THE SOCIO ECONOMIC IMPACTS OF TOURISM AND ITS RELATED INDUSTRIES ON THE ECONOMY OF THE JOS-PLATEAU

BY

OBASANYA VICTOR G. PGD/GEO/2000/2001/158

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DEDICATION

To the Glory of GOD, I dedicate this work for being my pillar and strength and to my parents.

Mr. and Mrs. Obasanya and brothers for their love and unflinching support.

ACKNOWLEDGEMENT

I wish to first and foremost express my profound thanks to my Lord Jesus Christ for seeing me through this Programme.

Behind it all is my supervisor Dr. G.N. Nsofor to whose thorough supervision and timely guidance I attribute whatever standard this work attains. I also wish to acknowledge the Head of Department (Geography) Dr. M.T. Usman and the entire lecturers and staff of Geography department who have at various times been helpful to me.

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I wish to express my sincere gratitude and thanks to Uncle Jide Orintusin and Dr. Ogunsanwo and Uncle Oyewole and their families for their encouragements at various times.

I also wish to express my profound thanks to Mr. E. John Solomon, Mujidat, Sufiyat and other friends too numerous to mention.

God bless you.

February 2002

CERTIFICATION

This is to certify that this work, The socio economic impacts of tourism and its rated industries on the economy of the Jos Plateau was carried out by Mr. Obasanya Victor G. with registration No: PGD /GEO/2000/2001/ 158 of the department of Geography Post Graduate Diploma in Environmental Management.

met a	*	20/8/02
Dr. G.N-Nsofor		Date
Supervisor		
D dalen		28/3/02
Dr. M.T.Usman	*	Date
Head of Department		
		25/8/02
External Examiner		Date
	* '	
	N ₂	
Prof. J.A Abalaka		
Dean, Post Graduate School		Date

DECLARATION

This is to declare that this work (Socio Economic Impacts of Tourism and its Related Industries on the Economy on the Jos Plateau) was under taken by me.

Student

08/04/02

Date

ABSTRACT

In contrast to prevailing world order, tourism in Nigeria in not given its priority of place. Inspite of the vast geographic, climatic, cultural, artistic, sporting and recreational endowments coupled with the socio economic benefits that are inherent in the travel, tourism and hospitality industry, Nigeria is yet to fully tap from these. It is therefore pertinent to ask, what are the major problems militating against the full take off of this sector. Within the framework of this study, the local impacts of tourism on the Jos plateau are tested vis-à-vis the benefits that accrue to the people within the study area from the abundance of tourist sites and awareness form the bulk of data collected. The results of this work indicate that there is obvious need to step up awareness on tourism and improve infrastructure in and around tourist sites. The improvement of this sector could on the long run serve as a major source of revenue for the government to supplement the overstretched oil sector of the Nigerian economy and help to promote peaceful coexistence among the various peoples of Nigeria.

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The foundations of modern international tourism and the tourists industry as we know it today according to mills (1983) were established in the 19th century following the industrial revolution.

The desire to see the world encouraged by enforced migration, resulting from the two world wars and improved transport and communication facilities made world travel for business, pleasure and holidays the basis for an enormous and continually growing industry. By this means, wealth and economic stability can be brought to developing countries like Nigeria, together with employment for more people both in the developed and developing counties of the world.

In modern times, the development of tourism is supported at the highest international level by such authorities as the World Bank, the United Nations Organisation, the United Nations Educational Scientific Organisation (UNESCO) the international Monetary Fund (IMF), the world Tourism Organization (WTO) and similar bodies, all of which have an important influence on world foreign trade balances. Infact the income accruing from international tourism is reckoned to be greater than that from world export trade. (Mills 1983). Owing to this, the spread of international tourism is considerable especially for economic reasons.

In 1963, United Nation's Conference in Rome received the submission on: Recommendations on international Tourism and Travel. It declared that tourism actually does contribute vitally to the economic growth of developing countries. Consequently, developing countries like Nigeria were urged to open up their frontiers to tourists and consequently consider tourism as a major contributor to their economies.

It was consequent upon this that, the government of Nigeria established the federal Ministry of tourism and the Nigeria Tourism Development Corporation (NTDC) to oversee and facilitate tourism in Nigeria.

1.2 STATEMENT OF PROBLEM

Despite the vast geographic, climatic, cultural, artistic, sporting and recreational endowments of Nigeria, coupled with inherent socio economic benefits abounding in the travel, tourism and hospitality industry as manifested by western economies, Nigeria is yet to fully harness and tap from these abundant potentials.

A lot of problems are known to be devil this important sector of the Nigerian economy. These impediments to the development of tourism shall be highlighted in the next chapter and how they can be removed to further enhance tourism and consequently the socio economic standing of the people shall be discussed in the next chapter.

Notable questions arising thus include;

- 1. Have the potentials of tourism on the Jos plateau been fully realized?
- 2. If not, what are the notable impediments to the full realization of these potentials.

1.3 AIMS AND OBJECTIVES OF STUDY

This study has as its priority, examination of how the tourism sector has fared in the study area with government efforts and how this has impacted on the people of Jos-Plateau especially in terms of enhancing their socio-economic status in line with the universally agreed role of tourism as follows: -

- (a) A major economic activity contributing immensely to the economic growth of developed nations of the world.
 - (b) A major generator of revenue.
 - (c) Provider of employment especially for youths.
 - (d) Provider of much needed foreign currency.
 - (e) Up lifter of local living standards.
 - (f) Educating both tourists and hosts.
- (g) Safeguarding and recovery of host/local cultural identity in the form of festivals, Pageants etc.
- (h) Mutual interaction eventually helping to bridge the existing gaps between the races and developed and developing communities of the world.
- (i) Rest, recreation and relaxation and a host of other intangible by products of tourism.

That is why learning how to properly manage and promote this immensely appealing yet beneficial natural resource is worth a study. Reilly (1988). In the light of the above, the main objectives of this work are as follows: -

- To determine public awareness on tourism within the study area.
- To determine benefits (by way of income) of those engaged in the tourism sector: either as employees or self employed in and around tourist sites.
- To determine actual locations/distribution of major tourist sites within the study area.

