each household was encouraged by the Traditional Institution to construct cabins along the seaward edge of stabilizing coconut plantation.

The one-kilometer beach is intuitively planned to accommodate a row of gabled 8m x 8m beach cabin. Each cabin has a 3meters x 3meters room space, a broad 5meters x 8meters living space, an outdoor kitchen attachment and a privatized rear yard that flows into the golden sand beachscape. Another row of 3mx3m make shift shed for additional beach users during peak festive seasons is periodically introduced. The last set of cabins runs parallel to the outer edge of coconut buffer. These are service cabins for food centers, grocery, barbeque grill and craft works.

Survey of primary occupation shows that while the community accepts tourism as an alternative financial source, the artisan fisher men did not give up their trade. In Figure 1, 33.1% of the respondents are fisher men while 19.1% are farmers. Artisans including welders, tailors carpenters and auto mechanics constitute 21.1%. 15.45 and 21.2% are engaged in Petty traders and public servant are 15.45% and 21.2% respectively.

The survey of the employment status in beach related enterprises shows that 45.7% of the respondents operate small scale business that absorbs the village's jobless work force (Figure 2). The remaining 54.3% of the respondents are employed in the recreation enterprises and Ibeju-Lekki Council office. Figure 3 shows the current small-scale tourism enterprises. 58.3% of respondents own permanent 8m x 8m gabled cabin. Each cabin is owned and managed by a household.

30% of the respondents operate food related enterprises. Three categories of food services operated include local restaurant popularly known as “mama put”, snack bar dispensing beverages and local barbeque 'Suya'. 3% of the respondents have fresh fruits stalls especially coconut, banana, pineapple and oranges at their season. The aquatic products from the Atlantic ocean including fish, prawn and periwinkles are sold daily directly off the boats on the beach. Fish landing from Lekki lagoon and adjoining mangrove wet land have dwindled drastically in recent years.

Only 5.6% of the respondents operate souvenir and gift item stalls. Most of the arts, crafts and gift items are not produced locally. The crafts include bead work, and jewelries from the north central states of the country. The remaining 2.8% invest in the guesthouse. The 6-bedroom accommodation is the only lodging facility and has a high vacancy rate. Two reasons may be responsible for this namely poor operational standard and the tourists



preference for 'Eko Holiday Resort' at Akodo and La Campaign Eco-lodge at Ikegun about 8 and 15 kilometers respectively away on the good coastal road. The collapse of artisan fishing trade due to poor fish landing from lagoon and high financial capital involvement in deep-sea fishing increased the unemployment in the community. Table 4 shows the nature of Beach tourism jobs the community active labour force is involved. 34.2% of the respondents work as cabin attendants. These are family members of Beach cabin entrepreneurs. They solicit for picnickers, attend to the needs of the tourists including parking cars, stand by as local security and cleaning up the cabin at the end of the day. Remuneration for a cabin attendant is through 10% commission of daily cabin charges as well as free tips from tourists. 31.6% of respondent are under the pay roll of Ibeju/Lekki Local Government Council helping in the collection of toll fee on the coastal road. There is on going disaffection between the Council and the community on the issue of toll fee. The Local council substituted entry fee for toll fee and disallowed the community from car parking fees. Adults are charged N50 while juniors pay N20.

The community argument is that since 95% of all facilities including the cabins, guest house, food and fruit stalls, parking facilities were developed by them, they should not be denied the right of charging entrance fee. In addition the community maintains the earth road and collects the solid wastes. The only Council facility is dilapidated public toilet. The state of the toilet was so bad that a Non-Government Organization-Rotary Club of Ibeju-Lekki provided another toilet in 2000. At peak periods over 3000 adults daily use the beach. That translates to N150,000 entrance fee per day. Another 21.1% of the respondents are employed in the various food service enterprises. These are mostly women who also control the 10.5% hawkers on the beach selling fruit and non alcoholic beverages. The remaining 2.6% respondents work in the only guest house and Eko Tourist Resort at Akodo.



Determining the financial benefits accrued to the natives requires daily data on tourist's expenditure over a period of time. Unfortunately the adopted intuitive managerial approach, the poor culture of data collection and the unwillingness of tourism entrepreneurs on the beach to declare actual profit are major hindrances. Through structured interview, available secondary data and visitor enumeration, daily visitor expenditure on the beach at peak festive period, weekday and weekend was estimated. Peak festive period refer to 20th day of December to 5th day of January that mark the Christmas and new year holiday, five days before and after Easter holiday and five days before and after Muslim festival of Eid el Fitri. The result is documented in Table 5.

Total revenue accrue to the community is derived from cabins, food services and craft sale profits. This amounts to =N= 212,000 which is 7% of the total expenditure from domestic tourists from metropolitan Lagos. Ibeju-Lekki Local Government claims a daily revenue of about =N=150,000 through toll fee (5%) and metropolitan Lagos economy nets N3, 621,000. During regular week days total expenditure on the beach is N103, 500. Community entrepreneurs realize 32% of this amount. The amount is higher during weekends--Saturdays and Sundays. The total expenditure obtained is =N= 414,000. The breakdown shows the net benefit of =N=330,000 to the metropolitan economy, =N=74,000 to Eleko tourism enterprises and =N=40,000 as toll fees to the Local Government.

