

TOURISM AND HOSPITALITY DEVELOPMENT: A PANACEA FOR EFFECTIVE IMAGE LAUNDERING AND IMPROVED ECONOMIC GAINS IN KADUNA STATE

Methuselah Jeremiah

Department of English and Drama
Kaduna State University, Kaduna
08134947770; mekau05@kasu.edu.ng
DOI: 10.13140/RG.2.2.31258.06083

Abstract

This paper explores tourism and hospitality as viable means of laundering the image of and improving economic gains in Kaduna State. The purpose is to nudge government and other stakeholders to focus on ubiquitous tourist sites in the state and by doing so, make policies and efforts towards building such sites and making them attractive to leisure seekers. This is because Kaduna state is, no doubt, endowed with colourful cultural and numerous natural resources most of which, if well harnessed, can offer a leeway for revenue generation. The advantage of this, the paper submits, would afford the state the needed resources to build infrastructure, fund advertisement, and among other things, engage its indigenes in more lucrative activities. With these, the state would curb the surging impact of unemployment and curb the increasing rate of insecurity in the state.

Keywords: Tourism, Kaduna State, Festivals, Hospitality, Panacea, Economy

Introduction

Beginning in the 20th century especially after World War II, tourism has become an important platform not only for socio-cultural integration, distraction from work and recreation for pleasure seekers but also a vital service sector with the capacity for employment, revenue generation and, among many other things, image laundering. Harnessed particularly by “middle classes in America and in certain European countries” (Bhatia 2006:11). Tourism, over the years, has, in the words of Bhatia (2006: vii) “become a larger giant in terms of employment and investment”. This is even truer given the statistical evidence provided by World Travel and Tourism Council (WTTC) in 2006. Their findings show that the travel and tourism sector “with around 600 million customers each year, generates an annual gross output of about US \$ 3,400 billion, about 10 per cent of the world’s total Gross Domestic Product (GDP)” (Bhatia 2006: vii). With this statistics, world economies have continued to readjust their economic focus by investing their time, finances and energies into ways through which they can develop and harvest the available tourist potentials in their countries; such that will guarantee them viable and self-generating economic growth.

Keying into this emergent sector with untold economic potentials, many African countries have begun to look inwards for some unique physical, social and cultural phenomenon with potentials to guarantee their place in the tourism industry. Given that the core of tourism is to attract inflow – of persons, of ideas and of potentials – into a particular destination, more African countries, as Fatai (2011:4) posits “are getting awareness about the need to develop tourism for socio-economic advantages”. It is, however, no doubt that the development of tourism is by no means an easy nut to crack. This is because it entails recognizing gaps within the framework of ‘glocal’ tourism and providing some compelling platforms worthy of drawing the attention of people – both foreign and local. In the context of tourism, attraction must be proportional to satisfaction. This means that drawing attention to a site, a phenomenon or a people is not enough until it is able to create a lasting impression on them. It is the commoditization of this impression that guarantees constant flow of income to host localities.

It is important for countries to understand the benefits of investing in the tourist sector. First, it promotes growth-oriented innovations. Atuk (2014:1), postulates that tourism demands “the positive transformation of tourism potentials to tourism products”. It, in this regard, entails the transmutation of potentials from their latent stages into tangible and usable ‘products’ for economic gains. These potentials, according to Okechuku (1990) “fall into protected ecosystems (game reserves and recreational parks), protected landscapes or natural sceneries, cultural sites, coastline, traditional festival and historic relics and monuments. In addition to the above submission, Okoli (2001), sees tourism development as the provision of infrastructure and superstructures. These infrastructures, he adds, include roads, water supply, communication system etc. The superstructures, according to him, include hotels, motels, guesthouses etc. If harnessed, these structures have the capacity of pulling people towards sites where they are evidently present to relish the comfort they embody.

In this wise, infrastructure such as road networks, efficient transport system, water and power supply, hospitals, schools among others, as defined by Atuk (2014), can become ‘products’ when they not only serve the purpose of providing services to their people but become a destination for comfort seekers. The reason is that beyond the services they render, these products offer potentials for the development of many other money generating services such as hotels, resorts, recreation centres, and restaurants among others. This means therefore, that infrastructural development provides the leeway for superstructure which, in turn, offers tourism potentials.

The development and enhancement of socio-cultural phenomenon peculiar to a people can, in addition, become tourism potentials. Defined by Krippendorff (1980:665), tourism potential entails “a complex of material and nonmaterial elements to provide satisfaction of needs and benefits to the tourist, offered for consumption”. Since the drive of every tourist is to seek pleasure and satisfaction, socio-cultural phenomena such as festivals, music, dance, for instance, provide huge resources for them to relish. This is why Okpolo (2002) see tourism as “a complex and pervasive phenomenon which touches all aspects of man and society, cultural, social, historical and physical environments”.

