

Repositioning Nigeria's Culture and Tourism Industry for Sustainable Socio-Economic Development: An Encounter with Arinta Waterfalls

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Abstract

Tourism and culture are two entities that have contributed to the socio-economic development of different nations of the world, Israel, Saudi Arabia, United Arab Emirates etc are pointers to this fact. However, it is appalling to note that, despite the tourism and culture potentials of Nigeria, the nation has refused to explore this avenue of generating economy, but rather concentrate all its resources on crude oil as the mainstay of the economy, and consequently, hampering socio economic development of other sectors/region. This paper aims at investigating the problems ravaging the culture and tourism sector, using the researcher's encounter with Arinta Waterfalls in Ipole Iloro Ekiti, with a view of institutionalising the way forward for the industry. The paper hinges on the Social Exchange Theory and adopts both qualitative and quantitative methods of data gathering, through interviews with the stakeholders, and a total of 50 questionnaires were distributed through a random sampling technique and all were retrieved. The study thus, concludes that, unavailability of publicity, inefficiency and absence of tourist site workers, hike in transportation are major problems contributing to the dearth of tourism in Nigeria. The study therefore recommends that, government should seek to commercialize tourist sites, to enhance efficiency and sustainability in administration, as well as adequate publicity through radio jingles, television, billboards at strategic places and social media.

Keywords: Culture, Tourism, Arinta Waterfalls, Socio-economic development.

Introduction

Since the discovery and commercialization of crude oil in Oloibiri in 1956, the country's internally generated revenue (IGR) shifted from agriculture and agro allied business, to importation and exportation of crude oil. Subsequently, the historical relics, groundnut pyramids, oil palm factories, cocoa and coffee industries became indolent, thereby creating unemployment. Facts from international Monetary fund (IMF) reveals that, in 2011, unemployment rate was 16.99%, it

increased to 37% in 2012, 48.61% in 2016 and possibly will be 65% by 2040 (12). The implication of this is, increased poverty rate. Facts from WHO as of 2018, reveals to us that, Nigeria has overtaken India, as the most impoverished nation, with more than 70% of its population living below 1 dollar per day. Similarly, reports from (the) department of petroleum resources (DPR) informs us that, by 2050, the current crude oil in Nigeria will quench, thereby leading to low income of gross domestic product and gross national product (GDP) & (GNP). According to Chineme Okafor:

If new crude oil discoveries are not made to add to Nigeria's current reserves of 36.971 billion barrels (bbls), the country will run out of oil in about 52 years, the Department of Petroleum Resources (DPR) has disclosed. The DPR also explained that the current reserves depletion rate of Nigeria's oil reserves is 1.93 per cent, adding that on the average, Nigeria produced 1.973,995 barrels of oil per day (bpd) as at the end of June 2018. The nation's oil and condensate reserves as at January 2018 stood at 36.971 billion barrels with a depletion rate of 1.93 per cent and a life index of 51.79 years. (n.p)

From the above, Geologists and other stakeholders in the oil sector have raised alarm that the nation's oil reserve will finish in the next 50 years, precisely by 2050. This is because; currently the production output of the nation is 2.5 million barrels of oil per day. With the current explosion of experimentation, like the solar powered vehicles, solar driven borehole, etc are now rendering the petroleum products consumption minimal, this justifies why many nations, are now looking inwards for other sources of IGRs, apart from crude oil, as a proactive measure.

With these circumstances and from the outcome of these reports, it is germane for Nigeria, to start exploring other avenues like Agriculture, industrialisation, culture and tourism development. Tourism is the business of going to a place, for relaxation and pleasure. The United nation's World Tourism Organisation (UNWTO) defines tourism as "the activities of persons travelling and staying in places, outside their usual environment for not more than one consecutive year, for pleasure, leisure, business and any other purpose" (38). This definition of tourism is all encompassing and holistic because it birthed other strands of tourism like Religious Tourism (driven by search for God and gods), Medical Tourism (powered by the desire for good health), Sports Tourism (propelled by sporting activities), Conference Tourism (inspired by business and career pursuit), Educational Tourism (caused by desire to acquire a better education/educational

career). Etc. It is saddening however, to note that, Nigeria has concentrated and restricts her tourism avenues majorly to hotels, airports and museums, thereby neglecting these aforesaid avenues for tourism.

