Socio-economic contributions of tourism in the development of hospitality industry

Joseph Amaechi Anyadighibe[1*], Alphonsus Kechi Kankpang[2], Peter Kekung Bessong[3], Eme Joel Efiong[4], Egu Usang Inah[5]

[1]Department of Marketing Faculty of Management Sciences University of Calabar; janyadighibe@yahoo.com (J.A.A.)
[2,3,4,5]Department of Accounting Faculty of Management Sciences University of Calabar; drkechi@gmail.com (A.K.K.)
Bessongkekung61@gmail.com (P.K.B.) emetom@yahoo.com (E.J.E.) eguinah@yahoo.com (E.U.I.)

Abstract: This study examines socio-economic contributions of tourism in the development of hospitality industry in Cross River State, Nigeria. The economic impact analysis (EIA) was adopted as the underpinning theory for the study. It helps in analysing the contributions of an industry to the economy of a region. The researcher used cross sectional survey method, non-probability purposive method and quantitative method (multiple regression) to analyse 232 staff of hotels, restaurants, eateries and dining in Calabar metropolis, Cross River, Nigeria. Findings from the study show that the socio economic contributions of tourism (income generation, foreign exchange earnings and employment opportunities) increases revenue, improve the quality of services and facilities of hospitality industry and relieves government of the responsibility of been the sole employer of labour. The research results provide an insight on the importance of developing nations investing in tourism as the gate way to development of hospitality industry. Research results have identify socio economic contributions of tourism as the key to sustainability of hospitality industry in the area of revenue generation, improvement in services and facilities to state of art and reducing pressure on government in the area of employment.

Keywords: Employment opportunity, Foreign exchange, Hospitality industry, Income generation, Tourism.

1. Introduction

Tourism is a socio-cultural phenomenon and it is a quiet revolution that has gradually swept through the world, in both developed, emerging, developing and undeveloped nations. As an outward sign, mankind is beginning to reshape its attitude towards the conservation of the natural environment, complete with animals, plants, stonework, vines, mist, sound and even man himself, which are all active components of the earth [1]. Globally, tourism has become an important policy tool for community and regional development in many developed and developing countries. Tourism also has significant potential to influence and change the use of natural and cultural resources in a number of regions. It provides new opportunities, employment and economic benefits to local communities and promotes the growth of the hospitality industry. Presently, many countries see tourism as a means to promote a good and relatively inexpensive strategy that can be used to attract foreign direct investment [2].

In this sense the rationale for tourism development has evolved towards the idea of tourism as a tool for regional and sustainable development and recently to a relatively new kind of idea of tourism as an instrument of social and economic empowerment and poverty reduction [3]. According to [4], the tourism industry cannot strive without the existence of auxiliary industries such as; hotels, communication and commerce which provide the necessary facilities and services to ensure tourist comfort at a destination. Kim points out that hotels today have grown beyond domestic markets, and are

playing a key role in the development and continuity of the international tourism industry. [5] stresses that luxury is the new standard, and hotels around the globe are feverishly elevating room stock to match the needs of the new breed of discriminating guests. [6] point out that most of the hotels in Turkey have as many as 5,005 rooms with hotel manpower strength of about 2,000 men and women employed to ensure guests' comfort.

These scholars went further to state that this industry also provides leisure to all categories of business tourists with quests to stay somewhere. According to them, tourists, while at different grades of hotels, are offered different grades of facilities or services to ensure their comfort. Today, the establishment of hotels such as; Transcorp, Channel View, UG wills, Monty suites among others in Cross River State, Nigeria is no doubt an indicator of the growth of tourism [7]. In view of this, Cross River State is regarded as one of the states in Nigeria with a high influx of tourists due to its numerous tourism attractions and other related enterprises such as hotels, which provide auxiliary services to tourists. Moreso, tourism industry has been globally regarded as the major catalyst for growing an economy in such a manner that it generates employment opportunities as well as other basic social amenities for the consumption of the people. The trade requires more labour and supports from private enterprise. Under its scope, nations of the world evolve the practice of engaging into risky adventure, which forms the basis of development. Tourism offers improved lifestyle for individuals who are engaged in it. Like other business ventures, it improves the competitiveness of the economy. This is so because it stimulates local suppliers to match the quality and variety of imported goods. Tourism does so because returning travellers to a destination carry with them the goods and services seen in other countries [8].