The problem under investigation is of great importance because of its cultural, economic, social, political and even geographic ramifications.

The importance of tourism cannot be over emphasized. Yearly, revenue running into well over \$500 billion dollars is generated and millions of people earn their living from tourism and its related industries like travel and hospitality (IMF).

In America, tourism is and remains big business with more than \$250 billion added to the American economy from tourism each year and about 4.5 million people employed in the industry resulting in salaries of well over \$50 billion. Reilly (1988).

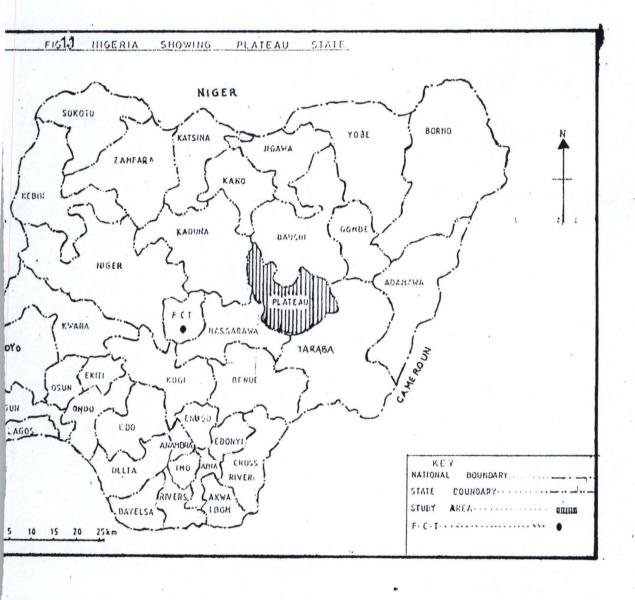
According to the World Tourism Organization (WTO), tourism has never fully been appreciated up to now, nor has its rightful place in the future social, economic and political life of a nation been properly assessed. This would seem to be the time for a change of attitude towards tourism and thus for determining the role that should be played by it and the characteristics it is likely to have in tomorrows society. This can only be done through a carefully considered forward-looking analysis of the determinant economic and social factors and events in the lives of nations, their interrelationships, and their impacts on the development and expansion of world tourism.

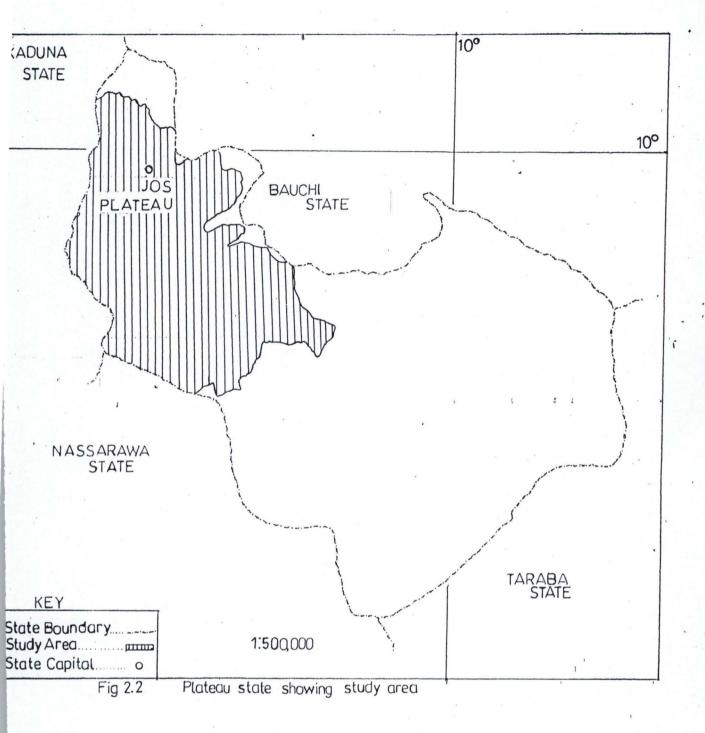
1.5 <u>STUDY AREA</u>

LOCATION AND GEOGRAPHY

Placed approximately within latitude 8°-13° North and Longitude 7°-12° East, alongside neighboring Yankari axis, with an average height of 1,290 metres above sea level and the highest point standing approximately at 1,829 metres above sea level, Josis a land of imposing landscape, bewildering topographical formations, lakes, awe inspiring and rugged beauty.

It is located close to the geographical centre of Nigeria with Abuja (The Federal Capital City) only a mere three hours drive by road. Jos enjoys a stable average rainfall regime of about (51mm) creating luxuriant vegetation on its slopes and rolling green grasslands on the Plateau itself. Rain types are orographic and convectional. The Jos





lateau is regarded as one of Africa's main hydrographic areas being the source of nnumerable rivers.

1.6 CLIMATE AND PEOPLE

The indigenous inhabitants of the Jos area are the very hospitable Berom ethnic group. That is hard to notice today as the city assumes a cosmopolitan nature and can best be described as a melting pot and it is home to sizeable communities of virtually every ethnic group in Nigeria with a substantial population of foreigners, especially Europeans, Arabs and Asians with a population put at approximately two million people.

The city's main selling point is its high altitude; the climate is best described as 'temperate'. Temperatures are uniformly low year round being 7⁰-10^{0c} lower than the national average: a reason why it is the preferred home of most foreigners who are unable to stand the debilitating tropical temperature of the rest of the country.

A fallout of all these is that Jos and its immediate environs remain the most favoured destination for visiting tourists. The rugged landscape beckons the adventurous while the tantalizing array of sights and sounds (the impressive cultural diversity, lakes, water falls, gardens, wildlife park, friendly residents, low crime rate) invite all and sundry.

The lifestyle here in a weird mixture of rustic agrarian and sophisticated urban incandescence. (Nigerian Property News. Sep- Nov 2001)

1.7 ORGANIZATION OF THESIS

This work is organized in five chapters. Chapter one is the introductory chapter, which discusses the origin and historical development of tourism, the need for holiday and influence of tourism. In this same chapter, following the background introduction is the statement of the problem, aims and objectives of study and justification. Also in this chapter is a focus on the study area, its location, geography, climate and people.