In his study, Chhabra (2003:423) provides a close example of festival as tourist potential when he maintains that,

Festivals are often part of the economic development strategy of rural areas. This study estimates the economic impacts of visitor expenditures at two Scottish festivals in rural North Carolina, using tourist survey data and an input-output model. While local restaurants and lodging and festival vendors and sponsors benefit from substantial visitor expenditures, the multipliers are relatively small, and hence the total economic impact of the festivals represents only a small percentage of economic activity in the two regions considered. Lodging expenditures have the greatest impact on the region with a multiple-day festival, while expenditures on food and beverage have the greatest impact on the region with a single-day festival. The magnitude of the economic impact depends on characteristics of both the festival (number of days) and the local economy (other attractions and linkage).

This is significant to the present study in a number of ways. First, it shows that festivals, defined by Janiskee (1980:97) as “formal periods or programs of pleasurable activities, entertainment, or events having a festive character and publicly celebrating some concept, happening or fact’ allows for the integration and engagement of both the urban and rural dweller.

Although festivals are influenced by traditions, they require some influences especially by agencies of government to gain national and even global attention. It is through such partnership can it transmute from being some local dreary event to one worthy of tourist attention. In fact, tourism itself is a latent essence which requires some prodding as people around the world seek pleasurable places and events to ease off tension or explore the beauty of nature, as it were. Hence, festivals are handy socio-cultural forms of public displays

which, according to Turner (1982:11), are “set aside ...for communal creativity and celebration”.

This means, therefore, that tourism encourages the improvement of cultural heritages from their original or what may be termed ‘unrefined states’ to more acceptable and appreciable forms. In this sense, festivals, a mutated form of cultural practices, offer, not only a platform for cultural integration but also provides a source of revenue generation. This is possible when local cultures are consciously developed and positioned to harness economic gains. To achieve this, these displays must be given virtual presence by providing web sites for and placing images of such on same. Through this, local socio-cultural events will transmute into global entertainment sites. What this means is that when these hitherto cultural practices and traditions are strategically planned and privileged, they become potential targets for tourism. This way, they are transformed into ‘lobal’ essence (that is, from local to global)

Physical features and natural sceneries such as beaches, caves, forests, harbours, mountains, natural heritage sites, rivers and lakes, rock faces, wildlife – flora and fauna can provide tourist potentials as well. These features known collectively as ‘landscape’ inspire tourism particularly to those whose love for, and interest in nature is unequivocal. As Atuk (2014:32) maintains, “with the growing concern about conservation, environmental protection, landforms, natural vegetation and wildlife, natural features provide valuable resources for the development of nature-based travel and/or eco-tourism”

A landscape, according to Atuk (2014:201432), will be typically composed of three major geographical elements:

- The landform and geology – hills, mountains, plains, plateaus, coastlines, the water systems which drain the various landforms, and Geological determinants of landforms such as rivers, oceans and volcanic activity.
- The natural vegetation (flora) and the animals (fauna) which depend upon it.
- The presence of man which may modify both landforms and vegetation.

Of these three geographical elements, landforms and geologies are the most ubiquitous from which tourism can be harnessed within a short time. The reason is that these elements are nature endowed and require little to develop. Reasoning in this direction, Dowling (2010:2) maintains that landforms and geologies are “distinct subsectors of natural areas” which “promote tourism to geosites and the conversation of geo-diversity and an understanding of earth

sciences through appreciation and learning.” The conversation around these geographical elements is both educational and ecological. For the former, it provides conversation around landscape and the cultural relevance of such to both the locals and their visitors. This conversation guarantees sustained understanding of natural phenomenon and how they can be harnessed for human development. The latter, on the other hand, creates an illuminating conversation on geological information; one that seeks to interpret the earth’s geological features in order to enhance the understanding of the world around us. The tourist potential in this sector lies in its demand for facilities that enhance tourist activities. Such potentials, according to Dowling (2010:3), include the demand for effective and efficient “transport system, accommodation and services, staff training and skill development.” The result of this is the creation and sustenance of what is referred to as ‘ecotourism’.

The notion of eco-tourism, according to the WTO, “involves travelling to relatively undisturbed natural areas within specialized object of studying, admiring and enjoying the scenery and its wild, plants and animals, as well as any existing cultural aspects (both of the past and present) found in these areas.” To the Eco-Tourism Society, eco-tourism entails “purposeful travel to natural areas to understand the cultural and natural history of the environment, taking care not to alter the integrity of the eco-system, while producing economic opportunities that make the conservation of natural resources financially beneficial to local citizens.” Running through these definitions is the fact that ecotourism is nature oriented – it, in this regard, provides the link between nature, locals and the tourists. The relevance of ecotourism is, therefore, in its symbiotic relationship between the environment, the locals and these pleasure seekers. The result of this socio-ecological relationship, Kiper (n.y:773) maintains, is that besides providing ecological experience to travelers, it involves local community in the conservation of the ecology and biodiversity of their area. More so, the biodiversity in return provides the economic incentives to the local community.

