

**ASSESSMENT OF THE TOURISM POTENTIALS OF GURARA AND
MAYANKA WATERFALLS IN NIGER STATE, NIGERIA**

BY

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MTech/SPS/2017/7246**

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ABSTRACT

Niger State has been blessed with various tourist attraction sites and of which Gurara and Mayanka waterfalls are among. So it's in view of the vast opportunities these tourist sites have this study assessed the tourism potentials of Gurara and Mayanka waterfalls in Niger State, Nigeria. The primary sources of data used in this thesis include questionnaire administration, oral interview and reconnaissance survey. The secondary data used were journals, textbooks and conference materials, as well as Niger State Government documents on tourism of the study areas. These were used to achieve the stated objectives. The methods of data analysis used include frequency percentage, arithmetic mean and four-point rating scale. The result revealed that Gurara waterfall attracts both Nigerians and Foreigners while Mayanka waterfalls attract Nigerians (locals) as perceived by the respondents. The result shows that strongly agreed ranked the highest with 164 respondents, while no respondent disagreed in Gurara waterfalls. In Mayanka waterfall, disagree ranked highest with 64 respondents and strongly disagree ranked the least with 42 respondents. The result also shows that 189 respondents strongly agree that there exist tourism master plan for Gurara waterfall, 116 respondents strongly disagree for tourism master plan for Mayanka waterfall. This implies that only Gurara waterfall has tourism master plan but the implementation of the master plan was very low. The possible constraints of tourism in the study areas include lack of political will, lack of strategic marketing, lack of promotional programmes, and lack of proposed event product development; like festivals. Lack of political will ranked highest with 110 respondents and lack of promotional programmes ranked least with 46 respondents. This implies that the major possible constraint was lack of political will for the tourism sites. Tourist attractions in Gurara and Mayanka Waterfalls in Niger State are largely undeveloped as there is barely any onsite accommodation. Ultimately this negatively influences tourism as tourists are forced to limit their stay. It's therefore recommended that tourism could flourish at Gurara and Mayanka Waterfalls in Niger State through proper co-operation and co-ordination of the key players which include tourism investors, Niger State Government, Host Communities and Local Government Authority.

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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background to the study

Tourism is a socio-cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure (United Nations World Tourism Organization, 2008).

According to Agba *et al.* (2010), tourism is a business entity that provides places and events to occupy people while they are on holidays; in its original thought, tourism was seen as an act of relaxation and sightseeing. Nigeria is endowed with many beautiful scenes and interesting places that are worthy for the eyes to behold (Nigerian Bulletin, 2014).

Tourism potential refers to the potential of a region, nation, or corporation for economic development and growth and creation of surplus value. It usually means that available resources have not yet been tapped and fully developed or exploited, possibly because of missing infrastructure (Larry *et al.*, 2010).

Ajayi and Lawal (2010) viewed tourism to be anything that possess the natural ability or potential capacity to stimulate people's interest and move people from place to place. Tourism creates opportunities for local communities to benefit from their culture and natural assets through employment in tourism activities and the supply of services and goods such as food, excursions or handicrafts, to tourism businesses or directly to visitors, without having to migrate to towns in search of a better life (UNWTO, 2011).

Tourism today plays a significant role in the balance of payment of many countries both in the developed and developing worlds. Tourism therefore, brings huge economic and social benefits to many nations, especially those that carefully plan and manage their potential attractions or resources (UNTWO, 2010). Tourism development and finance is seen as a very viable means of economic development for any country. Apart from generating wealth for the economy, tourist sites also enhance community cohesion and promote peace within the host community.

Tourism is currently one of the largest economic sectors worldwide. However presently, tourism in Nigeria is still at its lowest ebb; with the government looking at diversifying the Nigeria economy through tourism and with current climatic challenges in Nigeria. According to Agcas (2013), tourism has been identified globally as a very potent instrument for executing meaningful community development projects such as poverty alleviation initiatives and rural emancipation due to its numerous economic benefits such as the huge money realized from tourism activities. Tolu and Abe (2011) posited that development is critical and essential to the sustenance and growth of any nation and that a community, region and even country can be classified as developed when it is able to provide qualitative life for her citizenry. The development of an area for tourist not only involves building of hotels and leisure facilities but also create a need to improve existing public and local amenities as well as creating new opportunities for the local communities.

Tourism need a high level of planning and this has to involve the local community in order for them to have a sense of attachment to the site (Ijasan *et al.*, 2012).

Tourism industry has now grown to be the world's largest industries and one of its fastest growing economic sectors. The most recent publication of World Travel &

Tourism Council (WTTC, 2014) showed that, in the previous year travel & tourism's total contribution to the global economy rose to US\$7 trillion, about 9.5 per cent of global GDP, not only outpacing the wider economy but also growing faster than other significant sectors such as financial and business services, transport and manufacturing and its total contribution to employment was nearly 266 million jobs about 8.9 percent of world employment.

Tourism is a very potent propellant of economic growth and employment all over the world. The Sector of Tourism is accountable for 8.8 percent of the world's jobs (258 million jobs); 9.1 percent of the World's GDP (US\$6 trillion); 5.8 percent of the world's export (US\$1.1 trillion); and 4.5 percent of the World's investment (US\$652 billion) (Iain *et al.*, 2013). In the era of globalization, the social contribution of tourism to community development cannot be ignored by any country, state, community and individuals with positive idea for development (Ezeani, 2015).

Tourism today has become one of the major facilitator of growth for Nigerian economy with a contribution of 3.20 per cent to national Gross Domestic Product (GDP) and providing 2.70 per cent of total employment in 2013 (WTTC, 2014). In Nigeria, the economic impact of tourism on her national economy is estimated at US\$ 280 million or N36 billion (Abubakar, 2014). Downstream tourism potential from the "export" revenues of international tourist spending are estimated to generate additional gross revenue of US\$ 224 million or N29 billion (Abubakar, 2014). Tourism has been adjudged to have lofty economic benefits to societies. It is worthy to note that the economic contribution of tourism lies in the purchasing power generated from revenues through the expenditure of visitors (Ghosh, 2011).

Consequently, Tourism is one of the leading and lucrative industries in the world today that serves as a source of income generation. Nigeria tourism potentials can only be utilized sustainably, if there is political will by the government in terms of providing adequate security, building roads, airports, electricity, telecommunication and even internet facilities linking the sites. And then put in place a comprehensive data base for both inbound and outbound tourists' movement and encourage active private participation in areas such as hotel accommodation, transportation and tour guide activities (Eja *et al.*, 2011).

It has become the world's largest growing industry; statistics by the world Tourism organizations shows that there are no signs of this growth slowing down in the next Millennium. To benefit from this global trend, tourism is being adopted by governments as a vehicle for poverty alleviation, employment generation and wealth creation by other nation which include Nigeria; and precisely Niger State can benefit from it. It is also seen as a veritable tool for the realization of the Millennium Development Goals (MDGs) (Isah, 2012).

1.2 Statement of the Research Problem

Assessing tourism potentials provide the biggest opportunities which are commonly viewed not only as a major source of employments, but rather show the road map for destination success. Similarly, it is crucial steps that address important issues on where are we, where do we want to go and how do we get there through which the tourism potentials could be enhance to attract the needed foreign investments and this may be lacking in the study area which this study intend to cover. In Nigeria today, the rapid rate of growth of tourism in the industry, is a sign of promising and lasting economic boost in the years to come. Several authors have studied and assessed the tourism

potential of tourism both locally and internationally, and they include Musa *et al* (2018); Aremu and Lawal (2018); Scowsill (2015); Abubakar (2014); Adebayo, Jegede and Eniafe (2014); Esu (2012); Enemou, Anozie and Otta (2012); and Esu (2013).

Based on these published journals and thesis on the tourism potential and those one's used in the literature review, there is paucity of knowledge on the assessment of tourism potentials in Gurara and Mayanka waterfalls in Niger State, Nigeria which this study intends to fill. Therefore, this study assessed the tourism potentials of Gurara and Mayanka waterfalls in Niger State, Nigeria

However, as there are tourism potential on tourism, so also there may be negative social impacts which cannot be ignored; even though not within the scope of this present study. It is worth mentioning here, that there may be change or loss of the people's indigenous identity and values (Isah, 2012). In a similar vein, tourist attractions in Gurara and Mayanka Waterfalls in Niger State are largely undeveloped as there is barely any onsite accommodation. Ultimately this negatively influences the investors in accepting to invest in tourism and tourists are forced to limit their stay.

Niger State has been blessed water resources and other tourists attraction sites, part of this natural endowed features are Gurara waterfall and Mayanka waterfall which globally waterfalls attracts visitors in places like Niagra Fall, USA and Owu Falls in Kwara, Victoria Fall between Zambia and Zimbabwe it generate huge amount of resources to the government and to the indigenes by providing jobs and livelihood (Zambia National Tourist Board, 2013). Despite the state developing a master plan for Gurara waterfall, there is nothing to show on the ground, despite the potentials to attract people (investment) it has also fail. It's on this basis that there is need to examine the potentials of the tourist site in Gurara and Mayanka waterfalls.

1.3 Aim and Objectives of the Study

The aim of the study was to assess the tourism potentials in Gurara and Mayanka Waterfalls, Niger State, Nigeria. Within this broad aim, the specific objectives are to:-

- i. Evaluate the tourism potentials in the study areas.
- ii. Assess the shortcoming of effective implementation of tourism master plans in the study areas;
- iii. Analyze possible constraints to tourism in the study areas.

1.4 Research Questions

The research questions for this study will include the following:-

- i. What are the tourism potentials in the study areas?
- ii. What are the factors responsible for the failure of the implementation in the master plan in the study areas?
- iii. What are the possible constraints of tourism in the study areas?

1.5 Justification for the Study

The basic fact is that a healthy natural environment is the first and most important asset for the tourism industry in the study area and Niger State at large. The deplorable state of Nigeria's tourism sector is confirmed by the World Economic Forum's Travel and Tourism Competitiveness Index where the country is ranked 129 out of 136 countries.

Musa *et. al.*, (2018) assessed the tourism potential in Gurara Waterfall in Niger State, Nigeria with

The justification of this study is to enhance our understanding of the relationship between tourism and tourism potential issues in the study area, in addition to, evaluating communities' level of knowledge on tourism's impacts on potential impact of tourism on the economy and its benefits in the study area and the state at large. The result of the study might increase the understanding of the issues and limitations in tourism potential relative to tourism.

Indeed, nature is endowed with tremendous variety of waterfalls. No two waterfalls are specifically the same, and even the same waterfall may look different or assume different forms depending on the existing surroundings. Nigeria is a country in quest of economic diversification from Crude Oil or hydrocarbon economy to maximize employment and income generating opportunities. In view of the dwindling oil revenue and endemic uncertainty in the global oil market, it has become imperative for Nigeria to explore more sustainable sources of income (World of Waterfalls, 2018; Suberu *et al.*, 2015).

The development of Gurara and Mayanka Waterfalls have the potential to tremendously increase the internally generated revenue (IGR) of Niger State. Experience has shown that both Niagra Falls in USA and Canada and Victoria Falls in Zambia/Zimbabwe attract millions of tourists annually, while revenue in excess of \$500 million is generated from their operation annually. (Zambia National Tourist Board, 2013). In a rapidly globalizing and urbanizing world, with appropriate enabling environment it is possible to develop Gurara and Mayanka waterfalls.

The water bodies used for the study serve as source for agricultural purposes such as fishing activities by the residents in the destination areas. Despite tourism's increasing importance in Nigeria economy, the sector has attracted little attention in terms of

adequate development to boost its tourism potential in Niger State. These sectors, that have been long ignored, were not believed to have great tourism potential. Thus, inadequate infrastructure and poor development of tourist sites are also constraining the sector. There is a particular potential for revenue generation in tourism (both domestic tourism and to a larger extent international tourism). The lack of impact to tourism potential in Niger State is the major motivation for this study, in an attempt to capitalize on these potentials. Therefore, the need to invest in infrastructure, service delivery, security and rebranding cannot be overemphasized (Proshareng, 2018).

1.6 Scope and Limitation of the Study

The scope of this study is to assess and determine the tourism potential of Tourism in Gurara and Mayanka Waterfalls in Niger State, Nigeria. The temporal scope of the study will be year 2018/2019 dry and rainy seasons. The data will be collected both during the dry and raining season, the water peak is on the high while during the dry season in on the decline which attracts less visitors. The spatial scope of the study includes Bonu in Gurara and Wambai in Mayanka.

The scope of this study will cover the allocated area for the development of Gurara and Mayanka Waterfalls in Niger State.

1.7 The Study Area

1.7.1 Historical background of Gurara and Mayanka waterfalls

Gurara Waterfalls occur on Gurara River which originates from highlands of Kajuree, Kachia Local Government Area of Kaduna State. The Mayanka Fall (place of execution) is situated in Wambai, Suleja town in Suleja Local Government Area. The fascinating waterfalls located 108km from Minna. Its rocky nature is spectacle with evergreen trees. The waterfalls are used to be a reserved area as punishment zone for

criminals in olden days, and has been in existence for 200 years but people display fear when they hear of the name Mayanka fall because of what it was before it became a tourist centre. Mayanka falls can be described as a cascade waterfall, one of nature's gift surrounded with lush vegetation and appreciative landscape (Niger State Culture and Tourism Corporation, 2018).