A review of relevant literature is under taken in chapter two. In chapter three is the discussions of the methodology of research and design. Issues in focus here include hypothesis, data to be collected, methods of data analysis and expected results.

Chapter four recapitulates results of findings and the analysis and presentation of the findings of study.

Chapter five concludes the thesis with a recapitulation of the summary of the whole work including specific recommendations emanating from findings of how best to capture the in economic benefits of tourism on the Plateau.

CHAPTER TWO LITERATURE REVIEW INTRODUCTION

2.1

This Chapter reviews literatures that are relevant to this study and to the cause of tourism globally, nationally and locally (study area).

Some notable aspects of this review include trends in tourism development in Nigeria, approaches by government to enhance tourism in Nigeria, problems affecting tourism, advantages of tourism, integration of tourism, tourist attractions, national tourism policy, its strategies and institutional arrangement among others.

2.2 TRENDS IN TOURISM DEVELOPMENT IN NIGERIA

Shortly after independence (1962), a bold attempt was made by a group of Nigerians with interest and commitment to the promotion of tourism by setting up of the Nigeria Tourism Association. This effort led to the admission of Nigeria as a full member of the International Union of Official Travel Organizations (IUOTO) in 1964. This (I.U.O.T.O) was later to metamorphose into the World Tourism Organization (W.T.O). Following this, the then military government of Nigeria in 1974 appointed the African Development Bank to conduct feasibility studies on the potentials and viability of tourism in Nigeria. In its report the study showed that Nigeria possessed enormous potentials for the development of tourism as a viable economic sector. In 1976 the Nigeria Tourism Association was replaced with the Nigeria Tourism Board through Decree 54.

In a bid to strengthen and energize the Nigerian Tourism Board, Government in 1992 ammended decree 54 to give birth to what is today called the Nigerian Tourism Development Corporation (NTDC) vide decree 81. As the apex tourism agency, the corporation was charged with the responsibilities of overall promotion, marketing and coordination of tourism activities in Nigeria viz:

- (a) Making tourism serve as an alternative to petroleum as a foreign exchange earner and reduce dependence on oil.
- (b) Stimulate international trade by creating market for available tourism products and facilities
- (c) Act as a catalyst for the promotion of international goodwill, understanding and peaceful coexistence within and outside the country through cultural exchange.
- (d) Create opportunities for employment through its linkage effects on growth of small-scale industries.

Source: (Nigeria Tourism Development Corporation)

2.3 NIGERIA TOURISM POLICY

The main thrust of government policy on tourism is to generate foreign exchange, encourage even development, promote tourism based rural enterprises, generate employment and accelerate rural-urban integration and cultural exchange.

- The policy aims at encouraging people living in Nigeria to take their holidays within Nigeria, and encourage people from outside to visit Nigeria,
 - Encourage the provision and improvement of tourist amenities and facilities;

- Provide advisory information services
- Promote and undertake research in the field of tourism
- Grade and classify hotels in such a manner as may be prescribed in their statutes The above policy statements are achievable through the following strategies adopted by government: -

Infrastructure: - Government ensures the provision of basic infrastructural facilities namely good roads, water, electricity, communication etc to centres of attraction in order to accelerate their development in order to fully exploit their touristic value.

Concession and easy to access to land: - State governments have been mandated to provide lands without hindrance for tourism development at concessional rates and conditions favourable to investment. This involves abolition of annual ground rents within the period of construction and development.

Fiscal and other incentives: - To boost this sector government introduced such incentive as tax holidays, tax rebate for investors in this sector.

Joint venture by states: - Government takes equity interest in tourism projects within their areas of jurisdiction in order to support such projects.

Control and regulation of the tourism industry project development philosophy: Here, government encourages the private sector to invest in holiday resort development.
Also, government encourages the establishment of National Tourism Festival across the country to accelerate the development of domestic tourism.

2.4 <u>INSTITUTIONAL FRAMEWORK</u>

In order to fully implement the tourism policy, in the National, state and local government levels. The Federal Government organized the following institutional framework for tourism in Nigeria.

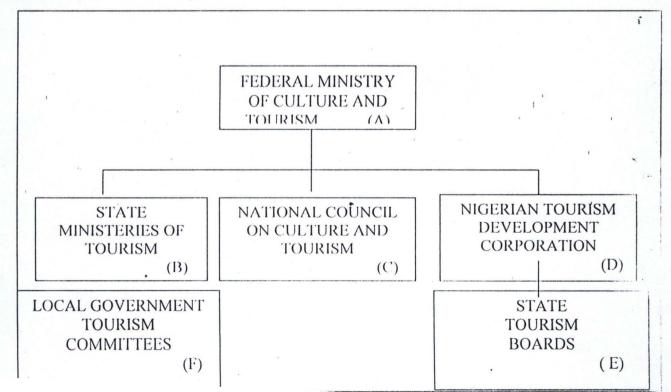


Table 2.1: Organogram of tourism coordination in Nigeria. Source: (Nigerian Tourism Development Corporation).

(a) Assumes full responsibility for policy initiation, monitoring, maintaining links with states on tourism issues. Represents Nigeria's interest in international tourism organizations.

(b) Implements policies and directives from the federal ministry, also initiates

projects and control land allocation in line with federal policy.

- (c) Headed by the minister of culture and tourism, constituted by commissioners of states in charge of tourism travel agents, hoteliers, catering associations, tour operators, boards of airline representatives. Ensures coordination of national planning and development of tourism.
- (d)Commercially oriented, responsible for the promotion, marketing and dissemination of information on tourism
- (e) Identify, preserve, protect and develop tourism assets and resources within the states.
- (f) Locate potential tourists attractions, provide tourist guides, preserve and maintain movements within their jurisdiction.

2.5 PROBLEMS OF TOURISM

In his publication on travel and tourism marketing techniques Reilly (1988) identified the most common problems known to be devil tourism, travel and hospitality the world over.

These include the following: -

- (a) Lack of infrastructure. This comes in the form of roads, uninterruptible electric power supply, potable water, standard hotels, restaurants, tour operators, motels etc.
- (b) Natural disasters e.g Earthquake, floods etc.
- (c) Political instability as witnessed in several African countries.
- (d) Terrorist attacks or violence as witnessed in the United States. (Sept 11/2001) and the sectarian violence in Jos (Sept 6/2001).
- (e) Insecurity of lives and property
- (f) Unfavourable exchange rate
- (g) False but widely circulated rumour is capable of crippling tourism in an area.

