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## Socio-Economic Patronage Pattern of Tourism Development in Nigeria: A Case Study of Ekiti State

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### ABSTRACT

Nigeria is endowed with a wealth of rich and varied human, natural and cultural resources which are great asset to the country's development, Economic diversification aids a nation with high population growth rate like Nigeria rather than a being mono economic State. Tourism and Recreational activities have great potentials as alternative to over dependence on oil. An investigation to the Tourism facilities in the state revealed that most of the facilities are underutilized and there is need to put them into full utilization by employing other resources input and stakeholders to invest in the industry. Chi-square test and simple percentage were employed to analyse the questionnaire to investigate the patronage pattern of the tourism facilities in the study area. It was deduced that if the facilities were fully utilized, there are potentials for economic turnaround for the state, locally manufactured goods and farm produce will be fully patronised by the Tourist, transport sector and food vendors, Hotels and Guest house would also gain high patronage and thereby increase the Gross Domestic product (GDP) of the State. Government and other stakeholders should be encouraged to put to check few challenges in the area such as Security issues and other infrastructural facilities that may discourage the Tourists and other Investors.

## 1. INTRODUCTION

There is an increasing demand to diversify the Nigerian economy from oil-based to other viable sectors due to high population growth rate and growing unemployment. One of the sectors that have great potentials to compete with oil is tourism and recreation. The activities of people visiting places outside their usual environments for a period of time, for leisure, business, and other purposes is generally refers to as tourism (Adeleke, 2009). Tourism provides a major socio-economic opportunity for most developed countries and a means of improving the livelihoods of its residents (Ajake and Amalu, 2012a). The success and

sustenance of tourism depends on the level of residents' and local peoples' involvement in tourism development processes in the area.

Nigeria is endowed with a wealth of rich and varied human, natural and cultural resources which are great asset to the country's development. However, despite the growth of international tourism and its important in developing countries, Nigeria tourism industries have not grown significantly. Tourism if based on the principles and good practices through. Ecotourism could be a powerful tool that would reduce the country dependency on crude oil. Tourism could also reduce

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national instability by helping to create wealth, jobs bridge cultural differences, foster unity among the different ethnic and religion groups, this would decongest the cities and develop rural communities.

Nigeria offers a wide variety of attractions such as extended and roomy river and ocean beaches ideally for swimming and other water sports, unique wide life, vast tracts of unspoiled nature ranging from tropical rain forest, magnificent waterfalls, some new rapidly growing cities and climatic conditions in some parts particularly conducive to holiday and other attractions including traditional ways of life presented in local customs, rich and varied hand crafts and other colourful products depending or illustrative of native arts and lifestyle and the authentic unsophisticated but friendly attitude of many in the Nigeria population.

However, many of these attractions are still largely untapped and even at their raw state, they are still being enjoyed by few outsiders, either very rich visitors or quest of exoticism or adventurous people in search of new challenges and experiences. The lack of required modern infrastructural facilities in some parts of the country, acute condition of unemployment, poverty, and inadequate access to tourism information such as tourism guide map can be seen which many potential and foreign bound tourist may not like to be confronted with. Nigeria determined effort to support effective management and promotion of the Tourism industry has been enumerated since 1991 with the introduction of national policy on tourism and the National Tourism Development Corporation (NTDC) and the objective of making Nigeria the ultimate tourism destination in Africa (Ayeni, et al 2012).

It was only in 1990 that a national tourism policy was finally formulated and adopted over the last four decades, several tourism development programs have been started by both the Federal government and various

state governments. These include program relating to wildlife conservation, museum and archaeological site preservation, and the development of accommodation and other facilities in areas of outstanding natural beauty. Other constraints have also limited the growth of tourism in Nigeria. Tourism attractions are dispersed over large area and road linkages are inadequate, therefore tourism face serious transportation problems. Additionally, the widespread poverty and insecurity; a perception of the country as unsafe because of high crime rates and frequent political, religious and ethnic disturbances has all served to hinder tourism development (Adeleke 2009). In addition, both private and government investors still lack skills in packaging tourism products for local and international consumers.