## 7.6 Discussion

Communities optimize economic impact of tourism through wages from formal employment; earnings from goods and services, casual labour from food services, craft based rural industry and building materials; dividends and profits from locally owned enterprises; collective community income including land rentals; and strong linkage to local agricultural base local economy. Tourist accommodations constitute the core of employment

generation. Accommodation in rural community tourism ventures include small scale hotels, guesthouses, eco-lodges, bed and breakfast catering homes, camp grounds and well organized decent rooms in individual homes for visitors desiring village experiences. With the exception of the poorly finished and managed 6-bed guesthouse, accommodation as the major source of job creation is deficient at Eleko. Accommodations do not only create jobs but also new business opportunities such as laundry services and supply of basic food produce. There is a need for a participatory decision by relevant stakeholders on a fresh drive to provide affordable domestic tourists accommodation. Such decision should bear in the vacancy rate at nearby Eko Tourist Resort.

The current food services standard is very low. Attracting more tourists demand unique food enterprises that appeal to a broad range of people. Such restaurants, eateries and snack bars must evolve menu that incorporate food resources of the community. Renard (2001) reports on the creative introduction of weekly seafood restaurant on the beach of Ans la Rouge village at St Lucia is a typical example of broadening the economic base of rural tourism areas. The group of seafood café put to use the coastal resources thereby enhancing local fishing industry. Goodwin (2003) highlighted the 'juice pressers' enterprises on Kotu beach in Gambia. This group of women juice pressers went beyond hawking fruits to hygienically producing fresh and chilled fruit drinks for beach users.

Small-scale industries tailored towards the needs of visitors will minimize tourism leakages. Memorabilia industry is one of such enterprises that will attract additional financial benefits. Arts, crafts, sportswear, and textiles are cottage industries that package creative gift items for visitors. Eleko beach is grossly deficient in local arts, crafts and gift items. The existing beads and ornamental souvenirs are not produced locally. Expanding the financial

benefit will require craft enterprises that source raw materials from the abundant mangrove and marine ecosystem.

Development of collective community income is a major strategy in achieving economic benefit in community base tourism initiative. The income often comes from equity dividends, lease fee, revenue share and donations established in partnership with tourism development, operation and government institution. The only feasible community income for Eleko village is the entrance fees. This has been hijacked by Ibeju-Lekki Local Government Council in addition to charging toll fees on the coastal road. The Local Government justification for this toll gate is questionable bearing in mind the ownership of the road. Lekki - Ibeju coastal road is a federal road not a council road. Besides, toll plazas have been abolished. This action negates the Federal Government and Lagos State tourism policies that emphasis the role of private sector as the main tourism development driver while government at any level retains the position of a facilitator.

Goodwin (2003) and Renard (2001) advocate a strong linkage between tourism that alleviates poverty and local economy. Such linkage contributes to the resuscitation of the ailing local economy in dire need of financial capital. The primary occupation of Eleko community is artisan fishing. Tourism as an alternative livelihood is expected to enhance the fishing industry. Though 33.1% of the respondents still practice fishing on the continental shelf, the linkage between aquaculture and tourism is very weak. There is no standard fresh fish sales outlet, specialized seafood restaurant or any tourism product developed around fishing industry. Nor is there any small scale enterprises that rely on coconut plantation and the remaining natural capital of mangrove ecosystem as raw material.

A cursory look at the estimated daily revenue derived from tourism on the beach shows the inability to maximize net financial benefit to these rural people. In Table 1, only 7% of the estimated N 3,621,000 net benefit at peak season is recorded by the community. In a typical weekday and weekend daily estimate, the economy of the metropolis again absorbs most of the expected gain. This disparity is due to two factors. Firstly, most of the tourists rely on homemade meal. This is probably due to the absence of decent café and appealing eatery on the beach. The second factor has to do with transportation. The visitors rely mainly on private mode of transportation purchasing gasoline from the metropolis. Even the few commercial buses and cars are not owned by Eleko people. Increasing net benefit to the community require a plan of action that will encourage the tourists to spend more on food services and public transportation managed by the community.

#### 7.7 Conclusion and Recommendations

Despite the inability to optimize economic benefit as described above, the community beach tourism program did relieve the people of economic hardship that resulted from the collapse of primary artisan fishing enterprises. This is evident from the extra income derived from beach related activities. The awareness that the community has a major nature oriented industry that draws the consumer from the metropolitan Lagos is high. This awareness creates a concern to safeguard the beach tourism product in its simplest form. A synopsis of hindrances to full economic benefit derivation is itemized as follows:

- 1      Lack of Human Resources. The community lacks basic skills in tourism development that can raise the standard of the current beach product and conceive a profit oriented one.
- 2      Lack of Financial Resource. The existing beach related enterprises are built from the meager family capital. The community is not exposed to any micro credit facility.

- 3      Poor Social Capital. There is big void in the organization mechanism. There is no operational beach management team that oversees tourism activities. Neither is there anybody to control quality of products and services.
- 4      Lack of Tourism Product Development. This community beach tourism attracts mostly day users. This is due to the absence of unique products that draw tourists that will stay more than two days. Hence employment and patronage is limited.
- 5      Lack of Government Support. There is absolutely no form of government input. The relationship between local government and community is not cordial. The community is conscious of the fact that the Local Government is depriving her of the full benefit from this scenic seascape by collecting toll fee without any form of contribution.

Overcoming these obstacles will improve the financial benefit to the village. Recommendations for increased economic input include the following:

- 1      Community Based Organization: There is need for a formal community organization that will relate to government, civil society, tourists and financial institutions. Such community based tourist organization will define the management organization that will coordinate the various activities on the beach, contact relevant agencies for tourism capacity building.
- 2      Unique Beach Product: The new management team must exploit the possibility of developing unique beach tourism product within the entire peninsular. Such exercise requires the assistance of tourism consultants.