A careful look at the above problems will reflect their prevalence in Nigeria and these have been responsible for the present low level of tourism in Nigeria. However in spite of these problems the home of peace and tourism in Nigeria having basic

TABLE 2.2 INTERNATIONAL TRADE RECEIPTS STANDING (1988)

1.	International Tourism	\$ 504 billion
2.	Automotive products	\$ 496 billion
3.	Chemicals	\$ 490 billion
4.	Food	\$ 458 billion
5.	Petroleum and other fuels	\$ 435 billion
6.	Computers and office equipment	\$ 394 billion
7.	Textiles and clothing	\$ 332 billion
8.	Telecommunications equipment	\$ 297 billion
9.	Mining products	\$ 163 billion
10.	Iron and steel	\$ 141 billion

Source: International Monetary Fund.

Globally, the impacts of world tourism is gargantuan as put forward by no other agency than the international monetary fund (IMF).

However, what remains to be seen is how much of this huge revenue is gotten and made use of in Nigeria as per physical and human development. This is in the light of the prevailing tourism policy operational in Nigeria, the infrastructure in place and other incentives, which help to integrate tourism into the socio cultural fabric of society.

Locally, it in note worthy to consider a few problems that have not helped the cause of tourism namely inadequate infrastructure, socio political upheavals, leading to insecurity etc.

The following chapter (chapter three) will give us a guide on the approaches necessary to get the relevant data on the study area to test the local impacts of tourism.

CHAPTER THREE

RESEARCH METHODOLOGY

The bulk of data employed for this research work were obtained from both primary and secondary sources which was aimed at showing how this sector has impacted on the lives of the people socially and economically.

3.2 <u>AIMS AND OBJECTIVES (RECAP)</u>

To help us better appreciate the impacts of tourism within the study area, it is important to consider the following: -

Public awareness by residents and tourists in the study area.

Benefits (income levels etc) of those associated with tourism.

Spatial distribution /location of tourist sites in the study area.

3.3 HYPOTHESIS

3.1

In line with the stated objectives of this study, the following hypothesis in hereby suggested:-

- (a) That there exists a correlation / relationship between tourism (well spread; planned and managed) and improved living standards. Some indicators include:
 - i More job opportunities created (full time /part time)
 - ii. Rise in income level for both employed and self employed (craftsmen, traders in exotic fruit and vegetables enhanced by near temperate climate)
 - iii. Rise in the number of hotels, restaurants and relaxation spots.
 - iv. Improved basic infrastructure etc.

3.4 DATA AND METHOD OF COLLECTION

In this research work, the data to be collected include both primary and secondary.

PRIMARY DATA: - through the administration of carefully drafted questionnaires to various strata of the population in the study area to ascertain their involvement with tourism and their perceived benefits from it especially in the major

CHAPTER FOUR ANALYSIS AND PRESENTATION OF DATA

In this chapter, the data acquired from the field (study area) is presented and analyzed. The analysis is aimed at showing the extent to which the economy of the Jos-Plateau has been impacted by tourism and other related activities (Hospitality). Impacts here are viewed in terms of public awareness regarding tourism and the benefits that are related to people involved with tourism activities within the study area.

A total number of 200 questionnaires were administered to respondents within the study area. Of these, Only 172 responses were collected.

The questionnaires were presented in two parts viz

4.1

(1) Tourist (2) Resident. Tourist questionnaires (section1) totaled 89 while Resident questionnaires (section 2) totaled 83

4.2 <u>SECTION 1 (TOURIST QUESTIONNAIRES)</u>

The summary of information provided by respondents on their marital status is presented in the table below. From the table it can be observed that the proportion of those respondents that are married is more than others.

 Table 4.1
 RESPONDENTS MARITAL STATUS

CENTAGE	PERCE	ONDENTS	NUMBER OF RESPO	MARITAL STATUS
56.2%	,		50	(a) MARRIED
32.6%			29	(b) SINGLE
11.2%			10	(c) OTHERS
100%		-	90	TOTAL
			89	TOTAL

Source: Author's field survey Feb. 2002

From the above table, it can be observed that the stratum of sampled population that are married constitute the majority of the responses collected. With a total of 56.2% of the total population, those that are married constitute the majority of the responses collated while those who are single account for 32.6%

of the sample population. The remaining of the sampled population are neither married nor single, as they did not indicate either. They are probably divorced.

4.3 PURPOSE OF RESPONDENTS VISIT

The sampled population numbering 89 had different purposes of visit. Ranging from holiday to business, those on transit and those engaged in academic endeavours. The following responses were recorded from them:

Table 4.2 PURPOSE OF RESPONDENTS VISIT

PURPOSE	. NUMBER OF RESPONDENTS	PERCENTAGE
Holiday	29	32.6%
Business	24	27.0%
On transit	. 12	13.5%
Schooling	18	20.2%
Others	6 .	6.7%
Total	89	100%

Source: Author's field survey Feb 2002

From the responses collated on respondents' purpose of visit, it can be observed that those on holiday were in the majority totaling 32.6% the population. Those on business accounted for second largest stratum of the sampled population. Totaling 27% of the total, this stratum took time out of schedules to visit some tourist sites.

13.5% of the sampled population was on transit and that did not stop them from visiting these sites. Students accounting for 20.2% of the sampled population made up the third largest strata of the total.