Gurara waterfall is formed as a result of rock formation in the valley and is situated in an environment with abundant forest vegetation covering a vast area of land. In the past, the fall used to be called *Gagarabadau* which was later named Gurara hence Gurara Waterfalls. Bonu village is the closest settlement to the falls and other nearby villages includes: Lambata, Izom, Bususm and Tuchi (Niger State Culture and Tourism Corporation, 2018).

The Legend behind the evolution of the fall has it that the people of Kucikoro who migrated from Zuma Rock many years ago used to perform annual sacrifices at the Fall for good fishing season. (Niger State Culture and Tourism Corporation, 2018).

1.7.2 Location

The study areas are located between Latitude 8° 44" E and 9° 31"E and Longitude 6° 61"N and 7° 01"N, shares boundary with Paikoro in the North and West, Abuja East and Lapai Local Government in the South (see Figure 1.1). Gurara Waterfalls is about one and half hours' drive from Abuja the Federal Capital Territory of Nigeria.

Gurara Waterfalls originated from River Gurara which is a large tributary of the famous River Niger. This impressive waterfall is located 2km off Minna-Suleja Road, about 68km from Minna by road and 35km from Suleja by road (Niger State Culture and

Tourism Corporation, 2018). Mayanka waterfalls is about 48km from Abuja and 59 minute drive from Abuja the Federal Capital Territory of Nigeria

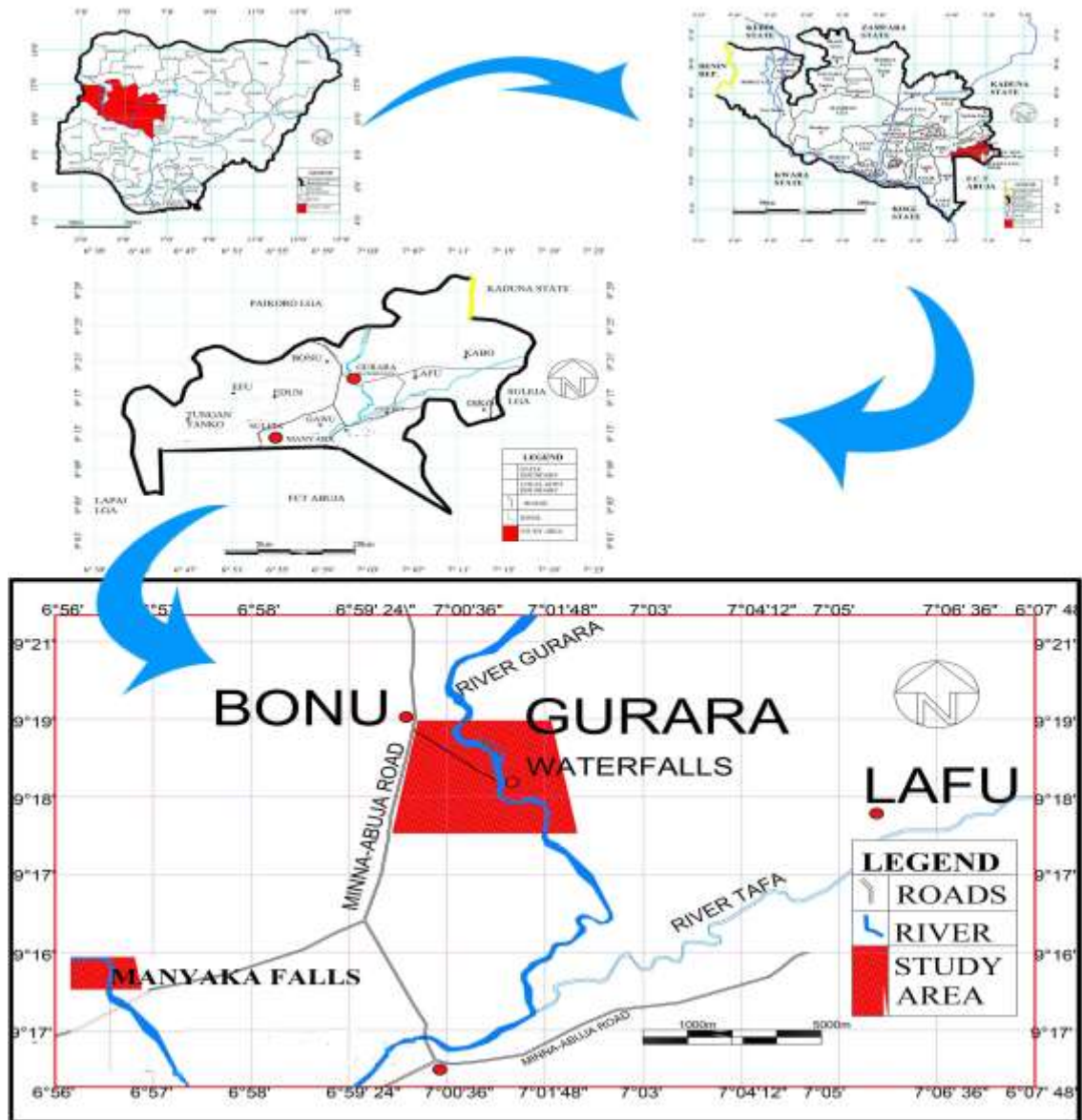


Figure 1.1: Location of the Study Area

Source: Niger State Geographic Information System (2018)

1.7.3 Climate

Gurara and Mayanka waterfalls are located in a tropical climate characterised by two distinct annual seasons; the wet or rainy season and dry season. The area has an annual

rainfall of less than 1000mm, which occurs between April and September having a peak period between July and August. The dry season Occur within a period of six months, between the months of October and March.

The Temperature of the Study area differs with seasons. Through the dry season, temperature is relatively high because, the sun is in the southern hemisphere. High temperature of between 30⁰C and 40⁰C are recorded within December - April while the Wet season experiences lower temperature of between 26⁰C and 30⁰C highest within the season occurring at middays between May-July (Musa *et al.*, 2018).

Suleja Climatic condition comprises of two major seasons which are the dry and wet seasons. Relative humidity is 72% in rainy season and very low during dry season. July and August usually have the highest rainfall while the mean annual rainfall is about 1334 mm². March usually have the highest temperature of about 30⁰C and lowest in the month of august at about 25⁰C due to the frequency of rainfall (Musa *et al.*, 2018).

1.7.4 Vegetation of the study area

Gurara and Mayanka Waterfalls are found within the Guinea Savanah vegetation characterized with typical open woodland, numerous forests, plantations which are trees, shrubs and tall grasses mixed together creating a natural habitation for games reserves and also providing landscapes for relaxation and recreation. The periodic North-East and the South-West Trade Winds combine to give the area a moderate climate. Examples of Common trees existing within the expanse include; *Gamelina spp.*, shea butter trees, Locust bean, Acacia, Baobab and *Isobertina spp.* There exist at the eastern part of the falls a dense Forest rich in games therefore providing prospect for development of a zoological garden (Niger State Culture and Tourism Corporation, 2018).

1.7.5 Tourism potentials in Niger State

Niger State has over 138 tourist sites located in the Local Government Areas. These sites are more of natural and cultural attractions, and few are of man-made attraction. The sites includes; the famous Gurara Waterfalls in Bonu, Zuma Rock in Tafa, Nigeria Amalgamation Site Zungeru, Shagunu Beach, Pissa Cave and Lord Lugard Empire Hill in Baro, etc.

Pissa Cave is a natural tourist attraction located on Longitude 4°8'26"E and Latitude 10°45'17"N, with Altitude 352.6m of the mountains of Pissa village in Borgu Local Government Area of Niger State. The cave maintain inside temperatures between 14 to 16 degrees centigrade depending on the exterior weather conditions.

The interior has two chambers that may accommodate about 800 people at once. It is now home to some colony of African Bats, and also houses the remains of the Pissa people cultural assets. It is about 4-hour's drive from New-Bussa town, having undulating terrain of the Savannah Mountain tour experience. From Minna to Pissa Cave is about 503km.

Shagunu Beach is located in Borgu Local Government Area of Niger State in the Northern part of Nigeria. The beach is at the shores of River Niger in Shangunu village, and sited at the widest part of River Niger having a distance of about 24km across River Niger. The river is navigable for all crafts, and from Shagunu up-stream connects other West African ports by water ways to Koulikere and Timbuktu Mali. The biosphere is home to bird's species of Herons, Egrets, Storks, Crown birds, Pelicans and Flamingos. Smaller riverside types include; White headed plovers, Crocodile birds, Curlews, and Green-red Sharks.

The fresh water fishes are: Catfish, Tilapia, Crap and Nile perch. The beautiful beach sand and the calmwater waves offer a spectacular view of the River Niger to experience the best of eco-tourism adventure. From New Bussa town through Luma village is about 92km to Shagunu Beach.

Gurara Waterfalls is a unique natural scenic topography in Nigeria. The Gurara Waterfall is located in Niger State about 72 km from the city centre Minna and 45km away from Abuja the Federal Capital Territory of Nigeria. The major attraction is the waterfalls which span 200 meter across and 30 meter high. It has wide dramatic rock gorges with a scenic sloping landscape covered with trees. The huge rising spray of water running down on the gorges from different directions creates rushing sounds that easily arouse the attention of the visitors on approaching the waterfalls.

Its natural setting gives a spectacular view of its rocky nature with its ever rushing water movement that calm down into stream of blue pools as it meanders through the fascinating rocks and the lush ever green forest that gives the waterfalls the speck of eco-tourism.

Zuma Rock is approximately occupying about 10,500,000 square metre areas and rises to about 750 meters height. The averaged length is about 1,600 meters and an average width of 1000 meters. The open space surrounding the rock is about 700 meters. The rock natural formation shows on it an engraved human like face image having eyes, nose and mouth; which is one of the best natural unique attraction and monument of Nigeria. Zuma Rock is a National Natural Geographical Symbolic Heritage adopted as picture on one of the Nigerian's nation currency.

CHAPTER TWO

2.0 LITERATURE REVIEW

Tourism can be defined as any activity that voluntarily or temporarily takes a person from his usual place of residence, in order to satisfy a need for pleasure, excitement, experience and relaxation (Erik, 2011). Tourism comprises the activities of persons travelling to, and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. Rudrappan (2012) describes tourism as a travel to benefit from a particular service or activity that is unavailable at home. According to the British Tourist Authority's definition, "Tourism is a stay of one or more nights away from home for holidays, visitation to friends or relatives, business conferences or any other purpose except such things as boarding education or semi-permanent employment".

2.1 Conceptual Framework

Isah (2012) also view tourism as a positive tool that can increase local pride, socio-cultural awareness and peace. It can provide shared infrastructure for tourists and local communities as well as direct socio-cultural support. World travel and tourism council (2015) also describes tourism as the temporary movement of people to destinations outside their normal place of residence, for more than 24 hours with no intention of

remunerations from point en-route the destination. According to World Travel and Tourism Council (2015), the types of tourism include the followings:

2.1.9 Cultural tourism

Cultural tourism is acknowledged as one of the fastest expanding segments of the global tourism economy with some observers estimating that as much as 40 percent of international leisure tourism incorporates a cultural component (Novelli, 2015). Across sub-Saharan Africa as a whole cultural tourism is identified as offering untapped potential for generating opportunities for tourism expansion and inclusive growth (Christie *et al.*, 2013; Novelli, 2015). In one recent influential World Bank report it is stated that in light of the rich traditions of music, art and dance in sub-Saharan Africa “cultural tourism presents a substantial opportunity for tourism growth” (Christie *et al.*, 2013). Currently, many African countries including Botswana, Ghana, Mali, Kenya, Mozambique and Tanzania are using cultural tourism as a niche product in order to diversify their tourism economies (Rogerson, 2012). Examples of cultural tourism in Nigeria today include the Osun Osogbo festival of Osun State, the Eyo festival of Lagos, the New Yam festival of several Igbo communities, the Argungu festival of Kebbi State, the Mbari arts in Imo State, etc. Forty per cent of all international leisure tourism has a cultural component, thereby making cultural tourism the fastest growing tourism product world-wide. This is a type of tourism that showcases the diverse cultures of indigenous peoples to the visiting tourists (UNESCO, 2014).

2.1.10 Eco-tourism

Eco-tourism is a type of tourism that strives to reduce ecological damage or destruction of the ecosystem and environment areas that have natural or cultural attraction as well as improve the well-being of the local people. Many of these areas are protected as national parks, game reserves, wetland, sanctuaries, zoological gardens, etc. Examples

of these include Obara forest in Cross Rivers State, Yankari National Park in Bauchi, Kanji Lake National Park in Niger State (Ana and Ajewole, 2011). Examples of these include Osun Osogbo Sacred Grove and Sukur World Heritage Site, etc.

It is one of the fastest growing aspects of tourism especially in developing countries (Magigi and Ramadhani, 2013), where the resources are present. Simply put, tourism has become the largest industry on the planet earth. While people are embarking on recreational tours, the effect of their travels have brought about infrastructural development, physical development, employment opportunities, addition of values to local less - valued materials. The destructive nature of mass tourism and the disturbing noise of urban tourism have made people become more interested in ecotourism (Magigi and Ramadhani, 2013).