- 3      Memorabilia Enterprises: Development of more tourism enterprises especially souvenir industry that reflect the culture of the community and rely on local raw materials.
- 4      Community Income: Standardization of the parking facility and collection of parking fee as community source of income should be explored. This is addition to possible derivations from partnership with private individuals, corporate bodies or relevant government agencies that show interest in developing compatible tourism product.
- 5      Accommodation: Development of affordable and environmentally friendly accommodation that can compete successfully with Eko Tourist Resort, will increase employment and strengthen the linkage to peasant fishing industry is necessary.
- 6      Marketing Strategy: Marketing of the beach project in metropolitan Lagos will solve the problem of patronage seasonality and increase the number of tourists on daily basis.
- 7      Role of State Government: Lagos State Government through Lagos State Tourism and Water Front Corporation is responsible for the formulation of tourism policy and developmental strategy. Community tourism and “Pro Poor Tourism” concepts are not entrenched in the State Government tourism strategy. The State should clearly define the role of private sector, civil society and community base organization in tourism development. Such role must respond to the micro credit needs of interested communities and protect them from the predatory tendencies of other government agencies.

The local Eleko Community Rural Beach tourism initiative is a testimony to the success of participatory decision making in alleviating poverty through sustainable tourism. Improvement on this developmental strategy will certainly increase net economic gain to Eleko people. The experience from this initiative will be useful in designing a standard community base tourism agenda for other coastal villages in the state.

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### Review Questions

1. Discuss the concept of Domestic Tourism
2. In what ways can the economic benefits of domestic tourism be maximized?
3. What are the strategies of managing tourism destinations?
4. Make useful recommendations to the government on best practices to develop rural tourism initiatives.



**TABLE 1**  
**DAILY VISITORS EXPENDITURE**

S/N	CATEGORY	PEAK PERIOD			WEEK DAY			WEEK END		
		QTY	UNIT	COST	QTY	UNIT	COST	QTY	UNIT	COST
			COST		COST	COST		COST	COST	
1.	ACCOMMODATION									
1.1	Cabin A	35 no	3,000	105,000	2	3,000	6,000	8	3,000	24,000
1.2	Cabin B	50no	300	15,000						
1.3	Guest Chalet	10,000			2,000			3,000		
2.0	ENTRANCE FEE									
2.1	Adult	5000	50	150,000	No Charges			50	200	10,000
3.	TRANSPORTATION									
3.1	Private Cars (fuel only )	500no	1,000	500,000	10	1,000	10,000	50	1,000	50,000
3.2	Public Cars (Lagos-Eleko)	500no	500	250,000	20	500	10,000	50	500	25,000
4.	FOOD SERVICE									

4.1	Private Meal	5,000	5,000	2,500,000	10	5,000	50,000	50	5,000
4.2	Local Restaurant	15,000						250,000	
4.3	Snacks/Beverages	15,000			500			2,000	
4.4	Barbeque "suya"	15,000						10,000	
4.5	Fruit Hawking	3,500						1,000	
4.6	Fish and Shrimps	30,000			25,000			30,000	
5.	SOUVENIR								
5.1	Crafts-Bead works	10,000						3,000	
5.2	Crafts-carving	2,500						1,000	
	TOTAL VISITOR								
	EX PENDITURE	3,621,000			103,800			414,000	
	Revenue to								
	Community	212,000			33,500			74,000	
	Revenue to								
	Council	150,000						10,000	
	Net Benefit to								
	Metropolitan								
	Lagos	3,250,000			70,000			330,000	

Source: Field Survey 2003

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# 8

## TOURISM CONTRIBUTION IN LOCAL ECONOMIES: FOCUS ON POVERTY REDUCTION IN KENYA

- Introduction
- Poverty in Kenya today
- Gender Concern-Case Study of FAWE
- The role of Tourism in Poverty Reduction
- Mechanisms for maximizing benefits for the poor from tourism
- Developing approaches and actions
- Sustainability Issues
- Conclusion and final recommendations for actions



## TOURISM CONTRIBUTION IN LOCAL ECONOMIES: FOCUS ON POVERTY REDUCTION IN KENYA

- 8.1 Introduction
- 8.2 Poverty in Kenya today
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- 8.5 Mechanisms for maximizing benefits for the poor from tourism
- 8.6 Developing approaches and actions
- 8.7 Sustainability Issues
- 8.8 Conclusion and final recommendations for actions

### ABSTRACT

**P**overty, famine, HIV/AIDS are national disasters in Kenya. The reduction of poverty has become one of the most compelling challenges of our time. Poverty is more than a lack of income – it is multidimensional and complex phenomenon with an intricate relationship to issues such as disease, illiteracy, infant mortality, environmental degradation

and many other aspects. Tourism has, up to now, not been seriously considered in most of the poverty reduction strategies of international aid and development agencies. Tourism development has often been focused at the macro level, on international promotion, attracting inward investment, major hotel and resort developments and on national and regional master planning. There needs to be a shift towards building partnerships which bring to the international and national market places tourism experiences which reflect the characteristics of the destination, involving local communities and giving them a degree of control as hosts. Participation by, and the empowerment of, local people were clearly identified within Agenda 21 as among the important aims of sustainable development programmes. As a process of empowerment, participation helps local people to identify problems and become involved in decision-making and implementation, all of which contributes to sustainable development. The amount of control local people are able to assume within tourism developments is limited by the neo-colonial nature of this global industry. This paper attempts to highlight the issues of true community participation and empowerment in tourism initiatives with special emphasis to Kenya. It also addresses the issues of employment, including gender distribution, and access for local entrepreneurs from the formal and informal sectors to the tourism market which are essential to poverty elimination.