In addition to these, there are man-made attractions that were not originally designed to attract visitors but can be made attractive for tourism. These may either be deliberately converted into attraction potentials or may have spontaneously evolved into and become such over time. Some of the commonly visited potentials as cited by Peters and Weiermair (2016) are: Ancient monuments and historic buildings, Gardens, Archaeological sites, Cathedrals and temples, Cultural heritage sites, Industrial heritage, Archaeology sites, stately homes and historic houses, steam railways and Reservoirs. The presence

or relics of most of these man-made creations possess elements which, they maintain, can “encourage people to travel”.

According to Ferrario (1979:18), the real element that determines destination attractiveness is the presence of “something attractive or unusual to see or do.” Hence, the peculiarity of certain man-made sites can provide attraction if they are, to borrow from Ferrario (1979:24), ‘unusual to see’. The notion of the ‘unusual’ in Ferrario’s definition is context-bound and purpose influenced. According to Hu and Ritchie (1993:34), the attractiveness of tourism destinations depends on the context of the vacation experience and, in particular, educational and recreational travel context. An important finding from their study shows that “certain potentially negative attributes of destination are more acceptable for certain types of vacation (educational) than others (recreational)”. This is why Mayo and Jarvis (1981:201) define destination attractiveness as “the relative importance of individual benefits and the perceived ability of the destination to deliver these individual benefits”

In all, the more a destination is able to meet the needs of tourists, the more it is perceived as attractive and the more the likelihood to be chosen in preference to other available ones. Thus, Kim and Lee (2006:np) submit that “the major value of destination attractiveness is the pulling effect attractiveness has on tourists”. The notion of pulling effect as Vengesai, Mavondo and Reisinger (2009:661) posit, is tied to “the opinions of visitors about the destination’s perceived ability to satisfy their needs.” There are usually certain forms of resources that attract visitors to a particular destination. These, according to Crouch and Ritchie (1999:137), include “all forms of natural and created (man-made) resources, culture, heritage, history, customs, architectural features, traditional artwork, cuisine, music, and handicrafts that attract travelers.” It is important to note, therefore, that economic gains can be derived from such resources only when they are designed to attract visitors.

The Economic Gains of Tourism

There is therefore a correlation between tourism and economic growth. This correlation is the result of the pull-push factor; namely demand and supply, which drive economic activities. In this regard, cultural activities as well as cultural artifacts, sights and values, when harnessed into tourist potentials attract influx of tourists whose taste for entertainment can be satisfied by these activities. This influx has the capacity to drive economic growth. Recognizing the economic impacts of cultural activities as tourist potentials, Chhabra (2003:421) opines that festivals are often part of the economic development strategy of rural areas. His study estimates the economic impacts of visitor

expenditures at two Scottish festivals in rural North Carolina, using tourist survey data and an input-output model. He identified two beneficiaries of festival. These are local restaurants and lodging and festival vendors and sponsors. Though he points that the multipliers are often small, he recognized the fact that this activities provides substantial room for visitor expenditures. This expenditure is the result of lodging as well as food and beverages.

The take from Chhabra's study is that festival, as an example of tourist resources, provides social atmosphere for boosting local economy. Not only does it create the platform for reviving cultural heritage it also enables social interaction between locals and their visitors. This social interaction is crucial as it provides the people the opportunity to showcase themselves to the world and model themselves as tourist destination. The result of this is that the locals are encouraged to preserve and 'export' natural and man-made tourist potentials and by so doing, create a sustainable source of income. The influx of people to these areas creates business opportunities for ventures such as food vendor, transportation, lodging, experts and scholars.

A study by World Travel & Tourism Council provides an economic insight that shows the contribution of travel and tourism to Nigeria's GDP in 2017. According to the study,

leisure travel spending generated 54.1% of direct travel & tourism GDP (NGN1 668.7bn) as compared to 45.9% for business travel in 2016. In 2017 spending for leisure travel is expected to grow by 0.4% in 2017 to NGN1,675.8bn, and rise by 3.3% pa to NGN2,313.9bn in 2027. Furthermore, business travel spending is expected to grow by 1.9% in 2017 to NGN1,443.4bn, and rise by 3.9% pa to NGN2,111.8bn in 2027. Domestic travel spending generated 93.2% of direct Travel & Tourism GDP in 2016 compared with 6.8% for visitor exports (ie foreign visitor spending or international tourism receipts).

The above data shows the important place the tourism sector occupies in Nigeria. This sector, as the study shows, contributes in no small way to the nation's Gross Domestic Product - the major economic measurement that reflects the economic well-being of a nation. The Bureau of Economic Analysis (BEA) gives a clear definition for GDP as:

the value of the goods and services produced by the nation's economy less the value of the goods and services used up in production. GDP is also equal to the sum of personal consumption expenditures, gross private domestic investment, net exports of goods and services, and government consumption expenditures and gross investment.