According to report on the Nigeria Tourism Master plan WTO (2006), earning from tourism have been very low, accounting for only about 3% of all international travel to all of Africa between 1998 and 2003. The majority of Nigeria's foreign arrivals are business travellers, officials on mission, and family visits. Many come from Western Europe, North America, South-East Asia, and neighbouring West African countries on top of these challenges, Nigeria has been crippled by the lack of accurate statistical, spatial and attribute tourism databank (TID, 2006).

Finally, inadequate temporal spatial coverage integrated economic, social, and physical status of most tourist sites in Nigeria. These challenges could be summarised as follows: the underutilization of abundant unique untapped tourism goldmine that offers potential opportunities for investors, operating Nigeria's tourism industry below international standards, inadequate digital spatial database of tourism sites and features, the difficulties in updating information in existing tourist guides and features. In view of these, this study attempts to carry out tourism

development by integrating GIS analytical capabilities with social, economic and physical variables to investigate the underutilization of tourism attractions in Ekiti State Nigeria.

Tourism is a concomitant to sustainable development. It is a great generator of economic wealth for developed countries like United State America (USA), Germany, Japan, France, Canada, and United Arab Emirate (UAE). The challenge of international tourism has been accepted by few African countries like Kenya, Tanzania, Botswana, Egypt, and Algeria. These countries are now reaping the socio-economic and psychological benefits that are associated with tourism development.

Ekiti State in Nigeria has abundant tourism resources in their urban and rural interiors. There are several potentials for relaxation and holiday in their tourist attractions. The vistas of excellence in Ekiti state include Rocky Mountains, unique plants, forest reserves, parks, gardens, warm springs, lakes, features of historical significance, and several other man-made and natural features. The main aim for this study lies in the fact that despite the numerous tourism potentials of the state, the level of participation in tourism is very low. This is due partly to ignorance of the benefits of tourism and mainly to the poor development state of the potentials. Thus, this study aims at awakening individuals, the government agencies, policy makers, non-governmental organizations, and tourists, to the broad duty of moving towards sustainable tourism industries in the state.

The aim of the study therefore is to undertake a critical assessment of socio-economic tourism patronage in Nigeria a case study of Ekiti State to examine the number of patronage visiting the Tourist attractions and their origin, to examine the available facilities within Tourist centres attractions and to evaluate the purpose and preferences of tourists" visiting the resort.

Tourism is a composite of activities, facilities, services and industries that deliver a travel experience, that is, transportation, accommodation, eating and drinking establishments, entertainment, recreation, historical and cultural experiences, destination attractions, shopping and other services available to travellers away from home." (Tourism and Leisure Committee, 1997) According to Fridgen's (1991) the study of an American model, the success of any tourism business could be determined by: Tourism development and research, Tourism is planning and Tourism marketing. Tourism influence by many factors which add revenue to the country, these factors are economists, environmental planning, and anthropologists, and archaeologists. Tourism activity depends on environmental resources. Therefore, the power of tourism planning can be improved by GIS applications. GIS can be considered as providing a toolbox of techniques and Technologies of varied applicability. (*African Research Review Vol.3 2009*).

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.

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. A good number of scholars (Foster, 1994; Pearce, 1989; Young, 1973; and Smith, 1977 for example) have discussed extensively the merits of tourism. It is a great generator of economic wealth for many of the countries of the world today. It is a net earner of foreign exchange and a major contributor to national balance of payment. Some African countries like Tanzania, Kenya, Algeria, Morocco, Gambia, and Egypt are now reaping the socio-economic benefits from the development of tourism resources. This supports the view of their Robinson (1976) that tourism is a great contributor to nations' economy in socio-cultural, economic, and political ways.

