

# THE INTERNATIONAL JOURNAL OF HUMANITIES & SOCIAL STUDIES

## Factors Responsible for the Sustainability of Badagry Tourist Sites as a Unique Tourism Destination in Nigeria

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### **Abstract:**

*This research work focuses on the factors responsible for the sustainability of the Badagry tourist site as a unique tourism destination in Lagos State. Data for the research work were obtained from the management of the tourist sites as well as tourists who visit the tourist site. A survey design was used and data analyzed using descriptive statistic and chi-square test of independent. The major findings of the study show that the various tourist sites in badagry tourism destination were sustained on the revenue generated from the sales of ticket as well as Lagos state government intervention both in cash and infrastructure. The study recommends that for more sustainability of the tourist site as well as various tourist sites in Nigeria as a whole, government needs to provide adequate security to various tourist destination and improve the depleted infrastructure within the sites in order to encourage various tourists both locally and internationally to the destinations. The study sees tourism as a sustainable diversification from oil driven economy to an economy propelled by revenue from tourism sector development if properly maintained.*

**Keywords:** *Badagry, sustainability, tourism destination, tourist site, unique, Nigeria*

### **1. Introduction**

Tourism sector according to David Diaz Benavides (2001) is probably the only services sector that provides concrete and qualified trading opportunities for all nations, regardless of their level of development. According to him, the sector also provides an uneven distribution of benefits, which is threatening the social, economic and environmental sustainability of tourism in some developing countries (Benavides 2001). Tourism has become a major source of economic development and diversification for many developing countries. Tourism for Nigeria is yet to become a channel of employment creation, income generation and revenue mobilization for a country with over 170 million people. Although, the developed countries account for a higher proportion of global tourism, and many developing countries are beginning to take advantage of the huge opportunities offered by tourism. (Ayeni & Ebohon 2012)

Nigeria is a rich country when it comes to tourism because, the country is blessed with all it takes to be a tourists' destination. The country's tourism potentials range from natural, man-made, and cultural attractions but they lack management, enhancing and supporting infra-structure around the attractions for easy access and development. However, this area can really become a business potential in the country if properly managed. Many benefits have been set out for local and foreign investors that believe in the industry (Ayeni & Ebohon 2012). Sustainable tourism concept is used to harmonize and reconcile issues of intergenerational equity, the goals of economic growth, environmental protection, and justice. It recognizes the need for fairness between local individuals and groups, and between hosts and guests (Mbaiwa 2005).

### **2. Literature Review: Tourism Industry, Tourism Development and Sustainability**

In this chapter, effort will be put in place to review literature on meaning of the subject background 'Tourism', tourism industry, tourism development and sustainability. An emphasis was made on tourism industry and sustainability. For the success of this study work, the researcher was able to extend his pentacles to reviewed different journals, articles, research paper and books by different authors and attentions was also paid on previous research carried out by different scholars on same subject.

#### **2.1. Tourism**

According to Goeldner & Ritchie (2012), primarily tourism is seen as when people visit a particular place for sightseeing, visiting friends and relatives, taking vacation, and having fun. Although, they might also enjoy their leisure time participating in various activities like sport, talking, sunbathing, taking rides, touring, reading, singing or relaxing and enjoying the environment. Considering the subject further, people participating in a business conference, convention, or any other professional activities will be included in the definition of tourism. If tourism can be called activities, it means tourism is an activity that involved the movement of people from their usual home to another place for leisure or for business and stay there for at least twenty-four hours. It is obvious that this people use one form of transportation or the

other, it could be by air, water or land. It could be by car, motor coach, train, taxi, bicycle, or motorbike, which ever means implies they are taking trip which mean they are engaging in tourism. Achieving a comprehensive description of tourism, the various group that participated to the tourism industry should be considered and mansion because their perspectives are important in deriving comprehensive definition. (Goeldner & Ritchie 2012)

## 2.2. Tourism Industry

The tourism industry can be referred to as tourism sector, which can simply be identified as the range of businesses and organizations which are involved in the delivering of the tourism product. However, for the purpose of this study, here are some of the various industrial sectors; tour operator and the travel agents are involved in making of arrangement for the travel to take place that is, traveler-generating region, hospitality and attractions represent the destination region, while the transportation industry represent the transit route region. The various sectors in tourism are interrelated and connected. They are link to one another and they function together to produce one satisfaction. However, tourism demand can be seen as a complementary demand which implies that the lower the price in one of the services the higher the demand on the other services since their combination will result to tourism activities. The figure below is used to further explained tourism demand, on the graph the Y axis represent Transportation cost while the X axis represent the Rate of travelling. It is observed that the decrease in Y from P to P<sub>1</sub> lead to an increase in X from M to M<sub>1</sub>, which implies that a decrease in the cost of transportation resulted to an increase in the rateat which people travelled.

