



ISSN 2278 – 0211 (Online)

People's Perception of Tourist Facilities on the Jos Plateau, Nigeria

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Abstract:

The study examines the people's perception of tourism on the Jos Plateau. Data were collected through field Survey via the use of questionnaire and guided interview method. The information obtained from the questionnaire was analyzed using descriptive statistical measures of mean, percentages, total and the use of tables, graphs and charts. Analyses carried out have established that the tourist resorts are experiencing low level of development, inadequate funding, inadequate provision of facilities and ineffective publicity. It has also been established that the facilities are the principal determinant of the development and management of tourist resorts on the Jos plateau. These finding/short coming suggest how poor/ineffective the tourist resorts are presently being developed and managed. On the basis of this result, it was suggested that further research is necessary into how best the shortcomings can be mitigated in order to achieve a high quality recreation. The following measures are further suggested to improve tourism on the Plateau, this include adequate funding which can be achieved through an increase Government allocation, provision of facilities, picnic/campground, shutting buses and catering services. And also through aggressive publicity/promotion campaign in order to arouse and maintain interest in tourism activities.

1. Introduction

Tourism is a powerful and beneficial agent of both economic and social change, it has stimulated employment and investment, modified land use and economic structure and made a positive contribution to balance of payment in many countries of world e.g. Kenya, Canada, South Africa, Trini-dad and Tobago. For example, foreign exchange from tourism earns South Africa nearly US \$3 billion per annum more than gold mining (SAT) the industry has created more than 700,000 new South Africa jobs in the last ten years. More than ever before nations of the world have become increasingly more aware of the immense benefits derivable from tourism industry. In Ghana, tourism is one of the key sectors in the economic recovery programme and is currently the third foreign exchange earner after mineral and cocoa. In Tanzania tourism accounts for about 50% of foreign exchange earnings and in Kenya, it earns about US \$ 128 million annually from tourist attractions (Oyaklilome, 2005).

Given the global importance of tourism as the world's largest industry and with Nigeria huge land-mass of about 924,000 square kilometers, a population of over 100million, a mixture of warm, sunny and semi temperate weather, a diversity of cultures, traditions and hospitable people, Nigeria is undoubtedly a growing and potential tourist destination. However, the development of tourism as a viable industry in Nigeria is still at an embryonic stage in spite of the large potential that abound in the country (Galtima, 1999).

Realizing the importance of this industry in Plateau State, Nigeria, an advisory committee was set in 1962 to look into the promotion of tourism (Plateau State 2000). This committee gave Plateau State recognition as having one of the greatest potentials for tourism development in the country because of its rich natural and man-made tourist potentials. However, the development of tourism did not take place in Plateau State until 1986 when the state government establishes the tourism cooperation.

Despite the huge potentials that Plateau State has, there has been little or no attention paid to the promotion of tourism in the state. A good number of these attractions are yet to be developed as resorts, they have remained as potential and lying fallow. The few developed ones such as Jos wild life park, Assop falls, the scenic shere hills, Jos museum/zoological garden, Rayfield Resorts and Kurra falls are in a state of dilapidation with inadequate facilities to support tourism. Observation has further shown that these tourist centers are poorly managed and their patronage by tourists has not been encouraging. The centres lack the basic facilities to attract tourists, in fact some of them have been abandoned and others are still at the developing stage.

For Plateau State to maintain it lead as a home of tourism, the tourism attractions should be harnessed and adequately developed.

The importance of a resort in the development of a nation has been recognized by Ojo (1979), for example, he stated that more than 75% of Kenya revenue is derived from tourism, he further noted that the following numbers of people were directly employed in resorts in Kenya 7,500 in hotels and lodges, 1,300 as tour operators, organizers, travel agents and in car hire, 500 safari outfitters and 1,600 by government and national parks. The success of Kenyan tourism board was attributed to proper management of their tourist centres.

One problem that hinder tourism development in Nigeria was given by Banfa (1989), he stated that until 1970's tourism as a national resource has been neglected and underutilized. Banfa is of the opinion that in spite of the abundance tourist potentials, no action and investment was made in the development of these amenities which offer themselves as tourist attraction.

If planning on tourism in Nigeria were made earlier like other Africa countries e.g. Kenya and cote-de-voire in particular, the total dependent on petroleum as the main source of foreign exchange could have not come to be. That is why Dako (2004) say that failure of our economic planners to give adequate attention to tourism development earlier enough has denied us of one of the vital element for building up the economy.

The problem associated with tourism programme in Nigeria range from poor management, acute deficiencies in the provision of basic infrastructure and services, misplaced development priority and the inability to plan and control the available tourism resources.

Oyakhilome (2005) further opined on his view for tourism development in Nigeria, he said that travelling for adventure such as mountaineering is an important aspect of tourism. Each year, millions of tourists from all over the world pay huge fees to climb mountain Kilimanjaro, the highest mountain in Africa. In Nigeria, the highest landform is in the Mambila Plateau in Gashaka, Taraba State, this area is described as a temperate region within a tropical climate. He said if properly developed such a landscape could attract millions of adventures and tourist to the country each year.