In this regard, it should be asked if tourism is the main catalyst for the development of the hotel, restaurant, eateries, dining? Secondly, what role does tourism industry play in ensuring the sustainability of the hotels, restaurants, eateries and the living condition of the people who solely depend on these laudable tourism potentials for sustenance? In the light of the above, this study is conducted to reveal the socio economic contributions of tourism as a catalyst for hospitality (hotel, restaurant, eateries and dining) industry development in Cross River State, Nigeria.

2. Literature Review
2.1. Concepts of Tourism
Tourism according to Obinna, (2012) is expected to foster economic growth through foreign exchange earnings and increase in state revenue/income and also to improve people's well-being in areas such as job creation, revenue/income distribution and balanced regional development. In Western society, tourism has been a major driver of socio-economic development. It is an alternative strategy for sustainability and diversification of economy for important policy of a good government [10]. Tourism business is the speediest business industry in the world. Tourism sector creates employment prospects and grossing foreign exchange etc., that are very essential for the economic development of a country. The tourism business should be planned in such a way that it minimises the social and environmental impacts and provides full economic benefit for society. It makes the economy grow in the society. Tourism is merchandise that is based on synchronized production and utilization. Before we look into tourism development, let us define the perception of tourism development. Tourism development indicates to all the actions related to delivering services for travellers in a destination. It includes accomplishments such as; services improvement, employment and prosperity formation, and promotion. Presentation of several tourist destinations throughout connection, schooling and assistance of inhabitant tourism establishments stimulates tourism development. With the thought of tourism improvement, we can realize the significance of tourism in developing countries and its commercial effect on them. [11].

In recent time, the benefits of tourism are not to be judged in terms of economic benefits alone. [12] argues that tourism has a wider implication encompassing not only economic benefits but also social and cultural benefits as well. Tourism could be acknowledged as leisure and pleasure activity. [9] observes

that people like to visit places and events that could afford them the opportunities for leisure and pleasure which are natural, cultural or man-made event. However, the benefits are achieved through the products and services available to attract tourists. Although some of the tourist centres in Cross River State are not well developed to promote socio-economic development, [13] argues that the only way to realize the important roles of tourism is through a well-developed, packaged and promoted tourist attraction.

2.3. Contribution of Tourism Employment Opportunities to the Development of Hospitality Industry

The tourism industry offers enormous opportunities in creation of jobs and strengthening economy of a nation [14]. The statistics indicate that Nigeria employment rate will rise 897,500, translating to N252bn in investment equivalent to 1.6 per cent increments and 1.4 percent annually, with the aim of reaching 5.4 percent in 2022. A reasonable number of Nigerians are currently employed directly within the country's tourism industry, representing 1.4% of the labour force. The number will rise to 1.6% over the next 10 years according to World Travel & Tourism Council. The number of jobs created both directly and indirectly by the industry should reach almost 1.9m this year, according to the WTTC, and is expected to rise to 2.9m by 2022, making up 3.5% of total employment. In another expansion of WTCC's estimate, Nigeria's visitor numbers should increase by 3.5% per year over the coming decade, with the country expected to welcome a total of 1.8m international travelers this year. The number is forecast to rise to 2.9 m over the next 10 years [15].

The tourism industry has made a great contributions to the country's Gross Domestic Product and increase employment in the past four years [16]. WTTC further forecasts in their reports, that in 2012 alone, some 897,500 jobs, representing 1.4 percent of Nigeria's total engaged workforce will be generated by the travel and tourism industry. With about N1,232.2 billion (3.3 percent) contribution to the GDP in 2011; rises by 10.8 percent in 2012 and further increase by 7.0 percent annually to hit N2,690.8 billion in 2022, the Nigerian travel and tourism industry is fast opening up to huge investments. Travel and tourism generated 838,500 jobs directly in 2011 (1.4 percent of total employment), and this was forecast to grow by 7.0 percent in 2012 to 897,500 jobs, stated in the WTTC reports, which give details that the expected jobs include employment by hotels, travel agents, airlines as well as the activities of the restaurant and leisure industries directly supported by tourists and other passenger services [9]. Thus, this study hypothesises that:

H_1: Tourism employment opportunity significantly contribute to the development of hospitality   industry.