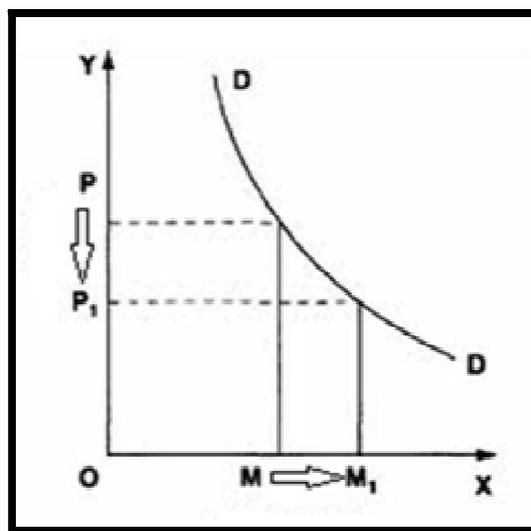


Figure 1: Demand Curve (Kalyan2009)

## 2.3. Tourism Development

According to Murthy (2008), tourism is seen as the best possible and alternative strategy which can be used for promoting many local areas. It is believed that with tourism, there will be tendency for environmental sustainability, more job opportunity, expansion in both public and private investment, provision of infrastructural facilities and economic improvement. The development of tourism in the rural areas is really a great achievement to the local people, in terms of employment opportunity created and avenue for earning additional income. However, the use of local materials and labor in local production is a good illustration of potential for small-scale development of sustainable tourism (Murthy 2008). According to Pender & Sharply (2005), 'tourism is an economic activity of immense global significance'. The tremendous improvement in the global contribution of tourism to the world economy cannot be ignore, no doubt that tourism frequently referred to as the largest industry in the world. Based on record, international tourism was annually generating over US\$450 billion at the end of 20th century, considering domestic tourism, the global annual estimate worth US\$3.5 trillion. However, this tremendous growth in tourism figure has been anticipated that this growth will continue till foreseeable future. The industry is a growing one, and forecast has shown that there will be 4% increment in number of international tourist arrival while by 2020 tourist spending is estimated to be US\$2 trillion per annum. (Sharpley & Telfer 2002)

There is no doubt that many nations have turn out to tapped from the tremendous growth in tourism. Many nations have taking steps to per taking in the sharing of the ever-increasing global tourism market. More so, many developing countries have also joined the race. Foreign exchange earnings, employment opportunity, economic diversification, economic growth, broader economic and social development policy, and other factors are the fundamental justification for the establishment and development of tourism. (Sharpley & Telfer 2002).

## 2.4. Sustainability

Reaching a specific definition for the term 'Sustainability' has been a long journey due to the broad nature of the analytical framework which comprises of economics, environmental and socio-cultural issues (Cooper, Fletcher, Fyall, Gilbert & Wanhill 2005). In 1987 at the world commission on environment and development, Brundtland Commission releases their report which was tagged with the concept 'Sustainable development'. The concept was successful and gains

recognition as one of the most successful of its kind which could be used for years. The concept was helpful in international agenda and the international community's attitude with economic, social and environmental development (United Nations Economic Commission for Europe 2004-05).

According to Brundtland Commission's report sustainable development was identify as 'development which meets the needs of the current generations without compromising the ability of the future generations to meet their own needs'. Explaining the concept, economic and social development, and environment where strongly supported. The concept makes it clear that environment should not be destroyed with policy designed for improvement in economic and social well-being of the people. (UNECE 2004-05). However, sustenance of environmental development in the community's immediate environment becomes undisputed and vital in the mind of the local people. This interest was not only limited to the community but extended globally by forming part of the wider alliances to preserve the environment globally 'acting local, thinking global'. The local communities and the economic systems practiced determined the sustainability of the natural environment and perhaps, the communities and the societies depend on the natural environment. Therefore, sustainability encompasses three components namely; economic sustainability, socio-cultural sustainability and environmental sustainability. It is illustrated in the figure below. (Richards & Hall 2000. 24)