Visitations to natural areas have been rated highest in terms of recreation and environmental awareness as visitors are hardly disturbed by crowds. Besides interaction with nature especially plants and animals increases knowledge of the environment, and have been proved to exert healing effects on tourists (Ana and Ajewole, 2011). Sights of vegetation increases efficiency in recovering of sick persons.

People are bored of having the same experience every time. They prefer travelling to pristine areas to learn new things, have new experiences while viewing different species of animals in their habitat including rare, endangered, endemic and abundant unique land forms; water falls of different heights and velocity of flow; lakes of different colours and sizes; springs of different temperatures; birds of different calls and plumage colours (Ijeomah, 2017). Put in another way they want to interact with ‘the naturality’ of the nature and ‘the rurality of the rurals’ (Ijeomah and Aiyeloja, 2010).

Since the increased capitalistic nature of the planet, earth, there has been increased commoditization of most resources that were formerly enjoyed freely, tourists are

therefore made to pay in monetary terms for what they see, feel, touch and observe (Ijeomah and Herbert, 2012). Payments by tourists have brought about many investments in ecotourism as several stakeholders are very eager to derive benefits. Ecotourism has therefore become very popular and an instrument of poverty alleviation and national development when properly managed and monitored.

2.1.11 Medical tourism

Medical tourism can be defined as traveling outside the country of residence in order to obtain medical assistance. Worth to notice, that the inclusion of specialized medicine, requiring the presence of specialists such as surgeons, distinguishes medical tourism from wellness and spa tourism (Meštrovid, 2014). Wellness tourism means travel to maintain patients' wellbeing and life satisfaction through the experiences of healthy treatments, and has to do with quality of life (Fernandes and Fernandes, 2013).

All in all medical tourism is an interesting phenomenon that connects care of health and enjoyment of travelling. Connel (2011) identifies four types of Medical Tourist. Firstly, medical tourist is a person, who receives treatment for accidents or health problems that occur during an overseas holiday. Secondly, person, who visits a country for medical treatment-unrelated to the trip-and who may also decide on a procedure while inside the country. Thirdly, medical tourist can also be a person who travels abroad mainly for medical treatment but makes incidental use of holiday opportunities and lastly, the one, who purposely goes only to get medical services and ignores any holiday activities (Connel, 2011).

Medical tourism, the phenomenon of leaving one's home country in order to obtain medical care in another, often incorporating a period of sightseeing during recovery has

gained popularity in recent times. Although the definition is unclear, several authors seem to agree that it is a subset of health tourism (Al-Lamki, 2011; Lunt *et al.*, 2011). Carrera and Bridges (2006) describe medical tourism as ‘the organized travel outside one’s natural health care jurisdiction for the enhancement or restoration of the individual’s health through medical intervention’. Health tourism is ‘the organized travel outside one’s local environment for the maintenance, enhancement or restoration of an individual’s well-being in mind and body’ (Carrera and Bridges, 2006). This definition of medical tourism often excludes those travelling because of bilateral agreements between countries, those who require emergency medical treatment due to ill health while vacationing in another country and long-term residents in a foreign country.

It is a fast growing, lucrative industry, grossing about 60 billion United States (US) dollars annually (Herrick, 2016). Its growth has been linked to globalization, economic development and acceptance of health services as a market commodity (Lunt *et al.*, 2011). Medical tourism is fast assuming a global competitive dimension (Herrick, 2016). The practice of medical tourism dates back thousands of years. In ancient times, thousands flocked to the Greek healing temples dedicated to the Greek gods Asclepius, Delphi and Zeus. From the 14th to the 19th century, many journeyed long distances to visit spas, which had healing springs purported to cure several types of ailments (Li and Cui, 2014). The practice of washing in rivers such as the Jordan, Ganges or Nile for ‘cleansing’ is still commonplace today. During the 20th century, people from developing countries travelled to developed countries to obtain health care that was unavailable in their own countries. This is gradually giving way to the 21st century trend where individuals from developed nations travel to developing nations to access health care (Connell, 2006).

Medical tourism is made even easier by increasing access to high-speed air travel, fast cross border communication via the internet, ubiquitous medical tourism facilitating firms and increased investment in the development of the private health care industry in destination countries (Lunt *at al.*, 2011; Johnston *et al.*, 2010).

2.1.12 Sports tourism

Sports tourism is a mounting section and refers to individuals travelling to a destination, to participate in or watch sports that includes, world games, international test series, stadium tours, mass participation events, player's testimonials, group tours, sporting events and exhibitions. Sports tourism is an integral part of world tourism and this phenomenon is given importance in India. Events such as the Olympic game, Formula 1 Grand Prix, FIFA World Cup, Tennis Grand Slams, PGA championships, Cricket World Cup are the ones that typically draw the attention and interest of international sport spectators, fans, and tourists. In conjunction with these large-scale events, some professional sport teams and leagues of specific types of sports e.g., soccer, basketball, tennis and car racing, etc. (Sports Tourism, 2014; Bodet and Lacassagne, 2012; George, Swart and Jenkins, 2013).

The sports resources are used in various kinds of sports events for the purpose of planning, structuring, designing and combining as the pertinent products, which can stimulate the consumption desire and demand of the individuals. Meanwhile it's a new form, which can enable the individuals to participate in the sports and obtain the natural

experiences. There is considerable academic attention that has put emphasis of sports tourism on marketable development (Wickramaratne and Kumari, 2016).

Sport tourism connects two separate but increasingly important areas of socioeconomic development: one of the largest economic sectors in the world (tourism) and one of the most globally influential activities (sport events and activities) (Peeters, Matheson and Szymanski, 2014). This form of tourism in particular has received international attention and participation because of the organization of mega-events as strategic for place branding with sports as a channel of public diplomacy (Lee, 2010; Fola, 2011). Sport event tourism has therefore become an important subset of both the tourism market and is advantageous for destinations of sport tourism (Henderson, Foo, Lim & Yip, 2010). Sports tourism is classified into, hard sport tourism, soft sport tourism and sports events tourism:

Hard sport tourism refers to the quantity of people participating at competitive sport events. Normally these kinds of events are the motivation that attracts visitors visits the events. Olympic Games, FIFA World Cup, Formula 1 Grand Prix and regional events such as NASCAR sprint cup series could be described as Hard Sports Tourism. Soft sport tourism this refers to the travel made by tourist purposely for participating on recreational sporting, or signing up for a leisure interests. Hiking, skiing and canoeing are best described as soft sport tourism. Sports events tourism sport event tourism refers to the visitors who visit the city with the purpose of watching the events. An example of this Olympics whereby each host city receives an immense amount of tourism (World Travel and Tourism Council, 2015).

2.1.13 Music tourism

Developing music tourism as a driver of socio-economic growth can be an appealing strategy for a number of reasons, not least the fact that overseas music tourists spend ‘a quarter more than the “average” overseas visitor’ (Adam, 2012). Other benefits include the ‘cool factor’ experienced by ‘music cities’ and regions, which can translate into enhanced ‘soft power’ at the national level (Music, 2015)

Music tourism success stories include the city of Austin, Texas, which brands itself as ‘the Live Music Capital of the World’. As a result of a committed music strategy, Austin, with a population of 800,000, generates \$1.6 billion a year from a music scene which supports 18,000 jobs and creates \$38 million in tax revenue (Titan Music Group, 2012).

2.1.14 Culinary tourism

The most common name is food tourism, culinary tourism, cuisine tourism, gourmet tourism, food and wine tourism, food and beverage tourism, rural tourism, cuisine travel, urban tourism, gastronomy tourism, and taste tourism, which all include the idea of travelling to experience and taste food products (Morrissey, 2010). Culinary tourism as a sense of knowing or experiencing another culture, as well as performing adventure, adaptability, and openness to any other culture. The local food of a country is associated with the country’s culture and image, as well as representing a core expression of a destination’s intangible heritage, and through its dining experience, tourists can gain a truly authentic cultural experience (Muntean *et al.*, 2010).

Murray (2011) reported that the city of Ontario developed a strategy and action plan in 2005 regarding culinary tourism and defined culinary tourism in the following three terms:

Travel that includes the appreciation and consumption of local/regional foods; Travel for the primary purpose of experiencing and enjoying food and beverages or to attend

culinary-specific activities such as cooking schools, visiting a food or beverage production/processing site, a farmer's market or a taste trail; Unique dining and beverage experience. The Strategy Action Plan 2005-2015 from the culinary tourism in Ontario makes a distinction between travellers which are enthusiasts and who are intentional. Furthermore, the action plan distinguishes the culinary tourism market into three clusters:

Primary: Travellers who main focus and intent is for a culinary tourism experience;
Secondary: Travellers' focus on culinary tourism is shared with another tourism motivator such as golf, shopping, visiting family and friends. Culinary tourism is part of their itinerary;
Tertiary: Travellers' itinerary or motivators do not include culinary tourism. Culinary tourism experience is impromptu or ad hoc to their original intent (Murray, 2011).

Using the strategy action plan of 2005-2015 with the three segments of primary, secondary and tertiary travellers, if we take an example of a person whose main motivation to travel is golf, but also looks for a high class food and therefore may spend more than a primary traveller it raises the question of who a primary culinary tourist is and when a high spending amount should always mark a culinary tourist in comparison to all other tourists (Murray, 2011).

This leads to the idea that the amount spent during a holiday alone cannot identify a culinary tourist. Moreover is it possible and relevant to see culinary tourism as an additional and beneficial constituent for a destination? Furthermore, food and beverage may play a major role in the decision making process between two diverse golf resorts (Murray, 2011).

The movement should remind people of their culinary traditions, being aware of where the products come from, taking their time to actually taste and enjoy their food and be more responsible of eating in a healthy way (Muntean *et al.*, 2010).

2.1.15 Wine Tourism

Wine tourism are two important components in the wine industry and the tourism industry (Alonso *at al.*, 2014). A wider definition offers that “experiential tourism occurring within wine regions provides unique experiences which include wine, gastronomy, culture, the arts, education and travel (Saayman and Van der Merwe, 2014). The wine tourism experience is based on agricultural land use and the production of wine that appeals to the senses of taste, smell and sight. As more wine regions develop and the wine sector further improves production concepts and strategies, or increases volume, quality, and recognition; the links between the wine and tourism products are becoming stronger (Alonso *at al.*, 2014).

According to official statistics of Canada, wine accounted for 1% share of the Canadian beverage market (Agriculture and Agri-food Canada, 2015). Globally, Canada is competing against other wine producing regions such as France, Italy, South Africa since the Canadian vintners have increased their production of high-quality wines. The trend of enjoying wine in Indonesia, especially in Bali due to the high number of Australian tourists who come to visit. Australia is one country that has a strong culture of drinking wine so that the wine tastes developments in Indonesia refers to the tastes of Australia (Fachri, 2014).

As one of the alternative forms of tourism, Wine Tourism began to form to satisfy the desires and travel experience of wine connoisseurs. Wine Tourism is defined as travel activities with visits to vineyards, wineries, wine festival, wine tasting and introducing

type of local wine to motivate tourists to come to a destination (Alonso *at al.*, 2014). Jakarta and Bali are the two largest wine consuming destinations in Indonesia, especially the influence of the lifestyle of foreign tourists (Fachri, 2014). Febianti and Komang (2016) also stated that wine destination development assessed on the terms of the dimensions of tourism offerings, namely: attractions, services, infrastructure and tourism establishment or organization.

For destinations that have foreign market segmentation with wine consuming culture, then the wine is important appeal to a destination and can be the main motivation for tourist travel decisions. As for the wine industry, Wine Tourism is one way to build relationships and provide a different experience through the introduction of types of grapes into wine raw material, as well as direct sales in the wineries of the wine producers. The relationship between the tourism industry and wine are inseparable, since most destinations wine producer has always been a worth destination to visit (Febianti and Komang, 2016). According to Febianti and Komang (2016) creating tourism products and experiences needed to attract tourists with a different motivation and desire to enrich the experience as tourists who come to visit with the reason to study the history and culture of a country.

2.1.16 Heritage tourism

Heritage tourism or Diaspora tourism is a branch of tourism oriented towards the historical heritage of the location where tourism occurs. The National Trust for Historical Preservation in the United States defines heritage tourism as “travelling to experience the places and activities that authentically represent the stories (World Travel and Tourism Council, 2015).

2.2 Waterfall

A waterfall is an area where water flows over a vertical drop or a series of steep drops in the course of a stream or river (Hudson, 2013). Waterfalls also occur where melt-water drops over the edge of a tabular iceberg or ice shelf. Waterfalls are commonly formed in the upper course of a river in steep mountains. Because of their landscape position, many waterfalls occur over bedrock fed by little contributing area, so may be ephemeral and flow only during rainstorms or significant snowmelt. The further downstream, the more perennial a waterfall can be. Waterfalls can have a wide range of widths and depths (Hudson, 2013).

Waterfalls are natural descent of water of a river down a cliff in a manner that presents a breathtaking cascade of freshwater plunging down high cliffs onto a river-pool into a rainforest. Waterfalls are great for social excitements such as picnics, parties, photo and video sessions, and for academic researches. Some of the amazing waterfalls in Nigeria include Erin-Ijesha, Gurara, Farin Ruwa, Awhum, Owu, Assop, Agbokim, Kwa, Obudu and Matsirga (Isah, 2012).