If Nigerian tourism is to grow, there is the need for the country to embark on the development of some of her important tourist assets.

1.1. The Management of Tourist Resorts

Tourism management in its widest sense refers to the management and utilization of all the potential tourist resources of an area (Mason, 2003). It is desirable that the potential sites, the facilities provided in the sites be as efficiently as well as economically maintained and managed effectively.

The basic goal of policy toward resorts management is to offer a high quality experience for the visitors plus the maintenance and restoration of high quality naturalistic and man-made environment.

Planning and management is essential for the sustainable effective and highest possible results of use of resources that attracted the visitors in the first place. This goes to justify environmental protection and improvement. Sustainability here as defined by (IUCN 1991) entails meeting the need of the present visitors without compromising the ability of the future visitors to meet their own. It justified environmental protection and improvement because it concerns the basic goals of offering high quality experience for the visitors, physical maintenance and restoration of high quality natural and cultural environment.

A general problem has become apparent in tourist and recreation resources use. Visitors damage the fabric of the attractions they visit, and consequently reduce their amenity value and the level of experience they can support (Stanley 1974). Planning and management of the attractions are therefore of paramount importance.

Tourism and recreation development must be guided by carefully planned management policy, a policy not built on balance sheet and less and profit statement alone, but on the ideals and principles of human welfare and happiness (Cooper, 1997). The fact that these activities have direct bearing on human welfare and happiness underscores the importance of their planning and good management.

Scientific research and study concerned with the retention of natural and cultural values is an important planning and management objectives of wildlands. There is increasing concern that ecosystems and landscapes should be maintained in a natural condition and with high biotic diversity (Mamza, 1991). This can be achieve through conservation since it is mainly directed towards the preservation of natural species and their habitat and towards increasing productivity and yield of these species. The need for increasing scientific knowledge of ecosystems both the present and the past is allied to a desire for a better understanding of the principles of ecosystem management. So while management through conservation makes possible the research and study in the basic setting of nature, it in turn enhances management practices by making possible a better understanding of the principles involved.

Interpretation is another management technique geared towards enhancing the experience of the visitor. As (Kundson, 1980) rightly observed.

Interpretation and environmental education are important tools in the administration and management of recreation resources. Without them a resort may be little more than a picnic ground, swimming pool or campsites. With interpretation, the resorts can be a place that enriches the visitors immediate experience and helps them discover the richness of life that surround them every day.

Interpretation is part of the whole management system. The interpretation is an integral part of the resource management team. When visitor are understanding and appreciative of the resource, the place requires much less expenditure on the enforcement of prohibitive regulations (Stewart, et al 2003). Interpretation includes helping visitors plan the use of their time, made aware of the opportunities available in the recreation area, inform of the time, equipment, physical capacities and other requirement for engaging in various activities (Hartzog, 1974).

In summary, there are three visitors – oriented objectives to interpretation programming (Kundson, 1980)

- a. Tell the story of the place – what the features are all about in relation to the visitors own experience.
- b. Shape the visitor experience on the property by guiding and encouraging uses of the place beyond the standard drive through.
- c. Involve the visitor in the place through the interpretive program; get people in touch with the earth in day to day life.

In Britain the management of tourism is the responsibility of government in the promotion and formulation of a tourist programme of development and also has the responsibility in connection with its implementation as in the case of France, Yugoslavia and Tunisia.

Robinson (1976) stated that the management of the tourism industry should be as flexible as possible, with the relevant administrative structure and credit institution geared to operate accordingly. Robinson further stated that tourism management involves the publicity promoting the area and its tourist amenities and creating those interest which will not only attract the tourist but ensure that when he come he will go away with good impression and wish to return next time.

Tourism both domestic and international will continue to affect the economic and social well-being of most countries of the world. As it grows in volume and diversity and in its impact, it calls for systematic analysis, planning and co-ordination (Burkart and Medlik, 1975).

The evidence from the literature will provide the basis for our study of the development and management of tourist resorts on the Jos Plateau.

2. Methodology

2.1. Types and Source of Data

This research requires data to examine the people's perception of tourist facilities on the Jos Plateau. The type of data collected includes the following. The inventory of the resorts, their spatial distribution, type of facilities and services provided, the prospective developers, management policies, problems of development, plans and future prospects and the socio-economic characteristics of users, such as ages, educational background, occupation etc. These data were collected from both primary and secondary sources.

The secondary data sources include the information collected from Library, Plateau State Tourism Corporation's Registry, Ministry of Culture and Tourism, Local Government Area Tourism Unit, Nigerian Tourism Development Corporation, published and unpublished material. In the Library documentary survey was carried out through reading relevant literature from books, pamphlets, newspapers, and magazines on tourism development and management. The Plateau State Tourism corporation's registry involves reading of relevant files to obtain background information on the corporation and its tourism activities. In the Local Government Area Tourism Unit, Ministry and the Nigerian Tourism Development Corporation involved reading relevant publications on tourism.