**KEY WORDS: KENYA, LOCAL COMMUNITIES/ ECONOMIES, POOR, POVERTY, TOURISM**

### 8.1 Introduction

Tourism has, up to now, not been seriously considered in most of the poverty reduction strategies of international aid and development agencies. Tourism development has often been focused at the macro level, on international promotion, attracting inward investment, major hotel and resort

developments and on national and regional master planning. There needs to be a shift towards building partnerships which bring to the international and national market places tourism experiences which reflect the characteristics of the destination, involving local communities and giving them a degree of control as hosts. The development of appropriate complementary products will increase the attractiveness of the destination and increase tourist spending in the local economy. In existing destinations, hoteliers and tour operators, local government and local communities all need to be empowered to take control of their destination within the context of the domestic and international tourism market. Local benefits, including poverty elimination, will be maximized where tourism develops strong linkages into the local economy.

The distribution of employment, including gender distribution, and access for local entrepreneurs from the formal and informal sectors to the tourism market are essential to poverty elimination. Infrastructural development can also be planned so as to benefit local communities through the provision of roads, telephones, piped and treated water supplies, waste disposal and recycling and sewage treatment. There is considerable scope for using this kind of planning gain to generate infrastructural benefits, which can directly benefit the poor. All tourism business should be approached with the idea of sustainability so that decisions made today will not result in depriving the following generations of a quality environment. Tourist service providers should be always upfront, forthright, and honest in all business dealings, including interactions with guests, staff, other businesses, and the land agencies for which we are permitted. Each firm is supposed to model and describe ideas, techniques and systems so that other businesses may follow in the pursuit of sustainable tourism and a socially responsible business.

Our most precious resource is the people and their potential to work for the collective betterment of our nation. Poverty wastes this resource and its potential. Poverty has numerous manifestations including low and unreliable income, poor health, low levels of education and literacy, insecurity and uncertain access to justice, disempowerment, and isolation from the mainstream of socio-economic development. It is, therefore, necessary to devise multi-dimensional policies and interventions that will provide a permanent solution. The poor must be provided with the means to help themselves through income earning opportunities, ready access to means of production, the provision of affordable, basic services and the protection of the law. This will not be achieved through temporary relief programmes but only through a deliberate and long-term policy to increase equity of opportunity and to ensure that all members of our society can participate fully in the socio-economic development of Kenya.

A fundamental prerequisite for poverty reduction is economic growth that considerably outpaces population growth. Over the past few years Kenya's economy has declined in per capita terms. As a result, the standard of living for the vast majority of the population has suffered and the level of poverty has risen alarmingly. Therefore, the government's immediate priority is to restore and sustain rapid economic growth in order to generate the wealth and economic expansion necessary to reduce the incidence of poverty. Over the next couple of years, the foundations for a broad, sustained attack on poverty and the creation of a more equitable society must be strengthened. At the same time, government, working together with civil society and development partners, will have to take a number of targeted short term measures to directly address some critical causes and manifestations of poverty.



## 8.2 Poverty In Kenya Today

The poor constitute slightly more than half the population of Kenya. Women constitute the majority of the poor and also the absolute majority of Kenyans. Three-quarters of the poor live in rural areas. The bulk of them are located within the highly populated belt stretching South to South-East from Lake Victoria to the Coast which straddles the rail and road corridors.

Preliminary results of the Welfare Monitoring Survey (WMS) show that the incidence of rural food poverty was 51%, while overall poverty reached 53% of the rural population. In urban areas, food poverty afflicted 38% and overall poverty 49% of the population. The overall national incidence of poverty stood at 52%. According to available estimates, over the past 25 years food poverty has increased more than absolute poverty. The number of poor increased from 3.7 million in 1972-3 to 11.5 million in 1994. Thereafter, numbers increased to 12.5 million in 1997 and is now estimated to have reached some 15 million. The major characteristics of the poor include landlessness and lack of education.

The poor are clustered in certain socio-economic categories that include small scale farmers, pastoralists in ASAL areas, agricultural labourers, casual labourers, unskilled and semi-skilled workers, female-headed households, the physically handicapped, HIV/AIDS orphans and street children. The poor have larger families (6.4 members compared to 4.6 for non-poor) while in general rural households are larger than urban. Geographically, North Eastern and Coast Provinces have the largest poor households. Nationally, poor women have a higher total fertility rate (rural 7.0 and urban 4.8) than non-poor women (rural 6.7 and urban 4.1).

Studies in Kenya show that fertility rates decline with education while the use of family planning is higher among the non-poor. According to evidence on

health status, the prevalence and incidence of sickness are similar for both the poor and non-poor. However, the response to sickness is markedly different. An overwhelming majority of the poor cannot afford private health care (76% rural and 81% urban) and rely on public health facilities.

Subsequently, 20% of the urban poor and 8% rural poor found even public health charges unaffordable. Furthermore, 58% urban and 56% rural poor reported that they do not seek public health care because of the unavailability of drugs. A further indicator of disparity is that only 37% of poor mothers gave birth in hospital compared to 58% of the non-poor mothers. Empirical evidence shows that 13% of the urban poor have never attended school at all while the comparative rural figure is 29%. Of the poor, only 12% of those in rural areas have reached secondary education while for the urban poor the figure rises to 28%.