Tourism is also said to be, the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors. (Macintosh & Goeldner 10). Similarly, Mathieson and Wall, agrees that, the temporary movement of people to destinations outside their usual places of work and residence, the activities undertaken during their stay in those specific destinations, and the facilities created to cater to their needs is Tourism (3). From the foregoing, tourism has been widely accepted to be the business of going to a place for pleasure, and the business of providing hotels, restaurants, entertainments etc for people who are travelling. Tourism have some economic benefits, it is a vital source of income/revenue through the consumption of goods and services by tourists, the taxes levied on businesses in the tourism industry & the opportunity for employment in the service industries associated with tourism, it is also a medium for the promotion of mutual understanding among people & expand social, economic, cultural harmony.

Nigeria and her Tourism Potentials

Tourism is a potentially powerful instrument of economic growth and development, it creates job opportunities for indigenes, it protects our natural environment, preserving historical, archaeological and religious monuments, it is a vehicle for preservation of culture, folklore, traditions, arts and crafts, and cuisine. Wahab perceives tourism to be:

A deliberate human activity that serves as a means of communication and a link of interaction between peoples, both within and beyond a country's geographical boundaries. It entails the temporary relocation of people from one region to another, country or continent to continent, for the purpose of satisfying necessities rather than generating revenue for the visited country. Tourism is an industry whose products are consumed in-country, generating invisible exports. (26)

From Wahab's perspective, Tourism is deliberately developed to attract individuals, from country to country, to provide certain services, which in turn generates income. Hence, tourism has a number of economic benefits; it provides a vital source of revenue through the consumption of goods and services by tourists, the taxes levied on tourism-related businesses, and the opportunity

for employment in the tourism-related service industries; it also serves as a vehicle for the promotion of mutual understanding and the expansion of social, economic, and cultural harmony.

The tourism industry of Nigeria was birthed through the decree 81, promulgated by the Babangida led administration in 1992, through the establishment of Nigeria Tourism Development Corporation (NTDC), the state tourism boards were also established throughout the federal republic of Nigeria. In 1999, the ministry of culture and tourism was established by president Olusegun, Obasanjo, with the following objectives:

- i. To increase the inflow of foreign exchange, through promotion of international tourism.
- ii. To encourage even development of tourism based enterprises
- iii. To encourage active private sector participation in tourism project development
- iv. To preserve cultural heritage and historical monuments
- v. To establish and maintain tourist's information centres.

So far, Nigeria can boast of certain tourism products like Abuja carnival, Argungu fishing festival in Kebbi state, Confluence V carnival of Kogi state, Sukur walls of Adamawa state, Tinapa resort, Ibeno beach of Akwa Ibom state, Obudu cattle ranch, Shere hills of Plateau state, Osun-Oshogbo festival, Eyo masquerade of Lagos, Ekifest of Ekiti state, Ikogosi warm springs, Erin Ijesha waterfalls, to mention a few.

Nigeria has a rich cultural tradition and tourist attraction, from wildlife, to ecosites, historical monuments, cultural artifacts, cuisine etc, but they have been undiscovered and not given the needed attention. Commenting on this position, Ayakoroma avers that "Nigeria is a country with abundant cultural festivals, the reality is the diversity of cultures has not been given the needed attention" (Sonta facebook page, march 16, 2020). This unrecognition has made Nigerian tourism and culture indolent and inactive, the little ones that manage to survive, are mismanaged by officials and personnel. One rationalizing factor facilitating this, is the unrecognition of tourism potentials by stakeholders and government as well as poor budgetary considerations. Angya captures this more vividly, when he states that the "government's known posture on tourism is characterised by neglect, poor budgetary, provision, institution mired in bureaucracy and goals not therefore realised". (13)

The ministry of tourism is one that cannot be operated with partial funding, you must heavily invest, with the intention to spoil your customers (tourists), the infrastructural facilities must be top notch, the hospitality must be the best of its kind, security of lives and properties should be guaranteed, the tourism and culture ministry have made efforts in the past, by trying to revamp certain sites like Obudu cattle ranch, Erin Ijesha waterfalls, Ibeno Beach, Tinapa resort, etc, but these efforts are thwarted, because Nigeria fails to eliminate the threats to tourism first, before attempting to flourish it. The first step towards tourism development is to first and foremost, eliminate the threats to tourism growth and this among other thing includes, absence of basic social amenities; good roads, electricity, pipe borne water, then insecurity issues, militant attack, abductions, cultists, terrorists, robbers on the prowl, high cost of petroleum products, etc.