2.4. Contribution of Tourism Foreign Exchange to the Development of Hospitality Industry

The tourism industry enhances foreign earnings of an economy. It is accomplished with the entrance of foreigners into Nigeria e.g. The Obudu Cattle Ranch or Tinapa in Cross River State attract tourists for holiday visits and site seeing annually. Also tours agriculture encourages foreign exchange through international trade e.g. cocoa exportation, rubber exportation etc. [17]. In 2011, over 2 million tourists visited Nigeria, in various international conferences, Carnival and foreign investors on business tourism increases the number of tourists and spent the equivalent of $3.7 million U.S Dollars and this figure are expected to rise by 10 percent increase year by year. Tourists are attracted by Nigeria's cultural diversity, scenery and festivals each region of Nigeria offer something for foreign visitors, from Carnival Calabar, Obudu Cattle Ranch, Osun Osogbo Groove, Olumo Rock, Agbokim Water Falls in Cross River, Nigeria and a number of beaches and coastal cities [17].

The World Tourism Organization (WTO) predicts an increase in the number of tourists globally to reach 1.6 billion by the year 2020 and that international tourism receipts will exceed US$2.0 trillion. The estimated growth of world global tourism arrivals of 4.5% per annum will pose enormous challenges and opportunities for many countries such as Nigeria [15]. Many analysts of the tourism sector in Nigeria agree that the sector has the potential of not only contributing to foreign exchange earnings but also can support the reduction of the concentration of foreign exchange sources. [18]. Thus, this study conjectures that:

H₂: Tourism foreign exchange earnings significantly contribute to the development of hospitality industry.

2.5. Contribution of Tourism Income Generation to The Development of Hospitality Industry

Accurate record of tourism contribution to income generation (GDP) is difficult to achieve in Nigeria, as the tourism minister hinted during a TV interview that the sector does not generate as the tourism earnings in South Africa and Dubai, notwithstanding over 500 tourist sites and attractions in the nation [19]. The fiscal impact of the tourism sector is often assessed at the macroeconomic level. The conventional measurement focuses on tourism receipts and the contribution of tourism to a country's GDP [20]. Recently, the WTTC reports entitled: "Travel and Tourism Economic Impact 2012", puts the total contribution of travel and tourism to Nigeria's GDP at N598.6 billion, which represents 1.6 per cent of the total GDP, and 6.3 per cent per annum from 2012 to 2022. Furthermore, travel and tourism directly supported 838,500 jobs or 1.4 per cent of total employment in 2011. This will be also expected to rise by 3.7 per cent annually to 1,289,000 jobs or 1.6 per cent of total employment in 2022. The report also puts investment in the travel and tourism sub-sectors in Nigeria in 2011 at N 251.5 billion, while forecasting growth in this area at 1.5 percent in 2012 and a rise of 2.4 per cent per annum from 2012 to 2022 [21]. In another enlargement the contribution to GDP, according to WTTC travel and tourism contributed N1.232 to (3.3 per cent of GDP) in 2011, adding that the GDP was expected to rise by 10.8 per cent in 2012 and seven per cent per annum to N2.691ten in 2022. [16]. Thus, this study hypothesises that:

H₃: Tourism income generation significantly contribute to the development of hospitality industry.

2.6. Theoretical Framework
2.6.1. Economic Impact Analysis

Economic impact analysis (EIA) helps in analysing the contribution of an industry to the economy of a region. It traces the flows of spending associated with tourism activity in a region to identify changes in sales, tax revenues, income, and jobs due to the industry's activity. According to [22], the principal methods in economic impact analysis are visitor spending surveys, analysis of secondary data from government economic statistics, economic base models, input–output models and multipliers. This implies that EIA is a quantitative method used to estimate the economic benefits derived from an industry to the economies and surrounding communities where it is located. Moreover, Economic impact studies use financial and economic data to generate estimates of output, GDP, employment and tax revenues associated with changes in the level of economic activity resulting from the project or industry being analysed. However, [23] observed that it could be estimated at the direct, indirect and induced levels.

On employment, direct employment is generally employees on payroll, while the indirect employment is related to the supplier's workforce. The induced employments are the retail and other types of jobs supporting household expenditures. Wages and salaries (income) are measures of the cash earnings of employees while government revenue come from personal income taxes, indirect taxes less subsidies, corporate income taxes and is measured as the total amount of tax revenues generated for each level of government (municipal, provincial and federal). [24] argue that the "indirect" and "induced" business impacts of a programme, project or facility are often referred to as "multiplier effects," since they can make the overall economic impacts substantially larger than the direct effects alone.