2.2. Data Collection Method

The data collection method for this work involved personal administration of questionnaire through purposive random sampling. Personal observation and experience and oral interview. A survey was carried out using three different sets of the questionnaire.

The first set of the questionnaire focused on issues relating to the development of main attractions. The questionnaire in this category consisted of eighteen simple and short questions. All the questions were open ended questions generally meant to generate information on the level of development and the management of the various tourist resorts on the Jos Plateau. The idea was to give the respondents the opportunity to express their view freely in their own frame of reference. This questionnaire was administered to the eight head of the tourist resorts on the Plateau.

The second sets of the questionnaire related to the support facilities/services available. The questions in this category were designed to generate information mainly on the support facilities/services available on the Jos Plateau. There were seven (7) questions in this category.

The third set of the questionnaire related to the visitors/tourist seventeen (17) questions were asked in this set, many of which were simple and short. The first five (5) questions were meant to generate information on the socio-economic characteristics of the respondents while questions six (6) to sixteen (16) provided alternative answers to the questions relating to purpose of visit to the resorts, visitor's impression of the resorts, what visitors suggest should be made available in the resorts, and visitors knowledge about the resorts and how they get there. One hundred and twenty two (122) questionnaires were issued out.

The questionnaires were administered randomly based on the population of visitors to each resort. Jos wildlife Park and Jos Zoological garden have the highest number of visitors as at the time of administering the questionnaires and so forty-six (46) and thirty-six (36) questionnaires were administered in these resorts respectively. In the other resorts such as Rayfield resort, Assop Falls, Solomon Lar Amusement Park and Kurra Falls which have just few visitors ten (10) questionnaires were returned and correctly filled twelve (12) of the questionnaires were not returned at all, the questionnaire were administered to the visitors/tourists in each of the tourist resorts on the Jos Plateau.

2.3. Sampling Frame and the Study Population

The research covered all categories of the tourist resorts on the Jos Plateau, such as Jos wildlife park, Assop fall, Kurra falls, Shere hills, Rayfield Resorts, Solomon Lar Amusement Part, Jos Museum/Zoological garden, Kerang volcanic dome etc. which were mapped out during reconnaissance survey. Purposive random sampling technique was applied. In this regard only tourist/visitors who are 20 years of age and above are considered in the sample. This is because of their ability of making independent decision on their own on issue raised in the questionnaire. The study population covered all the tourist resorts on the Jos Plateau.

2.4. Method of Data Analysis

The analytical procedure employed in this study is descriptive statistics. The data were collected scored and presented in descriptive statistical forms of averages and percentages and also by use of tables, charts and graphs.

3. Results and Discussion

3.1. The Existing Tourist Resorts on the Jos Plateau

The information presented is on the existing tourist resorts, the type of attraction, their location, the average and approximate distance of resorts from Jos city and the ownership of the tourist resorts. Table 1 contains information on the location and ownership of tourist resorts on the Jos Plateau.

Name of resort	Type of attraction	Location	Approximate distance in km from Jos city	Ownership
Jos wildlife park	Wildlife conservation	Miango Road Jos	6km	Plateau State Government
Jos zoological garden	Wildlife conservation	Zoo road behind central bank Jos		Federal Government
Solomon Lar Amusement Park	Picnic and sight seeing	Domkat Bali Road Jos	2km	Plateau Stat Government
Assop Falls	Water Falls	Assop-Hawan Kibo Riyom LGA	62km	Tim Tali Investment
International Tourism center	Water Falls, rock climbing, boating and safari view	Kurra barkin Ladi LGA	7km	Federal Government
Rayfield resorts	Mining pond for boating, swimming and lake cruise	Rayfield village Jos South LGA	8km	Plateau State Government
Jos Museum	Cultural Artifacts	Zooroad behind central bank Jos		Federal Government
Shere Hills	Mountaineering	Lamingo Village Jos East LGA	15km	Plateau State Government
Kerang volcanic mountain	Picnic, mountaineering Water Falls, swimming etc.	Kerang village east of Panyam village Mangu L.G.A	88km	Plateau State Government

Table 1: The type of attractions, location, distance and ownership of the tourist resorts on the Jos Plateau

Source: Field Survey, 2016

As can be seen in table 1 the tourist resorts are located within different local government areas on the Jos Plateau. International Tourism center, Assop falls and Kerang Volcanic Mountains are located far away from Jos city at a distance of 77km, 62km and 88km respectively. The rest of the tourist resorts are very much close to Jos city.

On the ownership of the tourist resorts, they are owned by three authorities, the Plateau state government, the federal government and the private individuals.

Presently Assop falls has been sold to private individuals (Tim Tali Investment) by the Plateau State government. This is because public fund allocated for the maintenance of these resorts are not forth coming from the government, so in order to prevent the attractions from completely collapsing the authority decide to sell some. The international tourism center, Jos museum and Jos zoological garden are owned by the federal government. The rest of the tourist sites are owned by the Plateau State Government.