Dropout rates have risen, as have disparities in access, due to geographic location, gender and income. The main reason for not attending school is the high cost of education. Children are also required to help at home, while for girls socio-cultural factors and early marriage are significant factors. Regardless of poverty, over 50% of Kenya's households do not have access to safe drinking water, although the proportion is higher for the poor. In urban areas, large populations living in informal settlements within the towns and cities have no access to safe water. In rural areas there are large disparities between geographic areas where in North Eastern and Eastern Provinces less than 30% of the poor have access to safe water compared to some 60% in Western Province. Certain occupations, such as subsistence farmers (46% poor) and pastoralists (60% poor), have a higher than average incidence of poverty.

Subsistence farmers account for over 50% of the total poor in Kenya. While the poor cultivate, on average, more land and have more livestock than the non-poor, the non-poor earn more than two and one half times the income from cash crops and more than one and one half times the income from livestock sales. This pattern can be partly attributed by differences in the fertility of land and the affordability of inputs to improve productivity. For livestock, cultural factors and the lack of high-grade stock and poor access to markets could account for low sales among the poor. Studies in Kenya indicate that women are more vulnerable to poverty than men. For instance, 69% of the active female population work as subsistence farmers compared to 43% of men.

Given that subsistence farmers are among the very poor, this relative dependence of women upon subsistence farming explains the extreme vulnerability of women. These problems are most severe in arid and semi-arid areas where women spend a great portion of their time searching for water and fuel. The release of women's productive potential is pivotal to breaking the cycle of poverty so that they can share fully in the benefits of development and in the products of their own labour. In the urban areas, the proportion of poor female-headed households was higher than male-headed households in 1997. Both rural and urban women in 1997 were severely affected by poverty. This means that women are affected more by development process and the area of residence plays a major role in poverty status of women.

However, poverty is still pre-dominant in the rural areas for both men and women, meaning targeting needs to be intensified in the rural areas. Inequitable access to the means of production (land and capital), the distribution of wealth, reduced access to economic goods and services and remunerative employment are all causes of poverty. Poverty adversely affects participation in social and political processes and denies life choices while the

poor are particularly vulnerable to natural disasters. In terms of income distribution, Kenya ranks highly as inequitable. Estimates indicate that a high proportion of wealth is concentrated in a very small proportion of the total population.

This income concentration is the highest amongst the 22 poorest countries and is exceeded only by Guatemala (per capita income US\$1340), South Africa (US\$3,160) and Brazil (US\$3,640). The indicators demonstrate the depth and breadth of poverty in Kenya today and the magnitude of the challenge. The fight against poverty, ignorance and disease has been a major goal of Government since independence. However, it is evident that efforts to-date have been inadequate and the growth of poverty has not been reversed. In response, Government is mounting a new effort which will incorporate wider consultation and broader participation of various stakeholders. This is designed as an ongoing long-term poverty strategy for policy and programme development.

### 8.3 Gender Concerns – Case study of FAWE

The Forum for African Women Educationalists (FAWE) is a pan African non government organization, registered in Kenya, that seeks to promote the education of women and girls in Africa. FAWE was created in 1992 to counter the slow pace of implementation of Education For All (EFA) goals in sub-Saharan Africa. It seeks to ensure that girls have access to school, complete their studies and perform well at all levels. When poverty engulfs a family, the youngest are the most affected and most vulnerable—their rights to survival, growth and development are at risk. A child born today in the developing world has a 4 out of 10 chance of living in extreme poverty (UNICEF: The state of the World's Children 2001 p. 32).

Poverty has many faces. It is much more than low income. It also reflects poor health and education, deprivation in knowledge and communication, inability to exercise human and political rights and the absence of dignity, confidence and self-respect (Human Development Report 1997 p.iii). Education for All (EFA) and more specifically the education of girls is a vital factor in dealing with root causes of poverty and under-development. Evidence shows a clear link between the level of girls' education and some indicators in health and well-being, most notably nutrition, maternal and child health and survival. Poverty eradication requires a multifaceted approach in which gender is very central. That girls' education directly contributes to sustainable development is no longer an issue. It is now well documented that educating the girls and women is the single most important investment that yields maximum returns for development. The infant mortality rates decrease, children have a higher probability of getting a good education and most importantly women become income generators, which increases the economic power-base of the family. The most important issue in any country should be the number of girls that have access to education and the quality of education they receive as measured by levels of retention and performance.

Despite several efforts to increase enrollments and reduce the gender gap, significant increases in access still show declines in the overall proportion of girls enrolled at different levels of the education system. That girls' education is a necessary and important aspect of eradicating poverty is no longer debatable. What is critical now as the third millennium progresses is what we do—at the individual level, at the family and community level, at the national level and at the global level—to ensure that our girls, the future mothers, future wives and future citizens of the Least Developed Countries (LDCs) are not left behind as the world moves on to greater heights in technology and information. For girls to participate fully not only in their own lives and those

of their future families, but also in their country's development, the factors militating against their full participation in education must be removed so as to increase the number of girls that acquire a secondary and a post-secondary education as well as acquire appropriate skills for development. To remove these hurdles requires a deliberate effort and the adoption of an integrated approach to eradication of poverty by all stakeholders.

FAWE's Response to Girls' Education and Poverty Eradication is to provide a safe and conducive school environment with adequate facilities and supplies. The teachers and principals have been trained in educational management and the girls have been encouraged to form girls' clubs aimed at empowering the girls themselves. FAWE Centres of Excellence seek to reach poor girls in rural areas who would not otherwise have access to education. FAWE considers monitoring and evaluation as an integral part of its programmes and activities as this is FAWE approach in the Centres of Excellence.