In any industry, an economic impact analysis assessed the contribution of the industry activity to a region's economy such as the:

1. Amount the industry spend in the area
2. Portion of sales by local businesses due to industry
3. Income generated from the industry for households and businesses in the area
4. Number of jobs generated in the area through the industry, and

5. Revenue generated from the industry. In the hotel industry, economic impact analysis provides a transparent measure of the economic importance of hotels to the economy of the state.

This were analysed through economic activities such as revenue generation, employment and income earnings from hotels as well as local economy development. However, [23] observes that the total economic impact comprises the direct impact and indirect impacts. In this study, the direct impacts are the changes in the industries associated directly with visitor spending; indirect impacts are sales, income, or jobs resulting from secondary rounds of purchases the hotel makes to other linked industries in the region while the induced effects are related to sales, income or jobs resulting from household spending as a result of income earned from visitor spending (either directly or indirectly). For instance, the employees of hotels will spend their salaries in the region and hence generate new rounds of sales, income and jobs. At each stage, however, some visitor's expenditure is lost to the system because it is used to purchase imported goods and services and some induced expenditure may be partially lost through savings. These losses from the system are generally referred to as leakages.

3. Methodology

The cross sectional survey design was adopted for the study. This gave the opportunity to draw segments of the population and sample their views using survey instruments, analyzed the data statistically and deduced findings which can be generalized. The survey design was used for the purpose of obtaining data to enable the researchers test hypotheses. The choice of the design was to enable the research draw inferences from the opinions of the respondents to establish relationship between the variables without influencing the outcome of the relationship. The study was conducted in Mary Slessor's tombstone, Marina resort, Obudu Cattle Ranch, Agbokim water fall, Cross River State, Nigeria and the population comprises staff and customers of hostels, eateries and dining. The purposive sampling technique was considered appropriate because it permits the researcher to select the sample that fits his/her purpose of the study. It is a sampling technique where the selected respondents are knowingly chosen because of their suitability for advancing the purpose of the research.

However, due to the unavailability of valid up-to-date records of staff and customers, the exact numerical size of the population was unknown. Therefore, the study estimated the sample size of 246 for the study by applying the Topman sample size determination procedure for infinite populations. The Topman formula states thus:

$$n = \frac{Z^2 Pq}{e^2}$$

Where
n: Sample size required
Z: Tabular statistical unit (1.96)
P: Probability of positive response (0.8)
q: Probability of negative response (0.2)
e: Margin of error (5 percent)

A pilot survey was conducted by interviewing 30 respondents randomly at different hotels, eateries, dining, where they were asked to identify whether or not they patronised hotels, eateries and dining. Out of the 30 respondents interviewed, 24, representing 80%, said that they patronised hotels, eateries and dining, while 6 respondents, representing 20%, said that they did not patronise hotels, eateries and dining. From the results of the pilot survey above, the probability of positive responses (P) was 0.8, while the probability of negative responses (q) was 0.2. By simple substitution, the Topman formula was applied thus:

$$n = \frac{1.96^2 (0.8 \times 0.2)}{0.05^2}$$

$$= \frac{3.8416 (0.16)}{0.0025}$$

$$= \frac{0.614656}{0.0025}$$

$$= \quad 245.8624$$
$$n \quad = \quad 246 \text{ respondents.}$$

The study uses primary data, which were obtained from respondents using questionnaire. The instrument was scaled in likert five-point scale of strongly agree (SA), agree (A), undecided (U), disagree (D) and strongly disagree (SD). This study employes a self-administered questionnaire consisting of closed-ended statements. The study adopted face-to-face administration of questionnaire to the respondents in hotels, eateries and dining. Two hundred and thirty two (232) questionnaire were correctly filled, returned and used for the study. The questionnaire was divided into two parts. Part A was the bio-data of the respondents which include gender, age, marital status, occupation, educational qualification. Also, part B included statements developed for independent and dependent variables. For independent variable – tourism employment opportunity 1-4; tourism foreign exchange earnings 5-8; tourism income generation 9-12; development of hospitality industry 13-16. Multiple regression analysis was employed for data analysis. It was employed to interpret the relationship between a single dependent variable (development of hospitality industry) and several independent variables (employment opportunity, foreign exchange earnings and income generation). Development of hospitality industry was measured with high influx of tourists, upgrade of facilities to state of art, increase in revenue, increase of disposable income, and sustainable economic development.