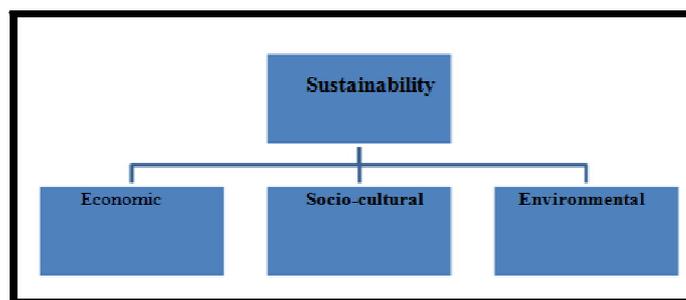


Figure 2: Sustainability Components (Ekundayo 2014)

#### 2.4.1. Economic Sustainability

According to Beech & Chadwick (2006), economic development is achieved when there is an increase in real output per capita income of a country, generally measured by references to changes in gross national product (GNP) over an economic period of time. Tourism been considered as a major element of the service economy, is as a result of its sustained and rapid growth in the world economy (Cooper et al 2005). However, economic sustainability is referred to the maintenance and utilization of economic or productive resources and keeping it intact for continuity. For sustained economic, the economic resources should not be over used or used off without replacement (Goodland 2014).

#### 2.4.2. Socio-cultural Sustainability

The term 'socio-cultural' entails two different words, social and culture. The word social is simply referred to as rank and status in a society. (Oxford Dictionaries 2014). Culture on the other hand, according to Beech & Chadwick (2006) it 'consists of behavioral patterns, knowledge and values that have been acquired and transmitted through generations' (Beech & Chadwick 2006). Socio-cultural sustainability is the act of maintaining and safe guarding the rank and status of the society and their culture for the present generation and the future generation. Under this aspect of sustainability, all living soul are said to be equal and no difference irrespective of the community they belong, the culture they practice, the language they speak, and whatever they do. Socio-cultural sustainability can be attained and achieved if there is mutual interest, tolerance, patience, love, honesty, discipline and ethics, general acceptable rules and regulation, law and information (Goodland 2014).

#### 2.4.3. Environmental Sustainability

According to Beech & Chadwick (2006), 'environment is defined as a relative concept, en-compassing different contexts including the cultural, social, political and economic'. However, high-quality natural environment is essential for tourism development which is subject to the maintenance. It is noted that, the number of users of natural resources is partly negative impacts of tourism which is also a reason for environmental sustainability.

Environmental sustainability, 'carrying capacity analysis' this technique was introduced and defined by the World Tourism Organization as being 'fundamental to environmental protection and sustainable development. It is therefore, refers to the maximum utilization of any tourist destination or site without establishing or causing any negative effects on; the re-sources, reducing visitor satisfaction, or contributing inauspicious impact upon the society, economy and culture of the area. Carrying capacity limits can sometimes be difficult to quantify, but they are essential to planning for tourism and recreation' (Beech & Chadwick 2006).

#### 2.5. Study Area

The ancient and rusty town of Badagry, formerly a slave port, is evolving into vibrant commercial centre, reports Chukwubuike Oguh (This day Live, 2011). Many people in Nigeria and around the world know Badagry town in Lagos State as a slave port through which slaves from West Africa were transported to the Americas and the Caribbean. But, in recent times, especially with the planned development of the town into a tourism and recreational center by the Lagos

State Government, the fishing and agricultural town is fast growing into a commercial and residential area. Though the 2006 national census estimated the population of Badagry to be about 241,000 people, but the Lagos State Bureau of Statistics survey revealed a figure far above this (380,420) as seen on table 1.1. Much more people today now call Badagry home, the countless number of buses and saloon cars at Mile 2, Lagos moving people through the hour-long journey to Badagry is a testament to this fact.

Badagry is known to be at a distant location on the outskirts of Lagos. Some even doubt its association with the largest city in terms of origin. This ancient town of Badagry was founded around 1425 A.D. Before its existence, people lived along the Coast of Gberefu and this area later gave birth to the town of Badagry. It is the second largest commercial town in Lagos State, located an hour from Lagos and half-hour from the Republic of Benin. The town of Badagry is bordered on the south by the Gulf of Guinea and surrounded by creeks, islands and a lake. The ancient town served mainly the Oyo Empire, which were comprised Yoruba and Ogu people.