2.3 Theoretical Framework

2.3.1 Butlers tourism area life cycle

This theory identified six stages that a community or country goes through in its tourism lifetime. The first stage is that of Exploration. At this stage, the number of tourists is little hence no major development. The tourists interact with the locals and utilise local products and services in the area (Butler, 2006).

The second stage is the involvement stage. This stage involves the local community developing small-scale services and accommodations to cater for the needs of increasing numbers of tourists. This stage does not attract government attention or interest in

developing a strategy for tourism management. The tourists continue to interact with local residents and cultures as in the first stage. The next stage is the development stage. Here, there is a reduction in the traditional involvement of people in the community in tourism. As the influx of tourists increase further, the government will begin to notice the tourism potential of the community. This will encourage the government to invest in the development of the area and government agencies will take over tourism management in the community. At this stage, every plan and step of the government is driven by the desire to make profit (Butler, 2006).

The fourth stage of the Tourism Area Life Cycle is the consolidation stage. This stage again involves mostly government agencies, where the visitors' influx reaches the peak and the community's facilities are stressed beyond elastic point. Pollution and anti-social behaviour begin to set in and the community loses almost all of its original appeal and culture. From this stage, the people in the community begin to resent the tourists as tourism begins to affect the area negatively. This was the experience of Majorca. Majorca is an example of a community, which has gone through the life cycle and has entered a stage of decline (Butler, 2006). The number of tourists each year to Majorca requires more resources than can be afforded from within. For example, in every summer tankers would need to bring water in to the island to cater for the tourists. In less than 40 years, tourism has dealt a deadly blow to the community's agriculture industry and much of the coastline is said to have been taken over by mass-tourism developments. Other stages, which impact negatively to the host community include stagnation and decline stages.

2.3.2 Hall's tourism market system

This theory was propounded by Michael Hall. According to the theory, “The tourism experience is central to tourism, as it places the tourist or market at the focal point of the entire system” (Beeton, 2006). Putting the “tourism experience” at the centre of tourism, suggests that every other thing like environmental effects, anti-social behaviour and the community are of little consequence. This arrangement is principally profit-driven meaning that the aim of the government is to make money at the detriment of every other thing. In this regard, any development effort in the tourist area is influenced by the need to please the prospective tourists making provisions for what they may need while in the area without thought for how the community would feel about new developments in the area.

This theory that put tourism as a priority could not be said to be out of place since the tourism experience is crucial to tourism. However, there is the need for this theory to recognise the need to carry along the tourism community and see the people as part and parcel of tourism. This is because excluding the community will have a negative impact on tourism experience, as the cultural component of tourism that many tourists seek will be absent. Beyond that, if tourism development is planned and executed without the consultation and the good will of the indigenes of the community, it can generate negative feeling towards tourists as a whole (Beeton, 2006).

2.3.3 Global and local nexus: (The theory of complexity)

This theory explains the interaction among stakeholders of tourism development from the local community to the global. It elucidates the need to view tourism as a transaction process which is driven by the global priorities of multinational co-operations, geo political forces and broader forces of economic change and the complexities of the local

communities where residents, visitors, workers, governments and entrepreneurs interact in the industry (Beeton, 2006).

At the global stage, tourism development is usually influenced by broad based economic change resulting from structures of corporate governance and the unrelenting evolutionary pressure of demographic and technological change. Global institutions play a very important role in shaping the economic environment for tourism investment and development in the world. At the national level, macroeconomic policy framework, infrastructure provision and socio cultural interconnection play a vital role in influencing tourism development. The government at all levels would need to play an important role in coordinating the tourism marketing campaigns and shaping tourism demand and behaviour (Beeton, 2006).

2.4 Review of related literature

Ndajiya *et al.* (2014) assessed the possible impact of tourism industry on Nigerian economy. Tourism is one of the fastest growing industries in the world. It embraces areas of Physical attractions like falls and rocks and so on; Manmade like amusement and holiday resorts; Wild life based attractions like games, gardens and fishing grounds; Cultural attractions like festivals, arts and crafts; Sports like local, regional and international; and Business tourism like seminars conferences and meetings. Scholars have argued even with models to justify that tourism is the best option for rapid socio-economic development of any nation, though still require much attention. The Harrold-Domar model, confirmed to the fact that international arrivals and receipts expanded at an average of 7% annually. Thus, it is obvious that it is the growth of 21st century which

has brought about rise in employment, elimination of social barriers, cultural revival, health therapy improved balance of payments, and so on. Although, inadequate funding, investment and political will have been a constraint to tourism industry, it has bright prospects if its policies are well articulated to develop it in a sustainable, equitable and responsive manner to raise the living standard of Nigerians.

Mbagwu *et al.* (2016) examined contribution of tourism to community development of Cross River State, Nigeria. This study focused on contributions of tourism to community development in Cross River State, Nigeria. Two research questions and two null hypotheses guided the study. The study adopted descriptive survey research design. The population used for the study was 357 respondents comprising, 101 community leaders and 256 tourism staff. A 21-item questionnaire and focus group discussion guide were used to elicit information from respondents and discussants. The questionnaire was analyzed using mean and standard deviation, t-test statistics was used to test the null hypotheses at 0.05 level of significance and the FGD was analyzed qualitatively. The finding shows the mean and standard deviations of the extent tourism has contributed to the economic development of Cross River State. Result shows that all the responses of respondents on items 1-11 have mean ratings above the criterion level of 2.50 with their corresponding numerical values of standard deviations, and grand mean of 2.77 with SD of 0.63. Since, the mean ratings are above the criterion level of 2.50 for accepting an item, this confirms that the respondents agreed to a high extent, that tourism has contributed to the economic development of Cross State. Findings from the study revealed among others, that tourism attracted banking institutions and communication industries; thus contributed to a high extent in economic development and very high extent in social development of Cross River State, Nigeria. The findings also revealed that tourism is an effective tool for positive image making, offers good opportunity for

personal contact and interchange of cultures and ideas; thus creating opportunities to seek cooperation, inter-tribal peace, and tranquility; it is expected that these pre-requisites for community development are sustained. It's therefore recommended that the government should promote sustainable tourism development in order to ensure that the local communities, not only the state or federal government benefits from the financial dividends generated from tourism industry within their domain.

Isah (2012) assess the implementation of Abuja tourism development master plan (2000-2010). The objective of the preparation of any tourism development master plan is to provide a guide for a short, medium and long term development framework of the sector. Hence the viability of the plan is explained by the success of the implementation programme and by extension, describes the performance of the industry. In this study, a critique of the implementation of the Abuja tourism development master plan was carried out. Observations have indicated that, important components of the plan have not been implemented. This was explained by the outcome of the assessment which shows that, physical development and upgrading has scored 0.23, marketing and promotion has scored 0.19 and events products has scored 0.20, while the overall score of the implementation programme was 0.62 points and this indicates failure of the plan implementation. Several factors were identified explaining the reasons for the failure of the plan implementation; these include: poor identification of potentials, lack of private sector involvement, inadequate funding, technical shortcomings, shortcomings associated with planning and implementation strategies, institutional constraints of policy and laws, inadequate publicity and poor advertisement. The study concluded with recommendations which include: the need to review the tourism master plan, provision of adequate funding, formulation of Abuja tourism policy and enactment of tourism laws; these would further enable tourism planners, policy makers and private sector

contribute immensely to the improvement of the planning and development of tourism sector in the F.C.T.

Ajulo *et al.* (2017) assessed the tourism potentials of two waterfalls in South-West Nigeria. Tourism could be an antidote for the present economic recession in Nigeria if well harnessed. The present study assessed the abounding potentials for tourism in Olumirin waterfall, Erin Ijesa and Arinta waterfall, Ipole-Iloro Ekiti over a period of six months from September 2015 to February 2016. The study assessed: the tourist attractions, the various hospitality facilities of the two sites for ecotourism purposes and their income generating potentials. The methods used for data collection were; direct observations and oral interview of the visitors to the waterfalls. The result of the study revealed that, hospitality facilities present at both sites were; relaxation centers, reliable security, a guest house around Olumirin waterfall, a souvenir shop where drinks and toiletries can be bought, an uncompleted restaurant, good assessable road that leads to Arinta Waterfall. It is evident from the study that the levels of development in the two sites were very low but still generating some income for the states. There is also the potential to progress as the years progresses if given attention. The study concluded that if tourist sites of this nature are well maintained, it would bring addition revenue to the state in which they are domicile (Osun and Ekiti) and improve their Internally Generated Revenue (IGR). The study therefore recommended that state governments should give attention to these tourist sites so as to upgrade it to a world class tourist centre which will attract people all over the world.

Musa *et al.* (2018) assessed the tourism potentials of Gurara waterfalls, Niger State, Nigeria. Tourism has become one of the largest and fastest growing economic sectors in the world. In Nigeria it is centered largely on events, due to the country's ample amount

of ethnic groups, but also includes rainforests, savannah, waterfalls, and other natural attractions. Gurara Waterfalls is one of these tourism sites located in Niger State, Nigeria and it has enormous potentials that can be harnessed for tourism development. This research carried out an assessment on the tourism potentials of Gurara Waterfalls, through identification and analysis of its features and surrounding environment. Interviews, site analysis checklist, observation and Questionnaires were used as primary sources of data collection, and Niger state ministry of lands and housing, internet, google earth technology and Niger state culture and tourism corporation were the sources of secondary data collection. Results shows that Land allocated by Niger State Government for the development of Gurara Waterfalls is 1,105 hectares. The Area is characterised by thick Forest, Animals, combination of undulating and flat topography. The Waterfall is at its peak during the months of June to October in rainy season when the water covers the whole cliff and off-peak period of the fall is between the month of October and May in dry season. Down the fall span about 200 metres and a depth of about 50 metres, there are no organised recreational, facilities and services or activity present at the fall, and some management challenges such as unavailability of tourists' statistics. SWOT analysis conducted showed that the Location has numerous Strengths, Weaknesses that can be controlled and the Opportunities outweighs the threats making the site a viable location for development of tourism destination.

Tunde (2012) examined the harnessing tourism potentials for sustainable development (a case of Owu water falls in Nigeria). The important roles of the tourism sector as the main instrument in socio-economic development of any nation cannot be overemphasized. Although some of the tourist centres in Nigeria are not well developed to promote socio-economic development however, the only way to realise the important roles of tourism is through a well developed, packaged and promoted tourist attractions.

This paper therefore examines the potentials of Owu falls for socio-economic development of the host Community, State and Country to ensure sustainable tourism development in Africa. The paper goes further to explain the concept of tourism, benefits of tourism to the host community, the state and the country at large. The main challenges and future prospects of the falls were also highlighted. In order to achieve the aim of the study, 200 copies of structured questionnaire were administered to both the tourists and residents of the host community. Focus group discussion and interview were used to source information from the people of the community and the staff of Kwara State Tourism Board respectively. Findings revealed that Owu falls has no socio-economic impact on the host community with calculated P-value of (0.421). The result revealed that majority 56.7% of the respondents are above 60years of age. This is as result of migration of youths to urban areas for better standard of living. About 56.7% are male and 64.7% are married. Most of them, 55.4% do not have formal education and are farmers. Majority earn less than N50, 000 annually. All these are indications that Owu-falls has not improved the standard of living of the residents of the host community. Conclusion was made that sustainable tourism development is visible and possible if government can just shift a little attention to its development.

Yusuff and Akinde (2015) studied tourism development and economic growth nexus: Nigeria's experience. Nigeria has over 7000 tourist centres and with the concerted efforts of government, tourism is becoming an essential part of the country's economy. The World Travel and Tourism Council (WTTC) in 2014 also envisaged a growth of 6 percent per annum for period of ten years for the Nigerian tourism industry. In view of this, the study focusses on empirical investigation of the contribution of the rapidly developing tourism sector to economic growth in Nigeria. The popular time series data for the period spanning from 1995 to 2013 was analyzed with econometric view

statistical package. The findings reveal a unilateral causality and positive long-run between tourism development and economic growth. Analysis of the normalized coefficients as shown in the study revealed a significant long run relationship between tourism arrival, real exchange rate and economic growth in Nigeria. Specifically a percentage change in tourism arrival results to 1.06 percentage change in Nigerian economic growth. The tourism-led growth is also thus confirmed for Nigeria. The study recommends adequate security, increase investment in infrastructure and tourist centres to boost tourism activities in the country.