4. Result and Discussion of Findings
4.1. Results

Table 1.
Model Summary showing the contribution of tourism on income generation, foreign exchange employment opportunity on the development of hospitality industry in Cross River State.

Model	R	R square	Adjusted r square	Std. error of the estimate	Durbin-Watson
1	0.955a	0.911	0.910	0.319	0.251

Note: a. Predictors: (Constant), contribution of tourism on income generation, Tourism contribution on foreign exchange, tourism employment opportunity
b. Dependent variable: Development of hospitality industry.

The multiple regression result in Table 1 shows combined contribution of tourism on income generation, foreign exchange, employment opportunity on the development of hospitality industry in Cross River State. The essence of this regression was to investigate whether the variable – tourism on income generation, foreign exchange and employment opportunity are good predictors of the development of hospitality industry in Cross River State. The multiple regression model reveals multiple R of .955, R-square of .911 and Adjusted R-square of .910, all indicating goodness of fit of the data to the model. The value of R-square (.911) revealed that the variables account for 91.1 per cent contribution of tourism on income generation, foreign exchange, employment opportunity on the development of hospitality industry in Cross River State. Only 8.8 per cent were not accounted for by the variables.

Durbin Watson value of .251 implies that the data fell within the autocorrelation range of between zero and two. This implies that the contribution tourism on income generation, foreign exchange, employment opportunity significantly affects the development of hospitality industry in Cross River State. It concludes that investment in tourism will foster income generation, foreign exchange, employment opportunity significantly affects the development of hospitality industry in Cross River State.

Table 2.
ANOVA[a] showing the contribution of tourism on income generation, foreign exchange employment opportunity and the development of hospitality industry in Cross River State.

Model		Sum of squares	Df	Mean square	F	Sig.
1	Regression	238.591	3	79.530	779.334	0.000[b]
	Residual	23.267	228	0.102		
	Total	261.858	231			

Note: a. Dependent variable: Development of hospitality industry
b. Predictors: (Constant), contribution of tourism on income generation, Tourism contribution on foreign exchange, tourism employment opportunity

The ANOVA statistics in Table 2 revealed F-value of 779.334 which is greater than the significant value (0.00), indicating a positive contribution of tourism on income generation, foreign exchange employment opportunity and the development of hospitality industry in Cross River State. This implies that there is positive contribution of tourism on income generation, foreign exchange and employment opportunity on the development of hospitality industry in Cross River State. It was concluded that investment in tourism will significantly contribute to income generation, foreign exchange and employment opportunity which will eventually enhances the development of hospitality industry in Cross River State.

From the Table 3, all the variables have positive slope (B<0.05) indicating the contribution of tourism on income generation, foreign exchange, employment opportunity and the development of hospitality industry in Cross River State.. Among the variables, tourism and contribution to employment opportunity accounted for 0.640 which is about 64 per cent. This implies that tourism significantly contributes to employment opportunity and the development of hospitality industry in Cross River State. Also, among the variables, tourism contribution to foreign exchange accounted for 0. 61, which is about 61 per cent, indicating a positive contribution of tourism on foreign exchange and the development of hospitality industry in Cross River State. Also, tourism contribution to income generation accounts for 60.8 percent, indicating significant positive contribution of tourism on income generation and the development of hospitality industry in Cross River State.

Table 3.
Coefficients[a] showing the contribution of tourism on income generation, foreign exchange employment opportunity and the development of hospitality industry in Cross River State.

		Unstandardized coefficients		Standardized coefficients	T	Sig.	95.0% confidence interval for B		Correlations		
		B	Std. error	Beta			Lower bound	Upper bound	Zero-order	Partial	Part
1	(Constant)	0.773	0.100		-1.767	0.079	-0.375	0.020			
	tourism employment opportunity	0.640	0.089	0.536	6.094	0.000	0.365	0.714	0.949	0.374	0.120
	Tourism contribution on foreign exchange earnings	0.613	0.072	0.058	0.847	0.398	-0.081	0.204	0.918	0.056	0.017
	contribution of tourism on income generation	0.608	0.084	0.672	4.858	0.000	0.242	0.573	0.942	0.306	0.096

Finally, among the variables, tourism significantly contribute more to in employment opportunity and foreign exchange earnings and the development of hospitality industry in Cross River State. The result of the analysis indicated that led tourism significantly contributes to employment opportunity, foreign exchange, income generation and the development of hospitality industry in Cross River State.