The nature of tourism is demanding, such that, the tourists must have guaranteed security, uninterrupted power supply, somewhere to lay his/her head after touring, something that intrigues, amuses or fascinates, something to buy or show when he returns home, something to eat, something to see/hear, all of which aids relaxation of the soul, body and mind.

For Nigeria to develop tourism fully, attention must be paid to cultural tourism- than the other strands of tourism, this is because Nigeria is laced with rich indigenous culture, diverse religious ritual traditions, more than any nations of the world. Omolewa consolidates this view, when he says “ Nigeria is the richest country culturally, throughout the world. You can see this in all the festivals we have been organizing, especially the Abuja carnival, where you have the convergence of the richest cultural presence any country can ever have (Ben-Iheanacho 41).The mass diversity and experiences of different ethnic groups, creates a diverse culture and creativity, that is endless and incomprehensible, these different experiences of people have created diverse peculiarities that have resulted in culinary, linguistic, religious, philosophical, architectural and textile diversities, these cultural manifestations therefore makes Nigeria a tourist haven because there is availability of so much plurality, varieties and diversity especially since tourism thrives on the sampling of these varieties. From the foregoing, we can see the potential of cultural tourism in the aspect of social and environmental cohesion, poverty eradication, and socio economic advancement. This justifies Dandaura’ s position, when he states that “ the tourism sector has the potential of wealth creation, sustainable economy, increased Gross Domestic Product (GDP)..the rich tourism

potentials....that abounds in Nigeria are still begging for adequate exploration, packaging and exposure to attract appreciable direct foreign investment (16).

Suffice it to say that, one of the prerequisite for meaningful and verifiable contribution of the tourism industry heavily lies on the rebranding and repackaging our indigenous arts and festivals, ripping them off their sacredness, and re-modifying them to be tourism friendly and entertainment based. Tourism is fed by the foreigner's perception of what the custodians of a cultural practice consider regular, routine, obsolete and mundane, as exotic, being different from what they (the tourists) are used to.

Moreover, certain tourist sites have been undiscovered and mismanaged, government should partner stakeholders on how to revamp these sites, repackage, remodify and advertise them for tourism purposes. They include: stone water basin of Kogi state, King Jaja of Opobo, Lord Lugard colonial ruins, the ancient Esa Cave, Iyin Ekiti, (in Irepodun/Ifelodun LGA, this cave is capable of containing about thirty-four thousand people at a time and it is believed to have shielded the people of the town during the internecine wars in Yoruba land. This is a great site to explore the rich Yoruba history) the Atlantic shoreline that goes through Lagos, Akwa Ibom, Cross River, and Rivers state, Ero dam in Ikun Ekiti, cave of ashes and Idanre hills in Ondo state, the moving rock, the Gurara waterfalls, Bolobolo cold springs, Koma hills in Adamawa state, Arinta waterfalls in Ekiti. Etc.

Theoretical Framework: Social Exchange Theory (SET)

Social Exchange Theory was propounded by a sociologist, called George Homans, in his essay "Social Behavior as Exchange", in 1958. Homans carried out an experiment, with small groups and discovered that, the best way to view any society, community, or group was as a social system. Later in his career, Homans expanded on his explanation of the most fundamental level of social situations, dubbed elementary social behavior, which consists of at least two people interacting, one rewarding and the other enjoying. In the words of Homans, "cost-benefit analysis plays a major role in the social exchange process, but so do expectations". As people weigh benefits against the costs, they do so by establishing a comparison level that is often influenced by past experiences (71).

However, this theory was not applied to business contexts until Michael Blau, having studied the social exchange theory (SET), he developed it further to be applied in business contexts, by providing a service, while the consumer compensate and reward the service provider (21). This is one of the aim that tourism seeks to achieve, by providing a service, at a cost, to attract and meet the need of potential investors and consumers, in this case both parties get a reward for their engagements. What SET essentially seeks to explain is, we value an activity, engagement, or event by subtracting the benefits from the costs. By comparing the potential costs of developing Arinta waterfalls to the potential economic returns, we can determine whether tourism is worth development and generating internally generated revenue (IGR).