Ogunberu (2011) studied socio-economic impact of tourism development along the coast line of Lagos State, Nigeria. Nigeria has abundant tourism components that could make her the leading tourism provider in Africa. There are numerous attractions ranging from places of natural beauty to cultural and historical heritage. Coastal tourism has been a phenomenon within tourism industry in Nigeria. The coastal environment of Nigeria has a rich and diverse ecosystem with natural resources, vegetation, and large human agglomerations. The research on the socio-economic impact of tourism development along the coast line of Lagos was thoroughly conducted and assessed to a level of acceptability. The objectives of this research work are to promote tourism development along the coastal line of Lagos, to carve-out socio-economic roles for tourism providers vis-à-vis adjoining settlement, to assess the socio-economic contribution of tourism development on the host community and to recommend a way forward towards the enhancement of coastal tourism in Nigeria. The empirical part involved the use of qualitative research method which includes interviews and observations. The findings of this study revealed that the coastal line of Lagos as a tourist attraction has a positive socio-economic impact on the people of the area in terms of job creation, income generation, infrastructural development and other positive

elements. Though, there seems to be problems within the region and for that reasons, few recommendations are put forward to give likely solutions and they are: Provision of infrastructural facilities to enhance development in the area, government-private partnership, community involvement to encourage grassroots participation, expansion of the coast line to decongest the already existing ones, security, promotion, coastal zone management and political will on the side of the government. If these recommendations can be followed, the coastal line of Lagos will be an attractive tourist destination in years to come.

Ijeoma *et al.* (2010) assessed Urashi waterfall ecotourism development and cultural challenges in Dikenafai, Ideato South Local Government Area, Nigeria. The study examined the cultural challenges posed by the Urashi Waterfall ecotourism development in Dikenafai, Ideato Local Government Area, Nigeria. Data for this study were collected through questionnaires using non structured method, and complemented with observations, focus group discussions and in-depth interviews. A total of 100 respondents separated by gender, village settlement, location of residence and generation were sampled. One focus group discussion separated by age and gender was conducted in each village. In all, four focus group discussions were conducted. Destruction of the Urashi shrine, felling of all merchantable trees in Urashi enclave, felling of ‘evil trees’ in Dikenafai community, and division of the community members based on religious interests were indicated by all respondents (100.0%) as cultural challenges (100.0%) posed by ecotourism development in Dikenafai.

Consequently, Dikenafai community is vulnerable to erosion menace (100.0%) and exposed to scorching sun rays (100.0%) as many economic and shade trees (100.0%) were destroyed. All respondents (100.0%) are afraid of landslide in the Urashi enclave

due to erosion, hence accepted that erosion control measures should be embarked upon to safe the situation. However, majority of the respondents (66.0%) are not willing to embark on afforestation project as it is not part of their culture coupled with land scarcity. All female discussants (50.0%) and majority of the male discussants below 40 years (21.88%) supported the religious exercise. About 68.76% including all female discussants indicated that the cultural conflict would have no effect on tourist visitation. However, some (40.0%) respondents are afraid that the Urashi deity may seize the flow of the Urashi water, while others (60.0%) perceived that the religious exercise would rather fasten the rate of flow of the Urashi water while maintaining its attendant purity. Development of workable policies for the management of the Urashi Waterfall Ecotourism in Dikenafai requires some politics because of different interest groups. Development of Urashi Waterfall tourism could be realized as the major patronage will be from none indigenes of Dikenafai community. Moreover, both those who supported the deforestation exercise and those who did not support it are indirectly encouraging tourism development though from different perspectives.

Hafizullah (2014) studied the potential of tourism in border destinations of Jammu and Kashmir in India. This study aims to examine the tourism potentials in the border destinations of Jammu and Kashmir (J&K) and moreover, to present suggestions towards development of tourism in the border tourism destinations of Jammu and Kashmir. Jammu and Kashmir is one of the most famous tourist destinations of India having very rich tourism potential. To reach the study objective the data for this descriptive study was collected from various magazines, journals, newspapers, published and unpublished articles, reports and different websites on the internet; besides this, the author is a resident of Jammu and Kashmir and has travelled to several border tourist attractions in both Jammu and Kashmir and noted the status of border

tourism potentials of the state for himself. Out of 22 districts of Jammu and Kashmir, there are seven border districts (Ponch, Rajur, Baramulla, Bandipora, Kupwara, Kargil and Leh) sharing Indian international borders with Pakistan, Afghanistan and China.

The border destinations of Jammu and Kashmir are rich in tourism potential which are famous for their many historical monuments, mountain peaks, scenic beauty, wild life, local cultures etc. However, in spite of having sound tourism potential, these areas are also economically backward; the living standard of local inhabitants is low and employment opportunities are few which means that tourism is not developed systematically in these border destinations of Jammu and Kashmir. There is thus a huge need to promote tourism education among the locals and also to develop a rudimentary tourism infrastructure in the respective areas of J&K.

2.5 Economic Impacts of Tourism in Africa

Tourism economic benefits are touted by the industry for a variety of reasons. Tourism businesses depend extensively on each other as well as other businesses, government and residents of the local community. Economic benefits of tourism will reach virtually every-one in the region in one way or another. Tourism's economic impacts are therefore an important consideration in state, regional and community planning and economic development. Economic impacts are also important factors in marketing and management decisions. Communities therefore need to understand the relative importance of tourism to their region, including tourism's contribution to economic activity in the area (Khuoje, 2013).

However, from the ecological point of view tourism is often more acceptable and preferable than any other industrial production, as it is environmentally friendlier. The

problem is that it is not easy to change the traditional way of life of the local communities. It often creates pseudo conflicts. Undoubtedly in some regions or countries the alternative industries are even more harmful to the environment than tourism. Tourism has the power to affect cultural change. Successful development of a resource can lead to numerous negative impacts. Among these are overdevelopment, assimilation, conflict, and artificial re-construction. While presenting a culture to tourists may help preserve the culture, it can also dilute or even destroy it. The point is to promote tourism in the region so that it would both give incomes and create respect for the local tradition and culture (Khujie, 2013).

Economic impacts of tourism are therefore an important consideration in state, regional and community. The impacts of tourism are also important factors in marketing and management decisions. Communities therefore need to understand the relative importance of tourism to their region, including tourism's contribution to economic activity in the area. Furthermore, the activities of tourism involves economic cost which includes direct construction incurred by tourism businesses, government cost for infrastructure to serve the tourist, as well as congestion and related cost borne by the individual in the given region (Ratze and Puczko, 2013).

According to Khujie, in 2012, Africa attracted 33.8 million visitors, up from a low 6.7 million visitors in 1990, and its receipts from tourism for the same year amounted to over \$36 billion, or 2.8 per cent of the region's GDP. With these statistics it shows how Africa's tourism revenue is increasing and showing positive improvement in the sector. If the tourism sector is well developed and managed properly, tourism has the potential to accelerate Africa's economic growth and job creation. The tourism potential of tourism is remarkable, with direct and indirect impact on employment. In Africa alone,

travel and tourism generated 8.2 million direct jobs in 2012. Africa is home to the world's youngest population, with close to 70% of its population below the age of 25, and youth constituting about 37% of the labour force, but making up approximately 60% of unemployment. For this reason, government in various Africa countries aim to promote tourism through the development of cross-border infrastructure and regional transport corridors, which will facilitate the movement of people and goods on the continent. Africa's future looks bright given the huge growth in adventure and eco-tourism, coupled with the continent's rich cultural heritage and natural beauty (Khujje, 2013).

Nigeria is endowed in various tourists sites scattered all over the country as well as cultural festivals which mirror the lifestyles and culture of the people. In the northern part of the country, the Yankari game reserve, hiking and guided tours in Wushapa, FCT, and Argungu fishing festival displays among others are popular tourists' attractions. Looking at the Lagos beach resort, which is one of the popular tourist attractions in Africa, and also the first storey building in Nigeria. Nigeria has a wide range of tourist activities to offer. It is a coastal country and the main attraction for the tourists is the long beaches and the marine activities. Apart from this, the other attractions are the historical monuments, exciting trips to the tropical forests, exploring the wildlife, art and culture and the lifestyle of the country. Traditions and culture of the country represents the simplicity in the lifestyle of the dwellers. The markets of Nigeria showcase the handicrafts and sculptures, the hotels and other accommodation facilities represent the warm hospitality and local customs and the calm and peaceful environment enhances into the beauty of the country. These factors make the memories of Nigeria tour everlasting (Khujje, 2013).

In Nigeria and Niger State in particular, few researchers have examined various developments in tourism industry including tourism potentials but none has assessed the tourism potentials of Gurara and Mayanka waterfalls in Niger State, Nigeria. This study therefore attempts to bridge this research gap.

CHAPTER THREE

3.0 MATERIALS AND METHODS

In this chapter, different sources and types of data, as well as research techniques to be used, are described. Furthermore, a preview is given of how the data will be analyzed, interpreted and used in this thesis, with highlight of benefits.

3.1 Sources of Data

The sources of data for this study include primary and secondary data sources. It provided a framework for gathering of research database that were modeled and interpreted for this thesis. The primary sources of data used in this thesis include questionnaire administration, oral interview and reconnaissance survey. These were used to achieve the stated objectives.

The secondary data are those data that have been used by previous researchers, as well as Niger State Government documents on tourism of the study areas. Other secondary sources include journals, textbooks, newspapers, unpublished and published theses, and the internet.

3.2 Instruments for Data Collection

The instruments for data collection of this study include questionnaire design, oral interview and reconnaissance survey.

3.2.1 Questionnaire design

The structured questionnaire design is part of the instrument for data collection which is aimed at obtaining detailed information on how to achieve the stated objectives of the study. Two sets of structured questionnaires were administered to the residents around Gurara and Mayanka waterfalls. The questionnaire was structured into five sections based on the research objectives. The sections include the following:

Section A: Demographic characteristics of the respondents.

Section B: Tourism potentials of the study areas.

Section C: Shortcoming of effective implementation of tourism master plans in the study areas.

Section D: Possible constraints to tourism in Gurara and Mayanka waterfalls.

3.2.2 Oral interview

Oral interview is an effective research technique which help the interviewer access his or her information needed to carry out his research effectively and efficiently. This method involves personal meetings with designated tourism officials in Niger State Ministry of tourism development and stakeholders that are into tourism development in the study areas. This information derived from the oral interview was integrated into that of questionnaire analysis during results and discussion.

3.2.3 Reconnaissance survey

The reconnaissance survey revealed those areas within the study area that are good tourist sites, as well as their constraints. Thus, some of the residents were selected randomly in a stratified way which adequately represents the expansion of the tourist sites. And the observations were based on the aim and objectives of the research work. This information was used to the generate questionnaire and oral interview.

3.3 Sample Size and Technique

Sample size was drawn using Taro Yamane formula. This formula is concerned with applying a normal approximation with a confidence level of 95% and a limit of tolerance level (error level) of 5%.

Sample points for this study include some officials of Niger State Ministry of Tourism (12 staffs), Local Government officials, and residents; as well as stakeholders of the study areas. With the total population of Bonu ward 6,479 and Wambai 8,924.

To this extent the sample size was determined by

$$n = \frac{N}{1 + N * (e)^2}$$

Where: n = the sample size

N = population (Include residents of Bunu in Gurara and Wambai in Mayanka)

e = the limit of tolerance (0.05)

$$\text{Therefore, } n = \frac{15,403}{1 + 15,403(0.05)^2}$$

$$= \frac{15,403}{1 + 15,403(0.0025)} = \frac{15,403}{1 + 38.5} = \frac{15,403}{39.5} = 390 \text{ respondents}$$

The study respondents were 390. Two hundred and twenty questionnaires were administered in Gurara waterfall and 170 questionnaires were administered in Mayanka waterfall. Simple random sampling was used to distribute the questionnaires among the respondents. Three hundred and eleven questionnaires were returned which were used for data analysis, while some were returned but the information was not completed.

3.4 Method of Data Analysis

3.4.1 Tourism potentials of the study area

To achieve objective one, which require the evaluation of the tourism potentials of in the study area, five-point rating scale was used for data analysis. Statistical Package for the Social Sciences (SPSS 19.0) software was used in analyzing the descriptive

statistical technique (five-point rating scale with numerical response options in descending order of Strongly agree, Agree, Undecided, Disagree and Strongly disagree) were used in this study.

3.4.2 Shortcoming of effective implementation of tourism master plans in the study areas

To achieve objective two, which is to assess the shortcoming of effective implementation of tourism master plans of the study area, five-point rating scale was used for data analysis. Five-point rating scale with numerical response options in descending order of Strongly agree, Agree, Undecided, Disagree and Strongly disagree was adopted in this study.

3.4.3 Possible constraints confronting tourism in the study area

To achieve objective three, which is to analyze the possible constraints confronting tourism in the study areas, four-point rating scale was used for data analysis. This objective was achieved through four-point rating scale with numerical response options in descending order of Very High Constraint (VHC)-4 points, High Constraint (HC)-3 points, Low Constraint (LC)-2 points and Very Low Constraint (VLC)-1 point.

Table 3.1 Four point rating scale

S/N	Outcomes	Points
1	Very High Constraint (VHC)	4 points
2	High Constraint (HC)	3 points
3	Low Constraint (LC)	2 points
4	Very Low Constraint (VLC)	1 point

Table 3.2 Summary of material and method

S/N	Objective	Source of data	Types of data	Data analysis
i.	Evaluate the tourism potentials in the study areas	Respondent and Niger State tourism board.	Primary data (Qualitative data)	Frequency percentage
ii.	Assess Shortcoming of effective implementation of tourism master plans in the study areas.	Respondent and Niger State tourism board.	Primary and Secondary data (Qualitative and Quantitative data)	Five-point rating scale
iii.	Analyze possible constraints of tourism in the study areas	Niger State tourism development board	Primary data (Qualitative data)	Four-point rating scale

CHAPTER FOUR

4.0 RESULTS AND DISCUSSION

4.1 Demographic Characteristics

The demographic characteristics of the respondent include gender and marital status.