3.2. Facilities Available in the Tourist Resorts on the Jos Plateau

Table contain information on the types of facilities available in the tourist resorts on the Jos Plateau

The tourist Resorts	Types of facilities available																		
	Sporting Facilities		Relaxation Facilities											Other Facilities				Total of the facilities	
	Snooker Table	Swimming Pool	Picture sites	Beer Palour	Restaurant (s)	Chairs	Chalets	Concrete seats	Children Play ground(s)	Swing(s)	Merry go-round	Silde(s)	Tent(s)	Glide(s)	Souvenir Shop	Sign Posts	Transport service(s)		Toilets
Jos wildlife park		1	1	1	1			25	1	2	1		2	1	1	3		2	42
Assop Falls		1	1					4					3						9
Rayfield Resorts		2	1	1		13		5	1	2	1	1	3					1	31
Jos Zoological Garden	1		1					10	1	2	1	2							19
Solomon Lar Amusement Park	2	2	1		1	12	6		1	1	1								20
International Tourist Center			1			20	4		1	2	2	4		1	1	2	1	1	40
	3	5	6	2	2	45	10	44	5	9	6	7	8	2	3	6	1	5	

Table 2: Facilities Available in the Tourist reports on the Jos Plateau

The information obtained from the field and discussed here includes the existing number of facilities of different kinds found in each of the existing tourist resorts on the Jos Plateau. The existing facilities found available are grouped or classified into three. The sporting facilities, these are snooker games and swimming pool. The second category consists of the relaxation facilities which include picnic sites, chairs, restaurant, concrete seat, children play ground, slide, glide, swing and merry-go-round. The third category consist of other facilities which provide other service, outside sports, and relaxation and these include facilities as souvenir shops, sign posts, toilet and transport services.

Of all the tourist resorts on the Jos Plateau only two (2) have restaurants and these are Jos Wildlife Park and Solomon Lar Amusement Park. Three (3) have beer parlours and these are Jos Wildlife park, Rayfield Resorts and Solomon Lar Amusement Park. These facilities are provided by authority managing them.

All the resorts have picnic site, which is used by the visitors that are actively engaged in patronizing the facilities. In some of the picnic sites only the sites are available. No facilities are provided. Picnickers usually go along with their own chairs and tables. Examples are Assop falls and Rayfield resorts. Among all the resorts, only three (3) have souvenir shops and these are Jos Wildlife Park, Jos Zoological garden and the international tourism center Kurra, one of the souvenir shop that is, the Jos Wildlife park, the shop is permanently closed and from all indications it has remain dysfunctional for long. Only two (2) have snooker tables and three have swimming pools and these are Assop falls, Rayfield resorts and Solomon Lar Amusement Pak. Also Solomon Lar Amusement Park and International tourisms center Kurra are the only resorts with chalets. Among all the resorts only four have toilet facilities which are being used freely by the visitors. Almost all the resorts have children play ground except Assop falls and all that are available at the grounds are nine (9) swings, six (6) Merry-round, seven slide and two glides. It is evident therefore that the tourists resorton the Jos Plateau have not got adequate recreational facilities.

Tents which are found in some of the resorts are provided by the authority that runs them. These tents are used as protectors from sunshine and rainfall for the visitors, while in some of the resorts they are used for eating and drinking. The tents are found in only three of the resorts as seen in table 2. Chairs (Iron and wooden) and Concrete seats are the most common facilities found in almost all the resorts. These facilities are used for relaxation resting.

In some of the resorts most especially Jos Wildlife Park, Rayfield resorts and Jos Zoological garden, the condition of the existing chairs are discouraging most of the seats are rusted and broken. Tourist resorts can attract users when they offer a wide range of facilities, unfortunately in the developing nations especially Nigeria, through appreciation of the contribution of tourist resorts to the quality of life in the metropolis seems to be just beginning (Abiodun 1985). Tourist resorts should have in addition to its beauty facilities that can be used to entertain visitors of all age.

Some of the resorts that have Safari track such as Jos Wildlife Park and International tourism center, Kurra. Only the tracks have been provided in fact almost 20km in length. However, no Safari vehicle are provided such the visitors never experience tour of the whole resorts as even those with personal vehicles cannot ply the routes given their rough nature. Also Jos Wildlife Park and International tourism center Kurra are the only resorts with sign posts. However, sign posts along trails at the Jos Wildlife Park are poorly provided to unaccompanied by tour guided create their own trails making it difficult for the management to control visitors from going into restricted areas. This is one of the management problems faced by tourist resorts managers.

The peripheral location of the tourist resorts on the Jos Plateau requires that there should be an efficient transport services, operated by the Plateau State Tourism Co-operation and Nigerian Tourism Development Corporation which would serve both the management and the visitors. Presently as can be seen in table 2 only International tourism centre Kurra has such transport services.

In terms of variation in facilities of all the resorts, Jos Wildlife Park has more varied facilities than any, this is followed closely by the International tourism center and Rayfield resorts respectively. See table 2. The availability and the variability of these facilities are influenced by the availability funds.

Apart from funds, size (space) is one of the problems affecting the development of these resorts and also supply of more facilities. Small space can accommodate few and little facilities but do not allow chance for further construction of better structure and sitting of facilities of larger size, enough space does encourage the management to buy different kinds of reasonable larger facilities for use.