FAWE recognizes the need to work in collaboration and in partnership with other partners and organizations that are involved in girls' education. Through the FAWE National Chapters, FAWE is able to work closely with governments, especially ministries of education, to influence programmes and policies in favour of girls' education. The network of National Chapters was created for identifying priority issues on the ground, generating new ideas on how to address the complex issues and disseminating relevant information on girls' education. The 33 FAWE National Chapters are at different stages of development and are undertaking a variety of activities. FAWE recognizes the need to strengthen the Chapters for efficacy in the acceleration of female participation in education. FAWE also has an observer status with the Organization of African Unity (OAU) and United Nations Educational, Scientific and Cultural Organisation (UNESCO). FAWE works with

UNICEF in the promotion of girls' education through community based organizations and grassroots NGOs. FAWE has also developed a partnership with universities as a way of addressing gender concerns at the university level.

#### 8.4 The role of Tourism in Poverty Reduction

Tourism ventures (Table 1) must seek environmentally sustainable economic growth while minimizing visitor impacts on wildlife, native cultures, and local communities by offering literature, briefings, leading by example, taking corrective action or other appropriate means. Tourism businesses needs to provide direct benefits to the local economy and local inhabitants thereby providing an incentive for local support and preservation of wild areas and wildlife habitat.

With the growing educational emphasis and purposeful desire for travelers to learn about the natural and cultural history of the places they visit, tourism operators should never relabel our products using the prefix "eco" so as to increase interest and consequently sales. The industry is helping the developing nations to earn the badly needed foreign exchange of which Kenya is not an exception.

**Table 1: Tourist Attractions in Kenya**

DEVELOPED	UNDERDEVELOPED
<ul style="list-style-type: none"><li>• Wildlife safaris</li><li>• Beaches</li><li>• Marine life</li><li>• Urban tours</li><li>• Balloon trips, for example Masai Mara</li><li>• Animal orphanage</li><li>• Plantation agriculture such as tea, coffee</li><li>• Nature trails, example Bamburi</li><li>• Bird watching</li><li>• Angling</li><li>• Dhow tours</li><li>• Racecourse</li><li>• Archaeological sites, historical ruins and museums</li><li>• Traditional dancing</li><li>• Traditional arts and crafts</li></ul>	<ul style="list-style-type: none"><li>• Camping</li><li>• Hiking and mountain climbing</li><li>• Forests, for example, mangroves and rainforest remnants</li><li>• Horse riding safaris</li><li>• Polo</li><li>• Cruise ship and water sports</li><li>• Golf</li><li>• Camel safaris</li><li>• Cultural shows</li><li>• Cultural pluralism</li><li>• Sculpture and handicrafts</li><li>• Fish farms</li><li>• Hunting</li><li>• Trout fishing in Aberdares and Mt. Kenya, lakes and rivers</li><li>• Wilderness holidays in Lake Turkana</li></ul>

**Source: Sindiga (1999: 63)**

The job creation in the Travel and Tourism is growing one-and-half times faster than any other sector. The travel and tourism industry is labour intensive and it employs about 100 million people worldwide.

In Kenya it employs about 140,000 people both directly and indirectly, it's also estimated that about 850,000 dependants rely on these employees for their livelihood. The Kenya's Travel and Tourism Industry is facing the following problems; lack of a tourism career development centre, standardized tourism training, and tourism CVs database. These hindrances have decapitated the potentials of the industry to create employment, reduce poverty and gender



inequality and alleviate leakages of revenue. Pro-poor tourism strategies therefore, can be applied to all sectors of the industry in Kenya. It presents an opportunity to place emphasis in tourism development on benefiting the poor and marginalized as well as to focus on local economic development in ways that benefit the poor. It is not a panacea, but where the strategy is pursued by government, the private sector and local communities, it can provide a way of benefiting the poor by improving their livelihoods and benefit the national revenues from tourism. Effort is required but it is a win-win scenario, there is much to be gained.

#### 8.5 Mechanisms for maximizing benefits for the poor from tourism

##### 1) Employment of the poor in tourism enterprises

Supply of goods and services to tourism enterprises by the poor - This covers issues such as working conditions, contracts, flexible job opportunities and the way vacancies are advertised. It is also about strengthening the local supply chain, addressing issues such as auditing of sources, quality and reliability. Areas that still need to be addressed include international competition for jobs, the seasonality of tourism employment, the need to identify poor people, and the need for training.

##### 2) Direct sales of goods and services to visitors by the poor (informal economy)

Establishment of tourism enterprises by the poor (formal economy) - This covers issues of trading conditions, licensing, quality improvements amongst street traders, etc. The fundamental preconditions for success with micro or community-based businesses should be outlined together with the various types of enterprise support. The focus should be directed towards the vital importance of marketing assistance, networking between enterprises, avoiding institutional dependency, and the need for local empowerment.

3) Tax or levy on tourism income with proceeds benefitting the poor  
Voluntary giving by enterprises and tourists, investment in infrastructure, stimulated by tourism, also benefitting the poor - This covers issues such as consumer willingness to pay, hypothecation of taxes, donation processes and selection of beneficiary projects. It is also about the careful planning of infrastructure development, involving local communities. The use of taxation as an incentive to enterprises, and community participation processes should be identified.