This research will focus mainly on the primary research question addressed in this thesis, which is: Factors Responsible for the Sustainability of Badagry Tourist Sites as a Unique Tourism Destination in Nigeria? In order to answer the primary research question, the following sub-research questions will be addressed;

- What are the necessary factors responsible for the sustainability of Badagry tourist site as a unique tourism destination in Nigeria?
- What are the benefits of Badagry tourist site to the development of Lagos and Nigeria economy?
- What are the problems and challenges of Badagry tourist site toward the achievement of its sustainability as a unique tourist site in Nigeria?
- What are the ways of improving and enhancing the sustainability of Badagry tourist site as a unique tourism destination in Nigeria?

The following are the research hypotheses;

- There is a relationship between the sustainability of Badagry tourist site and the patronage by various tourists.
- Badagry tourist site is benefits and sustained as a result of its location within the Lagos State.
- There are problems and challenges facing the sustainability and development of Badagry tourist site in Lagos State.
- There are ways of improving and enhancing the sustainability of Badagry tourist site as a unique tourism destination in Nigeria.

### 3. Material and Method

Thus, 200 questionnaires were administered to tourists who were at the tourist's site in Badagry tourism destination, through simple random sampling method. A total of one hundred and eighty-five (185) questionnaires were returned, representing 92.5%. Inferential statistics of percentage and frequency are used to analyze data collected. Findings were discussed as well as implications to the tourist site.

### 4. Data Collection

The study adopted an observational rapid field survey procedure as recommended by Malgosiaet *al.*, (2013) which included combining data from survey, documentation, and information from key players, interviews and questionnaire.

The questionnaire centered on three main areas – factors responsible for sustainability, Badagry Tourist site, and Unique Tourism destination. 200 questionnaires were administered to the tourists who are mostly youths and adults. The study conducted Cronbach Alpha which found to be 0.621 that is 62% of the appropriateness of the questions.

### 5. Results and Discussion

S/N	Purpose Classification	Frequency	Percent (100%)
1.	Respondents genders		
	male	83	44.9%
	female	102	55.1%
	Total	185	100.0%
2.	Respondent Age		
	20 – 25	41	22.2%
	26 – 35	53	28.65%
	36 – 45	53	28.65%
	46 – Above	38	20.5%
	Total	185	100.0%
3.	Respondents on Marital Status		
	Single	89	48.1%
	Married	96	51.9%
	Total	185	100.0%
4.	Distribution of Respondents on Qualification		
	M.Sc.	39	21.1%

	B.Sc./HND	88	47.6%
	OND/NCE	58	31.3%
	Total	185	100.0%
5.	Distribution of Respondents on Religion		
	Christianity	121	65.4%
	Muslim	44	23.8%
	Others	20	10.8%
	Total	185	100.0%
6.	Years of patronizing the tourist's site		
	1-3 years	59	31.9%
	4-6 years	63	34.1%
	7-9 years	39	21.1%
	10 and Above	24	12.9%
	Total	185	100%

Table 1

Sources: Field Survey 2020

Table 1 provides statistical information with regards to the respondents' gender, age- group, marital status, qualification, religion and years of patronizing. On respondent gender, the study found that majority of respondent are male with 83(44.9%), followed by female with 102(55.1%). This finding reveals that females visit the Badagry tourist site. This could be attributed to the fact they have the flairfor citing and exploring tourist site. Furthermore, the study found that adult and youth are the majority of people who visit the tourist site with 106(57.3%) between the age of 26-45, while other 79(42.7%) consist of other age-groups.

The table shows that majority of the tourist to Badagry tourist Site are married with 96(51.9%), this can be deduced as a result of couples going on vacation to tourism destination while respondents who are single occupied 89(48.1%).

The table shows that based on qualifications, tourist with B.sc/HND mostly visit the Badagry tourist site with 88(47.6%) while tourist with OND/NCE occupied 58(31.3%) and M.sc holder occupied 39(21.1%) respectively.

More so, the table shows that based on religion, Christianity occupied the highest number with 121(65.4%) and this can be seen due to the fact that majority of people from the south-west are Christians while respondents with Islamic religion background are 44(23.8%) and respondents with other religion are 20(10.8%) respectively.