Gursoy et al contends that, the use of SET to describe the effect of tourism which includes social, environment and economic implications, “without isolating the effects of tourism into larger bases, like the increase in crime rate, promotion of immorality, disregard for sacred entities and risk of epidemic outbreak through contact with strange diseases/viruses” (202). Rutherford however dismisses this position, on the grounds that, “the economic benefits, social benefits, social costs, cultural benefits and cultural costs which they consider as five key areas which communities can benefit from tourism” (40). Hence, the effect of tourism, that Gursoy et al outlines, are part of the transformations that every society must experience, if them must expand their economy, however, the positive effects of tourism outweigh the negative effects, hence it should be encourages, especially in countries that have a monopolistic economy like Nigeria.

Social exchange theory is classified into three broad categories: reciprocity, distribution of wealth, and market exchange. Reciprocity is the exchange of value for obligations. This is where the concept of accountability comes into play. One group believes that the other party has benefited them by meeting their needs and providing services, they must reciprocate in kind and provide comparable benefits (money). Redistribution is the process of sustaining the stated value in order to maintain consistent patronage, whereas market exchange is the socioeconomic value of the community's financial benefits. For instance, when a tourist visits a tourist site, he/she will board an aircraft, the airline is making money, the tourist will eat, the food vendors are making sales from there, the tourist will take transport, go to places, buy artifacts, locally woven materials, clothes, pots, beads, masks, etc, all these are the many ways in which the community, society, country earns, from tourism/tourist related ventures.

Arinta Waterfalls: Overview

Arinta waterfalls is located in Ipole Iloro Ekiti, Ipole Iloro is a rural settlement surrounded by undulating mountains, thick evergreen forest and flowing rivers in Ekiti west local government of Ekiti state. The waterfall is a centre for holiday resort, picnic, relaxation and sightseeing. The waterfall has been in existence before Oba Alapa-Ajalorun, one of the grandchildren of Oduduwa, founded the town in the 14th century. It is located at about 6km North-West of Ikogosi warm springs, Arinta is naturally covered with thick and evergreen forest, cascading down rocky hills from a great height to form a flowing pool of spring water amidst natural forest vegetation.

The steep slopes of the ridge, panoramas of a beautiful valley trapped between two ridges is an overwhelming spectacle, the landscape features a sprawling expanse of lush vegetation set with a patchwork of rust-brown woods at a distance, and a sky-line bedecked with gently undulating ridge tops on the other side. The sun radiates and propagates the aural fragrance of the valley below, casting it in a harmonious romance of bright and dark shades of leaf green. The tarred road descends down the other side of the ridge to meet the sleepy enclave of Ipole-Iloro. A small stream called Oluwa stream, meets the road at the village entrance and is highly-revered by the people, because myth has it that, the water can cure any kind of diseases. A closer walk, through the muddy path links to an open area within the enclosing forest canopies. Giant rock boulders lie strewn everywhere, among this is a particular boulder, that is immovable, myth has it that from the first dwellers, the boulder has never and can never be moved. One mystery surrounding this water, is the sound that erupts from the ever bubbling and bursting water that flows down the fall. The sound from the fall of water dominates the surrounding of the waterfall as if it is raining heavily, the louder the shout of people inside the water, the more the increase in water flow. There are seven different cascades that Arinta harbours, the first one is the lowest level and it receives every visitor, progressing up to the second, third and other cascades now depends on individual's strength, resilience and capabilities. Arinta waterfalls is an ideal place for indigenous and foreign tourists for picnics, for relaxation, mountain-climbing, trips, educational tours, research, hiking, recreation, bush trails and site seeing. Despite the wonder of this site, there are certain challenges affecting the tourism potentials of these centre of attraction. They include, but not limited to:

Inadequate publicity

Poor marketing strategies

Poor management strategies

Transportation

Unavailability of funds

Inadequate Publicity: Any tourist centre needs patronage from the public domain, to boost her income. Arinta waterfalls is underpublicized, even within the geographical borders of Ekiti state, interviews from different sources attests to this, most tourists are unaware of the location and even when they hear, they don't know the direction to the site.

Poor marketing strategies: Arinta waterfalls lacks poor marketing strategies, every year, different festivals and seasons comes by and there is no move whatsoever to establish contact with the public, or encourage them to come and spend special holiday seasons, like Easter holiday, Valentine, Christmas, New Year eve, wedding anniversary or birthdays, as such the site is just lying fallow, unpatronised most of the time.