Poverty is partly about quality of life and the availability of choices, not only a monetary measure of income per head. Tourism is the principle export for one in three of all developing countries and hence, there are many reasons why tourism can be particularly relevant to poverty alleviation, notably because of its potential in rural areas where three quarters of the world's poor are to be found. This needs to be reflected in national government policies, including ensuring that tourism is fully recognized in Poverty Reduction Strategy Papers, and in action programmes at a destination level. In addition, there are many good examples of where the private sector of tourism has woken up to its social responsibility towards poor communities: this needs to be fostered. Discussions should be centred on issues relating to tourism knowledge and information. There is also concern about the accuracy and application of statistics, and about the need to define poverty lines at a local level. This has to do a lot with the many damaging effect of foreign countries insensitive travel advisories that Kenya for example, has had to deal with frequently.

Without the protection of its cultural and natural assets, no country could expect tourism to contribute to poverty alleviation with a long-term perspective. The role of different stakeholders in alleviating poverty through tourism, the role of government versus the private sector, the need for partnership, and the relative priority that could realistically be given to

tourism vis-à-vis other pressing social problems such as HIV/AIDS need to be addressed. International Development Agencies need to pay more attention to tourism, and work together to share knowledge and avoid duplication.

Governments must ensure close integration between tourism and poverty reduction policies, and can use a range of instruments to influence action, such as planning controls, legislation, enterprise support, and marketing. Intra-regional bodies can help countries work together on this important shared aim. NGOs have a valuable role to play in representing poor communities, building capacity, supporting community-based initiatives and identifying beneficiary social projects and distribution mechanisms. Destination management organizations, such as local authorities, are often well placed to build local networks, strengthen supply chains and control the informal trading sector.

Finally, private enterprises can have a strong influence on poverty through their employment practices, choice of suppliers and information given to tourists. Selecting tourism as an option for poverty alleviation Tourism is well placed to influence poverty and tourism jobs can be very valuable in giving poor people self-esteem. We need to avoid being overly optimistic because visions are important but we must not raise false hopes. Tourism can be good as a way of addressing poverty through enterprise formation, but entry barriers are not always low. Establishment costs can be high for some types of business and seasonality may be a problem in terms of returns from tourism, but can enable tourism to be fitted in alongside other livelihood activities. Governments should therefore have a leading role to play, not in running enterprises, but in coordination, planning, as well as support. We must be aware of financial constraints, for example on Tourist Boards so that communities can benefit from the anchor provided by private investors.

Good contracts between local communities and private sector enterprises are very important though detailed advice may be required here. Local communities must get what is their right, communities must really participate, take their own decisions and if necessary learn by their mistakes, rather than becoming dependent on institutions. We may never succeed unless we tackle the ownership and empowerment issues of poor communities, which is essential for long-term benefit. People with drive and genuine commitment tend to be a key to success hence, visitors will respond and support local causes enthusiastically.

Strengthening resources for relevant NGOs is also important, however, one should distinguish between community-based NGOs and others since we need to understand where they are coming from and their funding cycles. Tour operators can play a very positive role, not only in marketing but also in working with communities and development organizations in informing product development. We need to set targets and monitor whether tourism is really doing something about poverty as well as to be watchful about where money from tourism goes to in the recipient communities. Benefits in kind can be more certain to meet needs and therefore it is important to have transparent auditing of how money from tourism is being distributed to, and used within, communities. Examining the supply chain to tourism enterprises and seeking changes that will bring more benefits to the poor is essential.

Subsequently, involving the whole of government in the task, and especially including tourism in Poverty Reduction Strategy Papers as well as mounting an information campaign directed at tourists themselves, which suggests ways in which they can help could be of much impact to poverty alleviation. Small community projects can't stand alone – the need for marketing support is necessary. Ecotourism projects must be based on sound business planning and when involving the poor in tourism employment one must not

compromise on standards. Basic customer care training is required at the grass roots communities who also need support in strengthening information and communications, including use of new technology. Help is needed on pricing issues, such as for handicrafts and access to affordable credit is also very important. Perhaps tax incentives can be used more to influence private sector investors to take on board poverty alleviation measures.

#### 8.6 Developing approaches and actions

- When deciding on approaches, we should identify who the poor are and then make interventions that are relevant to them.
- We need to be quite detailed in identifying poverty – e.g. setting poverty lines at a district level.
- We need to ask “what are the problems and needs of your community?” – and women must be listened to.
- We must avoid thinking only about national parks but also include rural tourism outside parks.
- Poverty alleviation measures through tourism must take account of the need for sustainable land use policies.
- When considering possible minimum wage levels one must take account of what is needed by people to sustain a livelihood.
- We need to be careful about limits to tourism development, which may be environmental, social and economic limits.
- Projects should not be simply product driven and especially not simply government driven. There must be a clear understanding of the market from the beginning, but projects may have a product opportunity as an initial motivator.

## 8.7 Sustainability Issues

In poor, vulnerable areas the concept of sustainability has normally been thought of in the limited context of sustainable agriculture yet for these areas to be sustainable it is inevitable that the whole range associated activities be integrated and coordinated. Poor communities are rarely capable of being economically sustainable without a diverse economic base; tourism and recreation are becoming an increasingly important part of that base. This should imply consideration of sustainability in terms of tourism opportunities, their appropriateness and their capability of attracting and sustaining visitation and how well they fit in to the mix of economic and social activities of poor rural areas and rural population.

