

**ECOTOURISM IN THE THIRD WORLD: A STUDY OF OOWU
WATERFALLS KWARA STATE, NIGERIA**

**A THESIS SUBMITTED TO
THE INSTITUTE OF GRADUATE STUDIES
OF
NEAR EAST UNIVERSITY**

By

HALIMA DAYO AJIKOBI

**In partial fulfilment of the Requirement for the
Degree of Master of Science
in
Landscape Architecture.**

NICOSIA, 2021

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Signature:

Date:

To my family...

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ABSTRACT

Nigeria possesses various international natural and tourism resources that should serve as the foundation for long-term tourism development, but it has not reaped significant benefits from the tourism business. Environmental protection, wildlife conservation, poverty relief, and socioeconomic development are all aided by ecotourism. It has an impact on the community's environmental, social, and economic components, as well as the entire country. For sustainable implementation of ecotourism projects, there is a need for cooperation among different stakeholders, training of ecotourism tourism entrepreneurs, and appropriate management policies. This thesis therefore examines the potentials of Oowu falls for socio-economic development of the host community, state, and country to ensure sustainable tourism development in Nigeria. The research involves a questionnaire with an amount of 40 participants. The research discussed the concept of tourism, the benefits of tourism to the host town, the state, and the country as a whole, as well as the Oowu Falls' primary obstacles and future prospects. The Falls problems and possible solutions were also highlighted.

Keywords: Ecotourism, Tourism, Waterfalls, Sustainability, Oowu, Nigeria

ÖZET

Nijerya, uzun vadeli turizm gelişiminin temeli olarak hizmet etmesi gereken çeşitli uluslararası doğal kaynaklara ve turizm kaynaklarına sahiptir, ancak turizm işinden önemli faydalar elde etmemiştir. Çevrenin korunması, vahşi yaşamın korunması, yoksulluğun giderilmesi ve sosyoekonomik kalkınmanın tümü ekoturizm tarafından desteklenmektedir. Toplumun çevresel, sosyal ve ekonomik bileşenlerinin yanı sıra tüm ülke üzerinde etkisi vardır. Ekoturizm projelerinin sürdürülebilir uygulanması için farklı paydaşlar arasında işbirliğine, ekoturizm turizm girişimcilerinin yetiştirilmesine ve uygun yönetim politikalarına ihtiyaç vardır. Bu nedenle bu tez, Nijerya'da sürdürülebilir turizm gelişimini sağlamak için ev sahibi topluluk, eyalet ve ülkenin sosyo-ekonomik gelişimi için Oowu şelalelerinin potansiyellerini incelemektedir. Araştırma, 40 katılımcı ile bir anket içermektedir. Araştırma, turizm kavramını, turizmin ev sahibi şehre, eyalete ve bir bütün olarak ülkeye olan faydalarını ve ayrıca Oowu Şelaleleri'nin başlıca engellerini ve gelecek beklentilerini tartıştı. Şelale sorunları ve olası çözümler de vurgulandı.

Anahtar kelimeler: Ekoturizm, Turizm, Şelaleler, Sürdürülebilirlik, Oowu, Nijerya

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LIST OF ABBREVIATIONS

TIES	International Ecotourism Society
FRN	Federal Republic of Nigeria
WTO	World Tourism Organization
AIEST	International Association of Scientific Experts in Tourism
NPC	National Population Commission

CHAPTER 1

INTRODUCTION

1.1 Research Background

Tourism is one of the world's most important and fastest-growing sectors. Tourism is regularly promoted as a strategy of increasing regional economic activity in both developed and developing countries. Furthermore, the growth of the tourism industry has been reported to enhance the destination's image, allowing the host town to address other issues such as company recruitment and retention. Tourism has been adopted as an alternative development strategy for the economic and social regeneration of rural areas in many Western countries as a result of agricultural restructuring, residential rural industrialization, and out-migration of higher educated young (Williams & Shaw, 1991, Wickens, 1999).

National parks, wilderness areas, mountains, lakes, and cultural sites, the majority of which are rural, are popular tourist attractions, particularly in developing countries. In these specific locations, tourism is already a significant part of the rural economy. It is self-evident that tourism will never come to dominate all rural regions; there are enormous swaths of rural areas in the developing world where tourism is irrelevant for the foreseeable future. Poor rural communities with some tourism potential and an urgent need to exploit whatever economic potential they have fall somewhere between these two extremes.

During this period of globalization, the global community is faced with the challenges of protecting international resources while also facilitating economic growth in both the developed and developing worlds; one tool that can be used as part of a sustainable development approach to link economic growth with conservation.

In ecotourism destinations, ecotourism encourages nature-based tourism activities, environmental conservation, and the production of tourism-related benefits for local communities. Ecotourism is one of the fastest growing segments of the tourism business, + all consumer expenditure (Honey & Krantz, 2007) Megan Megan Epler-Wood (2010), the founder of the International Ecotourism Society (TIES), believes that, ecotourism has grown

to be a significant market force, accounting for between 5% and 10% of the global travel market. According to studies, the United States, the United Kingdom, Germany, Canada, France, and Australia are the most popular destinations for ecotourism (Eagles & Higgins , 1998, Weaver, 2016)) Tourism, on the other hand, has been around since the ancient Greeks and Romans. These societies' wealthy people traveled to exotic sites throughout Europe, the Mediterranean, and the Middle East to learn about various cultures, relax, and enjoy in hot baths. Tourism has grown to become one of the world's major sectors. In 1995, global travel expenditures was 3.4 trillion dollars, with forecasted growth to 4.2 trillion by 2020. Furthermore, tourism has grown to become one of the world's major employers, accounting for between six and one half percent and ten percent of all jobs worldwide. Ecotourism was initially considered in Latin and South America as a simple and cost-effective public awareness strategy that could be used to raise funds for conservation.

While third-world countries are blessed with a plethora of tourist resorts and attractions, the region has mostly missed out on the aforementioned benefits due to the poor status of the industry, resulting in low patronage, and insufficient government attention. The landscape of Africa is littered with natural tourist attractions that are on par with the best in the world. Her rich cultural and traditional legacy, which extends back over two thousand years, completes the picture (FRN, 2004).

Not only for cultural tourism, but also for environmental tourism, the region has a lot of untapped potential. In general, the creation and marketing of new ecotourism goods that reflect Africa's unique characteristics must be promoted energetically. The weather, climate, greenery, excellent airspace, sunshine, magnificent scenery, the rock, falls, enticing beaches, historical artifacts, rich cultural diversity, friendly people, and animals are among Nigeria's tourism assets. As a result, Nigeria is Africa's biggest tourism destination.

The downstream economic consequences of international tourists spending are anticipated to generate additional annual gross revenue of \$224 million in Nigeria (N29b). Furthermore, emerging economies' market share has increased from 30% in 1980 to 47% in 2015, and is predicted to reach 57 percent by 2030, equating to approximately 1 billion international

tourist arrivals (UN, WTO's Long-Term Tourism Forecast Towards 2030). The foregoing suggests an alternative to an oil-dependent economy, which could be one of the most apparent solutions to combat global economic instability caused by oil price volatility.

Monolithism, a high level of abject poverty, unemployment, and low productivity characterize the economy. According to Suberu et al. (2015), Nigeria has to break free from the challenges that come with a mono-economy, particularly one that is heavily reliant on oil, which is prone to depletion, international price shocks, and unfavorable quota arrangements, necessitating diversification. According to Ajadi (2012), Nigeria is currently undergoing significant economic and population growth, which has resulted in a slew of mixed consequences on the country's economy, social environment, and natural environment.

Despite the countless attempts made to ameliorate the living conditions of Nigerians, the situation remains dire. It is widely acknowledged that the country faces numerous pressing issues, particularly in areas such as unemployment, insecurity and crime, income inequality, and other societal challenges. As a result, Ajadi (2012) believes that tourism can play an important role in the socio-economic development and promotion of Nigeria as one of the world's fastest growing economies. As a result, rural tourism may be used to generate maximum employment, maintain stable rural-urban integration, generate cash for the government, and promote cultural exchange for internal and external understanding. In light of these considerations, it is possible to speculate that rural tourism could be pushed as a means of diversifying Nigeria's economy.

1.2 Research Context

Nigeria as a country is endowed with both natural and material resources that may be used to help the country's economic development by generating revenue and foreign exchange. Many countries' socioeconomic development depends heavily on tourism. Tourism was one of the ignored areas until recently, when the Nigerian government began developing it as a means of enhancing the socioeconomic well-being of Nigerians and broadening the country's economic structure.