Poor management strategies: A visit to the site by this researcher three consecutive times, in three different weeks was an unpleasant experience, the gates were locked and when the security guard was called, he was indisposed, he had to run errands and nobody was on ground, three different buses had arrived and turned back, unable to gain access, this is a bad omen for the state, as tourists would stop giving consideration to the site, since it's not properly managed. Aside this, there is no provision for lodging and accommodation, for tourists who may want to relax and spend the night.

Transportation: Another great challenge of accessing Arinta waterfalls is Transportation. The road is lonely most of the time, with no public means of transportation, except for Okada, and they surcharge you times three of a taxi fare, once a tourist fails to leave at 5pm, it may be difficult to get back to his destination via public transport.

Unavailability of Funds: An interview with one of the staff working at the site reveals that, there is unavailability of funds to run the site, they charge between 300-500 per person depending on their designation, youths, children etc. and these funds aren't enough to even decorate or refurbish the surroundings, talk more of provision of infrastructural facilities.

Data Analysis

This research is mainly concerned with the presentation and analysis of data collected from our respondents on “**Repositioning Nigeria’s Culture and Tourism industry for sustainable socio-economic development (QRNCTED) in Arinta waterfalls, Ipole Iloro Ekiti**”. The researcher presented thirteen (13) tables which are analyzed using simple percentage distribution. A total of 50 questionnaires were distributed and all were returned. Hence, the returned questionnaires provided the data used for the purpose of this study.

SECTION A

Table 1: Age of the respondents

AGE	FREQUENCY	PERCENTAGE
15-30 years	25	50
30-50years	15	30
50 years and above	10	20
Total	50	100

From the table above, it can be seen that, 25 respondents are within the age range of 15-30 years, 15 respondents are within 30-50 years and 10 respondents are within 50 years and above. This brings to a conclusion that most of the respondents are within the age range of 15-30 years.

Table 2: Gender of the respondents

GENDER	FREQUENCY	PERCENTAGE
Male	15	30
Female	35	70
Total	50	100

It can be seen from the table above that, 15 respondents are male while a greater percentage of 35 respondents are female.

Table 3: Are you a tourist or indigene?

VARIABLE	FREQUENCY	PERCENTAGE
Tourist	13	26

Indigene	37	74
Total	50	100

The table above also shows that 13 of the respondents are tourist and 37 respondents are indigene which shows that most of the respondents are indigenes.

SECTION B

Table 1: Have you ever been to Arinta waterfalls?

VARIABLE	FREQUENCY	PERCENTAGE
Yes	29	58
No	21	42
Total	50	100

From the table above, it can be deduced that, 29 respondents have been to Arinta waterfalls while 21 respondents have not, this brings to a conclusion that, most of the respondents have been to Arinta waterfalls.

Table 2: How did you hear about Arinta waterfalls?

VARIABLE	FREQUENCY	PERCENTAGE
Research	15	30
News	14	28
Social media	6	12
Self-Discovery	10	20
Others	5	10
Total	50	100

The result from the table above shows that 15 respondents heard about Arinta waterfalls through research, 14 respondents through the news, 6 respondents heard about it through the social media, 6 respondents through self-discovery and 5 respondents claimed to have heard about it through other means. This therefore implies that, most of the respondents heard about Arinta waterfalls through research.

Table 3: Were you able to gain access into the waterfalls?

VARIABLE	FREQUENCY	PERCENTAGE
Yes	41	82

No	9	18
Total	50	100

The analysis above shows that a greater percentage of 41 respondents were able to gain access into the waterfall and 9 respondents could not gain access to it.

Table 4: What was your challenge in getting to the site?

VARIABLE	FREQUENCY	PERCENTAGE
Transportation	28	56
No direction to Route	13	26
Others	9	18
Total	50	100

The result from the analysis above shows that 28 respondents claimed that transportation was a major challenge in getting to the site, 13 respondents claimed that their major challenge was the lack of direction to the route and 9 respondents claimed there were other challenges experienced in getting to the site which however brings to the conclusion that transportation was the major challenge experienced by most of the respondents in getting to the site.

Table 5: How frequent do you visit the waterfalls?