The relative lack of attention to the sustainability of tourism in government publications and policy statements, until recently suggests that this fact was rarely considered as tourism development, was being encouraged nor does it appear that many developments were well thought out in terms of compatibility with other uses and preferences or even in terms of their long term economic viability. The present state of flux places new pressure on rural resources and threatens the established and traditional patterns of land use and increases the possibility of conflict over resources. It also disturbs the homeostasis which has evolved between use of the rural environment in certain regions because of the scale, scope and nature of changes occurring.

The uneasy combination of new and traditional forms of tourism and recreation casts increasing doubt on the sustainability in the changing rural environment. Sustaining poor rural areas in ways that the majority of observers appear to wish them sustained has as its core the maintenance of an economically viable rural population which is engaged in traditional or related rural activities, in particular family farm based agriculture. Sustainable tourism is therefore as much about sustaining rural culture and identity, as it is the physical environment. Tourism both affects and is affected by

contemporarily rurality, visitors favour the more traditional rural landscape created by smaller farm holdings, particularly those with horticultural or cash crops such as orchard, berry farm or vegetable producers, which offer a greater variety of recreational opportunities. Such visitation and consequent purchase of produce at the farm gate may help maintain some family farms by providing supplementary income and thus indirectly sustaining the landscape.

Many regional authorities appear to fail to recognize that it is the visual complexity of the rural landscape and the subsequent visual fulfillment of rural images and myths that generate amenity values for locals and visitor alike. In sometimes desperate search for economic development, a wider tax base, and employment generation, inappropriate policies and development programs may be followed. Policy measures in one sector such as the attraction of agribusiness or large foreign investment to a region may lead to a decline of the industrial value of the region to other industries such as tourism and business which are based on adding value to local production.

An integrated approach to rural resource development is therefore essential if sustainable development is to become more than wishful thinking. It should be recognized, however, that tourism may not be appropriate element to be introduced or maintained in rural areas. To succeed effectively in economic, social and environmental terms tourism requires specific conditions which meet market needs and current taste and preferences. Where these are absent tourism is unlikely to be successful, especially in the long term. Policy makers therefore need to identify and recognize the elements which make up a sustainable base for tourism and recreation and which allow them to be successfully integrated into existing rural fabric of a particular place.

## 8.8 Conclusions and final recommendations for action

All tourism stakeholders should contribute a voice in the communities in which we operate and within organizations to which we belong, to guide Kenya's tourism toward sustainability and appropriate use of resources so that we may protect the wilderness of Africa for future generations. Tourism commercial ventures should contribute a minimum of 10% of our pre-tax earnings to conservation organizations and the poor locals in the community. The primary development goal for Kenya is to achieve a broad based, sustainable improvement in the standards of welfare of all Kenyans. This will require a concerted effort to tackle the intolerably high incidence of poverty that now afflicts about half our population. While Government has a particular responsibility for spearheading action and creating a positive framework, the private sector, nongovernmental and community based organizations all have a vital role to play in meeting the challenge of poverty reduction. Kenya must mobilize all available resources and use them efficiently and effectively in the fight against poverty since this is the background conditions for success in tourism Trade negotiations and unfair terms of trade could damage all that we do, unless they are very carefully handled. Tourism statistics are still very weak in most African countries and prevent sound planning. We need to be realistic when putting the case for tourism support and the priority we can expect governments to give to this, as against HIV/AIDs etc.

Influences on the international market at source are critically important –especially travel advisories, which need to be more accurate, specific, detailed and up to date. WTO, recipient governments and source governments all have a role in influencing travel advisories. The spin put on them by media can be critical. Security measures and guidelines about security are important for the overall performance of tourism and the success of projects. Community participation can be remedial, token or real.



Remedial participation informs the people about a programme or project when everything is finalized and implementation is already underway. Token participation involves the people in design and planning but excludes them from all initial negotiations of project identification including the evaluation of available alternatives. Real participation accommodates all the views of the people, as resource owners, users and partners, in the whole process of project negotiation and identification together with all aspects of planning and implementation.

Sensitisation and education are, therefore required to bring out the problems and concerns, and to determine the available options before decisions and actions are taken. Any method incorporating the above approaches and requirements should take into consideration sociological, cultural and religious factors as well as available local person power. Human needs are addressed through empowerment. Community-based support programmes, can help communities identify their problems and priorities, increase their awareness of what can be done and help them select from a range of components. The milieu in which popular participation or empowerment takes place focuses the emphasis on community knowledge, resources, self-reliance, initiative and decision-making. To be successful, coordination of development efforts rely heavily on clear direction and support from political leaders and on the presence of a political will to implement coordination policies. The fact that members of these communities lack basic skills and are sometimes provided with appropriate training indicates, however, that they do not have the capacity or the knowledge that will enable them to coordinate.

This paper therefore shows the importance of encouraging community participation at the onset of any tourism development. Community involvement is the best guarantee of the sustainability of tourism. The community can for instance, be most closely involved in the components for

which it has direct interest. A community can also decide on the way funds made available to them through sharing benefits can be used. Members can be presented with various alternatives to choose from. Also, there is a need for a sustained programme of community awareness campaign. Involving communities in the implementation and management of a tourism development project necessitates close supervision of the activities, capacity building at the local level and a strong commitment from the communities. In the final analysis, the true test of a country is in their ability to take care of the poor, vulnerable disadvantaged groups/ communities.

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#### Review Questions

1. Briefly discuss the state of poverty in Kenya today
2. Identify the place of gender in tourism development in Kenya
3. Explain the role of tourism in poverty reduction
4. Develop an approach for effective tourism development for poverty reduction in your country.