4.4 TOURIST SITES OFTEN VISITED BY RESPONDENTS

From the information available to the tourists about tourist sites in the study area, every respondent disclosed the site he/she visits more often. According to responses gathered in the field survey, these are the most visited sites by tourists: -

Table 4.3	TOURIST	SITES	OFTEN VISITED	BY	RESPONDENTS
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SITE/EVENT	POPULARITY AMONG RESPONDENTS	PERCENTAGE
(a) Traditional Festival	11	12.4%
(b) Museum of traditional Nig.	9	10.1%
Architecture & Artifacts	*	
(c) Jos Zoo	10	11.2%
(d) Assop falls	9	10.1%
(e) Jos wildlife park	8	9.0%
(f) Shere Hills	. 8	9.0%
(g) Kurra falls	8	9.0%
(h) Rayfield Resorts	6	6.7%
(i) Solomon Lar Amusement Park	5	5.6%
(j) Riyom Rock Formation	5	5.6%
(k) Liberty Dam	6	6.7%
(I) Souvenir Shop (Naraguta Leather work	4	4.5%
Total	89	100%

• See appendix for list of festivals and souvenir shop

From the information gathered on the most often-visited tourist site by tourists; it can be observed that the most visited site/event by tourist is the traditional festivals, which reflect cultural and traditional values. The next most visited sites are those representing wildlife /ecotourism and monument followed by those physical aspect of tourism. For the purpose of clarity, these are not the only site in the study area but more popular and as such are the major sites. The maps illustrating site and events within the study area will aid a better understanding of their spatial distribution

4.5 FREQUENCY OF VISIT PER YEAR

Respondents in this question were required to provide information on the number of times or how often they visit the tourist sites they chose in a year. The responses varied from once to twice to thrice times and more than three times in a year. However for the purpose of clarity, their responses are stratified thus: -

Table 4.4

FREQUENCY OF PER YEAR

Frequency	Number of respondents	Percentage
(a) Once year	33	37.1%
(b) Twice a Year	31	34.8%
(c) Three times a year	18	20.2%
(d) More than three time / year	7	7.9%
TOTAL	89	100%

Source: Author's field survey Feb.2002.

The information provided by respondents on their frequency of visit to tourist sites indicated that a substantial population of the sampled population 37.1% visits their tourist site about once a year. The population of the sampled population that visits about twice a year totaled up to 34.8% of the total. Those visiting about three times a year total up to 20.2% of the total population sampled. The last strata of population sampled claimed to visit more than three times in a year. This stratum total up to 7.9%.

4.6 PLACE OF ABODE IN THE COURSE OF A VISIT

From the definition of a tourist (any one who spends at least one night away from home for whatever purpose), it becomes pertinent to attempt to deduce income coming from those who spend at least a night in the area. The options in this question are aimed at finding out distribution of tourists' place of abode when they visit the study area.

Table 4.5 PLACE ABODE IN THE COURSE OF VISIT

Place	Number of respondents	Percentage
(a) Hotel	29	32:6%
(b) With friends	27	30.3%
(c) Hostel	19	21.37%
(d) Any other	14	15.7%
Total	89	100%

DURATION OF STAY

Information was sought from respondents concerning their stay during visit to the study area. Responses on duration of stay ranged from one day to 30 days and above. However for the purpose of this analysis, responses are summed up thus: -

 Table 4.7
 DURATION OF STAY PER VISIT

Duration	Number of respondents	Percentage		
1-7 days	29	32.6%		
7-14 days	22	24.7%		
14 -30 days	15	16.9%		
Over 30 days	23	25.8%		
Total	. 89	100%		

Source: Author's field survey Feb. 2002

Most times, tourists fashion their holidays along the free time they have. We sought to know the duration of tourists' stay. 29 of them making up 32.6% spend between one to seven days in the course of their visit. Others total 22 respondents making up 24.7% spend between seven to fourteen days. The third strata of the sampled population totaling 15 respondents and making up 16.9% spend between fourteen to thirty days in the course of a visit. The last strata numbering 23 and making up 25.8% spend over 30 days in course of visit. It is pertinent to note that in the course of visit no matter how brief, there is always money to be spent and this helps in boosting the economy of such a place.

4.9 <u>AMOUNT SPENT PER VISIT</u>

In a bid to establish correlation ship between tourism and better economic standards, we sought to know the average amount spent by tourists on their visits. This goes to corroborate the notion that there is obvious relationship between tourism and improved income generation in the area. Based on a random sample of respondents. The following responses, which give us, a clue as to tourism expenditure per visit was taken: -

Table 4.8 AVERAGE EXPENDITURE PER VISIT (N)

Number of Respondents	Percentage
22	24.7%
20	22.5%
21	23.6%
. 16	18.0%
10	11.2%
89	100%
	22 20 21 16

Source: Author's field survey. Feb. 2002.

In the table above, responses were sought on how much tourists spend averagely per visit. This is irrespective of times spent. 18% numbering 16 respondents spend less than N 1000 in the course of a visit.22.5% numbering 20 respondent spend between N 1000-N 5000 averagely during a visit. 21 respondents totaling 23.6% spend between N 1000-N 10000 on the average per visit. Majority of these respondents spend between N 10000-N 20000 averagely per visit. This stratum makes up 24.7%. Those spending over N 20000 averagely amounted to 11.2%

4.10 MOST FAVOURITE SITES.

Just like the most often visited site(s), responses were sought from respondents on their most favorite sites on the Jos-plateau. This was in a bid to establish the most attractive tourist sites within the study area. Their responses were collated thus: -

Table 4.9 MOST FAVOURITE SITE

Tourist Site/Event	Number of respondent	Percentage
(a) Souvenir shop (eg Naraguta leather work)	4	4.5%
(b) Riyon Rock Formation	5	5.6%
(c) Solomon Lar Amusement Park	. 5	5.6%
(d) Liberty Dam	. 6	6.7%
(e) Rayfield Resorts	6	6.7%
(f) Kurra falls	8	9.0%
(g) Shere hills	8	9.0%
(h) Jos wild life park	8	9.0%
(i) Assop falls	9	10.1%
(j) Museum of traditional Nig. Architecture	9	10.1%
and artefacts'	, 5	‡ 1
(k). Jos Zoo	10	11.2%
(l) Traditional festivals	. 11	12.4%
Total	89	100%

Source: Author's field survey. Feb 2002

A total of 100 questionnaires were administered to residents in and around major tourist sites in the study area. However due to financial and temporal limitations, the researcher was unable to collect back all 100 questionnaires. Only a total of 83 questionnaires were collected back by the researcher and they are thus analyzed: -

4.13 MARITAL STATUS OF RESPONDENTS

Responses were sought from respondents concerning their marital status. The purpose of this questionnaire was to establish that for those who are married, there must be positive spill over effects on their families especially regarding the benefits that accrue from their involvement with tourism within the study area: Their responses were summed up thus: -

Table 4.11 MARITAL STATUS

Marital Status	Number of Respondents	Percentages
(a) Married	45	54.2%
(b) Single	31	37.4%
(c) Others	7.	8.4%
Total	83	100%

Source: Author's field survey. Feb. 2002

From the foregoing it can be observed that the majority of respondent gotten was from those that are married totaling 45 respondents and 54.2% respectively.