And finally, the table shows the years at which respondents have been patronizing Badagry tourist site. 59 (31.9%) of respondents have been visiting the site for 1-3 years, 63 (34.1%) of respondents have 4-6 years of visiting experience, while 39 (21.1%) of respondents have 7-9 visiting experience and finally 24(12.9%) of the respondents have been visiting the tourist site for over 10 years.

The study carried further analysis on the tourist' opinions with regards to the Factors Responsible for the Sustainability of Badagry Tourist Sites as a Unique Tourism Destination in Nigeria

Items	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
There are some necessary factors responsible for the sustainability of Badagry tourist site as a unique tourism destination in Nigeria	61 (33.0%)	103 (55.7%)	4 (2.2%)	10 (5.4%)	7 (3.7%)
There are benefits of Badagry tourist site to the development of Lagos state and Nigeria economy?	69 (11.7%)	77 (15.8%)	11 (9.2%)	21 (40%)	7 (23.3%)
There are some problems and challenges to Badagry tourist site toward the achievement of its sustainability as a unique tourist site in Nigeria	64 (34.6%)	67 (36.2%)	13 (7.0%)	21 (11.4%)	20 (10.8%)
There are ways of improving and enhancing the sustainability of Badagry tourist site as a unique tourism destination in Nigeria	69 (37.3%)	56 (30.3%)	18 (9.7%)	23 (12.4%)	19 (10.3%)
Management co-existence with Local authority serves as one of the main factors for the sustainability of Badagry Tourist site as a unique tourist destination in Nigeria	54 (29.2%)	89 (48.1%)	11 (5.9%)	19 (10.3%)	12 (6.5%)

Items	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Attractiveness and the uniqueness of the tourist site leads to the often patronage of the tourism destination by tourists which help in the sustainability and maintenance	45 (24.3%)	70 (37.8%)	18 (9.7%)	28 (15.1%)	24 (13.0%)
Environmental factors contribute to the sustainability of the Badagry tourist site	32 (17.3%)	39 (21.1%)	11 (5.9%)	49 (26.5%)	54 (29.2%)
Revenue generated from the proceed from both foreign and local tourist serves as the main sustainability factors of the tourist site	55 (29.7%)	60 (32.4%)	12 (6.5%)	27 (14.6%)	31 (16.8%)
Government contributions serve as the major sustainability factors of Badagry tourist sites	33 (17.8%)	23 (12.4%)	31 (16.8%)	55 (29.7%)	43 (23.2%)
Various stakeholders within the tourism destination contribution and grants are the factor for sustainability and development of the tourist site	19 (10.3%)	22 (11.9%)	4 (2.2%)	45 (24.3%)	95 (51.3%)

Table 2: Provides These Details  
Source: Field Survey 2020

Table 2 reveals that there are some necessary factors responsible for the sustainability of Badagry tourist site as a unique tourism destination in Nigeria with 164 and 88.6% respondents agreeing and strongly agreeing to that while 21 and 11.4% respondents do not think so. This means that there are some factors really responsible for the sustainability of Badagry Tourists site. The import of this result is that those factors should be recognized and focused on for proper management of the tourist's site.

The table also revealed that here are benefits of Badagry tourist site to the development of Lagos state and Nigeria economy with 146 with 78.9% of respondents agreeing and strongly agreeing to this while only 39 with 21.1% think otherwise. This implies there are some benefits derived by the Lagos and Nigeria Economy form Badagry tourist site, hence the Lagos state government should collaborate with the tourist site management for smooth operation of the tourism destination within Badagry area of the state

More so, the study result revealed that there are some problems and challenges to Badagry tourist site toward the achievement of its sustainability as a unique tourist site in Nigeria with 125 with 67.6% of the respondents agreeing and strongly agreeing to this while 60 representing 32.4% disagreeing and strongly disagreeing with this view point. This could be attributed to the fact that most tourist destination in Nigeria faced various degrees of challenges and problem. The result further revealed that there are ways of improving and enhancing the sustainability of Badagry Tourist sites with 125 representing 67.6% of respondent who strongly agree and agree.

The result also revealed that 'Management co-existence with Local authority serves as one of the main factors for the sustainability of Badagry Tourist site as a unique tourist destination in Nigeria' is said to be true as 143 with 77.3% of respondents agreeing and strongly agree with the view. In addition, 115 representing 62.2% of the respondents strongly agree and agreed that Attractiveness and the uniqueness of the tourist site leads to the often patronage of the tourism destination by tourists which help in the sustainability and maintenance.