4.1.1 Gender of the respondents

As revealed in Table 4.1, 278 sample population affirmed that 278 were males, and 33 sample population were females. This implies that majority of the sample population

were males. Married respondents ranked the highest with 51.8%, single respondents ranked second with 34.1%, while divorced respondents ranked the least with 1%. This implies that majority of the sample population were married and knows the advantage of utilizing tourist sites for socioeconomic development.

Table 4.1: Gender and marital status of the respondents

Gender	Frequency	Percentage (%)
Males	278	89.4
Females	33	10.6
Total	311	100

Marital Status		
Single	106	34.1
Married	161	51.8
Divorced	3	1.0
Widow / Widower	41	13.1
Total	311	100

Source: Field survey (2019)

4.2 Tourism potentials of the study area



Plate I: Gurara waterfalls

Source: Field survey (2019)



Plate II: Mayanka waterfalls

Source: Field survey (2019)

As shown in Plate I and II of the study, both Gurara and Mayanka waterfalls were good tourism potential sites. As revealed in Table 4.2, the selected locations can have

international outlook based on opinion of the respondents in the study area. Gurara ranked highest with 161 respondents in strongly agree option and Mayanka ranked the least with 79 respondents. Gurara also ranked highest with 42 respondents in agree option and Mayanka ranked the least with 29 respondents. This implies that the majority of the respondents strongly agree that the areas can have international outlook and the reasons were given in Table 4.3 of the study.

Table 4.2: Presence of international outlook

Options	SA	A	UD	D	SD	Frequency	Percentage
	(5)	(4)	(3)	(2)	(1)		(%)
Gurara	161	42	0	0	0	203	65.3
Mayanka	79	29	0	0	0	108	34.7
Total	240	71	0	0	0	311	100

Source: Field survey (2019)

As shown in Table 4.3, the reasons for international outlook include improve standard of living, increase job opportunities, increase tourism development, and reduce crime rate. Increase job opportunity ranked highest with 157 respondents, increase tourism development ranked second with 61 respondents, improve standard of living ranked third with 54 respondents and reduce crime rate ranked the least with 39 respondents. This implies that the major reason for the international outlook was increased job opportunity.

Table 4.3: Reasons for international outlook

Options	Frequency	Percentage (%)
Improve standard of living	54	17.4
Increase job opportunities	157	50.5
Increase tourism development	61	19.6
Reduce crime rate	39	12.5
Total	311	100

Source: Field survey (2019)

With regard to Gurara and Mayanka Waterfalls having good natural environment combined with rich culture and history, Table 4.4 revealed that the study areas have good natural environment combined with rich culture and history. Strongly agree ranked highest with 173 respondents from Gurara sample point and agree ranked the least with 22 respondents.

Table 4.4: Does the Gurara and Mayanka waterfalls have a good natural environment, combined with rich culture and history

Options	SA	A	UD	D	SD	Frequency	Percentage
	(5)	(4)	(3)	(2)	(1)		(%)
Gurara	173	45	0	0	0	218	70.1
Mayanka	71	22	0	0	0	93	29.9
Total	244	67	0	0	0	311	100

Source: Field survey (2019)

As revealed in Table 4.5, Gurara waterfall attracts both Nigerians (local) and Foreigners while Mayanka waterfalls attracts Nigerians (local) as perceived by the respondents. Strongly agree ranked highest with 164 respondents, while no respondent disagree in Gurara waterfalls. In Mayanka waterfall, disagree ranked highest with 64 respondents and strongly disagree ranked the least with 42 respondents. This implies that only Gurara waterfalls attract both Nigerians and Foreigners. Plate III and IV shows visitation of both Nigerians (local) and foreigners to Gurara waterfalls.

Table 4.5: Do this tourist sites attracting both Nigerians (locals) and Foreigners

Options	SA	A	UD	D	SD	Frequency	Percentage
	(5)	(4)	(3)	(2)	(1)		(%)
Gurara	164	41	0	0	0	205	65.9
Mayanka	0	0	0	64	42	106	34.1
Total	164	41	0	0	0	311	100

Source: Field survey (2019)



Plate III: Foreigners visitation to Gurara waterfall

Source: Field survey (2019)



Plate IV: Foreigners / Nigerians (local) visitation to Gurara waterfall

Source: Field survey 2019

As revealed in Table 4.6, there were only relaxation centres and no presence of souvenir shops. Two hundred and one (201) respondents from Gurara and Mayanka affirmed the presence of relaxation while 110 respondents disaffirmed the presence of souvenir shops in the study area. This implies that there were only relaxation centres and no presence of souvenir shops.

Table 4.6: Present of relaxation centres and souvenir shops

Options	SA	A	UD	D	SD	Frequency	Percentage
	(5)	(4)	(3)	(2)	(1)		(%)
Gurara	141	7	0	14	21	183	58.8
Mayanka	31	22	0	48	27	128	41.2
Total	172	29	0	62	48	311	100

Source: Field survey (2019)

As revealed in Table 4.7, major players in restoring tourism sector in the study areas include investors, host community, Local Government Authority, State Government. State government, Local government authority, Investors/Host community ranked highest with 136 respondents and State government ranked the least with 32 respondents. This implies that the major player in restoring tourism sector was State government, Local government authority, Investors / Host community.

Table 4.7: Major players in developing tourism sector

Options	Frequency	Percentage (%)
State government	32	10.3
Investors / State government	63	20.3
State government / Local government authority	41	13.2
Local government authority / Host community	39	12.5
State government, Local government authority, Investors/Host community	136	43.7
Total	311	100

Source: Field survey (2019)

As revealed in Table 4.8, the level of tourists activities in the study area include developed, partially developed and under-developed. Under developed ranked highest with 168 respondents and partially-developed ranked the least with 143 respondents.

Table 4.8: Level of tourist activities in the study area

Options	Frequency	Percentage (%)
Developed	0	0
Partially-developed	143	46.0
Under-developed	168	54.0
Total	311	100

Source: Field survey (2019)

4.3 Shortcoming of Effective Implementation of Tourism Master Plans in the Study Areas

As indicated in Table 4.9, 189 respondents strongly agree there is existing tourism master plan for Gurara waterfalls, 116 respondents strongly disagree with the existing of tourism master plan for Mayanka waterfall. This implies that only Gurara waterfalls has tourism master plan but the implementation of the master plan was very low as revealed in Table 4.10 and 4.11 of the study. Responses from official of Niger State Ministry of and Tourism indicate low implementation of tourism master plans for Gurara waterfall.

Table 4.9: Does Gurara and Mayanka waterfalls have tourism master plan

Options	SA	A	UD	D	SD	Frequency	Percentage
	(5)	(4)	(3)	(2)	(1)		(%)
Gurara	189	6	0	0	0	195	62.7
Mayanka	0	0	0	45	71	116	37.3

Total	189	6	0	45	71	311	100
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Source: Field survey (2019)

As indicated in Table 4.10 with regard to presence of hotels, motels, guest houses and restaurants, strongly disagree ranked the highest with 186 respondents and disagree ranked the least with 125 respondents. This implies that there were no hotels, motels, guest houses and restaurants which were itemize in Gurara waterfalls master plan and Mayanka waterfalls (see Appendix II).

Table 4.10: Are there any hotels, motels, guest houses and restaurants etc established in the community as result of the physical attraction

Options	SA (5)	A (4)	UD (3)	D (2)	SD (1)	Frequency	Percentage (%)
Gurara	0	0	0	80	115	195	62.7
Mayanka	0	0	0	45	71	116	37.3
Total	0	0	0	125	186	311	100

Source: Field survey (2019)

As shown in Table 4.11, reasons for non-implementation of tourism master plan for Gurara waterfall and lack of master plan for Mayanka waterfalls include poor identification of potentials, lack of private sector involvement, inadequate funding, technical shortcoming associated with planning and implementation, inadequate publicity and institutional constraints of policy and laws. Inadequate funding ranked highest with 109 respondents, inadequate publicity ranked second with 65 respondents

and institutional constraints of policy and laws ranked the least with 23 respondents. This implies that the major reason for non-implementation of tourism master plan for Gurara waterfall and lack master plan for Mayanka waterfall was inadequate funding.

Table 4.11: Reasons for non-implementation of tourism master plans for Gurara and lack of master plan for Mayanka waterfall

Options	Frequency	Percentage (%)
Poor identification of potentials	44	14.1
Lack of private sector involvement	31	10.0
Inadequate funding	109	35.0
Technical shortcoming associated with planning and implementation	39	12.5
Institutional constraints of policy and laws	23	07.4
Inadequate publicity	65	21.0
Total	311	100

Source: Field survey (2019)

As indicated in Table 4.12, 161 respondents ranked highest in strongly agree and 79 respondents ranked least. Forty two respondents ranked the highest in agree section of Table 4.11 and 29 respondents ranked the least. This implies that there were direct benefits for the expansion of tourism sites.

Table 4.12: Presence of direct benefits for the expansion

Options	SA	A	UD	D	SD	Frequency	Percentage (%)
	(5)	(4)	(3)	(2)	(1)		
Gurara	161	42	0	0	0	203	65.3

Mayanka	79	29	0	0	0	108	34.7
Total	240	71	0	0	0	311	100

Source: Field survey (2019)

As revealed in Table 4.13, the direct benefits of the expansion of tourism sites includes increases recreation for both tourist and host community, increases exposure of the inhabitants of sites and international standard and increases internal and external revenue generation. Increases recreation for both tourist and host community ranked highest with 157 respondents and increases exposure of the inhabitants of sites and international standard ranked the least with 24 respondents. This implies that the major direct benefit of the expansion of tourism sites was increases recreation for both tourist and host community.

Table 4.13: Direct benefits of the expansion of tourism sites

Options	Frequency	Percentage (%)
It increases recreation for both tourist and host community	157	50.5
It increases exposure of the inhabitants of sites and international standard	24	07.7
Increases internal and external revenue generation	130	41.8
Total	311	100

Source: Field survey (2019)

As indicated in Table 4.14, 151 respondents ranked highest in strongly agree and 79 respondents ranked the least. Forty two respondents ranked highest in agree section of Table 4.13 and 22 respondents ranked the least. This implies that there were indirect benefits for the expansion of tourism sites.

Table 4.14: Presence of indirect benefits of the expansion

Options	SA (5)	A (4)	UD (3)	D (2)	SD (1)	Frequency	Percentage (%)
Gurara	151	42	0	10	0	203	65.3
Mayanka	79	22	0	7	0	108	34.7
Total	230	64	0	17	0	311	100

Source: Field survey (2019)

As shown in Table 4.15, It increases socio-economic development to the host communities ranked highest with 115 respondents, boosts the internally generated revenue of the State ranked second with 73 respondents and it gives the host communities global recognition ranked the least with 45 respondents. This implies that the major indirect benefit of the expansion of tourism sites was increase socio-economic development to the host communities.

Table 4.15: Indirect benefits of the expansion of tourism sites

Options	Frequency	Percentage (%)
It increase socio-economic development to the host communities	115	39.1

It increase standard of living of the host communities	61	20.8
It boosts the internally generated revenue of the State	73	24.8
It gives the host communities global recognition	45	15.3
Total	294	100

Source: Field survey (2019)

As revealed in Table 4.16, 203 respondents ranked highest in strongly disagree section of Table 4.15, and 108 respondents ranked the least. This implies that there was no settler to the host communities.

Table 4.16: Presence of settlers to the host communities

Options	SA (5)	A (4)	UD (3)	D (2)	SD (1)	Frequency	Percentage (%)
Gurara	0	0	0	0	203	203	65.3
Mayanka	0	0	0	0	108	108	34.7
Total	0	0	0	0	311	311	100

Source: Field survey (2019)

4.4 Possible Constraints of Tourism in the Study Area

As revealed in Table 4.17, the possible constraints of tourism in the study areas include lack of political will, lack of strategic marketing, lack of promotional programmes, and lack of proposed event product development; like festivals. Lack of political will ranked highest with 110 respondents and lack of promotional programmes ranked least with 46 respondents. This implies that the major possible constraint was lack of political will for the tourism sites.

Table 4.17: Possible constraint of tourism in the study area

Options	Frequency	Percentage (%)
Lack of Political will	110	35.4
Lack of strategic marketing	80	25.7
Lack of promotional programmes	46	14.8
Lack of proposed event products development like festivals	75	24.1
Total	311	100

Source: Field survey (2019)

As indicated in Table 4.18, 139 respondents strongly agreed there are roads that connect the Gurara tourist site and 36 respondents affirmed the presence of roads that connect Mayanka tourist site. Ninety six (96) respondents selected the disagree option which revealed that there are no roads that connect the selected tourism sites. This implies that there are roads at Gurara tourism site, but no roads at Mayanka waterfalls.

Table 4.18: Are there roads that connect to tourism sites

Options	SA	A	UD	D	SD	Frequency	Percentage
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	(5)	(4)	(3)	(2)	(1)		(%)
Gurara	139	0	0	21	0	160	51.4
Mayanka	0	36	0	75	40	151	48.6
Total	139	36	0	96	40	311	100

Source: Field survey (2019)

As revealed in Table 4.19, the condition of roads in the study areas include tarred, not tarred but motorable and not motorable. Not motorable ranked highest with 143 respondents and tarred ranked the least with 67 respondents. This implies that majority of roads in the study area are not motorable.