Singles accounted for 37.4% of total responses. While others made up 8.4% of respondents.

4.14 <u>RESPONDENTS' OCCUPATIONS</u>

Though responses were mostly from those involved with tourism, we sought to know their extent of the involvement; if they were self employed, government employed etc Below in the analysis:-

Table 4.12

RESPONDENTS' OCCUPATION

Occupation	Number of respondent	Percentage
(a) Self employed	29	35.0%
(b) Government employed	31	37.3%
(c) Employed by private Org.	16	19.3%
(d) Unemployed	17	8.4%
Total	83	100%

Source: Author's survey Feb. 2002

Respondents' occupation was sought with the aim of ascertaining the extent of involvement of respondents. From the table above, those that are self-employed made up the majority (35%) While those employed by private organization made up 19.3% of the total while unemployed accounted for the remaining 8.4%.

4.15 INVOLVEMENT WITH THE TOURISM INDUSTRY

The socio economic impacts of tourism are better understood and analyzed based on the involvement of the population with the industry. Those that are involved in one-way or the other are in a better position to disclose if their involvement is profitable or not. Below is a summary on respondents' involvement with tourism in the study area: -

Table 4.13	INVOLVEMENT WITH TOURISM INDU	DUSTRY
Involvement	Number of respondents	

Involvement	1	Number of respondents	percentage
(a) Hotelier		23	27.7%
(b) Restaurateur		21	25.3%
(c) Trader		19	22.9%
(d) Tour guide		11	13.3%
(e) Not involved		9	10.8%
Total		83	1.00%

Source: Author's field survey Feb. 2002.

Furthermore, the researcher sought to know the extent of respondents' involvement. The table highlights this:- Hoteliers accounted for 27% while Restaurateurs made up 25.3%.

Traders in souvenir materials, gifts, fruits etc made up 22.9%. 13.3% were classified as tour guides not because they guide tourists only. Some of them provide other services to tourists like ticketing etc. The remaining 10.8% are not directly involved with tourism.

4.15 <u>BENEFITS FROM TOURISM</u>

Responses were sought from 74 respondents who are involved with tourism whether they have financially benefited from tourism or not. Below are their responses: -

Table 4.14 FINANACIAL BENEFITS (?)

Responses		Number of respondents	Percentage
(a) Yes		50	67.6%
(b) No		24	32.4%
	Total	74	100%

Source: Author's field survey Feb. 2002

4.18

Apart from those not involved with tourism (9 responses) the remaining 74 responses totaled up to 100%. 67.6% of this total have benefited financially from tourism while the remaining 32.4% claimed not have benefited from tourism.

4.17 OTHER BENEFITS FROM TOURISM.

Apart from financially, respondents indicated that they have enjoyed certain other benefits from tourism and tourist activities within the study area. These other benefits include improved infrastructure by virtue of their proximity to tourist sites like good roads, near stable electricity supply etc. Others gained education by learning from and interacting with tourists in several ways.

AVERAGE MONTHLY INCOME FROM TOURIST RELATED ACTIVITY

After establishing respondents' involvement with tourism, the researcher went further to ascertain the average monthly income from such activity. Below is a summary of responses collated relating to income levels: -

Table 4.15

AVERAGE MONTHLY INCOME FROM TOURISM.

Average Amount Monthly N	Number of respondent	Percentage
(a) Less than 10,000	20	27.0%
(b) 10,000-20,000	23	31.17%
(c) 20,000-40,000	17	23.0%
(d) Over 40,000	14	18.9%
Tota	74	100%
Source: Author's field surv	vev Feb. 2002.	

From the above, it is noticeable that income from tourist related activity varies. 27% of them make an average of less than N 10,000 per monthly. The majority of responses collected were of those whose monthly income averaged between N 10,000-20,000. They constitute 31.1%. Others making an average of N 20,000-40,000 per month constitute 23.0% of the total. The last stratum of those earning over N 40,000 per month on the average made up 18.9%.

4.19

SUSTAINABLE INCOME

After collating average monthly income levels of respondents, the researcher went further to inquire if this income is sustainable. It was asked if this income sustains the respondent and his/her family. Below is the summary of responses collated: -

Table 4.16

SUSTAINABLE INCOME

Responses	Number of respondents	Percentage 44.6%	
(a) Yes	33		
(b) Barely	29	39.2%	
(c) No	12	16.2%	
Total	74	100%	

Source: Author's field survey. Feb. 2002

Majority of responses collated 44.6% indicated that income from tourist related activity is sustainable. 39.2% stated that it was (income) barely sustainable while the rest totaling 16.2% stated that the income was not sustainable.

4.20 RELIABILITY / REGURITY OF INCOME FROM TOURISM

Respondents were further asked concerning the regularity/irregularity of income accruing from their involvement with tourism. Out of the 74 respondents, 31 making up 41.90% answered in the affirmative; however the remaining 43 making up 58.1% said the income was irregular. This is not unconnected with tourists' patterns of visit to tourist site especially during public holidays like Christmas, New Year, and Sallah celebrations. A lot more tourists patronize these sites at such times. Below are the responses gathered: -

Table 4.17 Responses (a) Regular		INCOME RELIABILITY/REGULARITY		
		Number of respondents	Percentage 41.9%	
		31		
(b) Irregular		43	58.1%	
	Total	74	100%	

Source: Authors field survey. Feb. 2002.

4.21 ANOTHER INCOME GENERATING ACTIVITY

In spite of the income that in generation from tourist related activity the researcher sought to know it the respondents) engage in any other income generating activity to buttress the fact that income from tourism in probably not sustainable. Below are their responses: -

Table: 4.18 ANOTHER INCOME GENERATING ACTIVITY

Response			Number of respondents	perc	entage
(a) Yes			27		36.5%
(b) No	i		47	\$	63.5%
		Total	74		100%

Source: Authors field survey. Feb. 2002.