3.3. Problems Affecting the Development and Management of the Tourist Resorts

Problems affecting the development and management of tourist resorts on the Jos Plateau range from poor funding to inadequate facilities and management problems.

The information collected from the various tourist resorts reveals that the management has funding problems. On the side of both the State and the Federal Government, fund has never been allocated to the authority managing these resorts in recent years. For example most of the resorts are absolutely funded by the state government and being one of the many organizations competing for government's limited financial resources, their demand can certainly not be met.

The only sources of funding other than the government is the gate taking which are mostly realized during national holidays such as Christmas and Sallah and during organized promotions, it can be concluded that the resorts are grossly underfunded. Apart from total absence of some facilities the condition of some few existing ones are discouraging. Most of the facilities especially chairs are rusted and broken. Another problem is transportation services, the peripheral location of the tourist resorts require that there should be an efficient transport services operated by the Plateau State Tourism Corporation and the Nigeria Tourism Development Corporation which would serve both the management and the visitors presently this is not operational.

The management complains that visitors also create some management problems in the resorts which are:

- i. Fence climbing to gain illegal access into the resorts
- ii. Harassment of animals in their cage especially the more ductile ones with intention to induce them
- iii. Not keeping to identified trails as indicated by sign post.
- iv. Illegal handling of animals especially the primates by attempting to feed them.

3.3. Tourist/People's Response

3.3.1. Socio-Economic Characteristics Of The People

This involves the careful examination of the socio-economic characteristics of the respondent, which include sex, age, educational background, occupation and income distribution. These variables are important in understanding the development and management of tourist resorts on the Jos Plateau.

3.3.2. Age Composition of Visitor

Classification	Frequency	Percentage (%)
20 – 30	50	45.5
30 – 40	47	42.7
40 and above	13	11.8
Total	110	100.0

Table 3: provided information on the age composition of visitors to the resorts

Source: Field Survey, 2016

The table 3 shows that most visitors to the tourist resorts on the Jos Plateau are over 20years of age comprising of 45.5% of those between 20–30year and 42.7% of the above 30years. It should however be remembered that children who are below 20years of age, who accompanied their parents to the resorts were exempted from the sample because of their inability of making independent decisions on their own on issues raised in the questionnaire.

Out of the questionnaire administered 39 are female representing 35.5% while 71 people representing 64.5% of the total respondents are male. Over 50% of visitors to Jos zoological garden alone are female while over 60% of visitors to Jos Wildlife Park are male. So also Kurra falls have more male than female visitors.

There is nearly close to about half the population of females to make 39 (35.5%) females as against 71 (64.5%) males. Since it is expected that the greater proportion of visitors to the resorts is from Jos, such a ratio may not be unconnected with the observation that there are usually more males than females in urban areas. (Ajaegbu 1976).

3.3.3. Occupation of Visitor

Table 4 gives the occupational distribution of visitors to the resorts

Occupation	Frequency	Percentage (%)
Civil servants	46	41.8
Self-employee	16	14.5
Students	20	18.2
Other	28	25.5
Total	110	100.0

Table 4: Occupational distribution of visitors to the resorts
Source: Field Survey, 2016

Table 4 revealed 41.8% of all visitors to the resorts are Civil servant. The other category which comprises 25.5% of visitors is made up mostly of National Youth Service Corps members. The survey was conducted at a time when the NYSC members came on an excursion in some of the resorts. Students make up 18.2% of the visitors and the remaining 14.5% are the self-employed. Over 55% of the visitors to Jos Wildlife Park alone are civil servants while over 50% of visitors to Jos zoological garden are students.

The high proportion of civil servants and students (60%) may be explained given the general impression of Jos city as being predominantly administrative and educational in function. Jos is an education center having several tertiary and secondary institutions, which have drawn quite a substantial number of students and scholars from far and near. It is also obviously an administrative town being the capital city of Plateau State. Not much of industrial and business activities go on here as compared to other Nigerian cities such as Lagos, Ibadan, Enugu, Kaduna etc. From this observation it is obvious that one would encounter a higher proportion of visitors to the resorts as civil servants and students.

3.3.4. Educational Level of Visitor

Table 5 gives a breakdown of the educational status of visitors to the resorts

Level of Education	Frequency	Percentage (%)
Elementary	18	16.4
Secondary	58	52.7
Tertiary	19	17.3
Non formal	15	13.6
Total	110	100.0

Table 5: Educational status of visitors
Source: Field Survey, 2016

From the table 5 above it can be seen that 52.7% has attended the secondary level of education; 17.3% the tertiary level and 16.4% the primary level. 13.6% others had no opportunity to attend any formal western education this means that 69% of visitors reached at least the secondary level of education. Visitors can therefore be regarded as being composed mainly of enlightened citizens of the society.

3.3.5. Visitors Resorts Experience

This section takes a look at the visitors view to the management facilities as is provided at the tourist resorts through the visitor's perspective. It is aimed at finding out visitors own opinion on the resorts facilities.