As a service oriented sector, tourism is a social platform with enormous income generating potentials. It is even so as it offers a one-off investment with self-generating economic output. This way it is a stimulant of economic growth, a potential with self-sustaining capacity.

Tourism and Job Creation Opportunities in Nigeria

Nigeria, in the context of African countries, has been overwhelmed by the implosion of its youth and women population. This population, rather than being an economic asset is becoming a threat to the country. One of the reasons for this is that policy makers have, over the years, failed to factor in and provide policy framework that envisions the economic importance of this portion of its population. This lack of commitment generates a sustained fear and provides the platform for global discourse. In one of these platforms Ruhl, the Country Director for Africa Region expresses his worries by arguing that:

Youth constitute not only a formidable demographic force, but also make up the next generation of parents, workers and leaders. Their well being, therefore, has implications not only for their own lives, but also for the societies they will build and maintain. Their ability to play these roles effectively depends on the support of their families, communities and on the commitment of their governments to their development. Meeting their needs is a major continuing public policy challenge which calls for constant rethinking of policies, re-assessment of priorities, commitment of adequate financial resources, and effective implementation of programs (James and Akpokos 2005:44).

Consequent upon this, tourism, if utilized with sincerity of purpose, provides huge potentials for policy makers to cushion this fear given the potential option it provides in creating both short-term and long-term employment opportunities for women and youth. This is so largely because it is a comparative job-rich sector with potential to employ a good number of women and youth. The reason is that tourism is a,

service industry, comprising several tangible and intangible components. The tangible components include transport systems – air, rail, road, water, and hospitality services – accommodation, food and beverages, tours and souvenirs, and related services, such as banking, insurance and safety and security. The intangible components include rest and relaxation, culture, escape, adventure and new and different experiences (Malviya 2005:2).

Whether tangible or intangible, all the components of tourism hold potentials for job creation. This is so largely because these components provide economic activities that require the services of young and viable hands. As a sector that demands an effective transport system, for instance, tourism opens up all forms of transportation depending on the number of visitors and their point of visit. It should be understood at this point that the whole concept of tourism entails the influx of visitors to a particular destination. A visitor, as defined by UNWTO is “someone who is making a visit to a main destination outside his/her usual environment for less than a year for any main purpose [including] holidays, leisure and recreation, business, health, education or other purposes” (np).

By their nature, most Africans, (at least Nigerians, to be precise) place a premium on their visitors. The result of this is that they strive towards ensuring their visitors have maximum comfort and that they appreciate their stay around them. This means therefore, that jobs can be created to enhance this disposition. In light of this, the government can provide hire-purchase vehicles and give some to young people specifically for transporting visitors on tourism related visits to the country. The importance of this cannot be downplayed given the statistical evidence on the yearly influx of tourists into the country. Data has shown that Nigeria's Visitor Arrival recorded 1,889.00 people in December 2016 recording 50.5 % of visitor arrival to the country. This figure holds a promising statistic to the economy as it shows the opportunities prevalent to the country's transport system. If harnessed, this sector of the economy will see to the employment of some of its teeming youth. Based on these statistics, the World Travel and Tourism Council projects that travel and tourism will grow at 5.1 per cent annually from 2016 to 2026, contributing \$121.6 billion by 2026 to Africa's GDP, earning \$77.6 billion in exports and directly supporting over 11 million jobs.

Again, this number carries a multiplier effect as other sectors such as hotel, food and beverages, tour and souvenir, banking, insurance and security will experience patronage in no small way. The effect of this is that abounding business opportunities will guarantee formal and/or informal business activities that will lead to employment. Hence, if properly harnessed, tourism could be a major driver of employment in Nigeria.

Tourism Opportunities and Economic Potentials in Kaduna State

Situated in the North Western Geopolitical zone of Nigeria, Kaduna State which came into existence in 1987, when it was detached from Katsina Province is, broadly speaking, divided into two regions namely, Northern and Southern Kaduna. These regions are, incidentally, characterized by the dominating

presence of believers of the two religions – Islam and Christianity. While the northern part is largely mono-cultural (dominated by Hausa speaking ethnic group) the southern part is dotted by “a potpourri of over 30 ethnic nationalities, including: Atyap, Attachirak, Tsam, Kagoma, Fantswam, Adara, Akurmi, Ninkyop, Agbiri, Amap, Asholio and others, all of whom are predominantly Christian”. The state is composed of 23 local government areas as shown in the map below:

Table 1: Map of Kaduna State Showing the 23 Local Government Areas



The state is divided into three senatorial zones namely Northern, Central and Southern Senatorial Zones. These are represented in the table below.