On whether the respondents engage in other income generating activity, 36.3% of the total does while 63.5% does not, indicating probable contentment with their activity.

4.22 ANOTHER INCOME GENERATING ACTIVITY

Of the total 74 respondents engaged in tourist related activity, 63.5% of them were solely engaged therein. However the remaining 36.5% numbering 27 respondents claimed to be involved in other income generating activity. This in breakdown of their responses: -

Table: 4.19 OTHER INCOME GENERATING ACTIVITY.

Activity	Number of respondents	- percentage
Agriculture	9	33.3%
Mining (tin etc)	6	22.2%
Fishing	4	14.8%
Other	8	29.6%
Total	27	99.9%

Source: Authors field survey. Feb. 2002.

For those whose income from tourist related activity is not sustainable, we sought to know further if they engage in other activity. Of the total 27, 9 respondents indicating 33.3% were engaged in agriculture, 6 respondents totaling 22.2% engaged in mining activity. If respondents indicating 14.8% engaged in fishing while 8 respondent, making up 29.6% engager in other activity.

4.23 <u>BOOSTING TOURISM.</u>

The respondents here were asked how best they thought their activities and tourism can be improved and boosted. Their opinions ranged from increasing awareness, improvement of infrastructure, better government funding etc. Here is a rundown of their responses: -

Table 4.20 BOOSTING TOURISM

,	Opinion/response	Number of respondent	percentage
	(a) Increase Awareness	35	47.3%
	(b) Improved Infrastructure	24	32.4%
	(c) Government funding	15	20.3%
	(d) Others	15	20.3%
	Total	74	100%

Source: Authors Field survey. Feb. 2002.

In order to boost tourism, and their activities respondents were asked what could be done. 47.3% called for increased awareness to boost tourism. Improved infrastructure was called for by 32.4% of the population sampled. The remaining 20.3% called for increased government funding to boost tourism.

4.24 <u>VISITORS/CUSTOMERS/TOURISTS REGULARITY</u>

For those whose activities directly put them in contact with tourists, we sought to know from their observations the regularity or other wise of tourism. The question asked them was; How often do you have visitors / tourists or customers – Below are their responses.

Table 4.21	REGULARITY OF CUSTOME	RS
Responses	Number of respondents	Percentages
(a) Regularly (b) Public holidays (Sallah/Christmas etc)	42 32	56.8% 43.2%
(c) Other times		_
Total	74	100%

Source: Author's field survey. Feb. 2002.

Respondents observation on tourists, visitor or customers regularity in summed up thus:- 56.8% observed that tourists visit was regular however the remaining 43.2% attributed increased patronage to public holidays like sallah and Christmas holidays.

4.25 SUMMMARY

Majority of the sampled population are married. These tourists (respondents) come on holidays in the study area and they select sites that reflect culture and traditional values ahead of other attractions. Other attractions like physical (Assop Falls), wildlife (wildlife park/zoo), monument (Jos Museum) captivates a handful of respondents too. The captivation makes respondents (Tourists) visit more often.

Tourists (respondents) visit these sites inspite of cost of lodging in hotels etc. It can be noted at this point in time that tourist activity boost

business in the study area which goes on to boost the macro economy of Plateau state in the long run. (The more the tourists stay, the more he/she spends). Stay ranges from one day to over thirty days depending in tourist.

Apart from time spent, tourists spend from about N1,000.00 to over N20,000.00 per visit. In tourism, awareness is key. Even though tourism is self-advertising, a lot of people get to be aware of the tourist sites on the Plateau through the electronic and print media and through other colleagues and friends that have at one time or the other visited.

For the socio economic impacts on the residents of the Jos Plateau area, it was found out that a lot of employment is tied to tourism both in the public and private sectors with jobs relating to hoteling, restaurants, trading especially in souvenirs and gift items, entertainment and other tourist related services.

On the micro scale, a lot of benefits is known to be tied to tourism especially in the area of income generation. Income from tourist related activity varies depending on the level of involvement and by and large, this income from tourist related activity is largely sustainable, although a proportion of respondents engage in other income generating activity to supplement income from tourist related activity which is irregular for some respondents due to public holidays. etc.

By and large government can do a lot boost tourism eg improve infrastructure, increase awareness and increase funding among others. .

CHAPTER FIVE CONCLUSION AND RECOMMENDATIONS

In line with the major findings in the preceding chapter (chapter four) and the three other chapters, it will be wise to draw up the following conclusion and recommendations thus:-

5.2 CONCLUSION

5.1

From information gathered in this write up it will be safe to posit that we as humans at onetime or the other travel to and stay in place other then our usual place of above for various reasons ranging from business, academic pursuits, holiday even transit. We become tourists.

Owing to the above therefore, the concept and notion of tourists and tourism is an immutable aspect of human life.

With historical facts, this study established that holidaying for humans is just as necessary as sleep and or rest after a hard days work to recoup energy last.

In line with the United Nations recommendations on international tourism and travel urging nations to open up their frontiers, encourage and develop tourism, Nigeria responded by establishing the Federal Ministry of culture and tourism and the Nigeria Tourism Development Corporation (NTDC) to oversee and facilitate issues relating to tourism.

Inspite of government efforts regarding tourism, this study highlights some major impediments to tourism development in Nigeria to include: (a) lack of infrastructure (b) socio-political upheavals leading to instability (c) Insecurity of lives and property among others.

5.3 <u>RECOMMENDATIONS</u>

In the light of the potential and actual benefits that can accrue from tourism and related activities like travel and hospitality, there in the need for the Plateau state government and Federal government of Nigeria as a matter of urgency and national priority, to consider the following:-

- The Federal and Plateau state ministries of tourism and culture should urgently take necessary steps towards increasing awareness and enlightenment on the potential and actual benefits of tourism through the print and electronic media.
- With reference to the International Monetary Fund's position, this study has established that tourism is and has the potential of leading other forms of trade and business, provide employment along side other benefits. It is therefore imperative for the government and people of Nigeria especially the study area (Jos-Plateau) not to relent in properly harnessing, developing and integrating this viable sector into the main stream of the economy as the long run benefits far outweigh the cost of development.