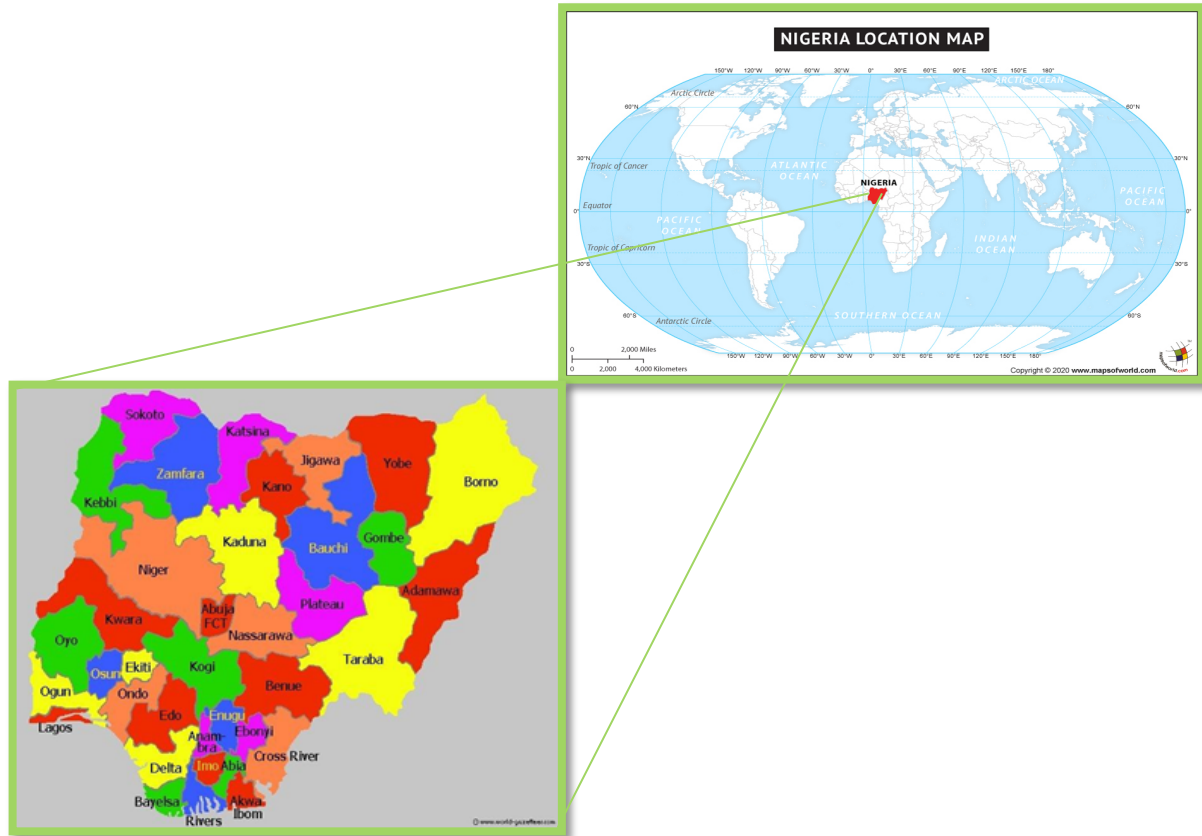


Figure 1.1: A geographical map of Nigeria (MoW, 2021)

The tourist business in Nigeria is dependent on its long-term viability. As a result, tourism must adhere to economic, social, environmental, and ethnic factors in the host regions in order to be sustainable. There are numerous natural tourism attractions in Nigeria, including the Ikogosi warm spring. Oowu Falls, the Niger-Benue confluence, Assop Falls, and Wikki warm springs are just a few of the attractions. All of these natural attractions, if adequately developed, have the potential to improve Nigeria's economic development and assure its long-term viability. In light of this, the purpose of this study is to investigate the neglect of Oowu Falls in Kwara State and how the falls can be developed to increase the economy of the host state and country, as well as to ensure sustainable tourism in Africa as a whole. Nigeria, on the other hand, has not reaped considerable benefits from tourism; however, a glimpse of a few benefits in selected Nigerian places will be shown. The magnificent Akinla, the first daughter and a princess of Oduduwa, the Yorubas' father, founded Erin-Ijesha waterfall in 1140AD. Ilesa is roughly 10 kilometers north of Erin-Ijesha. It is described as a

historic, sedate, quiet, and quiet countryside. The waterfalls are a series of seven district cascades on the lush Ridge's south western slopes (Figure 1.2).



Figure 1.2: Erin- Ijesha waterfall (Judson, 2020)

Gurara is a 30meter high waterfall located in the Suleja-Minna local government area of Niger state. During one of his hunting expeditions in 1745, Buba, a Gwari hunter, discovered it. During the rainy season, the waterfall is raging, but during the dry season, it is calm and great for a swim (Figure 1.3).

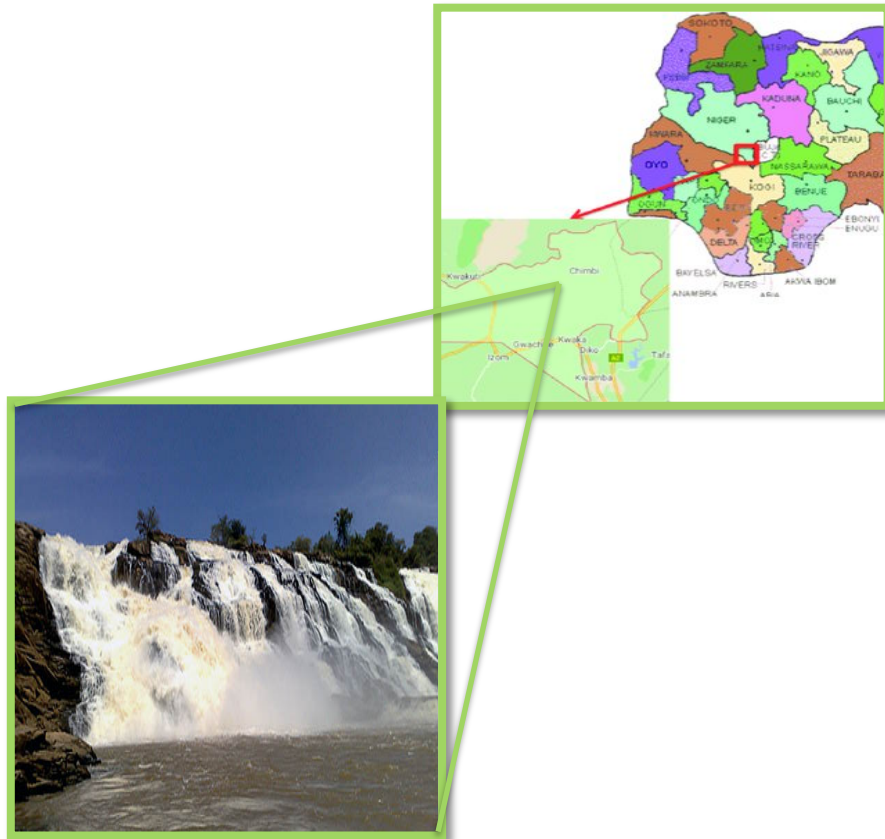


Figure 1.3: Gurara waterfall : (Emetere et al., 2021)

When traveling to Kaduna from Kafanchan, the magnificent Matsirga waterfall may be seen from the road on the right hand side. The splashing noise made by the crystal clear water falling down the rock from a height of around 30 meters can also be heard from the road. The route leading to the waterfall is winding, and as our reporter sped through the dew-drenched grasses to get a better look at the cascade's natural magnificence, his blue jeans trousers became soaked, and his black loafer's shoes became filthy (Figure 1.4).

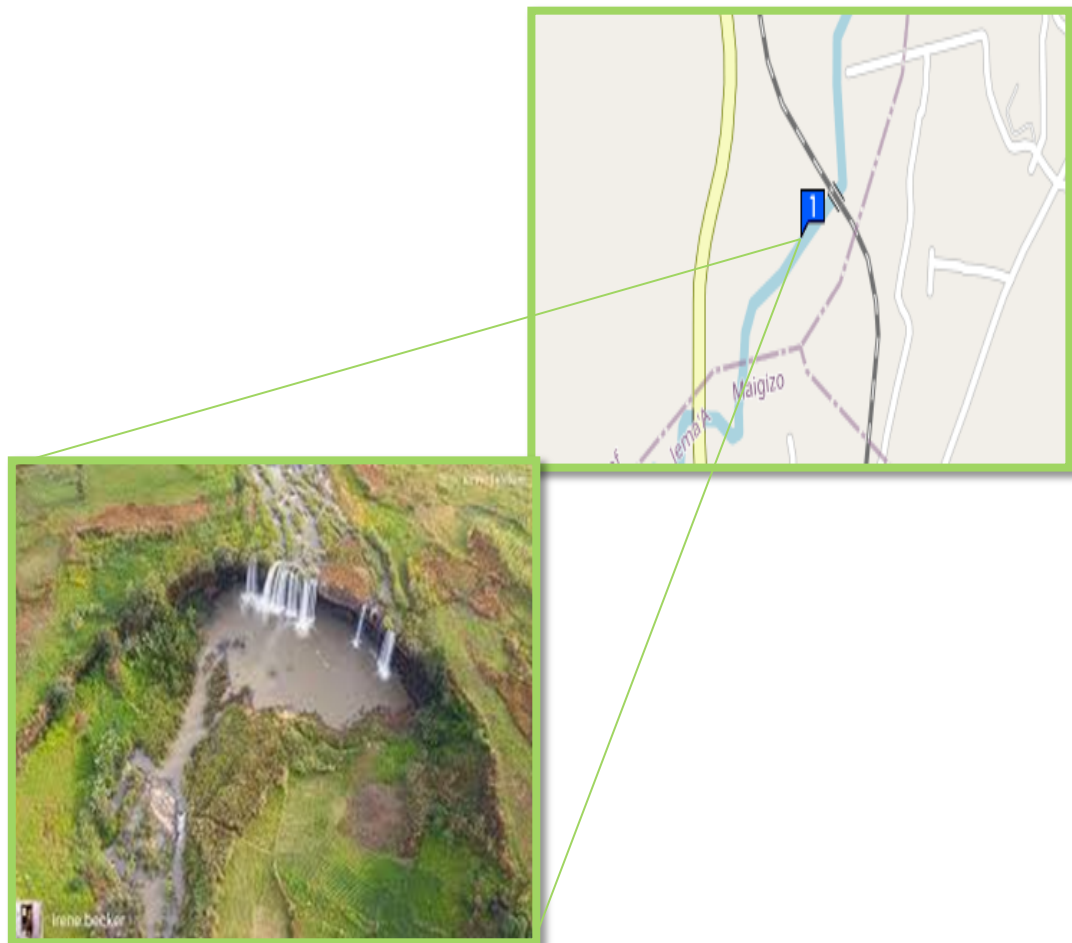


Figure 1.4: Matsirga waterfall (Africabz, 2021)

Agbokim waterfall is located in Etung local government area, some 315 kilometers from Calabar, Cross River state's capital city. Agbokim waterfall is an attractive collection of seven falls tumbling over a cliff. When the waterfall is in full bloom during the rainy season, it provides a stunning rainbow of colors, making the scenery even more beautiful (Figure 1.5).