Beautiful natural scenarios as well as cultural activities for the purpose of tourism are far more available in the rural communities than in the urban areas (Ikporukpo, 1993). He noted further that the rural areas create social safety and the enabling environment for recreation and tourism. In a similar submission, David (1995) noted that the natural resources of rural areas, which attract visitors, increasingly must be protected from overuse and misuse, and managed for specific leisure activities. Factors affecting the participation in tourism activities include environmental, political, religious, cultural, and social differences. The supply factors that pull tourists to specific destinations include the level of development of the tourism facilities, provision of infrastructural amenities, the quality of the environment, the supply of accommodation and the accessibility to tourism facilities. Other factors affecting the level of patronage of tourist attractions are the qualities of accommodation, attractions of the destination, price levels in destination, as well as transport. The non-economic determinants which constitute the motivational and structural factors which influence the demand for tourism include urbanization, the travel trade, marketing, as well as education. Other

factors are changes in population structure as well as increase in leisure time.

The key factors that impede tourism development in developing countries include poor implementation of tourism plans, absence of defined measures to encourage participation in tourism, policy formulation and implementation, and poor infrastructural development. Other factors are social, cultural, and financial constraints as well as manpower development and motivation. All these factors hinder tourism development in third world countries. Another impediment identified by Aworitefe (1986) is lack of understanding of the importance of recreation and tourism.

### **1.1 Importance of Tourism**

The advantages of tourism are numerous. It has social, economic, and cultural benefits to man and the environment of attractions. It has caused major changes in the structure, value, and tradition of societies. It leads to the development and promotion of some non-industrialised regions. It reduces rural-urban migration, and it ensures the conservation of the abiotic elements of the environment as well as the preservation of its biodiversity (See Anne, 1991; Areola, 1976; Bob, 1996; and Chris, 2006 for greater details).

Tourism encourages regional development. John (1995) opined that it can act as a catalyst for physical development within the host region. Likewise, it brings a variety of social and cultural changes to host communities, and it promotes sustainable development. Tourism can also increase the job opportunities as well as the wealth of an area. Its development has a multiplier effect on other aspects of a country's economy (Richard, 1989).

The tourism industry involves many diverse leisure-related activities such as sports, recreation, holidaying, travelling, and sightseeing. Irrespective of the numerous benefits of the tourism industry such as: provision of employment opportunities, social exposure, aesthetic advancement,

income, revenue, and foreign exchange generation,

it also has corresponding challenges accompanying its establishment such as: increase in crime, loss of cultural values, increase in theft, increasing promiscuity in 34 J. Hosp. Manage. Tourism women, increasing rate of divorce and rapid environment depletion (Amalu and Ajake, 2014). Tourism has economic, psychological, and environmental impacts. It is seen by many developing countries as offering an opportunity to earn foreign currency, create local employment, increase local income, and improve domestic services (David, 1995). The main economic value of tourism relates to foreign exchange earnings, contributions to government revenue, generation of employment and income, and stimulation of regional development (Leonard and Carson, 1997). The establishment of tourist facilities and infrastructure in the rural area is a cost-effective way of meeting national development objectives (Leonard and Carson, 1997). It may renew local architectural qualities and facilitate the revival of traditional arts, crafts, and culture. It is a major source of employment and income in many rural areas (David, 1995). Moreover, tourism provides the avenue for escape from the hurdles and puzzles of the city, and it creates the opportunities to seek for peace and tranquillity as well as the change in everyday routine at the countryside. It delivers socio-cultural, economic, and environmental benefits, which are pre-requisites to sustainable development. These benefits vary in both scale and intensity from one destination to the next and depend, to a large extent on their vulnerability and accessibility to mass market (Erne and Geoffrey, 1992). (Milan, 2008; Mugbil, 2009; Okpoko, 2006) have shown that tourism industry cannot in anywhere grow without having tourists' visit and patronage of products with factors such as free time, educational level, distance, awareness, economic status

(income) and availability of unique tourism facilities and resources in place.