Table 4.
Residuals Statistics[a] showing the contribution of tourism on income generation, foreign exchange employment opportunity and the development of hospitality industry in Cross River State.

	Minimum	Maximum	Mean	Std. deviation	N
Predicted value	0.83	4.87	4.12	1.016	232
Residual	-0.867	0.699	0.000	0.317	232
Std. predicted value	-3.232	0.738	0.000	1.000	232
Std. residual	-2.714	2.189	0.000	0.993	232

Note: a. Dependent variable: Development of hospitality industry

From the Table 4, mean deviation is1 and the standard deviation of 1.016. When compared, the mean value of 1 is significantly greater than the standard deviation of 1.016, implying tourism significantly contributes to employment opportunity, foreign exchange, income generation and the development of hospitality industry in Cross River State. It was concluded that tourism significantly contribute to employment opportunity, generation foreign exchange earnings, income generation and continuous development of hospitality industry in Cross River State.

4.2. Discussion of Findings

Hypothesis one tested that employment opportunity does not significantly contribute to the development of hospitality industry in Cross River State. It was tested using the multiple regression models at 0.05 level of significance, and the null hypothesis was rejected, while the alternative hypothesis was accepted. This result is in an agreement with the findings of [14] and (9) when they found that employment opportunity significantly contribute to the development of hospitality industry in Nigeria.

Hypothesis two tested that foreign exchange earnings do not significantly contribute to the development of hospitality industry in Cross River State. It was tested using the multiple regression models.

The null hypothesis was rejected, while the alternative hypothesis was accepted. [15] and [25] supported this finding when they found out that foreign exchange earnings has positive effect on the development of hospitality industry.

Hypotheses three tested that income generation does not significantly contribute to the development of hospitality industry in Cross River State. It was tested using the multiple regressions with the aid of SPSS e-view at 0.05 level of significance and the null hypotheses was rejected. This finding negates the finding of [20] and [26] whose study finding reveals that income generation has positive effect on the development of hospitality industry

5. Conclusion

The study examines the socio-economic contribution of tourism to the development of hospitality industry in Cross River State, Nigeria. The presence of tourism sites such as Mary Slessor's tombstone, Marina resort, Obudu Cattle Ranch, Agbokim water fall attracted high influx tourists. This in turn put the managements of hospitality industry on their toes to upgrade their facilities to state of art and provide tourists with quality services to ensure tourist satisfaction. Furthermore, increase in patronage of hospitality industry (hotels, restaurants, eateries and dinning) by tourists, assisted the industry to upgrade the facilities and services, generate revenue, employ and pay staff salaries, pay their taxes and remain relevant in the market place. Tourism is the gate of development of hospitality industry of a nation.

6. Recommendations

1. The government of Cross River State should improve and make the tourism industry safe and attractive. This will increase the tourists' patronage to hospitality industry, increase their revenue to create employment opportunities which will help improve per capital income of people and reduce pressure on government as the only employer of labour.

2. The government should develop and improve tourist sites, such as Obudu Catle Ranch, Mary Slessor tombstone, Abgokim and Kwa Falls, Marina Resort, to a modern destination, as it will attract tourists which in turn will boost income of hospitality industry. This will make hotels, eateries, restaurants and dining to improve their facilities and services to the state of art to ensure tourist patronage, loyalty and satisfaction.

Copyright:

References

[1] B. Fred, *"Tourism and travel management"*, Jangpura: New Delhi, 2007.

[2] J. S. Theobot, "Tourism and socio-economic development in developing countries: A case study of Mombasa Resort in Kenya", *Journal of Sustainable Tourism*, vol.15, no 6, pp. 735-748, 2007.

[3] A. Ayodele, "The economic impact of tourism development in Ile-Ife, Osun State, Nigeria". *Journal of Tourism, Hospitality and Sport*, vol. 2 no. 1, pp. 28-34, 2002.

[4] A. Kim, "Tourism and hotel management. *Journal of Travel Research"*, vol. 37 no. 1, pp. 71-75, 2000.

[5] I. Lucas, *"Management of tourism and hospitality services"*, Accra: Woeli Publishing Services, 2016.