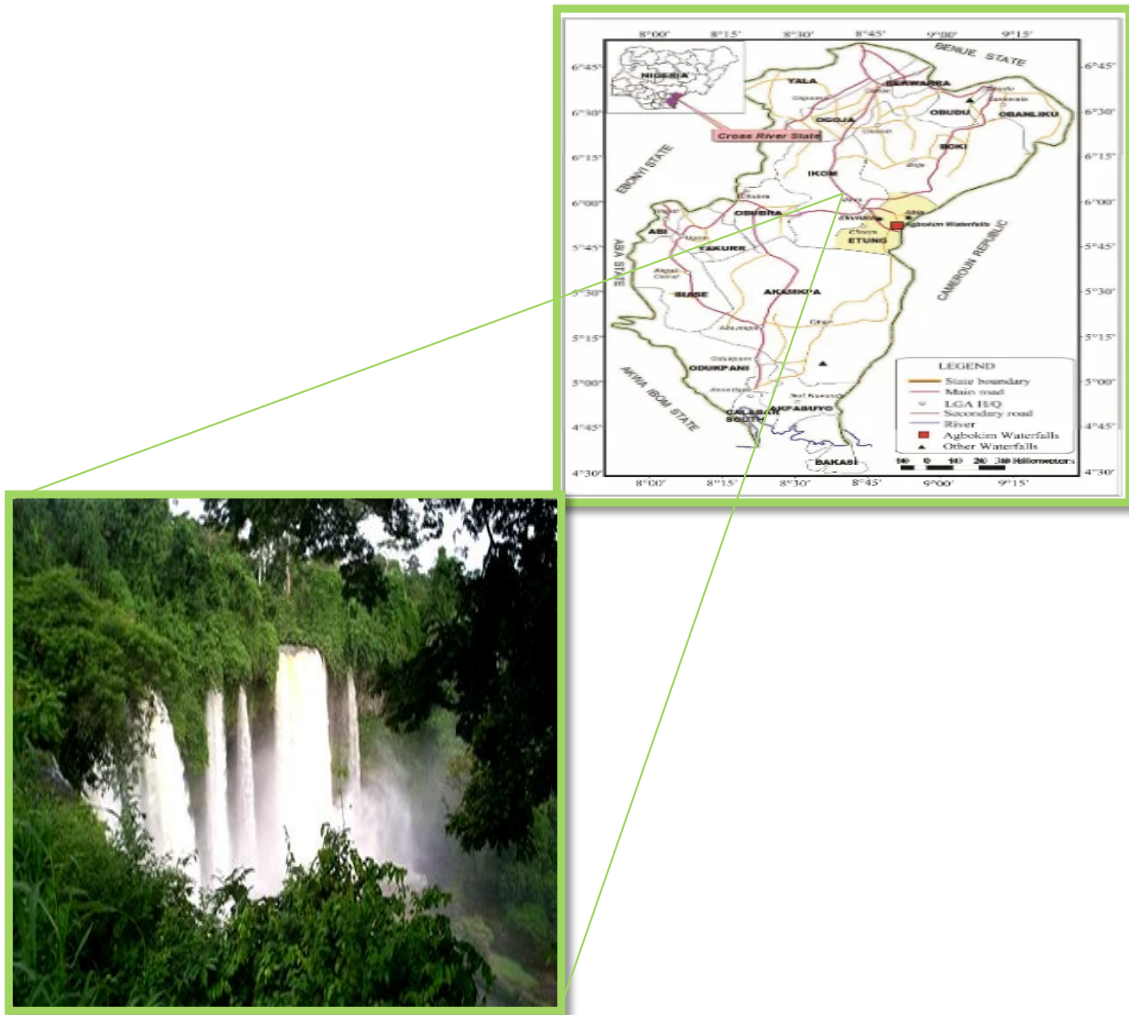


Figure 1.5: Agbokim waterfall (Ikpi & Offem, 2012)

FarinRuwa Falls is located in the Farinruwa Development Area in Nassarawa's Wamba Local Government Area. The falls are located on the border of Plateau and Nassarawa states. The falls originate on the JosPlateau in Plateau State's Bokkos Local Government Area. In the 1950s, the falls were found by Nigeria's then-British colonial rulers.



Figure 1.6: FarinRuwa falls (Omepa, n.d.)

The Kwa Falls are an extension of the Kwa River and are located in Anegeje village in the Akamkpa LGA of Cross River state. The Kwa Falls has 234 trees, and the cascade cascades into a canopy of tropical rainforest and mangrove forest rich in Mahogany, Ebony, and spruce trees, creating a beautiful landscape.

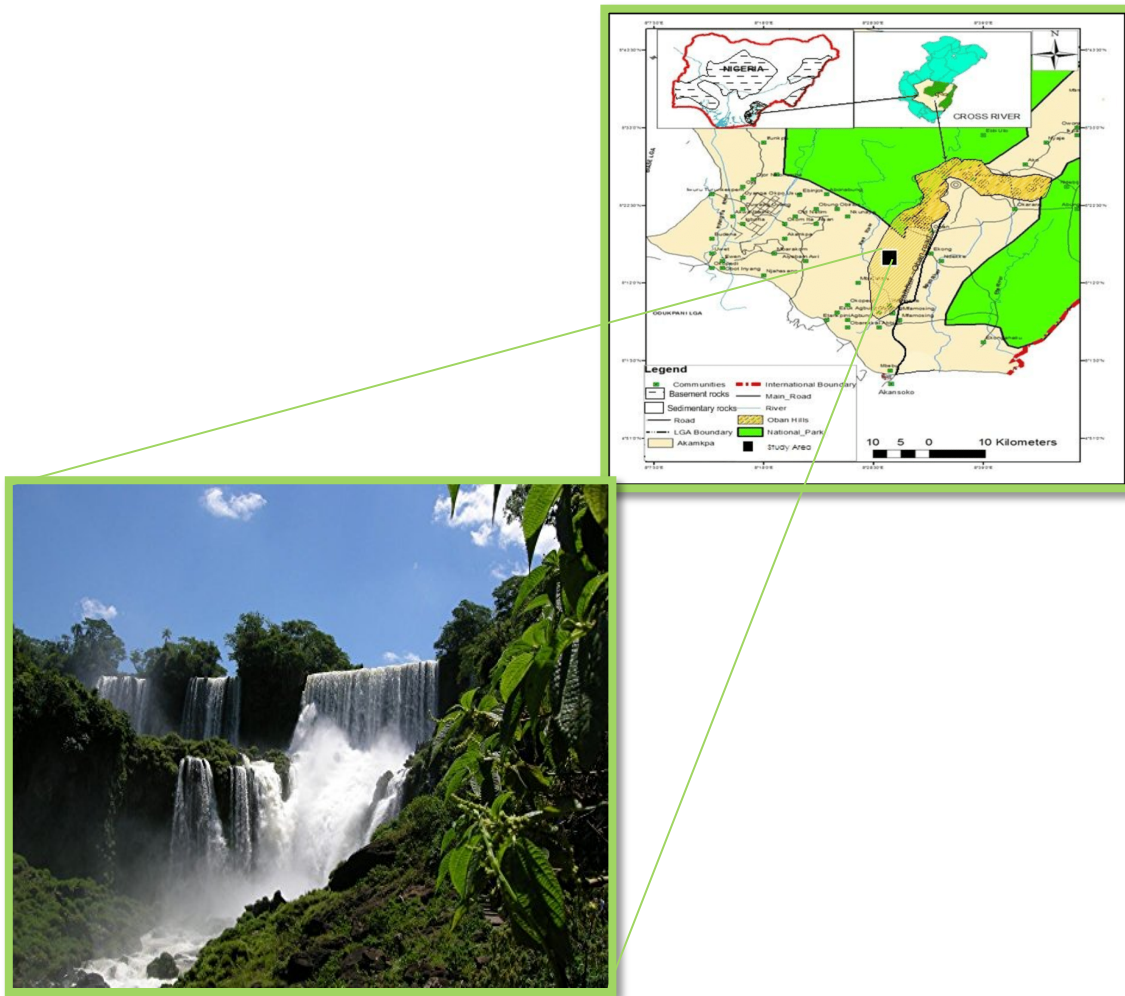


Figure 1.7: Kwa falls (O.M. Ekhialu, Ukpong, Kudamnya, Osung4, & Omoko5, 2020)

Assop Falls is located in Guinea Savanna, on the Jos Plateau's slopes and top of a mid-altitude ridge, near the Jos-Kagoro road, some 70 kilometers from Jos. The Assop Waterfall is a popular tourist attraction. If you're planning a journey to this fascinating tourist destination, look for hotels in Jos near the Assop Falls before you go to ensure that your vacation is relaxing and enjoyable .