Table 2: Showing the Three Geographical Zones and their Composition

S/No.	Senatorial Zones	Composition
1	Northern Zone	Zaria, Sabon-Gari, Lere, Makarfi, Kudan, Soba, Ikara and Kubau, Local government areas.
2	Central Zone	Kaduna-North, Kaduna-South, Igabi, Chikun, Kajuru, Giwa and Birnin-Gwari, local government area.
3	Southern zone	Jama'a, Kaura, Jaba, Kachia, Kauru, Sanga, Kagarko and Zango-Kataf local government area.

Source: Adapted from Kaduna State Tourist Guide, (2010).

As captured by Kaduna State Government, the state

has a total area of 1,190 sq mi (3,080 km²) and its coordinates are 10°31'23'N 7°26'25'E. The state share common boundaries with Niger, Katsina, Kano, Bauchi, Plateau, Nassarawa, and Zamfara states as well as the Federal Capital, Abuja. According to the National Population Commission, the 2006 census puts the population of the state at 6, 113, 503 people. Additionally, the Housing Census of the same year stated that Kaduna is made of 3, 090, 438 males and 3, 023, 065 females. The National Bureau of Statistics (NBS) put the annual population growth rate at 2.47%.

Kaduna State is endowed with numerous tourism potentials. While some of these are nature -based others are purely man-made. The following are some of the tourism potentials prevalent in Kaduna State.

Man-Made Tourism Attraction Sites in Kaduna State

- General Hassan Usman Park
- City Wall - Zaria Local Government
- Kamuku National Park- Birnin Gwari Local Government
- Trappco Ranch and Resort-Igabi Local Government
- Pixie-Dixie Amusement Park
- Lugard Hall - Kaduna
- Kajim Dam - Kaura Local Government

Nature-Based Tourism Potentials

- Kajim Dam - Kaura Local Government

- Kagoro Hills- Kaura Local Government
- Zaria dam – Zaria Local Government
- Pampada Hill –Kauru Local Government
- Turunku Hill – Igabi Local Government
- Kufena Hill – Sabon Gari Local Government
- Jaba Hill – Jaba Local Government
- Gurara dam – Kagarko Local Government
- Gbakuru Pond - Kagarko Local Government
- Turunku Hill – Zangon Kataf Local Government
- Gwong Hill – Jama’ a Local Government
- Gwong Hill – Jama’ a Local Government
- Nizom Natural Water – Jama’ a Local Government
- Mada Hills – Sanga Local Government
- Kangimu Dam – Igabi Local Government
- Fifth Chukker recreation center –Igabi Local Government
- Kamuku Wild Life – Birnin Gwari Local Government
- Kudaru Hills- Lere Local Government
- Kono Hills-Kauru Local Government
- Kajuru Castle- Kajuru Local Government

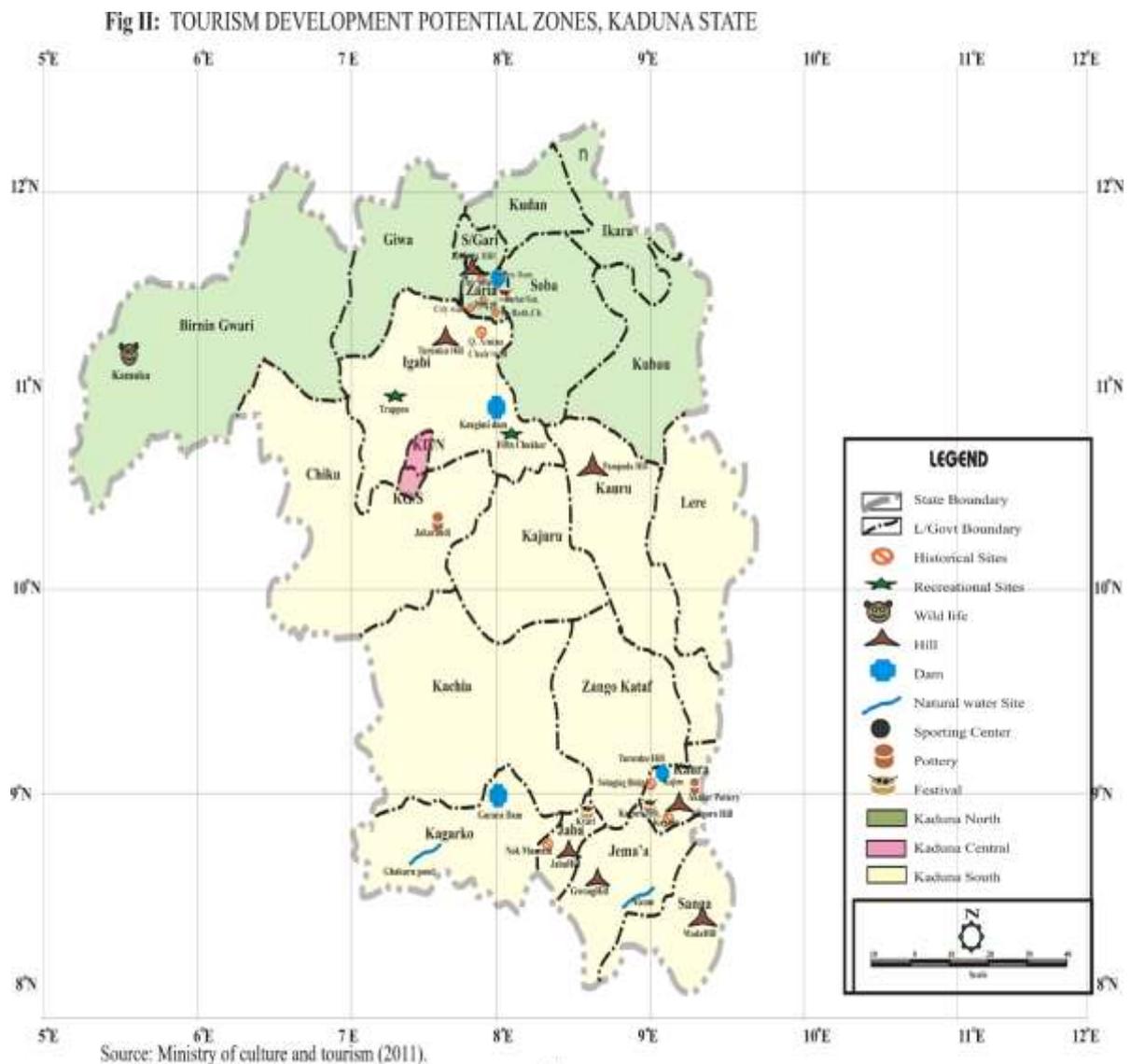
Some Culture-Based Tourism Attraction Potentials