This can be done by:-

Improvement of infrastructure in and around major tourism sites because this is central to attraction of tourist to any sites.

Intervention of government in terms of funding the development of tourism and major tourist sites is necessary now more than ever before.

- * Implementation of the Tourism Satellite Account (TSA) in measuring the actual volume of employment directly or indirectly related to tourism, domestic and international travels, hotel stays, seasonality of jobs related to tourism etc. This is necessary with out which the actual volume of income from travel, hospitality and tourism cannot be documented and effectively used for planning.
- (See Appendix for more details)s.

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W.T.O The World Tourism Organization is the only intergovernmental organization that serves as a global forum for tourism policy and issues. Its members include 139 countries and territories as well as over 350 affiliate members from the public and private sectors. W.T.O's mission is to promote and develop tourism as significant means of fostering international peace and understanding, economic development and international trade.

TSA The Tourism Satellite Account explains how to measure employment in the tourism industry. It also deals with the seasonality of many tourism jobs and part-time employment. Until TSA standards are widely implemented, the true size of the tourism labour pool cannot be accurately measured.

LIST OF MAJOR FESTIVALS IN PLATEAU STATE

S/NO	NAMES OF FESTIVALS	LOCATION	DATE.
1.	Afizere Cultural Festival	Laminga -	1 st January
2	Irrigwe New Year Celebration	Miango/Kwall	1 st January
3	Taroh Cultural Day	Langtang Town	March/April
4.	Resettlement Day	Mabudi	March/April
5.	Pan Cultural Festival	Doemak Town (Ba'ap)	March
6.	Goemai Day	Shendam Town	March/April
7.	Puus Kang Mushere	*Mushere	April/May
8.	Zarach Festival	Kwall & Miango	April
9.	Nzem Berom	Jos North/South	April
		B. Ladi/Riyom	
10.	Puus Ka'at	Mangu Town	April
11.	Puusdung	Pankshin Town	April
12.	Thaar Cultural Community Festival	Wase Town	Nov.
13.	Ron/Kulere Festival	Bokkos Town	Dec./Jan.
14.	Bogghom Cultural Festival	Dengi Town	Dec./Jan.
15.	Vwang Festival	Lankan	April

MAJOR SOUVENIR SHOPS

S/NO.	NAME OF SHOP	ADDRESS
1.	Naraguta Leather Work	Naraguta Village, Jos.
2.	Nassarawa Technical	47, Naraguta Village, Jos.
3.	Alternative Trade	Museum Street, Beside Union Bank,
	Network of Nigeria	*
4.	Payo Real Leather	Hill Station Hotel, Jos.

To get percentage, Example section 1 Question 1

$$a=50 \times 100 = 56.3\%$$
, $b=29 \times 100 = 32.6\%$, $c=10 \times 100 = 11.2\%$.

FEDERAL UNIVERSITY OF TECHNOLOGY MINNA SCHOOL OF POSTGRADUATE STUDIES

DEPARTMENT OF GEOGRAPHY, POSTGRADUATE DIPLOMA IN ENVIRONMENTAL MANAGEMENT

QUESTIONNAIRE

Dear Respondent,

The questions below are aimed at finding out the socio-economic impacts of tourism and related industries on the economy of the Jos plateau. You are therefore requested to give candid answers to the questions asked, as all responses will be treated in strict confidence –Please.

Thank you. SECTION 1 (TOURIST) (1) Marital Status: (a) Married () (b) Single () (c) Others
(1) Marital Status: (a) Married () (b) Single () (c) Others
(2) Purpose of visit (a) Holiday() (b) Business(c) On transit ()(d) Schooling ()
(e)Any other
(3) Which tourism site (s) do you visit often
(4) How often do you visit in a year (a) Once () (b) Twice () (c) Thrice () (d)
more than 3time
(5) When you visit, where do you stay (a) Hotel () (b) With Friends () (c) Hostel
(d) any other
(6) If hotel, how much do you pay per night N (a) 100-500 () (b) 500-1,000 (
(c) 1000-2000 () (d)2000above.
(7) How long do you usually stay during each visit (a) 1-7 days () (b) 7-14 days ()
(c) 14-30 days () (d)Over 30 days()
(8) Over all average amount spent per visit (N) (a) Less than 1,000 () (b) 1,000-5000(
(c) 5000-10,000 () (d) 10,000-20,000 () (e)above 20,000()
(9a) Name the site that you consider most favourite
(b) How did you get to know about this location /site (a) On television () (b) On
radio ()(c) Newspaper () (d) Any other means (colleagues friends etc) (

FEDERAL UNIVERSITY OF TECHNOLOGY MINNA SCHOOL OF POSTGRADUATE STUDIES DEPARTMENT OF GEOGRAPHY, POSTGRADUATE DIPLOMA IN ENVIRONMENTAL MANAGEMENT

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Thank you

SECTION 2 (RESIDENT)
(1) Marital status (a) Single () (b) Married () (c) Others Specify
(2) Occupation (a) Self employed () (b) Government employed () (c) Employed
by private organization () (d) Unemployed.
(3) In what way are you involved with the tourism industry (a) Hotelier ()
(b) Restaurateur () Trader (d) Tour guide (e) Not involved ()
(4) Have you benefited financially from tourism (a) Yes () (b) No
(5) In what other way have you benefited from tourism
(6) What is your average monthly income from tourism related activity (₦) (a)
Less than 10,000 () (b) 10,000-20,000 () (c) 20,000-40,000 (d) Over 40,000
(7) Does this income sustain you and your family (a)Yes () (b) Barely () (c) No ()
(8How reliable / regular is this income from such activity (a) Regular (b) Irregular
(9a) Do you engage in any other income generating activity (a) Yes () (b) No ()
(9b) If yes, what is that
(10) How can tourism and your activity be boosted (a) Increase awareness (
(b) Improved infrastructure (c) Government Funding Support () (d) Any other
(11) How often do you have visitors / Tourists/ Customers (a) Regularly ()
(b) Mostly on public holidays (Sallah/ Christmas etc) () (c) Other times Specify ().