## **1.2 Revenue Generation**

Tourism research has shown that the hospitality industry stands as one of the world's highest employments of labour (Amalu and Ajake, 2012). Tourism information system will provide an advanced platform for marketing. Nigeria tourism destinations and facilities while exposing investment potentials and opportunities, effective marketing of Nigeria's tourism would promote the industry and serve to attract more visitors and subsequently, more revenue. Also, since most tourists come from outside of the country, it is envisaged that the development of tourism industry would lead to a corresponding increase in foreign earnings. Besides, there would be other sources which may include revenue derived advertising and publicity offers for hoteliers and other tourism providers through the distribution of the system in term of cost savings, the tourism information system would have the capacity to accommodate quick, convenient and easy updates. Regular updates can be done once the system has been set up, without necessarily disposing the original database established, thus making considerable savings.

## **2. METHODOLOGY**

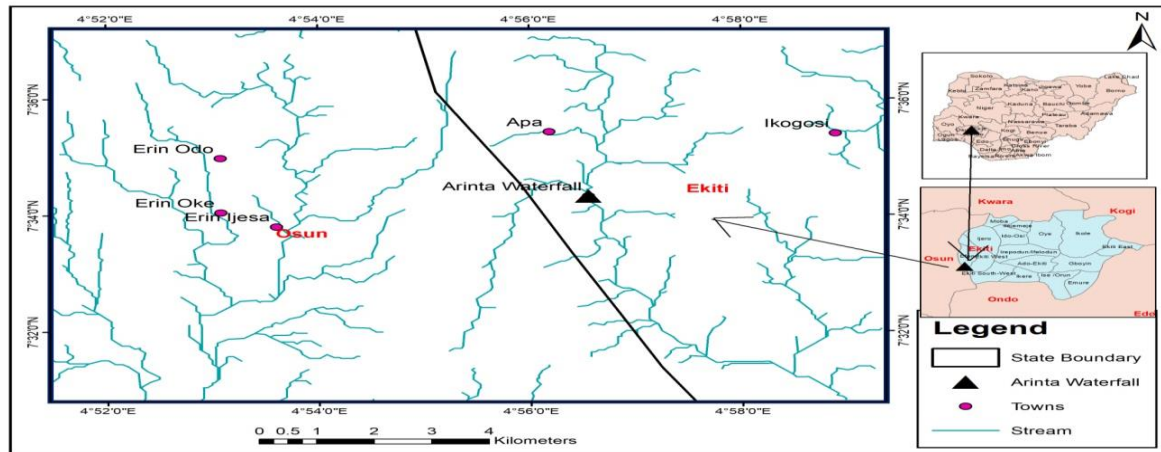
The study was carried out across the host communities of Ikogosi Warm spring and Arinta waterfall Resorts both in Ekiti West Local Government Area of Ekiti State Southwest Nigeria. The study focused on its objectives as it examined the host people's involvement in tourism related activities in the area, the number of indigenes and non-indigenes employed in the resort hotels and the number of foreign and domestic tourists that patronized hotels in the area.

Primary and secondary sources of data collection were used to obtain data for this study. The primary sources involved the use of questionnaire, interview sessions and the author's direct field observations. The



secondary sources involved documented information from textbooks, journals, State Tourism Bureau, and Agencies. The study population comprised, the household heads within the area. Information was also gathered from interview sessions with

women and youth groups and the process was guided by a participatory research appraisal method and Simple percentage was used to analyse the data gathered for the study.