3.3.6. Purpose of Visit to the Resorts

Table 6 gives the purpose of visitors visit to the resorts which include among other recreation to introduce friend etc.

Purpose of visit	Frequency	Percentage (%)
Recreation	80	72.7
Introduction friends	15	13.6
Introduction relation	8	7.3
Others	7	6.4
Total	110	100.0

Table 6: purpose of resort visit
Source: Field Survey, 2016

Table 6 shows that the dominant reason for visiting the resorts is recreation (72.7%). This is of course expected because the main purpose of establishing the tourist resorts is to avail people with recreational opportunity. About 20% of visitors however go to the resorts not for recreation per se, but to introduce others to the experience. These people are assumed to have been there before and only intended to show friends or relatives what is of the resorts. This is an effective medium through which people have come to know and patronized the resorts.

3.3.7. Reasons for the Visiting the Resort Earlier

Table 7 provides the reasons of the 39 visitors (35.5%) who are visiting the resorts for the first time.

Reason for not visiting the resorts earlier	Frequency	Percentage (%)
Not aware	11	28.2
Lack of funds	7	17.9
Lack of time	8	20.5
Lack of interest	4	10.3
Any other	9	23.1
Total	39	100.0

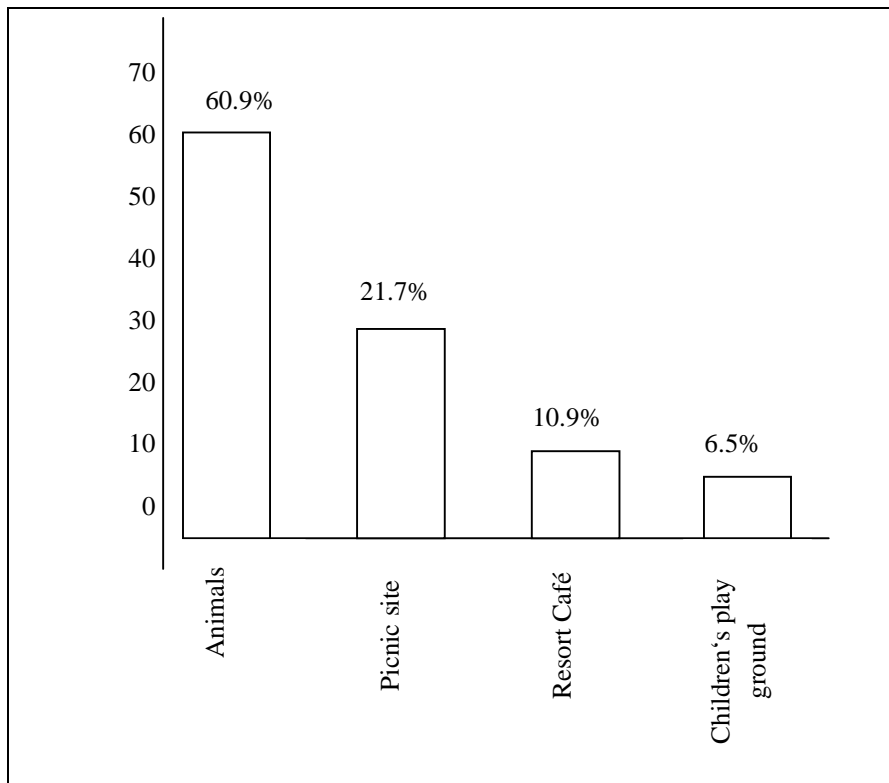
*Table 7: Reason for not visiting the resorts earlier
Source: Field Survey, 2016*

A total of 39 visitors (i.e. 35.5%) had indicated that they were visiting the resorts for the very first time. The table 7 and Figure 1 reveal their reasons for lack of any visit to the resort earlier.

It can also be seen that 38.4% of visitors presumably heard of the resort’s existence but could not visit it because, they either lacked the fund (17.9%) or lacked the time (20.5%). A substantial percentage of visitors (28.2%) never knew of the existence of the resorts before. If they have known they would have come much either. Only 4 visitors (10.3%) had knowledge of the resorts but did not visit.

3.3.8. Most Attractions at the Resorts

In order to find out the facility which serves as the major attraction to most visitors they were asked to indicate one of the available facilities to which they are most attracted.



*Figure 1: Most attractive attraction at the resort
Source: Field Survey, 2016*

Figure 1 above reveal that animal viewing is about the best attraction for 60.9% of the visitors, specifically these visitors mentioned animals such as lion, tiger, elephants, hippopotamus, buffaloes and pythons as the most interesting to watch. The picnic sites attracted 21.7% of visitors despite that few facilities are at the site. Observation have further shown that cool shade provided by the elegant pine trees are the point of attraction in most of the resorts especially Jos wildlife park. The resort cafe attracted 11% and children’s ground 6.5% of the visitors. Animals viewing is the best attraction for over 80% visitors to Jos Wildlife park.

This pattern brings out one basic thing about the tourist resorts and that is there is no significant complementary attraction provided to the animals. Visitors usually go to the resorts, view the animals and move out without having any other form of recreation to complement.