Figure 1.8: Assop waterfall Goselle, Chinedu, Meshach, & Wuyep, (2017)

It's impossible to discuss Enugu's natural gifts without mentioning The Awhum Waterfall. Although it is located on the outskirts of the city, around 24 kilometers away in Amaugwe hamlet, this 30 meter high waterfall and cave are a must-see for adventurous tourists. Despite the fact that the location is managed by a Catholic monastery, there are no religious restrictions on entry.

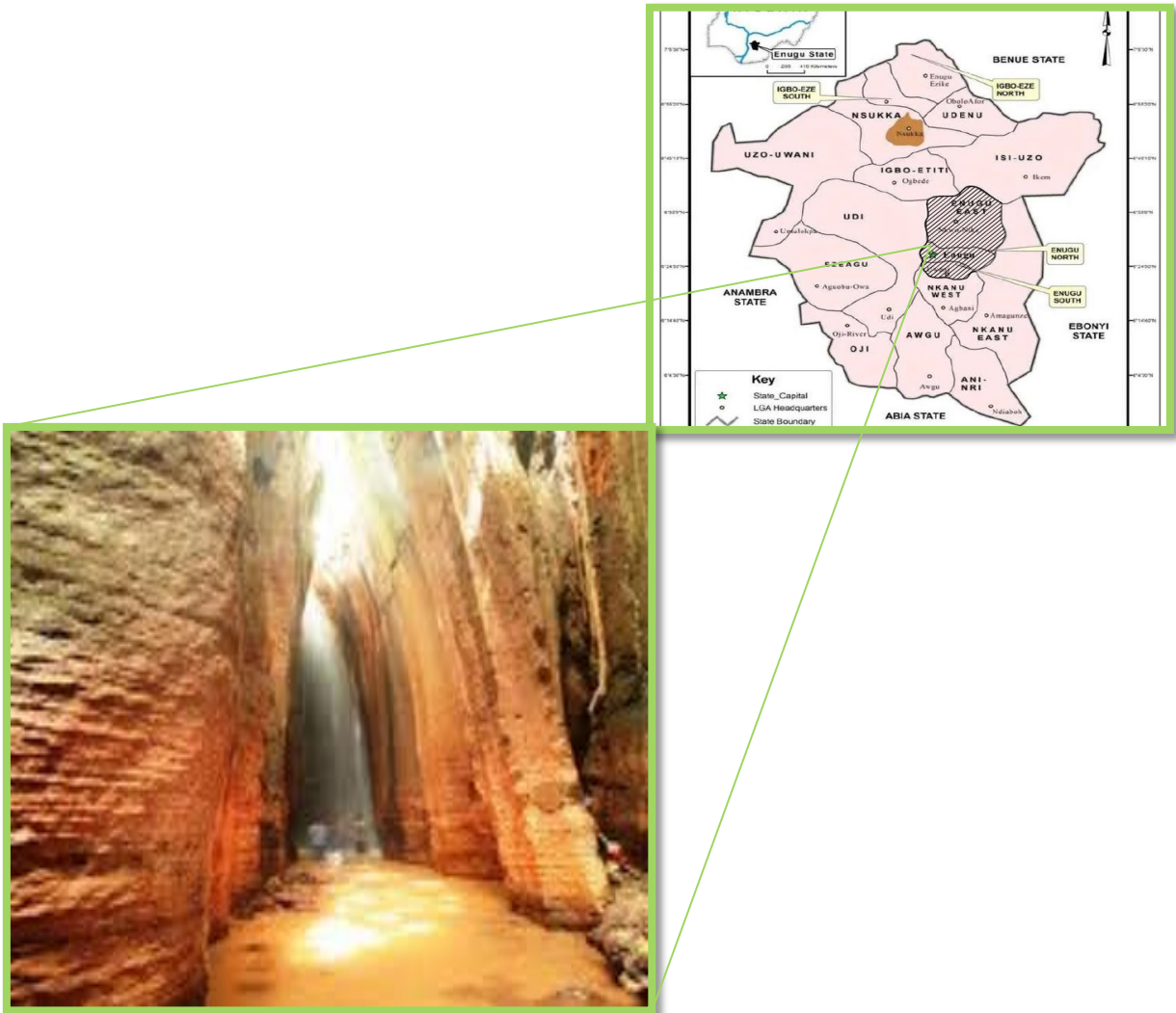


Figure 1.9: Awhum Waterfall (Umeora, 2018)

1.3 Statement of the Problem

In Nigeria's rural villages, the rural population is huge, poor, resilient, and hardworking; depending on the season and economic circumstances, an individual is a farmer, a hunter, or a merchant. Due to absolute poverty, his livelihood practices may have a negative influence on the ecosystem and tourism resources. There are also many wonderful sorts of landscapes in rural areas that cannot be transported to cities and are hence unused.

The rural tourist centres are faced with the problems of maintenance as well as patronage of

the foreigners due to inadequate awareness abouts the beautiful scenes of the rural tourist centres and the relaxation and satisfaction the tourists can derive from spending their leisure hours or holidays there. A tour of Oowu falls in Owa Onire in Ifelodun Local Government Area of Kwara state, however despicts a conter scenario. The inhabitants live in abject poverty, while the potentials of the Oowu fall as a tourist centre remains untapped.

Although, the place of Oowu fall in the Nigerian history and the global map may not be hidden, yet its impact cannot be felt either by the residents in their area or the state in terms of its expected economic contributions.

1.4 Aim and Objectives of the Study

This study will look at ecotourism in Nigeria and how it has been impacted both badly and favorably. Prior to the identification of Oowu fall, identify existing infrastructure, assess the impact of Oowu fall on the host community and the state as a whole, and highlight the challenges and future potentials of Oowu fall. Therefore the research questions are as follows:

- 1) Is revenue generated in the community
- 2) Are there planned events hosted by the community for tourists?
- 3) Does the area host other natural beauties?
- 4) Is there any specific cultural heritage within the area ?

The study's scope encompasses all of the areas addressed by the research topic. The Oowu Falls are part of this area. This fall takes place in Owa Onire, Kwara state's Ifelodun local government area. The study also looked at the residents of Oowu's economic activities and the issues they encounter on a daily basis. Starting from the beginning of the community to where Oowu falls is located, the study focused on the infrastructural facilities (road network, water supplies, communication system, etc) of the town in which Oowu falls is located, as well as poverty and income levels.

1.5 Method of the Study

For this study firstly a literature search was made using different scholarly database. The study also uses a primary source of data collected for the purposes of this research project. The information gathered from the primary source of data was used to investigate the obstacles experienced by locals and Area visiting, proposed solutions to the problems encountered, and to learn how tourism opportunities may be expanded to improve the welfare of Oowu's people.

1.6 Importance of this Research

The importance of tourism for the economic prosperity of any country cannot be overstated. According to Kinwar (2002), the tourism sector has evolved into a job creator, both services and product oriented, in the sense that people are paid to provide services to tourists. This translates to higher revenue from job creation, which will gradually boost people's living standards. He went on to say that diversifying numerous new economic pursuits can help to alleviate the major societal issue of unemployment. Infrastructure such as roads, hotels, power, and pipe-borne water, among other things, must be created for effective tourism development.

One of the benefits of well-planned and managed tourism is that it may help host communities reduce poverty while also conserving natural and cultural resources.

- 1) Providing rural areas with revenue and diversification. This is due to the fact that foreign currency stays in the local economy.
- 2) Foreigner tax revenue can be used to fund the expansion of specific facilities, such as swimming pools and golf courses. Restaurant and retail options are available.
- 3) Some of the tourism events will pique the interest of residents in the host community.
- 4) It promotes industry due to the high level of services and leisure opportunities available.

5) If the country is a desirable place to live, foreigners may become permanent residents.

This study contributes to the literature on the diversification of the Nigerian economy through rural tourism development by analysing the prospects and challenges faced by the communities in which the rural tourist centre is based, taking into account a case study of Oowu falls in Ifelodun local government area in Kwara state .In particular, the study assesses the factors that can lead to the development of rural tourism by making use of an explorative method of analysis including group discussions as well as observation of the study area.

The findings of my research could be useful in advising Nigerian decision-makers on complementing policies that are required to maximize the benefits of tourism, which can contribute to the country's economy.

CHAPTER 2

REVIEW OF THE LITERATURE

2.1 Travel and tourism

Tourism is described by the World Tourism Organization (WTO) as "an activity involving a person's travel to places beyond their typical environment for leisure no more than once."