[6] J. Yu and A. Pin, "Residents' perceptions towards tourism development: The case of Sal Island", *International Journal of Development Issues*, vol. 12 no. 2, pp. 140 −157, 1994

[7] F. O. Bassey, N. F., Awara and J. A., Anyadighibe, "Marketing research and quality service offerings in Cross River State, Nigeria", In: Asuquo, F. E. (editor) On *Harnessing African potentials for sustainable development*, Calabar, Nigeria, September: Unical Press & GIS Publishers. U6CAU Proceedings (Maiden Edition), vol.1, no. 1, pp. 202-215, 2019.

[8] S. M. Elliott, "Challenges of tourism in a dynamic island destination: The case of Cuba", *Tourism Geographies*, vol.10, no. 3, pp. 375-40, 2017.

[9] E. Obinna, "Tourism kicks up Nigeria's GDP, job opportunities: Business Day", 2012. *http://www.businessdayonline.com/NG/index.php/travel-a-leisure/37454-tourism-kicks-up-nigerias-gdp-job-opportunities.*

[10] J. S. Ojo, "Managing tourism for socio-economic development in Nigerian Local Government: A Case of Idanre Local Government", *Journal of African Studies and Development*, vol. 6 no. 2, pp. 29-35, 2016.

[11] J. Ateljevic and S. Page, "Tourism and entrepreneurship: International perspectives" (Oxford: Elservier), 2009.

[12] D. K. Rotich and M. K. Obombo, "Developing community tourism as a tool for poverty alleviation and socio-economic development. A case study of the Bukusu Community in Kenya", *Research on Humanities and Social Sciences*, vol. 2, no. 1, pp. 207-213, 2017.

[13] M. Tunde, "Harnessing tourism potentials for sustainable development: A case of Owu Water Falls in Nigeria", *Journal of Sustainable Development in African*, vol. 14 no. 1, pp.119-133, 2017

[14] E. George, "Making Nigeria world tourism destination: Nigeria Pilot jobs", 2013. http://www.nigeriapilot.com/making-nigeria-world-tourism-destination-2/

[15] I. Z. Abubakar, "The economic contributions of tourism in Nigeria and the strategies for increasing the contributions in the future", 2014. http://www.academia.edu

[16] Agency Reporter, "Tourism boosts Nigeria's GDP, employment – Report Punch Nigeria Limited", 2015. *http://www.punchng.com/business/appointments management/tourism-boosts-nigerias-gdp-employment-report/*

[17] I. Z. Abubakar. The economic contributions of tourism in Nigeria and the strategies for increasing the contributions in the future, 2012. http://www.academia.edu

[18] A. Ajibola, "Tourism as revenue driver: How committed is Nigerian Government? Guardian News", 2018. *http://www.ngrguardiannews.com/index.php/Saturday magazine/travel-a-tourism/139154-tourism-as-revenue-driver-how-committed-is-nigeriangovernment*

[19] S. B. Abiodun, "The Nigerian tourism sector: Contribution, constraints, and opportunities", *The Journal of Hospitality Financial Management*, vol. 10 no. 1, pp. 74-84, 2018.

[20] O. Olu, "Nigeria: Tourism for socio-economic development - the Ekiti State Example (II) Daily Trust. by All Africa Global Media (allAfrica.com)", 2012. *http://allafrica.com/stories/201209290289.html*

[21]   A. Adewole, "Africa: The nation to host African Ministers of tourism: This day online newspaper", 2012. http://allafrica.com/stories/201205140632.html

[22]   D. C. Frechtling, "Assessing the economic impacts of travel and tourism – Introduction to travel economic impact estimation", In: Brent Ritchie, J. R. and Goeldner, C. R. (2nd Ed.). *Travel, Tourism and Hospitality Research*; John Wiley and Sons Inc, 2018.

[23]   D. J. Stynes, "Economic impacts of tourism". 2017. *www.msu.edu/course/prr/840/econimpact/pdf/ecimpvol1.pdf*, 2017.

[24]   G. Weisbrod and B. Weisbrod, "*Measuring economic impacts of projects*", Wellington, New Zealand, 2017.

[25]   A. Justice, "Contributions of the hospitality industry (hotels) in the development of Wa Municipality in Ghana". *International Journal of Advanced Economics*, 2020, vol. 2 no. 2, pp. 21-38.

[26]   A. Adewole, "Africa: The nation to host African Ministers of tourism: This day online newspaper", 2012. http://allafrica.com/stories/201205140632.html