Table 4.19: What is the condition of roads in tourism sites?

Options	Frequency	Percentage (%)
Tarred	67	21.5
Not tarred but motorable	101	32.5
Not motorable	143	46.0
Total	311	100

Source: Field survey (2019)

As indicated in Table 4.20, communication network coverage ranked highest with 280 respondents, security service ranked second with 21 respondents, and electricity ranked the least with 10 respondents. This implies that the major existing social amenity is communication network coverage.

Table 4.20: Select any amenities available

Options	Frequency	Percentage (%)
Electricity	10	03.2
Pipe borne water	0	0
Public toilet facility	0	0
Communication (phone) network coverage	280	90.0
Security service	21	06.8
Total	311	100

Source: Field survey (2019)

As revealed in Table 4.21, there are no health centres in the selected tourism sites since the whole (311) respondents disaffirmed the presence of health centre either primary or secondary.

Table 4.21: Are there any health centers in tourism sites

Options	SA	A	UD	D	SD	Frequency	Percentage
	(5)	(4)	(3)	(2)	(1)		(%)
Gurara	0	0	0	11	159	170	54.7

Mayanka	0	0	0	16	125	141	45.3
Total	0	0	0	27	284	311	100

Source: Field survey (2019)

4.5 Summary of Findings

The summary of findings for this study includes

- (a) As revealed in Table 4.2, the selected locations can have international outlook based on opinion of the respondents in the study area. Gurara ranked highest with 161 respondents in strongly agree option and Mayanka ranked the least with 79 respondents. Gurara also ranked highest with 42 respondents in agree option and Mayanka ranked the least with 29 respondents. This implies that the majority of the respondents strongly agree that the areas can have international outlook and the reasons are given in Table 4.3 of the study.
- (b) As shown in Table 4.3, the reasons for international outlook include improved standard of living, increases job opportunity, increases tourism development and reduce crime rate. Increases job opportunity ranked the highest with 157 respondents, increases tourism development ranked second with 61 respondents, raise standard of living ranked third with 54 respondents and reduces crime rate ranked the least with 39 respondents. This implies that the major reason for the international outlook is increases job opportunities.

- (c) With regard to Gurara and Mayanka Waterfalls having good natural environment combined with rich culture and history, Table 4.4 revealed that the study areas have good natural environment combined with rich culture and history. Strongly agree ranked highest with 173 respondents from Gurara sample point 71 respondent from Mayanka sample point and agree ranked least with 45 from Gurara sample point and 22 respondents from Mayanka sample point.
- (d) As revealed in Table 4.5, Gurara waterfall attracts both indigenes and non-indigenes while Mayanka waterfall attracts indigenes as perceived by the respondents. Strongly agreed ranked highest with 164 respondents while no respondent disagreed or strongly disagree in Gurara waterfall. In Mayanka waterfall, disagree ranked highest with 64 respondents and strongly disagree ranked the least with 42 respondents. This implies that only Gurara waterfall attract both indigenes and non-indigenes.
- (e) As revealed in Table 4.7, major players in restoring tourism sector in the study areas include investors, host community, Local Government Authority, State Government. State government, Local government authority, Investors/Host community ranked highest with 136 respondents and State government ranked the least with 32 respondents. This implies that the major player in restoring tourism sector was State government, Local government authority, Investors/Host community.
- (f) As revealed in Table 4.8, the level of tourists activities in the study area include developed, partially-developed and under-developed. Under-developed ranked highest with 168 respondents and partially-developed ranked the least with 143 respondents.

- (g) As indicated in Table 4.9, 189 respondents strongly agree that their exist tourism master plan for Gurara waterfall, 116 respondents strongly disagree for tourism master plan for Mayanka waterfall. This implies that only Gurara waterfall has tourism master plan but the implementation of the master plan was very low as revealed in Table 4.10 and 4.11 of the study.
- (h) As indicated in Table 4.10 with regard to presence of hotels, motels, guest houses and restaurants, strongly disagreed ranked the highest with 186 respondents and disagreed ranked the least with 125 respondents. This implies that there were no hotels, motels, guest houses and restaurants which were itemize in Gurara waterfall master plan and Mayanka waterfalls (see Appendix II).
- (i) As shown in Table 4.11, reasons for non-implementation of tourism master plan for Gurara waterfall and lack of master plan for Mayanka waterfall include poor identification of potentials, lack of private sector involvement, inadequate funding, technical shortcoming associated with planning and implementation, inadequate publicity and institutional constraints of policy and laws. Inadequate funding ranked highest with 109 respondents, inadequate publicity ranked second with 65 respondents and institutional constraints of policy and laws ranked the least with 23 respondents. This implies that the major reason for non-implementation of tourism master plan for Gurara waterfall and lack master plan for Mayanka waterfall was inadequate funding.
- (j) As revealed in Table 4.12, the direct benefits of the expansion of tourism sites includes increases recreation for both tourist and host community, increases exposure of the inhabitants of sites and international standard and increases

internal and external revenue generation. Increases recreation for both tourist and host community ranked highest with 157 respondents and increases exposure of the inhabitants of sites and international standard ranked the least with 24 respondents. This implies that the major direct benefit of the expansion of tourism sites was increases recreation for both tourist and host community.

(k) As shown in Table 4.14, It increases socio-economic development to the host communities ranked highest with 115 respondents, boosts the internally generated revenue of the State ranked second with 73 respondents and it gives the host communities global recognition ranked the least with 45 respondents. This implies that the major indirect benefit of the expansion of tourism sites was increases socio-economic development to the host communities.

(l) As revealed in Table 4.16, the possible constraints of tourism in the study areas include lack of political will, lack of strategic marketing, lack of promotional programmes and lack of proposed event product development like festival. Lack of political will ranked highest with 110 respondents and lack of promotional programmes ranked the least with 46 respondents. This implies that the major possible constraint was lack of strategic marketing for the tourism sites.

(m)As indicated in Table 4.17, 139 respondents strongly agree that is roads that connect the Gurara tourist site and 36 respondents affirmed the presence of roads that connect Mayanka tourist site. Ninety six (96) respondents selected the disagreed option which revealed that there are no roads that connect the selected tourism sites. This implies that there were roads in Gurara tourism site but no good roads in Mayanka waterfall.

- (n) As revealed in Table 4.18, the condition of roads in the study areas include tarred, not tarred but motorable and not motorable. Not motorable ranked highest with 143 respondents and tarred ranked the least with 67 respondents. This implies that majority of roads in the study area were not motorable.
- (o) As indicated in Table 4.19, communication network coverage ranked highest with 280 respondents, security service ranked second with 21 respondents and electricity ranked the least with 10 respondents. This implies that the major social amenity was communication network coverage.
- (p) As revealed in Table 4.20, there are no health centres in the selected tourism sites since the whole (311) respondents disaffirmed the presence of health centre either primary or secondary.

CHAPTER FIVE

5.0 CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

Tourism is an important instrument for augmenting economic development in the study area. It has created employment through guides, handicrafts, food stalls and transport in both Gurara and Mayanka waterfalls. It can contribute largely to the national income and Niger State's internally generated revenue. Despite these advantages, the possible constraints include lack of health centres, inadequate motorable roads that connect the selected tourist sites, lack of strategic marketing, lack of promotional programmes and lack of proposed event product development like festival.

In summary, this research reveals that the level of awareness and general visitation to tourist centres is low. This is arguably due to inherent lack of tourism culture, lack of

publicity and inadequate promotional activities coupled with the poor level of development of tourist destinations and low consumer incomes.

From findings, it was revealed that Gurara and Mayanka waterfalls are yet to have significant impacts on the socio-economic development of the inhabitants of the host communities and the state at large.

5.2 Recommendations

Based on the summary of findings and conclusion of this study, the following recommendations were made to enhance tourism potentials of Gurara and Mayanka waterfalls in Niger State, Nigeria.

- 1) It is recommended that tourism could flourish at Gurara and Mayanka Waterfalls in Niger State through proper co-operation and co-ordination of the key players which include tourism investors, Niger State Government, Host Communities and Local Government Authority.
- 2) Finance, which is very crucial to any development project, should be provided either by the Niger State Government, Private investors or PPPs (Public-privates partnership), but subject to host communities opinions and suggestions through adequate consultations and engagement.
- 3) There should be host communities engagement and impact of development must be given high cognizance as lack of community acceptance can have adverse effect on any development. If tourism at Gurara and Mayanka is planned well, it will be a source of opening up the rural areas which will balance tourist demands, local human, cultural and natural resources.
- 4) Promotion of tourism particularly Gurara and Mayanka waterfalls will develop the host communities, Niger State, Nigeria and Africa at large. Government

should therefore shift attention to them based on their potentials by encouraging investors and stakeholders to develop the sites as well as the host communities. This in turn will enhance sustainable development and improve the well-being of residents of the host communities.

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Appendix I

**DEPARTMENT OF GEOGRAPHY
FEDERAL UNIVERSITY OF TECHNOLOGY, MINNA, NIGER STATE**

Gurara Waterfall Questionnaire

QUESTIONNAIRE ON ASSESSMENT OF THE TOURISM POTENTIALS OF GURARA AND MAYANKA WATERFALLS IN NIGER STATE, NIGERIA

Dear respondent,

This Questionnaire is designed to obtain information on the Assessment of the Tourism Potentials of Gurara and Mayanka Waterfalls. Please, kindly assist by filling the necessary information where appropriate. Any information obtained will be held in strict confidence and will be used solely for the purpose of this academic study. Please tick or write in the appropriate location.

Section A: Demographic Information

1. Sex: Male [] Female []
2. Marital status:

- a. Single [] b. Married [] c. Divorced [] d. Widow / Widower []
- 3. Age: a. 18-25 [] b. 26-35 [] c. 36-50 [] d. 50 & above []
- 4. Educational background:
 - a. None [] b. Primary edu [] c. Secondary education [] d. Tertiary education []
- 5. Occupation: a. Farming [] b. Hunting [] c. Business [] d. Civil servant []

Section B: Tourism potentials of the study area

1. Can it have international outlook?
 - a. Strongly agree - 5points [] b. Agree - 4points [] c. Undecided - 3points []
 - d. Disagree - 2points [] e. Strongly disagree - 1points []
2. If agreed, select the reasons below
 - a. Improve standard of living []
 - b. Increase job opportunities []
 - c. Increase tourism development []
 - d. Reduce crime rates []
 - e. Others (specify).....
3. Does Gurara Waterfalls have a good natural environment combined with rich culture and history?
 - a. Strongly agreed -5points [] b. Agree - 4points [] c. Undecided -3points []
 - d. Disagree - 2points [] e. Strongly disagree - 1points []
4. Do these tourist sites attract both indigenes and non-indigenes?
 - a. Strongly agree -5points [] b. Agree - 4points [] c. Undecided -3points []
 - d. Disagree - 2points [] e. Strongly disagree - 1points []
5. Do the waterfalls have relaxation centres and a souvenir shops?
 - a. Strongly agree -5points [] b. Agree - 4points [] c. Undecided -3points []
 - d. Disagree - 2points [] e. Strongly disagree - 1points []
6. Select the major players in restoring tourism sector?
 - a. State government []
 - b. Investors / State government []
 - c. State government / Local government authority []
 - d. Local government authority / Host community []
 - e. State government, Local government authority, Investors/Host community []
7. Select the level of tourist activities in the study area.