“ Tourism has a sense of leisure travel and is often associated with vacations (vacations). This is reflected in dictionaries, which frequently refer to tourism as "pleasure travel." business jargon, the lingo of individuals who make a career by servicing tourists; the majority of them think of tourism in terms of the things they sell and the markets they serve.” (Medik,2003).

“Tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment,” concluded an international conference on Leisure, Recreation, and Tourism held in Cardiff in 1981 by the International Association Of Scientific Experts in Tourism (AIEST) and the Tourism Society. It is possible that tourism will not necessitate an overnight stay away from home.” As a result, there is widespread consensus that tourism entails leisure vacation away from home. Tourism is described by Ladan (2003) as "the totality of the phenomena and relationships originating from non-residents' travel and stay, insofar as they do not lead to permanent residence."

Tourism is a collection of interconnected economic activities that span the agricultural, manufacturing, and service sectors. As a result, tourism does not simply contribute one commodity to a country's export basket, but a wide variety of activities that can provide a country with a wide variety of benefits. As a result, tourism has been highlighted as one of the most effective ways to diversify and reinvigorate a nation's economy, and it is often regarded as one of the world's fastest expanding sectors.

One topic that may not elicit the desired enthusiasm and attraction among Nigerians is tourism. This could be due to the high level of poverty in a country where people live hand

to mouth and have little left over for secondary activities such as tourism. Tourism, on the other hand, is not a Nigerian problem; it is a global phenomenon in which individuals save money in order to visit tourist spots and realize their ambitions. The importance of the tourism sector as a primary tool for a country's socioeconomic growth cannot be overstated.

There is also whereby people move to well developed countries for proper medical checkup as a result of the deteriorating state of the medical facilities in their home country, or on vacation purposes to obtain medical services in other countries, etc. There are also those in the developed economies who move to developing countries for medical treatment as a result of the low price of the medical treatment in developing countries. This is usually referred to as medical tourism and in recent times , known as health tourism.

Ogunsanya(2005) noted other aspects of tourism and these are:

Cultural Tourism: This is characterized by the cultural landscape of the region with unique indigenous heritage, sacred, Groove, dry stone architecture, etc. A very good example is the Argungun festival in Kebbi state, Nigeria.



Figure 2.1: Kebbi Argungu festival (NAN, 2020)

Physical Tourism: This is characterized by the topography and landscape of a region with physical resources.

Wildlife Tourism: This is characterized by the natural parks inhabiting wild life resources.

The parks tend to be the natural abode of wild life resources and they produce fascinating scenes for example we have the Jos wildlife park.



Figure 2.2: Jos wildlife park (Nigeria Galleria, 2021)

Beach Tourism: this is found in coastlines of a country and it provides all year attraction for example La Campagne Tropicana Lekki Lagos.

Man-made Tourism: these are being developed either by the private or the public sectors in a country depending on the economic system being practiced in the country. They are not natural. For example the Magicland Amusement park ,Abuja , Pleasure park PortHarcourt etc.

Ecotourism: Is a type of natural resource-based tourism that focuses on experiencing and learning about nature, and is ethically managed to be low-impact, non-consumptive, and locally oriented control benefits and scale. It is most common in natural regions and should help to conserve or prevent such locations.



Figure 2.3: Lekki Ecotourism (Esther, 2018)

Since the end of World War II, tourism has grown dramatically internationally, accounting for roughly 6% of the world economy in 1999, with a financial worth of almost \$8,000 billion. This means that by 1999, tourism's contribution to the global economy had increased at the same rate or level as agriculture and mining. The World Travel and Tourist Council (WTTC) estimated that the tourism sector supported more than 200 million jobs globally, both directly and indirectly. Tourism accounts for 12% of global GDP and employs around 200 million people worldwide.

International visitor arrivals climbed from 25 million in 1950 to 699 million in 2000, equal to an average growth rate of 7%. (WTO,2001).

According to the World Trade Organization (WTO, 2014), Africa will receive 77.3 million visitors in 2020, and it is expected that Africa, along with Asia, will account for more than half of the predicted rise in international tourism, with 30% of that growth expected around the world (Bichaka et al., 2007).

Furthermore, the United Nations reported in 2013 that “travel and tourism's total contribution to the global economy stood at \$7 trillion, accounting for 9.5 percent of global GDP, not only outpacing the overall economy but also growing faster than other significant sectors such as finance and business, transportation, and manufacturing.”

The Travel and Tourism Competitiveness Index conducted a study on 140 countries in 2013. (TTCL.2013) Nigeria outperformed some African tourist destinations. The assessment, which was based on the TTCL's three main pillars, is critical for the survival of Nigeria's tourist industry: It scored 68 out of 140 on the natural resources pillar, 98 out of 140 on the cultural resource pillar, and 63 out of 140 on environmental sustainability. There are approximately 101 internationally renowned tourist attractions in Nigeria, spread across six geopolitical zones and encompassing various types of tourism assets such as rocks, plateaus, hills, springs, lakes, waterfalls, beaches, museums, shrines, cultural festivals, parks, gardens, game reserves, and zoos, among others (Abiodun, 2013).

2.1 Characteristics of Tourism

Tourism has both rural and urban characteristics. The rural tourism can be seen as one which comprises of a diverse range of activities which takes place in the underdeveloped areas of a country. When rural culture is a fundamental component of the product, it is referred to as rural tourism” (UNWTO, 2004). Its characteristics can be seen in terms of location, economic activities that take place there, scale and level of development as well as opportunities for the visiting tourists. Consequently, rural tourism has the following characteristics:

1. It is located in the rural areas. Hence, the area is not developed but has the potentials of developing provided it makes maximum use of its natural resources and the government helps in the provision of basic infrastructural facilities,
2. The level of development is very low compared to the urban areas, The areas are usually neglected, poverty level is very low, the people lack Access to basic medical facilities and the standard of living is also very low.
3. The basic economic activities that takes place here is predominantly agriculture. However, the scale of production in this case is majorly for subsistence with little to sell for commercial purposes other activities economic activities like basket weaving , petty trading , boat and canoe making for fishing purposes etc takes place

in the rural tourism area.

4. The visiting tourists when visiting enjoys the beautiful scenes of the tourist attractions appreciate the beauty of nature and also have the opportunity of learning the cultural values of the local people. Rural tourism, in any event, is strongly reliant on maintained rural regions with authentic rural life. Rural areas with low productivity and a traditional way of life offer a useful platform for producing innovative tourist products that appeal to visitors from industrialized and suburban areas that have lost their rural qualities. However, urban tourism is functionally urban. It is a country experience being developed to adopt to the changing World as well as man-made structures which encompasses In urban regions, there is a diverse choice of attractions and activities. It has the following essential characteristics:
 1. Economic activities take place on a large scale as well as medium scale. Large scale manufacturing activities, mechanized agriculture as well as quality services are all the major activities that take place in the urban areas.
 2. Most of the tourist centers are built by man while a little percentage are nature being modified to suit the changing need of the World. The area is being developed and the government pays maximum attention to it unlike the rural areas. There is high level of development in this area. The area grows rapidly and mechanically, Government pays maximum attention to this area, erect large and beautiful structures , provide basic infrastructures , etc. Also , the income level is high , standard of living is also high but in some cases , there is high cost of living.

2.2 Economic Benefits of Tourism

Tourism differs from other exported or imported goods in that it is not tangible like physical goods. Tourism, on the other hand, is a product for sale; the tourist travels to the point of sale, pays for the products (services), and receives the services at some point in the future or virtually immediately.

In the balance of trade of a country, tourism is often described as an invisible export in that it

involves a form of service to foreigners who pay in foreign currencies. As a result, it forms a source of revenue as well as foreign exchange for the host country. Tourism's economic advantages therefore appear here to be self evident expenditure creates or the host country's foreign exchange, revenues to government, together with direct employment opportunities which can be expected to lend higher living standards for the residents(Fitsch, 1986).

The enormous potential for diversifying monocultural economies through tourism has drew the attention of policymakers, unilateral and multilateral organizations battling poverty and underdevelopment in poor nations to the industry (UNWTO, 2007).

The tourism industry's labor intensive features are one of the distinctive traits that makes it a great sector from which employment can be engineered, especially in developing countries. Given the high unemployment rate, particularly among youngsters (O'Higgins, 1998), and the labor surplus features of most developing economies, this is especially important.

Tourism generates jobs in retail, hospitality, construction, telecommunications, and tourism itself, which are all scattered over the country. These jobs are often small and medium- sized, and they employ a considerable number of women, minorities, and youth.

Similarly, the tourism sector attracts foreign direct investments and provides developing countries with potential to attract both soft and hard tourism infrastructure investments. When the limited foreign exchange earning potential of most developed countries is assessed, the significance of this approach becomes clear. It provides enormous prospects for the formation of small and medium-sized businesses. The importance of small and medium-sized firms in job creation, technology, and management innovation is well recognized (Schreyer, 1996). Furthermore, according to Kraph (1961), tourism has the ability to generate a substantial sum of capital from modest investment in infrastructure facilities, which can then be transferred to other sectors of the economy. Such acts contribute to a country's growth and development by having a multiplier effect on job creation, education improvement, and a rise in foreign direct investment, all of which strengthen a country's foreign reserves.