**Figure 1.** Map of Ekiti State showing Ekiti West where most of the Tourist Attractions are concentrated.

### 3. RESULTS AND DISCUSSION

#### 3.1. Results Presentation

**Table 1.** Estimated Population Distribution in Ekiti State

	LGA	Senatorial District	2006 Population	2019 Estimated Population	Area (km <sup>2</sup> )
1	Ado-Ekiti	FC	313,690	600,414	292.89
2	Efon	EC	87,187	116,082	231.37
3	Ekiti East	ES	138,340	187,590	320.46
4	Ekiti Southwest	ES	165,087	220,004	344.78
<b>5</b>	<b>Ekiti West</b>	<b>EC</b>	<b>179,600</b>	<b>254,439</b>	<b>364.88</b>
6	Emure	ES	194,264	279,703	300.57
7	Gbonyi	ES	147,999	241,342	390.87
8	Ido-Osi	ES	160,001	273,423	231.08
9	Ijero	EC	221,873	300,621	389.81
10	Ikere	ES	148,558	210,341	262.12
11	Ikole	EN	170,414	291,711	1071.38
12	Ilejemeje	EN	43,459	78,439	94.74
13	Irepodun	ES	131,330	199,645	355.53
14	Ise/Orun	ES	113,951	189,687	431.34
15	Moba	EN	145,408	231,341	199.02
16	Oye	EN	137,796	200,127	506.24

(Adapted from 2019 Estimated Population)

**Table 2: Monthly average income generated from facilities (2019)**

S/N	Facilities	Frequency	Monthly average Income (NGN)
1	Chalets /Guest House	10 Rooms	129,000.00
2	Indigenous hotel	12 Rooms	89,000.00
3	Swimming pool	1	32,000.00
4	Nature garden	2	40,000.00
5	Waterfall	1	112,000.00
6	Lawn tennis court	-	-
7	Local bar	6	104,000.00
8	Resort Restaurant	2	121,000.00
9	Local restaurant	7	33,000.00
10	Resort bar	1	65,000.00
11	Market	3	60,000.00
12	Games hall	1	12,000.00
13	Golf car	5	16,000.00
	<b>Total</b>		<b>813,000.00</b>

*Source: Author's field Survey (2019)*

**Table 3: Domestic and foreign tourist patronage of the ranch hotels (2007-2016)**

Months	Number of Tourist	Percentage %	Number of Tourist	Percent-age %	Total
	Domestic		Foreign		
January	67	97	2	3	69
February	111	94	7	6	118
March	89	98	2	2	91
April	143	93	11	7	154
May	80	96	3	4	83
June	76	93	6	7	82
July	87	98	4	2	91
August	102	86	17	4	119
September	111	83	23	17	134
October	97	87	13	13	110
November	107	87	16	13	123
December	234	90	27	10	261
<b>Total</b>	<b>1304</b>				<b>1435</b>

*Source: Author's field Survey (2019)*

**Table 4. Information on various tourism related activities that tourists were involved**

S/N	Tourism related activities	Number	Percentage
1	Handcraft/Artwork	53	16%
2	Sales of Yoghurts	32	9%
3	Sales of Natural Honey	59	17%
4	Sales of Food and Drinks	34	10%
5	Jobs in Guest House	52	16%
6	Transportation	89	26%
7	Tour guiding	22	6%
	<b>Total</b>	<b>341</b>	<b>100</b>

*Source: Author's field Survey (2021)*

### 3.2 Discussion

Arinta waterfall has a very high potential, and it is believed and considered by tourist as one of the best tourist attractions in the Country. The access road to the resort site has been in a deplorable state for about a decade. The last renovation to the area was about a decade and there is no prominent development suitable for tourist arrivals. The road that linked the tourist site to the host community of Ipole Iloro is now in a deplorable state, only the community efforts have sustained some portion of the road till date.

The tourists were unable to find suitable accommodation in the host community. No provision from the government for accommodation and those few from provided by private individuals were outdated and not up to standard. The tourist site has fair patronage during holidays and festive periods and mostly indigenous tourists.