- Durbar Festival – Zaria Local Government
- Afan (Kagoro) Festival – Kaura Local Government
- Tuk-Ham Festival – Jaba Local Government
- Jacaranda Pottery – Chikun Local Government
- Atakar Pottery – Kaura Local Government
- Akurmi Day- Lere Local Government
- Ayet Atyap Annual Festival-Zangon Kataf

Ancient Settlements and Historical Sites in Kaduna State

- The Ancient Nok Settlement – Jaba Local Government
- The Emir of Zazzau’s palace – Zaria Local Government
- Sarkin Kagoro Palace – Kaura Local Government
- Queen Amina Chair – Zaria Local Government
- Kufena Settlement Site – Kajuru Local Government
- St Barth Church – Zaria Local Government
- Queen Amina Chair – Igabi Local Government
- Swinging Bridge – Kaura Local Government
- Dyeing Center – Zaria Local Government
- Nok Museum – Jaba Local Government

The map below presents a graphic detail of sites with tourism potentials and their specific locations.



13

The map shows the preponderance of tourism potentials unevenly distributed in twelve (12) local governments namely Igabi, Zaria, Jaba, Chikun, Birnin Gwari, Kauru, Kagarko, Jama'a, Sabon Gari, Kaura, Zangon Kataf and Sanga while the remaining nine namely Lere, Kubau, Ikara, Kudan, Kajuru, Kachia, Giwa, Kaduna South, Kaduna North and Soba have not explored theirs. The disadvantage of not doing so is that such local governments will not only feel neglected if the government focuses on developing local governments with

such tourism potentials but will miss out in the quest to create tourism-based economy that will drive employment.

Viability of Tourism Potentials in Kaduna State: The Study Context

It has been established that there are tourism potentials in Kaduna State. What remains doubtful, however, is the extent to which these value addition potentials have been harnessed. The doubt around the commitment in harnessing this potential is the problematic which the present study is set to explore. The essence is to capture and provide workable template within which policy-makers in the state can use tourism to drive the economy of the state. In principle, however, the Kaduna State Ministry of Commerce, Industry and Tourism provided a template caption “Sector Implementation Plan (SIP) 2017-2019” with the vision of developing tourism sites and facilities for recreation, job creation and revenue generation. The ministry further provides an outcome target 2019 which envisions:

- The construction of 5Km road at Kagoro hill
- Renovation of Hassan Katsina Park
- Construction of Standard zoo along the Eastern bypass

This drive is commendable but a closer look at it reveals that it is not only unclear but is lacking in terms of ambitious and drive. One reason for this conclusion is that it fails to provide an out-of-the-box strategy – one that will place the state on global radar. This is largely because from the strategy one can see through that it does not see tourism as “an agglomeration of separate but related services”. This understanding is crucial to the extent that it enables policy-makers to see the connection between tourism and other productive sectors; the connection that spurs local entrepreneurship, on the one hand, and opens up new business opportunities on the other. It is through this understanding can this sector “contribute to poverty reduction...and thereby play a role in fostering social inclusion while promoting rural development, and possibly helping to stem rural–urban migration”.