From the result, it was gathered that Environmental factors do not contribute to the sustainability of the Badagry tourist site with combine of respondents who disagree and strongly disagree with the view tally 103 representing 55.7%. this implies that the environment at which this tourist site is situated is not a factor for its sustainability. It was also revealed that government contribution to the tourism site is also not a major factor for its sustainability with a combine of 98 respondents representing 53.0% disagree and strongly disagree to the view.

Finally, it was revealed that the major factors responsible for the sustainability and development of Badagry tourist site is the proceed generated from the tourist that consist both local and foreign with a combine tally of 115 of respondents representing 62.2% agreed and strongly agreed to the view while others think otherwise.

It can be conclude that the hypothesis which stated that there is a relationship between the sustainability of Badagry tourist site and the patronage by various tourists is found to be true and accepted based on the fact that the majority of this tourist site management (62.2%) agree and strongly agree that proceed or revenue generated through tourists patronage is the main sustainability of the tourist sites. Also, the hypothesis which states that Badagry tourist site benefits and sustained as a result of its location within the Lagos State is found not to be true and rejected which is in line with view point of the management, 55.7% that the environment factors doesn't influence the sustainability of the Badagry tourist site. Furthermore, the hypothesis which state thatthere are problems and challenges facing the sustainability and development of Badagry tourist site in Lagos State. is found to be true and thus accepted which is consonance with tourist site management that strongly agree and agree with the view tally with 131 with70.8% while disagree/strongly disagree that there is no challenges or problems faced by the tourist's site is not through. And finally, the hypothesis which state that there are ways of improving and enhancing the sustainability of Badagry tourist site as a unique tourism destination

in Nigeria is also found to be true and accepted with the management view tally 143 representing 77.3% agreed and strongly agreed with the point stating that co-existence with various local authority with the management will enhance further sustainability and development of the tourists site.

## 6. Conclusion and Recommendation

This study is an empirical analysis on the factors responsible for the sustainability of Badagry tourist sites as a unique tourism destination in Nigeria. Incidentally, the region is the Nigeria oldest tourist destination with The First Storey Building in Nigeria, The First well in Nigeria, Mobee Slave Relic Museum, Seriki Williams Abass Slave Museum, The Badagry Black Heritage Museum / Badagry Slave Museum, Walk the 2km Badagry Original Slave Route / The Slave Port, Visit the Spirit attenuation Well, The Point of Return nation, sustainability of this tourist site has been one of its aims over the years. The vociferous outcry by concerned stakeholders on the danger of the country's oldest tourist sites collapsing and nongovernmental intervention toward proper operation of this site is not encouraging.

Sustaining of the Badagry tourist site has been as a result of Understanding the determinants of tourists often patronage which allow management to concentrate on the major influencing factors that lead to that. Results from the research have shown that tourists site management and local authority co-existence is a major factor influencing the sustainability of the tourist site as well as the revenue generated from the visitation of various tourists locally and internationally.

The following are the recommendations for the study:

- There is a need for governments at all levels to provide conducive environments that will enable business growth, economic prosperity and peace in other to encourage more tourist patronage in various badagry tourist sites. The potential of Nigeria's becoming one of the major tourist destinations in sub-Saharan Africa is there but a lot of work need be done to empower the restive youth population of the country. This can be done by increasing access to education and providing environment that will make employment generation possible.
- The incidences of political crisis and terrorist activities in Nigerian social milieu, may be a pointer to increasing level of frustrations by most tourists both local and foreign.
- The supposedly economic growth being experienced by the country; is yet to be translated in realistic term to better the life of the average citizen, Poverty level and unemployment are still relatively high.
- Overall investment in the tourism industry in Nigeria is paltry and government financing of public infrastructural development is weak. This more than any other factor is a major deterrence to the development of world class tourist sites in the country and hinder the sustainability of various tourist sites in Nigeria
- The immediate impact is that most investors are wary of committing scarce resources in a sector that may not deliver the much-anticipated returns. There is a frail regulatory framework guiding the operation and management of tourism-based industry in Nigeria, in fact, it is debatable if the Nigeria Tourism Board is performing its statutory role of overseeing, regulating and promoting tourism development in the country.

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