The expansion and development of numerous industries closely associated to a thriving tourism business, such as wildlife, transportation, lodging, arts and entertainment, are among the positive consequences of tourism on a country's economy. This results in the development of new jobs as well as revenue from foreign exchange, investments, and the payment of goods and services rendered. Though improvements in the condition of living in heavily visited tourist locations are usually minimal or non-existent, inflation of basic necessities is a persistent aspect of these communities due to visiting visitors.

2.3 Challenges Faced in the Development of Rural Tourism

On the other side, there are a slew of risk factors that can affect the growth of rural tourism, including:

1. A lack of understanding or misunderstanding of the notion of rural tourism, as well as incorrect early assumptions about the simple and easy generation market, revenue, and employment opportunities (Sharpley, 2002):
2. Lack of compliance with local governments' and development agencies' development objectives, as a result of insufficient communication, lack of confidence, and a lack of a common vision of development (Nylander and Hall, 2005):
3. Lack of planning for future development and restricted application of the marketing concept as a business philosophy results in a lack of information about the requirements and aspirations of tourists (Clarke, 2005):
4. Insufficient understanding and support from the state, banks, and other financial institutions, particularly in transition nations (Demonja and rRuzic, 2011) :
5. A lack of knowledge about the potential and chances for further tourism development, resulting in the alienation of communities from a distinct tourist product and a lack of assistance from local, regional, and government authorities (Sharpley, 2002):

Rural tourism, on the other hand, is frequently a complementary, multifunctional activity to traditional agriculture that greatly contributes to the diversification of traditional rural economies, enhances the socio-cultural environment, and protects natural resources in rural regions.

Nigeria has enormous tourism potential, particularly considering its natural and diverse landscapes, but it lacks sufficient infrastructure to support and enhance tourism. While tourism generates a lot of jobs and money, its influence on the biophysical environment is well known, which is why sustainable tourism is so important (Ayeni and Ebohoh,2012).

2.4 Summary of the Literature

The literature review focused on the concept of tourism to serve as a starting point for comprehending nature of tourism, tourism centers in Nigeria, characteristics of rural and urban tourism, the problems faced by rural tourism as well as the economic benefits of tourism.

The reviewed include Alberta (2010; Ayeni and Ebohon (2012); Briedenham and Wickens (2003); 2001 Canoves et al (2004); Frederick (2016); Ibimilua and Ibimilua(2014); Ibrahim(2016);Lejaragga, Walkenhorst(2013); Ogunsanya(2005); Sunday (2014); Suzanne et al , Wickens et al (2013); and others.

Most of these literature Alberta (2010); Agri (2016); Ayeni and Ebohoh (2012); Lejaragga and Walkenhorst (2013); Sunday (2014); Wickens et al. (2013); did not give detailed analysis of the prospects of rural tourism to development and diversification of the economy to development and diversification of the economy. Also, they did not give proper accounts of how the government can help and assist the inhabitants of where the tourist attractions is located so as to aid in promoting economic diversification. Hence, there is a gap and a need to update and provide detailed account of how rural tourism can help in the economic diversification of Nigeria.

Furthermore, these researches did not do a comparison analysis of core rural tourism centers in Nigeria and also have no projections for the future. These make my research peculiar in filling the gap. The literature Alberta (2010), Ayeni and Eboho (2012); Briedenham and Wickens(2003); Ibimilua (2014) Sunday (2014); Wickens et al (2013); Wilson et al,(2001) focused on the qualitative and descriptive method of analysis. They all favoured primary method of data collection.

While some of the literatures (Ayeni and Ebohon (2012); Briedenham and Wickens (2003);

Ibimilua and Ibrahim (2014); Ibrahim (2016); Roselyne et al (2012); Suzanne et al. (2001) favoured data gathering through observations, oral interviews, focus group discussions as well as questionnaires, others Agri (2016); Lejaragga, and Walkenhorst(2013); Moric favoured the secondary method of data gathering with Lejaraga, and Walkenhorst(2013) emphasizing on the use of quantitative method of analysis using econometrics modeling.

Because of the fact that the qualitative method of analysis is related to my study and also due to the scarcity of secondary data on tourism, i am adopting the qualitative and descriptive method of analysis, using the primary methods (oral interviews, focus group discussion, and observation) of data collection with moderation.

CHAPTER 3

MATERIAL AND METHODS

3.1 The Study Area

A case study was utilized to conduct a thorough research of the community in order to have a better understanding of the phenomena Problems of Sustainable Tourism Development in Nigeria. According to reports, the village found Oowu Falls first, but Revd. Welfare Guy (British name) brought it to the public's attention in 1928. However, many travelers come to see the fall foliage without first contacting the tourism board. This is due to the fact that the Kwara State Tourism Board has no employees to oversee the activities at the fall site.

Furthermore, there are no access roads to the fall site , so visitors must walk 1 km to and 1 km back (a total of 2 km) to find a parking spot. Before and after the discovery of the fall, the residents of the community where the fall is located lacked infrastructure. In terms of infrastructure, it was discovered that there was no infrastructure before to the discovery of the fall, and that there is still no infrastructure after the discovery and to this day that can inspire people from all over the world to visit and rest at the site. For example, if there are no good roads leading to the site, or if there are no recreational facilities such as hotels, hospitals, supermarkets, piped water, or restaurants, to name a few, tourists who are unable to walk the distance from where their cars are parked to the site frequently return to their destination without visiting the site.(Robinson, 2006) went on to state that putting greens and swimming pools, theaters, amusement palaces, chair lifts, and other facilities in the provision of lodging and food, loosely referred to as accommodation, are some of the amenities in the provision of lodging and food.

Many travelers are enticed by historical and/or cultural attractions. According to Lynch (1975), the livelihood of a person visiting a particular place is a function of its attributes (resources), modified by the person's knowledge and attitude toward the attribute (perception), and further qualified by the availability of access to the place (accessibility). In his study of the impact of tourism, Hall (2003) discovered that tourism has a negative impact on the

environment.

A case study was employed to conduct a systematic research of the community in order to gain a deeper understanding of the issue. In this study, the problems of sustainable tourism development in Nigeria were examined using a tourist destination in Kwara state. According to reports, the village found Oowu Falls first, but Revd. Welfare Guy (British name) brought it to the public's attention in 1928. However, many travelers come to see the fall foliage without first contacting the tourism board. This is due to the fact that the Kwara State Tourism Board has no employees to oversee the activities at the fall site.

Tourist attractions in the state can be split into three categories: historical monuments, cultural attractions, and natural attractions. As a result, the Oowu falls were chosen, with the research area being the Ifelodun Local Government Area (Fig 3.10) in Kwara state. The administrative headquarters of the local government area were established in Share in 1976. It is divided into nine districts: Agunjn, Idofian, Igbaja, Oke-Ode, Omupo, Ora, Oro-Ago, Share, and Ilere. The entire study area lies between the equator's longitudes of 10o 15'E and 10o 17'E, and latitudes of 12o and 18'E and 12o4'N. The Local Government Area is located in the far north of Kwara State, between Bode Sa'adu n Moro Local Government Area and Isaraj in Edu L.G.A. It is bordered on the west by Ilorn South, East, Asa, and Moro L.G.A., and on the south by Kogi State. The L.G.A. is the largest in size in Kwara state, with a land mass of around 400 square kilometers. The yearly rainfall in this area ranges from 800 to 1200 millimeters, with a mean temperature of 30 to 35 degrees Celsius. The vegetation of the Ifelodun Local Government Area is savannah grassland with a few fringes in the Oro- Ago and Ilere districts of the Local Government. The population of the area is 206,042, with 104,944 males and 96,525 females (NPC, 2006). a quick explanation The study focuses on the long-term development potential of Oowu Falls as a tourism attraction in Kwara State.

Oowu Falls (see figure 15) is one of West Africa's highest and most picturesque waterfalls, capable of generating between 5MW and 8MW of energy during the rainy season. It is surrounded by a mountainous topography that stretches into the states of Ekiti and Kogi, with lush flora and lovely scenery that gives the location a refreshing feel. It's known as "Wonder

in the Wilderness." The waterfall is located on the outskirts of Owa- in Owa Onire, Ifelodun Local Government Area, Kwara State, and compares favorably to the Niagra Falls in the United States and Victoria Falls in East Africa, as well as the top ten waterfalls in Nigeria, which include Erin-Ijesha, Gurara, Matsirga, Agbokin, Awhum, Farin Ruwa, Kwa, Assop, and Obudu It is connected to Ilorin, the state capital, through state and local roads and is about 112 kilometers away.

Research Population

The residents of Oowu community, as well as the custodians of the town's history, such as the Oba, Imam, and pastor, and tourist guides at Oowu falls, Ifelodun Local Government Area, Kwara state, are the study's target demographic. Adults who engage in economic activities in the area, such as farmers, instructors, and hunters, were the focus of the study.