Set within this gap, the study differs significantly from earlier works that focus on tourism in Kaduna State in that it aims at undertaking on-site study of some of these tourism potentials with a view to offering workable conclusion that will guarantee a purpose driven tourism development in the state. To the end, it will provide viable template within which tourism potential can become one of the leeway for revenue generation and image laundering in the state. The difference of this study from earlier ones is seen from the perspective it offers. For instance, Atuks (2014) work entitled “An Assessment of Tourism Potentials

in Kaduna State, Nigeria” focuses on examining the reason for low influx of tourist in Kaduna State despite the availability of tourism potentials in the state. Among other things, Atuk’s (2014) study finds that the major reason for this is inadequate infrastructures, poor funding, lack of advertisement, and insecurity.

Suggested Income Yielding Tourist Developments in Kaduna State

1. Investing in the Annual Festivals of the various Ethnic groups: We have already identified some tourist-oriented activities around the state, ranging from festivals and tourism sites which can be revenue yielders. The problem with many of these activities, they have hardly ever been upgraded to international standards. The usual circle of gathering at a designated date to dance and sing has become more of a ritual. Other additional activities that can serve as elixirs and catalysts for a more aesthetic appreciation are, unfortunately, missing. Beyond that, the facilities like hotels and other amusement centres are not there. The biggest issue, in our view, is funding. Many of the tribal nationalities struggle on a yearly basis to fund these festivals. They struggle to upgrade presentations; costumes are hardly there and if they are ever used, they are ill-fitted and inadequate, hence may not go round all the performers. This kills the beauty and harmony or contrast being created. Publicity is poor as many of these activities cannot be accessed online so the international community can hardly aware of them. Given the epileptic nature of their delivery they are more of an annual merry-go-round; going through the motions so that they do not just die off. No wonder it takes years before the organizers are able to get funding for the festival once again. The Zaria Durbar is better organized and is more visible probably because of the finance poured into it. No wonder it enjoys a lot of patronage from within and without of not just the State but even from wide spectrum of the Nigerian society and beyond. In 2020, Kebbi state government invested a whopping N650, 000,000 on the annual Argungu festival. This amount would have gone far in publicizing the festival and internationalizing it given the number of people that patronize this annual meet. According to Seun Adeyeye (2020) the Kebbi state commissioner of works reported that the money was to be used for “rehabilitation of dilapidated structures, roads, pavilions, culverts, motels and Grand-fishing hotel, among others”. This is the kind of intervention that the government needs to consider to aid these activities to be noticed and patronized, the end result of which revenue will accrue to the state coffers given the massive patronage that will be enjoyed from near and far.

2. Five star hotels in both Kudaru and Kagoro Hills. The interesting thing about these two hills is their topography at the top which is flat and wide covering a large expanse of land. This land can be used to develop many recreational facilities. To garnish this development, an escalator can be used to link it to the hotel at the base. This is apart from the road to be developed that takes people up the hills. The scenic beauty of the landscape coupled with the pure sweet unblemished air is an attraction that very few will resist, especially if well publicized in a functional and attractive website, handbills, brochures etc.
3. A big five star hotel by Matsirga Water Fall (River Wonderful) in Kafanchan: The beauty of the Matsirga waterfall has always been a point of fascination to people. The cascading waters rushing down the river with the attendant noisy fall is as beautiful to hold as it is refreshing. The location of a high class hotel in the vicinity of this natural wonder will most certainly attract many there, even as the surrounding area around the waterfall is beautified and made appealing.
4. Upgrading website to be more interactive and provide more information on the tourism hotspots in Kaduna State.

Conclusion

This paper has consciously set out to chronicle the vast potentials inherent in the tourism industry in Kaduna State. The terrain and scenic landscape in the nooks and crannies of the state; the centrality of the state within its geographical location can, if well harnessed, be a vast source of income for the state just as the influx of tourists who visit any of the sites can help in laundering the image of the state to the outside world as they interact with the disparate groups dotted all over the landscape and encounter a multitude of cultures which reside in Kaduna state. If well harnessed, this can supplant the overdependence on oil revenue which has brought so much friction and tension among polities in the country.