- a. Developed []
- b. Partially-developed []
- c. Under-developed []

Section C: Shortcoming of effective implementation of Tourism master plans

1. Does Gurara Waterfalls have Tourism master plan?
 - a. Strongly agree -5points [] b. Agree -4points [] c. Undecided -3points []
 - d. Disagree - 2points [] e. Strongly disagree - 1points []
2. Are there any hotels, motels, guest houses, restaurants, etc established in the community as a result of the physical attraction?
 - a. Strongly agree -5points [] b. Agree - 4points [] c. Undecided -3points []
 - d. Disagree - 2points [] e. Strongly disagree - 1points []
3. Reason for non-implementation of Tourism master plan
 - a. Poor identification of potentials []
 - b. Lack of private sector involvement []
 - c. Inadequate funding []
 - d. Technical shortcomings associated with planning and implementation []
 - e. Institutional constraints of policy and laws []
 - f. Inadequate publicity []
4. Are there direct benefits for the expansion of tourism site?
 - a. Strongly agree -5points [] b. Agree - 4points [] c. Undecided -3points []
 - d. Disagree - 2points [] e. Strongly disagree - 1points []
5. If agreed, select the benefits below
 - a. It increases recreation for both tourist and host communities []
 - b. It increases exposure of the inhabitants of sites to international standard []
 - c. It increases internal and external revenue generation []
 - d. Others, specify.....
6. Are there indirect benefits for the expansion of tourism sites?
 - a. Strongly agree - 5points [] b. Agree - 4points [] c. Undecided -3points []
 - d. Disagree - 2points [] e. Strongly disagree - 1points []
7. If agreed, select the reason below
 - a. It increase socio-economic development in the host community []
 - b. It increase standard of living of the host community []

- c. It boosts the internally generated revenue of the state []
 - d. It gives the host community global recognition []
 - e. Others (specify).....
8. Has this brought settlers to the community?
- a. Strongly agree -5points [] b. Agree - 4points [] c. Undecided - 3points []
 - d. Disagree - 2points [] e. Strongly disagree - 1points []

Section D: Possible constraints of tourism

1. Select the possible constraint of tourism in the study area
 - a. Lack of Political will []
 - b. Lack of strategic marketing (Production and distribution of coloured posters depicting some well known tourist attractions of the study areas) []
 - c. Lack of promotional programmes (Mounting of large Imax/Omnimax screen electronic advertisement board along some important inter-sections of Minna showing continuously for 24hrs, the various potentials and attractions of areas in Gurara waterfall) []
 - d. Lack of proposed event products development like festivals []

2. Are there roads that connect to this site?
 - a. Strongly agree -5points [] b. Agree - 4points [] c. Undecided -3points []
 - d. Disagree - 2points [] e. Strongly disagree - 1points []

3. What is the condition of the road?
 - a. Tarred []
 - b. Not tarred but motorable []
 - c. Not motorable []

4. Tick any of these amenities that are available.
 - a. Electricity []
 - b. Pipe borne water []
 - c. Public toilet facility []
 - d. Communication network coverage []
 - e. Security services []
 - f. None []

5. Are there any health centers in the tourist sites?
 - a. Strongly agree -5points [] b. Agree - 4points [] c. Undecided -3points []

- d. Disagree - 2points [] e. Strongly disagree - 1points []
6. If agreed, kindly mention it

Thank you for your participation

**DEPARTMENT OF GEOGRAPHY
FEDERAL UNIVERSITY OF TECHNOLOGY, MINNA, NIGER STATE**

Mayanka Waterfall Questionnaire

**TOPIC: - QUESTIONNAIRE ON ASSESSMENT OF THE TOURISM
POTENTIALS OF GURARA AND MAYANKA WATERFALLS IN NIGER
STATE, NIGERIA**

Dear respondent,

This Questionnaire is designed to obtain information on the Assessment of the Tourism Potentials of Gurara and Mayanka Waterfalls. Please, kindly assist by filling the necessary information where appropriate. Any information obtained will be held in strict confidence and will be used solely for the purpose of this academic study. Please tick or write in the appropriate location.

SECTION A: DEMOGRAPHIC INFORMATION

1. **Sex:** Male [] Female []

2. Marital status:

- a. Single [] b. Married [] c. Divorced [] d. Widow / Widower []

3. Age: a. 18-25 [] b. 26-35 [] c. 36-50 [] d. 50 & above []

4. Educational background:

- a. None [] b. Primary edu [] c. Secondary education [] d. Tertiary education []

5. Occupation: a. Farming [] b. Hunting [] c. Business [] d. Civil servant []

SECTION B: TOURISM POTENTIALS OF THE STUDY AREA

1. Can it have international outlook?

- a. Strongly agree -5points [] b. Agree - 4points [] c. Undecided -3points []
d. Disagree - 2points [] e. Strongly disagree - 1points []

2. If agreed, select the reasons below

- a. Improve standard of living []
b. Increase job opportunities []
c. Increase tourism development []
d. Reduce crime rates []
e. Others (specify).....

3. Does Mayanka Waterfalls have a good natural environment combined with rich culture and history?

- a. Strongly agree -5points [] b. Agree - 4points [] c. Undecided -3points []
d. Disagree - 2points [] e. Strongly disagree - 1points []

4. Do these tourist sites attract both indigenes and non-indigenes?

- a. Strongly agree -5points [] b. Agree -4points [] c. Undecided -3points []
d. Disagree - 2points [] e. Strongly disagree - 1points []

5. Do the waterfalls have relaxation centres and a souvenir shops?

- a. Strongly agree -5points [] b. Agree - 4points [] c. Undecided - 3points []
d. Disagree - 2points [] e. Strongly disagree - 1points []

6. Select the major role player in restoring the tourism sector?

- a. State government []
b. Investors / State government []
c. State government / Local government authority []
d. Local government authority / Host community []

- e. State government, Local government authority, Investors/Host community []

7. Select the level of tourist activities in the study area.

- a. Developed []
- b. Partially-developed []
- c. Under-developed []

SECTION C: SHORTCOMING OF EFFECTIVE IMPLEMENTATION OF TOURISM MASTER PLANS

1. Does Mayanka Waterfalls have Tourism master plan?

- a. Strongly agree -5points []
- b. Agree -4points []
- c. Undecided -3points []
- d. Disagree - 2points []
- e. Strongly disagree - 1points []

2. Are there any hotels, motels, guest houses, restaurants, etc established in the community as a result of the physical attraction?

- a. Strongly agree -5points []
- b. Agree -4points []
- c. Undecided -3points []
- d. Disagree - 2points []
- e. Strongly disagree - 1points []

3. Reason for non-implementation of Tourism master plan

- a. Poor identification of potentials []
- b. Lack of private sector involvement []
- c. Inadequate funding []
- d. Technical shortcomings associated with planning and implementation []
- e. Institutional constraints of policy and laws []
- f. Inadequate publicity []

4. Are there direct benefits for the expansion of tourism site?

- a. Strongly agree -5points []
- b. Agree -4points []
- c. Undecided -3points []
- d. Disagree - 2points []
- e. Strongly disagree - 1points []

5. If agree, select the benefits below

- a. It increases recreation for both tourist and host communities []
- b. It increases exposure of the inhabitants of sites to international standard []
- c. It increases internal and external revenue generation []
- d. Others, specify.....

6. Are there indirect benefits for the expansion of tourism site?

- a. Strongly agree -5points [] b. Agree -4points [] c. Undecided -3points []
d. Disagree - 2points [] e. Strongly disagree - 1points []

7. If agree, select the reason below

- a. It increase socio-economic development in the host community []
b. It increase standard of living of the host community []
c. It boosts the internally generated revenue of the state []
d. It gives the host community global recognition []
e. Others (specify

9. Has this brought settlers to the community?

- a. Strongly agree -5points [] b. Agree - 4points [] c. Undecided -3points []
d. Disagree - 2points [] e. Strongly disagree - 1points []

SECTION D: POSSIBLE CONSTRAINTS OF TOURISM

1. Select the possible constraint of tourism in the study area

- a. Lack of Political will []
b. Lack of strategic marketing (Production and distribution of coloured posters depicting some well known tourist attractions of the study areas) []
c. Lack of promotional programmes (Mounting of large Imax/Omnimax screen electronic advertisement board along some important inter-sections of Minna showing continuously for 24hrs, the various potentials and attractions of areas in Mayanka waterfalls) []
d. Lack of proposed event products development like festivals []

2. Are there roads that connect to this site?

- a. Strongly agree -5points [] b. Agree -4points [] c. Undecided-3points []
d. Disagree - 2points [] e. Strongly disagree - 1points []

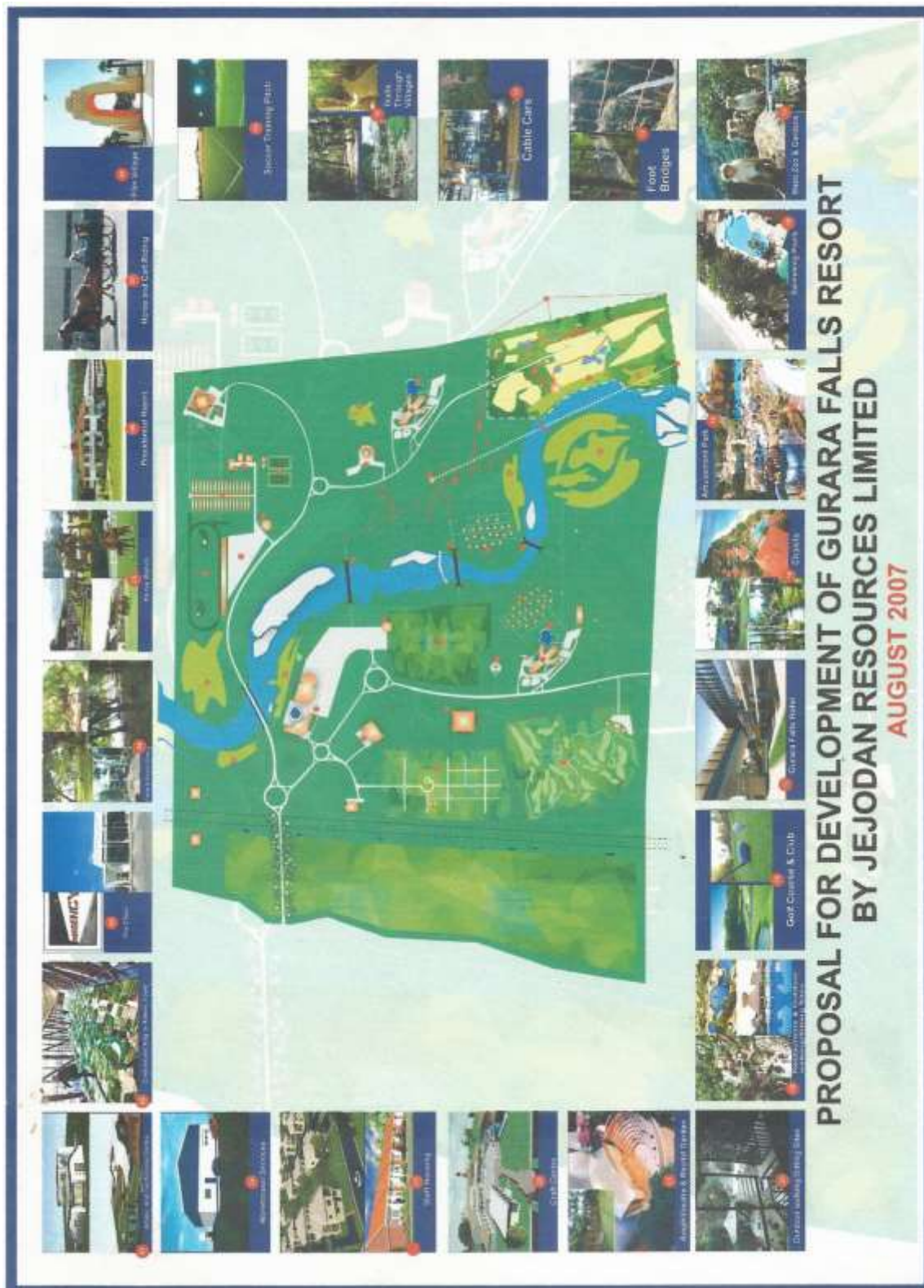
3. What is the condition of the road?

- a. Tarred []
 - b. Not tarred but motorable []
 - c. Not motorable []
- 4. Tick any of these amenities that are available.**
- a. Electricity []
 - b. Pipe borne water []
 - c. Public toilet facility []
 - d. Communication network coverage []
 - e. Security services []
 - f. None []
- 5. Are there any health centers in the tourist site?**
- a. Strongly agree -5points []
 - b. Agree -4points []
 - c. Undecided -3points []
 - d. Disagree - 2points []
 - e. Strongly disagree - 1points []
- 6. If agree, kindly mention it**

Thank you for your participation

Appendix II

GURARA WATERFALLS TOURISM MASTER PLANS BY MINISTRY OF CULTURE AND TOURISM, NIGER STATE, NIGERIA (2007)



S/N	ITEMS	DESCRIPTION / QUANTITIES
1	Admin and Conference Centre	8 Meeting rooms, 2000 seats theatre
2	Customized Rug	Hotel reception area.
3	The Clinic	20 Beds

4	Camp and Picnic Sites	2 Sites
5	Horse Ranch	1.8km, 30 Horses per barn, 38 barns, 1,142 stalls
6	Presidential Resort	1 Resort accommodation with suites, conference hall, meeting rooms
7	Horse and Cart Riding	60 to 200 Riders
8	Film Village	500m X 500m
9	Soccer Training Pitch	1 Standard 75m X 120m pitch
10	Tails Through Village	7km
11	Cable Cars	81 Cabins, 6 Adult passengers, 1400 Passengers per hour either way
12	Foot Bridges.	1 Gorilla bridge across waterfalls
13	Mazo Zoo and Gardens	300m X 300m
14	Swimming Pools	1 Open roof pool
15	Amusement Park	65 Rides roller coaster
16	Charlets	200 Units (100 units attached to conference centre, 50 units clubhouse, 40 units football, 10 units film village)
17	Gurara Falls Hotel	11 Hectares across waterfalls, 450 rooms capacity
18	Gulf Course and Club	60 Hectares, 18 holes
19	Restaurants and Outdoor Walking / Sitting sites	1 Restaurant
20	Outdoor Walking / Sitting sites	20 Seats out sites
21	Amphitheatre and Recital Garden	200 Capacity
22	Craft Centre	1 Pottery studio, 1 ceramic studio, 1 Rafia studio, 1 Brass & Glass studio, 1 calabash studio, 1 leather craft studio, 1 hand woven cloth studio.
23	Staff Housing	100 Hectares, 50 residential home
24	Water house / Service	1,000,000 liters water treatment plant