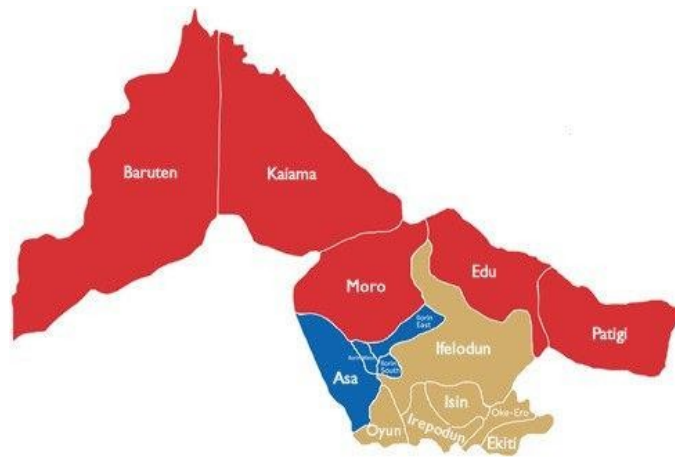


Figure 3.1: A geographical map of Kwara State

Plant Vegetation in Study Area

The plants found at Oowu Waterfall are Herbs, Shrubs, and Trees of various habits. The highest number of occurrences was 8 (40%) for trees, followed by 6 for shrubs and plants (30%). The forest surrounding the Oowu waterfall is densely forested, with tall and large trees such as *Arecaceae (Cocos nucifera)*, *Ceiba pentandra*, and *Aspilia africana*. The lowest story of Oowu waterfall is made up of medium-sized plants (Shrubs) such *Anchomanes difformis*, which makes the study area darker and prevents enough sunlight from reaching the lower vegetations (herbs). Floyd et al. agree with this conclusion (2000).



Figure 3.2: *Ceiba pentandra* Source: Author's field survey



Figure 3.3: *Aspilia africana* Source: Author's field survey



Figure 3.4: *Anchomanes difformis* Source: Author's field survey



Figure 3.5: Arecaceae (*Cocos nucifera*) Source: Author's field survey

3.2 Method of the Research

The study focuses on Oowu Falls' potential as a tourism destination for Kwara State's long-term development. Data was gathered from both primary and secondary sources. The research approach, on the other hand, includes a reconnaissance survey of the study area, followed by the distribution of copies of structured questionnaires to both inhabitants and tourists. The

questionnaire has two sections and 13 questions. With the help of several field assistants, this was completed between December 2020 and January 2021. This is because, with the exception of a few visitors who come at any time of year, most tourists visit the waterfall during the rainy and festive seasons (for example, students and associations on excursion). Focus group discussions and interviews were also used to gather information from community members and Kwara State Tourism Board employees, respectively. The information was gathered from a variety of sources, including the Kwara State visitor's guide, periodicals, textbooks, and publications. Also questionnaires were used to receive information about Oowu falls. There were two sets of questions used, with a total of 40 questionnaires distributed. The members of the town received 20 copies in a systematic random manner, whereas tourists received 20 copies through a random sampling approach. Data obtained were subjected to descriptive statics. The tourism center was investigated utilizing primary data gathering methods. To acquire further information about the tourist centre's potentials and improvements, a face-to-face oral interview with the caretakers was done. The focus of the group conversation was on the residents of the host community. All of this was done in order to learn about the issues that arise in daily economic activities, the level of patronage, and the causes that impede the development of the water fall. Questionnaires were also given out. The method was used to ensure that a thorough survey of rural tourism and economic diversification in Nigeria was conducted.

3.3 Method of Analysis

This study was carried out both descriptive and inferential methods of analysis. Descriptive research entails collecting data that describes occurrences, then organizing, tabulating, depicting, and describing the information gathered (Glass&Hopkins, 1984). Because the human mind is incapable of extracting the full value of a vast amount of raw data, descriptive statistics are critical in reducing the data to a usable format.

CHAPTER 4

RESULTS OF THE QUESTIONNAIRE

4.1 Results of the study

Using a frequency table and basic percentages, the data received from the respondents was statistically presented. This was done in order to determine the exact number of times each question in the questionnaire was answered. A total of forty (40) questionnaires were distributed and completed. When respondents couldn't read or comprehend English, the questions were translated into a language they could comprehend and the relevant answers were ticked. Descriptive Statistics/Analysis.

Findings of Section 1

The percentage of youths in the host community from 18years-49years is low to the residents above 50years of age, as the youths go to the main city for greener pastures, as shown in (Table 4.1). The number of individuals with no formal education is high, with a few educated people in the community, making more illiterates in the community as shown in (Table 4.2). Most of the residents in the community are farmers, with a low percentage of civil servants as shown in (Table 4.3). Majority of the respondents are Nigerians as shown in (Table 4.4). The marital status as shown in (Table 4.5) shows majority are married. The annual income of the residents show majority earn from 50,000 -100,000 naira as shown in (Table 4.6).

The unemployment rate is considerable, (Table 4.7) and there is no infrastructure in the area (Table 4.8 and 4.9). Despite the presence of natural ecosystems in the host community, such as monkeys, birds, antelopes, and snakes, the zone attracts tourists (Table 4.10 and 4.11). Table 4.12 shows the percentage of respondents who said there is a lot of interest in ecotourism (40%) and Table 4.13 shows the difficulties in achieving this goal (40%) and the percentage of respondents who said there is a lot of interest in ecotourism (40%) and the percentage of respondents who said there is a lot of interest in ecotourism (40%) and the

percentage of respondents.

Table 4.1: Socio-Economic Characteristics of Respondents from the Host Community

Characteristics	Frequency	Percentage
Age of Respondents		
18-29 years	8	20%
30-39 years	8	20%
40-49 years	8	20%
Above 50 years	16	40%
Total		

Table 4.2: Level of Education

Characteristic	Frequency	Percentage
No formal Education	16	40%
Adult Education	2	5%
Primary Education	4	10%
Secondary Education	9	22.5%
Post Secondary Education	5	12.5%
Degree (Bsc)	3	7.5%
Master (Msc)	1	2.5%

Table 4.3: Main Occupation

Characteristic	Frequency	Percentage
Civil Servants	9	25%
Artisan	3	7.5%
Business	3	7.5%
Farmer	16	40%

Other	9	22%
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Table 4.4: Nationality

Characteristic	Frequency	Percentage
Nigerian	29	75.5%
Dual Citizenship	11	27.5%

Table 4.5: Marital Status

Characteristic	Frequency	Percentage
Single	6	15%
Separated	5	21.5%
Widowed	9	22.5%
Married	20	50%

Table 4.6: The Annual Income of Nigerian locals (Naira N)

Characteristic	Frequency	Percentage
Below N 50,000	20	50%
50,000 -100,000	17	42.5%
101,000 -150.000	3	7.5%
151,000 -200,000	-	-
Above N 200,000	-	-

Table 4.7: Occupation

Characteristic	Frequency	Percentage
Employed	5	12.5%
Unemployed	20	20%
Self-employed	10	25%
Other	5	12.5%

Findings of Section 2**Table 4.8: Are there infrastructures in the host community**

Characteristic	Frequency	Percentage
Yes	-	-
No	40	100%

There are no infrastructures in the host community as shown in table 4.8 above.

Table 4.9: Access road to the host community

Characteristic	Frequency	Percentage
Yes	-	-
No	40	100%

No good access road leading to the community as shown in table 4.9.

Table 4.10: Is there any natural habitats in the host community

Characteristic	Frequency	Percentage
Yes	40	100%
No	-	-

There are lots of natural habitats in the host community as shown in table 4.10.

Table 4.11: What type of animals occur in the region

Characteristic	Frequency	Percentage
Monkeys	10	25%
Birds more than	10	25%
Antelopes	5	12.5%
Snakes	10	25%
Others	5	12.5%

There are more than 5 different animal groups in the community as shown in table 4.11

Table 4.12: Local people's interest in "Nature" and interest in "ecotourism"

Characteristic	Frequency	Percentage
Yes	40	100%
No	-	-

The people in the community show full interest in nature and ecotourism as shown in table 4.12

Table 4.13: The difficulties for local residents for the establishment of boutique

Characteristics	Critical	Major	Moderate
Money	45%	30%	10%
Knowledge	35%	20%	20%
Experience	25%	10%	5%

The above table shows the percentage difficulty in boutique establishment in the community, where the capital has the highest percentage.

4.2 Evaluation of the Findings

Participants were asked to discuss the difficulties they confront in their occupations and economic activities. The majority of the participants were dissatisfied with how their economic activities were being conducted. A participant made a statement that reflected the community as a whole. "We are facing issues in the area of eating food," this statement summed up the difficulties people confront in their economic operations. The waterfall site has no electricity power supply and no poles at all. Our land is invaded by Fulani herdsmen cattle, which eat up the majority of our harvests; we are not reaping what we sow".The community's residents are dissatisfied with their jobs and economic activities, and the majority of them are only working due of their circumstances. The elements causing these difficulties were quickly identified by the participants. As the primary providers of infrastructure in any community, a lot of participants said that the government's attitude toward the community is a crucial component contributing to the obstacles that residents face in their daily economic operations. One of the participants, a government servant, offered a summary of the participants' views on the issues causing the issues.

"Every day, I have to drive the great distance to come to work on my motorcycle, and it would have been awful for me if I didn't have a mode of transportation," he explained.

The majority of the participants agreed that the community had already done and is still doing all possible to speed up the development of Oowu Falls. The main road going to the falls is already being built. They believe that the government is responsible for whatever has to be done right now.