References

- Adeyeye, S. (2020) "Kebbi Government to spend N650, 000,000 on Argungu Fishing Festival" <http://www.pulse.ng>
- Atuk, J.J. (2014) An Assessment of Tourism Potentials in Kaduna State, Nigeria. An Unpublished Thesis Submitted to the Postgraduate School, Ahmadu Bello University, Zaria in Partial Fulfillment for the Award of MSC (Tourism Recreation Management)

- Chhabra, D. (2003) "The Significance of Festivals To Rural Economies: Estimating the Economic Impacts of Scottish Highland Games in North Carolina." *Journal of Travel Research*, 41 (4) 421–427.
- Crouch, G., & Ritchie, B. (1999). *Tourism, Competitiveness and Societal Prosperity. Journal of Business Research*, 44, 137–152.
- Dowling, R.K. (2010) "Geotourism's Global Growth." Doi10.1007/s12371-010-0024-7. Accessed on 30th January, 2020.
- Eco-Tourism Society (2008). *Ecotourism Guidelines for Nature Tour Operators*. Michigan: University of Michigan.
- Ekechuku L.C (1990). "Encouraging National Development through the Promotion of Tourism: The Place of Archeology". *West Africa Journal of Archeology*.vol 20
- Fatai, O. A. (2011). "Social-Economic Impact of Tourism Development in Nigeria: Case Study of Tourist Attraction along the Coastline of Lagos". A Thesis Submitted to Central Ostrobonia University of Applied Sciences.
- Ferrario, F. (1979). "The Evaluation of Tourist Resources: An Applied Research (part 2)" *Journal of Travel Research*, 17:(4), 24–30.
- Hu, Y., & Ritchie, B. (1993). "Measuring Destination Attractiveness: A Contextual Approach." *Journal of Travel Research*, 25–34
- James, G. and Akpokos, J.A (2013) "Gender Disparity and Social-Demographic Characteristics of Adolescents in Northern Nigeria." *European Journal of Sustainable Development*. Vol 2:3.pp 43-46.
- Janiskee, R. (1980) "South Carolina's Harvest Festivals: Rural Delights for Day Tripping Urbanites," *Journal of Cultural Geography*, 1(Fall/Winter): 96-104.
- Kaduna state Ministry of Culture and Tourism (2011) *Tourist Map of Kaduna State, Nigeria: Up to date information*. Sameka Press. www.ministryofcultureandtourismkd.com. Access on December, 12, 2019.
- Kim, H. J., Gursoy, D. and Lee, S. B. (2006) "The impact of the 2002 World Cup on South Korea: Comparison of Pre-and Post-games," *Tourism Management*, 27: 86-96.
- Kiper, T (N.Y). "Role of Ecotourism in Sustainable Development." *Advances in Landscape Architecture*. <http://dx.doi.org/10.5772/55749>. (accessed on 5th January, 2020).
- Krippendorff, K. (1980). "Residents' Perceptions on Tourism Impacts- cited by 730. *Annals of Tourism Research*. Volume 19, pages 665-690.
- Malviya, S (2005). *Tourism: Tourism, Environment and the Society*. Delhi: Isha.

- Mayo, E. and Jaris L. (1981) "Psychology of Leisure Travel: Effective Marketing and Selling of Travel Service". *Journal of Travel Research*. Baston: Mass.
- Okoli .C. (2001). "Tourism Development and Management in Nigeria". Enugu: Jee.
- O'Neil .M.J. et-al, (2002). 70101, Omahany, Wine Tourism WEB. Pdf-sustainable tourism [www, crctourism.com.au/bookshop/70101:2000](http://www.crctourism.com.au/bookshop/70101:2000) Mahanoy.
- Okpoko, et al (2002) *Tourism in Nigeria*. Afro-Orbis.
- Peter, M and Weiemair, K. (2016). "Tourist Attractions and Attracted Tourists: How to Satisfy Today 'Fickle' Tourist Clientele". *The Journal of Tourism Studies*. Vol. 11:1.
- Turner, V. (1982) 'Introduction,' in Turner, V. (ed.) *Celebration: Studies in Festivity and Ritual*. Washington, D.C.: Smithsonian Institution Press. pp.11-29.
- The World Tourism Organization. (1994), *National and Regional Tourism Planning: Methodologies and Case Studies*.
- UNWTO (2010). "Positioning Tourism in Economic Policy: Evidence and some Proposals. UNWTO Statistics and Tourism Satellite Account Programme". http://cf.cdn.unwto.org/sites/all/files/pdf/t20_document.pdf (accessed 3 November, 2019).
- World Travel and Tourism Council, (1992). *The WTTC Report: Travel and Tourism in the World Economy*, Brussels.
- World Travel and Tourism Council (2015). *Global Talent Trends and Issues for the Travel and Tourism Sector*. London. Available at <http://www.wttc.org/-/media/382bb1e90c374262bc951226a6618201.ashx> (accessed 2 February 2020).
- www.ceicdata.com. Nigeria Visitor Arrival 2015-2017.
- Vangesayi, S., Mavondo, F., and Reisinger, Y. (2009). "Tourism Destination Attractiveness Facilities and People as Predictors". *Tourism Analysis*, vol. 14, pp.621-636
- The Bureau of Economic Analysis (BEA). "Measuring the Economic Analysis: A Primer on GDP and National Income and Product". <http://www.bea.gov> (accessed 2 February 2020)