Facilities like swimming pool, nature garden, lawn tennis court, Restaurants, and bars. Gym, markets and varieties store, games Hall, golf Car and other suitable facilities for such an environment were not available. However, Many of these were available at Ikogodi warm Spring resort but not well maintained. As a decision support system, Public-Private partnership is required so as to put all necessary facilities in place, to promote, enhance and sustain the tourist facilities to bring about more patronage. If these were fixed, the GDP of the state would rise as many locally produced products will experience high patronage and by implication, the State will benefit tremendously from local and foreign investors, jobs creation as well as cultural preservation. made available.

#### 3.2.1. Facilities Patronage Pattern

Table 2 shows that Accommodation has the highest monthly average income of 129,000.00 generated from Guest House and Chalets within the resort and 89,000.00 were generated from indigenous Hotels around the resort, this was followed by high income generated from Restaurants and bars in the

area. People were also attracted to the waterfall especially students and youths with an average monthly income of 112,000.00 generated from the toll fares, while the least patronage was recorded by the games hall with N12,000.00 as average monthly income. This shows that on the average, a tourist needs a level of comfort during a visit to the resort and this invariably put accommodation as one of the most important facilities that enables tourist to enjoy his/her stay at the resorts.

#### 3.2.2. Tourists' patronage pattern

Table 3 reveals that domestic tourists have the highest patronage in the facilities than foreign tourists. The data derived shows that a total of one thousand four hundred and thirty-five tourists (1435) patronized the facilities in 2018. Amongst these were One thousand three hundred and four (1304) domestic tourists representing about 90% of the entire tourists' arrivals and one hundred and thirty-one (131) foreign tourists representing 10% of the entire tourists visits in 2018. However, during the interview session major short coming of the tourist arrival were security challenges in the country at present and bad road.

#### 3.2.3. The economic impact of tourism on the people of the host community

It was revealed from the interview that there was a steady increase in the amount of money the people derived (income) from tourism related activities in the area. There was high patronage of Farm produce (mostly perishables) from the local farmers and traders also high patronage of the Transport sector especially the cyclist. The least category was those selling handcraft/arts work, who had between N50,000 and N100,000.00 as proceed from tourism related activities in the area. These have shown how tourism had added value to the economy of the people and the community. The study also examined the various tourism related activities the people were involved in. Information in Figure 4 revealed that the



people were mostly involved in tourism related activities such as sales of handcraft/arts work, sales of yoghurt, sales of natural honey, sales of food and drinks, jobs in Guest House/Hotel, transportation and tour guiding.

Figure 4 further revealed that 25% of the people were involved in transportation, closely followed by those involved in the sales of natural honey (20%), the people involved in the sales of food and drinks and jobs in Guest House (16%). The least number of involvements were those involved in tour-guiding which is 4% of the people. This shows that the volume of tourists' visit in the area really had a significant impact as the huge involvement of the people in the transport sector directly shows the need for rapid movement around the area, also high demand for consumables (food and drinks). Among the preferred activities tourists who visited the resorts were involved. visitors took pictures around the resort, visit the natural swimming pool and as it has been in their cultural belief of the host community that the water has natural healing power for varieties of sickness and diseases, visit to the sources of warm spring and the confluence of the twin springs warm and cold springs, also visit to the highest peak around the resort to view natural landscaping appreciating the works of nature.

Investigating the opportunities tourism offers to the development of Ikogosi and Ipole Iloro Ekiti west LGA. (Host communities of Arinta waterfall and Ikogosi warm spring resorts), and as examined by this study, the level of tourist's patronage of the Resorts for Socio-Economic development of the study area and Nigeria as a whole. It was observed that to ensure sustainable development in the area, private investors and government agency should grossly invest in the area so as to improve the per capita income of the people.

In assessing the impact of tourism on the living standards of the people, it was observed that although basic social amenities such as, tarred roads, electricity, potable water, security, medical facilities,

communication facilities, schools, transportation services and financial facilities (ATM) should be provided for tourist to derive maximum utility in the area, as these could be assessed in the state capital. it was observed that tourism in the area had impact on the household income. The study reveals that there was a steady increase in participation in tourism related activities and this invariably improves house-hold income in the area.