Following subsequent investigations, the government has been called in for inspection on multiple occasions, promising to take the necessary steps and provide solutions to the problems, but to no avail. The majority of the participants came to the following conclusion: "If the government is going to do anything, it should give us with roads and energy." Look at the abandoned projects in this neighborhood; they were completed during the military era, and nothing has been done since..."

The major goal of this research was to determine whether there is a significant link between rural tourism development and economic diversification in Nigeria, and whether rural tourism can be encouraged as a means of diversifying the Nigerian economy. As a case study, Oowu Falls in the Ifelodun Local Government Area of Kwara State was used. The goal was to determine the potential of Oowu Falls in terms of tourism for both the host community and the country (Nigeria). Examine the variables that contribute to Oowu's location in Kwara State, as well as the issues that residents in the host community encounter in their daily economic operations.

This research also reveals a strong link between rural tourism and Nigerian economic diversification, implying that once promoted, rural tourism has the potential to generate foreign exchange for the Nigerian economy. The importance of foreign exchange is highlighted here since it is one of the key yardsticks used to assess diversification in Nigeria.

Due to their incompetence, it was also discovered during this procedure that the Nigerian government does not place a high priority on rural tourism. As a result, the neighborhood where the tourist attraction is located is underdeveloped, the people suffer in abject poverty, and people immigrate to the city in search of a better way of life.

Furthermore, the outcomes of this study show that rural tourist development and income have a beneficial relationship. If rural tourism develops in the host community, it has the potential to create jobs for locals in the form of tourist guides, trading around the tourist hub, hospitality businesses, and so on. As a result, their income will rise, and their standard of living will rise with it. People from other communities will begin to visit the host community for commercial purposes, resulting in a decrease in emigration and an increase in immigration in the host community.

According to replies to the questionnaire given to the locals, some creatures, such as monkeys, reptiles, and birds, make their homes in the fall the tourists also mentioned they noticed wild animals such as antelops, monkeys, reptiles etc. As a conservative area the animals move freely in the zone, although the locals testified that dangerous snakes are rarely

seen in the habitat. Antelops, monkeys and other species of animals does not in any way cause any form of destruction in the host community. Some hunters shoot at some of the animals for food, for example is the bush meat. The road leading to the fall is narrow and can only accommodate one car at a time. Before reaching the entrance of the fall, which is almost completely hidden by tall trees, one must ascend an extremely steep trail. The fall is roughly 120 meters above sea level and feeds a little lake with its ice-cold water.

According to an in-depth discussion with the Kabieyesi and the community's chiefs, the fall has aided some people in a variety of ways with good luck. A barren woman who traveled from another part of the country to pray for a child, took some water with her on the way back, and returned to the community after a while to offer a witness that she had given birth to a baby girl was cited as an example. When one gets close enough to the falls to shout, water appears to gush forth heavily, flowing down its stream, and the sounds echo back.

Individuals (households), corporations, and the government are known to be the economic agents of an economy. As a result, in order to boost rural tourism and help it realize its potential for diversifying the Nigerian economy, each economic agent must play a part in achieving this goal. The following measures are suggested based on the aforementioned information acquired in the findings and conclusion:

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

In this research, it is found that tourism contributes to economic national development for Nigeria. One of the most compelling reasons for sustainable tourism is the rural people to be involved in biodiversity conservation is the potential for empowerment that ecotourism can be developed in the region. The major goal of this research is to determine whether there is a significant link between rural tourism development and economic diversification in Nigeria. The analysis result indicates that the government should support local community in order to set up new ecotourism investments around Oowu falls in Nigeria. As a result, the government should pay it some attention based on its potentials, encouraging investors and stakeholders to develop both the site and the host community. Non-governmental organizations (NGOs) should work together to build the fall in order to improve long-term development. Ecotourism should be designed to benefit the communities that host it. The Global Environmental Facility (GEF) can be used to sponsor environmental projects, but that stopped due to corruption and misappropriation of funds in Nigeria.

5.2 Recommendations

What the Government Should Do

The provision of suitable infrastructural amenities in the rural community, as well as the expansion of current infrastructural facilities. The lack of suitable infrastructural development in rural regions to support tourist movement and sight-seeing is the main reason why tourists do not frequent rural tourist centers in Nigeria. As a result, government assistance is required to provide these services in rural areas. The provision of physical infrastructure, which includes a good road network, pipe-borne water, an effective communication network, and appropriate electrical supply, is

critical in this instance. Only a few network service providers with a very bad network connection are accessible at Oowu Falls. Telecommunication service providers can be prepared to install their mast in the host community in order to provide adequate network transmission for subscribers to communicate, but this can only be done if basic utilities are available.

Formulation and Implementation of a Mega Plan for Tourist Attraction Restructuring: This plan should include structures for repositioning the lake where the falls pours down its water into a natural swimming pool where tourists can cool off in hot weather; the cost of constructing a natural pool is low; the plants in the zone provide flora that acts as a natural filter for water from the swimming area; and game centres can be built close to the falls, such as frog ponds. Arcades, board games, bouncy castles, and other indoor attraction activities should all be constructed. For tourists who want to stay overnight, relaxation centers such as guest houses, restaurants, and mini-markets where food, drinks, and other products are sold should be built. All of this can be accomplished with the help of the state's Tourism Board and the Governor's approval under the Land Use Act of 1978. The Act places all land in each state's territory (excluding land vested in the federal government for its agencies) completely in the hands of the state's governor, who will hold the land in trust for the people. A provision in the country's budget for the rehabilitation of rural tourism should also be included. Both the state and federal annual budgets should include adequate funding for this. All of these can be implemented by raising awareness and providing low-cost transportation services, primarily for the transportation of tourists from various parts of the country to the communities where the rural tourist centers are all located. All of this can only be accomplished with adequate financial support from the government and foreign agencies.

Exploration of Rural Areas' Untapped Solid Mineral Resources: Every rural community with a natural tourist attraction has the potential to obtain specified amounts of specific mineral resources in the surrounding area. The terrain of Oowa-Onire is rich in mineral resources, including limestone, marble, and iron ore. In

Nigeria, the mineral sector can coexist with the development of rural tourism. As a result, the government can begin exploring these communities for undeveloped minerals. The extraction of these minerals contributes to meeting the local demands of companies that use them, as well as creating jobs and increasing the country's foreign exchange revenues.

Continuation of current policies governing herdsmen's activity throughout the country. The majority of people in rural areas rely on agriculture for a living. However, the biggest difficulty they confront is herdsmen's actions on their farms, which results in a lower yield of farm products than what they sow on their farms. Government policies such as the federal grazing bill, negotiating, and dialoguing should be maintained in order to limit herdsmen's activities on farms, consequently enhancing and boosting the productivity of rural areas' residents.

What the Locals Should Do

Individuals, in addition to the government and businesses, have roles to play in the development of rural tourism in order to complement the efforts of the other two economic agents. The following roles are assigned to the individual in their capacity.

Organizing annual activities to honor their community's Rural Tourist Center. This is one of the few ways that individuals can assist the government in supplementing its efforts. When such events are held on a regular basis, they highlight the beauty of tourist attractions while also promoting the community's and country's cultural heritage. People from all over the country will be drawn to the host community, and foreigners will be inspired to participate, bringing the event to the forefront and making it known around the world. This can only be accomplished with the full engagement of the host community's residents. In essence, instead of moving out to develop other places at the expense of their own community, they should return to their own community to grow it in their own small way.

Construction of Local Relaxation Centers: Relaxation centers can be built locally

using bamboo trees and palm leaves in an area where a cool breeze sweeps through the air. These can be used to sell local natural drinks, provide cultural entertainment (music, dance troupes), and host tourists, providing them with an unforgettable experience and maximum satisfaction.

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APPENDICES

Appendix 1: Ethical Approval Letter



22.12.2020

Dear Halima Dayo Ajikobi

Your application titled “**Ecotourism in The Third World: Problems For Sustainable Tourism Development (A Case Study of Oowu Waterfalls Kwara State , Nigeria)**” with the application number YDÜ/FB/2020/106 has been evaluated by the Scientific Research Ethics Committee and granted approval. You can start your research on the condition that you will abide by the information provided in your application form.

Assoc. Prof. Dr. Direnç Kanol

Rapporteur of the Scientific Research Ethics Committee

A handwritten signature in black ink, reading "Direnç Kanol", is positioned below the text.

Note: If you need to provide an official letter to an institution with the signature of the Head of NEU Scientific Research Ethics Committee, please apply to the secretariat of the ethics committee by showing this document.

Appendix 2: Similarity Report

The screenshot shows a web browser window displaying a Turnitin assignment inbox. The page title is 'MASTER FINAL THESIS'. Below the title, there is a 'Submit File' button and a table of submitted papers. The table has columns for AUTHOR, TITLE, SIMILARITY, GRADE, RESPONSE, FILE, PAPER ID, and DATE. The author for all entries is 'Halima Dajo'. The titles are 'CHAPTER4', 'CONCLUSION', 'CHAPTER1', 'CHAPTER3', and 'Chapter 2'. The similarity percentages are 3%, 7%, 9%, 10%, and 12% respectively. Each entry has a green bar representing the similarity percentage and a file icon in the 'FILE' column. The 'GRADE' and 'RESPONSE' columns contain dashes. The 'PAPER ID' and 'DATE' columns contain unique identifiers and the date '20-Sep-2021'.

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