3.3.9. Visitors Impression of the Resorts

Visitors were asked to give their opinion about the general condition of the resorts. Although 68.5% of the visitors had indicated that they were satisfied with their resorts experience, 31.5% says they were not. The table below gives the reason for the visitor’s impression about the resort.

3.3.10. Reasons for Visitors Impression about the Resort

Table 8 provides the reasons of the visitor’s impression about the resort

Reasons for satisfaction	Frequency	Percentage	Reasons for dissatisfaction	Frequency	Percentage (%)
Variety of animals	44	60.3	Few animals	4	10.8
Good reception	10	13.7	Poor reception	20	54.1
Healthy animals	4	5.5	Poorly fed animals	9	24.3
Good blend man made	11	15.0	Dirty environment	4	10.8
Others	4	5.5	Others	0	0.0
Total satisfied	73	100.0	Total dissatisfied	37	100.0
% of total respondents (110)	66.4		% of total respondents (110)	33.6%	

*Table 8: reasons for visitor’s impression about the resorts
Source: Field Survey, 2016*

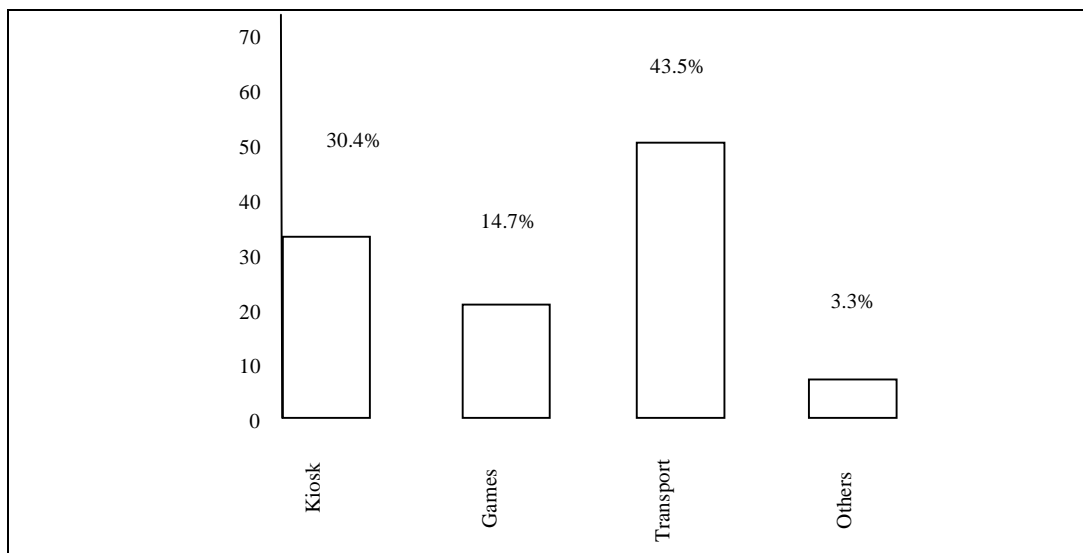
The above Table 8 above reveal the reasons for the responses of the 73 (66.4%) visitors who were satisfied with their resorts experience, 44 (60.3%) of them were so because of the varieties of animals available for viewing. This further agreed with Figure 2 which shows that animals form the major attraction in the resorts, 11 (15.0%) visitors were impressed by the man-made natural blend of the resorts. Most animals in the resorts are kept in a semi- natural environment giving an impression of naturality especially when compared with areas immediately outside the resorts were are savaged by human activities. Furthermore, 10 (13.7%) visitors were satisfies because of good reception given to them in the resorts and 4 (5.5%) others were impressed by the healthy conditions of the animals.

It can be said here that the resorts management have been able to achieve the major function for which the resorts are set up to provide wildlife attraction – since 60.3% of the 73 visitors satisfied with the resorts experience were so as a result of the availability of animals. At the same time, this also reveals that other facilities usually associated with tourist resorts are not in place for visitor’s enjoyment which could complement game viewing.

Majority of the 37 (33.6%) visitors who were not satisfied with their experience felt so because of the poor reception accorded them on their arrival in the resorts, 9 (24.3%) did not like the hungry looking postures of the animals mentioning specifically the lion, tiger and hyena-all of which are carnivores and 4 (10.8%) person did not like the general tidiness of the whole resort. The main dissatisfaction for most people is poor reception. This is unfortunate because any hospitality industry thrives very much on customer’s appreciation of its hospitality, most especially reception of which further patronage may depend.

3.3.11. What Visitors Suggest Should Be Made Available in the Resorts

All visitors whether satisfied with their resorts experience or not were asked to suggest what facilities/amenities they feel should be added to the resorts which enhance their enjoyment of the resorts.



*Figure 2: visitors suggested facilities for inclusion in the resorts
Source: Field Survey, 2016*

→ *Suggested facilities*

Figure 2 above gives us suggestions on the introduction of transport services to and fro, introduction of selling points (Kiosk) and 8 (8.7%) would rather want to see the introduction of Safari drive round the resorts. As many 13 (14%) visitors cherish games for inclusion in order of preference the suggested facilities are therefore transport, retail outlets (Kiosks) games and safari drive.