Aniah et al. (2009) and Okpoko (2006) identified one major impact of tourism which is, increase in the income level among the host people; this increment is also shown in the level of employment of indigenes in the various tourism servicing industries in the area, with a record of high patronage in various tourism related activities in the area with 25% on Transportation followed by sales of goods by the locals. This is a confirmation of the study of Enang et al. (2016) and Ajake et al (2016), showing that the tourism industry attracts a lot of economic benefits to destination areas and host communities such as, providing employment opportunities, diversifying the economy, presenting other option for economic development, and having positive impact on the advancement of the aesthetic status of the tourist's destination. Other major findings were that domestic or local tourists visited the resort more than their foreign or international counterparts based on the factors of security issues, distance, time, and season.

The main Technology needs of the Tourism Industry as revealed in this study are:

1. The more diverse and dynamic the environment of the Tourism the more the effective organisation and visitor will be highly integrated and valuable.
2. The more stable the environment and modern infrastructure the highly patronised the tourism centre will be demanded and it will be of more achieving resources and revenue generating points.
3. The more modern Technology used to achieve high standard Tourism centre

the integration of many impacts to the development of the society, users, operator, and National income.

4. The integration of many inputs through teamwork, mutual cooperating would increase formal relations, communication project target dominated perspectives which would help to resolve likely problems coordination and work programme for sustainable investment and possible benefits for high quality resources management.
5. Every tourism organisation and part of the private and public sector must be an expression of the purpose of undertaking concerned, there are number of factors that will influence the size of span of control:
  - a. The nature and location of the tourism Centre, the complexity of the infrastructure available and their functions and the range of responsibilities,
  - b. The ability and the quality of the manager, operators including the capacity to cope with demand and interruptions.
  - c. The ability and training of subordinate staff, the strength of their motivation and commitment and guidance needed.
  - d. The need for both public and private to come together to finance and invest in tourism industries for effectiveness control systems,
  - e. The map of physical location of the geographical spread of tourist centres in Ekiti and at National Level
  - f. Other facilities like Hotels, Restaurants Motilities, Relaxation centres Shopping Complex, Music and enjoyable lifestyle activities.
  - g. In recent years of increasing attentions has been given to a particular form to bring together

aspects of social enterprises organisation (Public and Private) sectors to response to social or environmental concerns and have been highlighted by current economic activities. Until the not-for profit organisation, social enterprise organisation may be said to have triple bottom line trading in goods or services with add business aid practice, environmental, financial objectives.

#### 4. CONCLUSION

The study clearly emphasized the influence of tourist/facilities patronage on the economic development of tourism and how it can server as viable alternative to our oil-based economy. Based on the findings, the study hereby concludes that, *the* forces shaping the future of Tourism Centres are very diverse and having complex interrelationship. It is therefore very difficult to discuss them effectively, especially as they will impact on the transport mobility, facilities, manpower, financing and security and safety in Nigeria in the next three decades. What has been done on this research is to use a broad brush to paint the possible challenges that will face the tourism sector and the impact it will have if improved on the economy, job income during this period. The plea therefore is to allow both. private and public participation as well as international investment to invest in available Tourism centres in Nigeria and mostly in Ekiti State. Looking at the direction to which the research has pointed to as a competitive resources' regeneration for the country.

There should be integrated and valuable organisations in the industry with modern technology infrastructure for high standard development for achieving revenue generating resources through teamwork, mutual cooperation and formal relations communication. Both private and public sector must be an expression of the purpose of Tourism Value. The qualities of managers,

operators and personal must be motivated and commitment guided for effectiveness control system. The map of physical location and geographical spread must be globally placed, while other facilities for enjoyable lifestyle activities been put in place and function able at all-time round, e.g. Hotels, relaxation centre, Shopping centres, music, and good access link roads for easy mobility, while safety and security that will increase demand for patronized and social advancement.

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