3.3.12. Visitors Knowledge about the Resort and How They Get There

Figure 3 shows the proportion of the various ways through which visitors get to know or become aware of the tourist resorts.

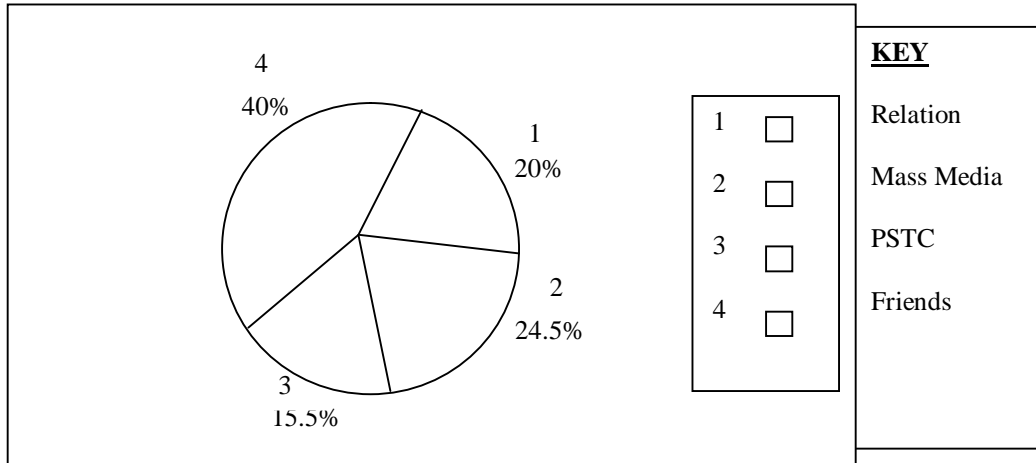


Figure 3: visitor's sources of information about the resorts
Source: Field Survey, 2016

From the Figure 3 above it can be seen that as many as 66 (60%) visitors got the news of the resorts from either their relation or friends presumably, those who had earlier visited the resorts 27 (24.5%) heard it through the mass media and 17 (15.5%) got it directly from the activities of Plateau State Tourism Corporation. This pattern shows the relevance of the interpersonal contact in the disseminating news about the resorts. At the same time it also shows the inadequacy of ineffectiveness of publicity/promotion of the tourist resorts by the body concerned with the function.

3.3.13. Visitor Means of Transport to the Resort

The tourist resorts are spatially distributed all over the local government areas on the Jos Plateau. The question of how visitors get to it is therefore of paramount importance.

Transportation Means	Frequency	Percentage (%)
Personal vehicle	39	33.6
Public vehicle	46	41.8
Trekking	20	18.2
Others	7	6.4
Total	110	100.0

Table 9: visitors means of transport to the resort
Source: Field Survey, 2016

4. Conclusion

The concept of a tourist resort among others is to offer higher quality experience for visitors. The tourist resort on the Jos Plateau were established to provide recreational opportunity for the people of Jos, its environs and visitors. Our study of the resorts has however shown that so far this objective stands far from being achieved. The resorts management have not provided the requisite facilities which would enhance higher quality visitors experience. Although a higher proportion of visitors are found to be satisfied with their experience of the resorts, such satisfaction has been found to base only on game viewing, such activity cannot sustain the recreational desire/need of many visitors hence the low level of patronage and development being experience currently.

The questions posed here now are:

1. How best can the development and management of Tourist reports on the Jos Plateau be improved upon.
2. What strategic options can be adopted to mitigate these management bottle necks presently militating against the successful running of the tourist resorts?

These are viable topic for further research

5. Recommendation

What can be suggested presently however is that for the recreational attractiveness/value of the tourist resorts on the Jos Plateau to be enhanced, I therefore wish to make the following recommendations. The management should:

- i. Provide varieties of recreational facilities which would make for diversity to the present game – viewing.
- ii. Embark on an aggressive publicity strategy to attract adequate clientele which could take the form of:
 - a. The display of large pictures/portraits of animals, water fall, and rock formations found at the resorts at all major entry points into the state and in Jos metropolis (As is practiced by private entrepreneur especially hoteliers).
 - b. Naming all the Plateau State, transport corporations mass transit buses after particular animals, Water Falls, rock formations etc. at the resort and also carry large pictures of such animals the rocks and the water falls.
 - c. Occasional TV Programmes mainly to portray the behavioural characteristic of animals at the resorts in order to instill the desire to experience such animals in the mind of the public.
- iii. Government should provide adequate funding, financial backing necessary assistance and power to implementing agencies.
- iv. The state needs to give attention to tourism like it has been done by the Federal Government through the establishment of the Presidential Council on Tourism and demonstration of a clear commitment and political will to move the sector to the fore-front.
- v. Government should provide or construct a permanent office accommodation (Tourism House) equipment office accommodation (Tourism house) equipped with: Administrative office, Museum, Library, Souvenir Shops, tourists Information Post, Lounge, Cyber-cafe etc.

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