VARIABLE	FREQUENCY	PERCENTAGE
Frequently	17	34
Very frequently	13	26
Just twice	14	28
Just once	6	12
Total	50	100

It can be seen from the table above that 17 respondents visit the waterfalls frequently, 13 respondents visit it very frequently, 14 respondents visit it just twice while 6 respondents visit the waterfalls just once which shows that a good number of respondents visit the waterfalls frequently.

Table 6: What is the state of infrastructural facilities in the site?

VARIABLE	FREQUENCY	PERCENTAGE
Very good	10	20
Good	9	18

Bad	16	32
Very bad	15	30
Total	50	100

In response to the question on the state of the infrastructural faculties in the site, 10 respondents claimed it is very good, 9 respondents claimed it is good, 16 respondents claimed it is bad while 15 respondents claimed it is very bad which therefore attests to the fact that the state of the infrastructural facilities in Arinta Waterfalls is bad.

Table 7: Do you think it can be repackaged to attract tourist?

VARIABLE	FREQUENCY	PERCENTAGE
Yes	31	62
Maybe	8	16
No	4	8
I don't know	7	14
Total	50	100

Table 7 shows that 31 of the respondents claimed that the site can be repackaged to attract tourist, 8 respondents claimed that it could be repackaged, 4 respondents claimed that it cannot be repackaged while 7 respondents claimed to be uncertain which however shows that the site can be repackaged to attract tourist.

Table 8: Do you think it is a wise decision for government to intervene and repackage the site?

VARIABLE	FREQUENCY	PERCENTAGE
Yes	43	86
Maybe	2	4
No	2	4
I don't know	3	6
Total	50	100

Conclusively, 43 respondents claimed it will be a wise decision for the government to intervene and repackage the site, 2 respondents agree, it could be a wise decision, 2 respondents claimed it is not a wise decision while 3 respondents claimed to be uncertain which brings to a conclusion that, it would be wise if the government can intervene and repackage the site for tourism/economic interest. Question 9 shows that the suggestions noted to improve the Arinta waterfalls is to privatise

the site, adequate publicity through billboards radio jingles and flyers in and outside the state and government intervention to properly develop the site.

Discussion of Findings

The major challenges of Arinta waterfalls narrows down to the issue of transportation (high bike price, absence of taxis on that route), lack of infrastructural facilities and also the lack of inadequate publicity, as most people discovered the site through self-research. Another challenge is ineffective management policy, the workers in Arinta waterfalls sometimes shut the gate on weekdays, and go about their personal engagement, thrice in three different weeks, specifically Thursdays and Wednesdays, the gate was shut, this is laissez faire attitude and insensitivity to economic vantage and this is the case with most tourist sites. Therefore, the following suggestions are possible ways/strategies to reengineer the Tourism and culture industry for socio-economic advantage.

Strategies for repositioning Nigeria's Culture and Tourism Industry for Socio-economic Development

- **The Tourism sector should invest heavily in Creative industry:** The range and number of festivals and events can be a highly marketable product but they require some strategic improvement to make them more marketable. Event management needs to be professional, spectator facilities, safety, access and parking need improvement. This is because creative industry represents one of the most dynamic sectors in global trading systems with high skill and value-added content and linkages. They include Craft, Music, Design, and Design fashion, Literature, Cinema and Films, Fine Arts and Antiques, Performing Arts (Dance, Music and Drama), Architecture, Traditional food/Beverages, traditional Medicine etc. Creative industry are themselves capable of generating income/revenue as souvenirs/memorabilia at tourism sites. In developing the creative industry for tourism, attention must be paid to the fact that, the diverse cultural activities must be improved and repackaged such that, it goes beyond mere indigenous ownership and Performative rituals to tourism friendly and commercial enterprises open to patronage beyond the confines of its resident communities.
- **Tackle Insecurity crisis:** Make rigid laws to curb insecurity, the vandalism of tourist sites, tourist's properties or tourists themselves should be met with extreme

policies like instant death on spot or other harsh laws to protect the tourist's interests. Away from this, the current spate of security in Nigeria is awful, sickening and abhorrent, as Shiites, Fulani herders, Boko Haram etc waylay unsuspecting citizens, dispossessing them of their properties and possessions on highways, farmlands and their abodes, and this practice is completely hostile and counterproductive to tourism business.

- **Privatisation:** Certain tourist sites are under-managed by government and mismanaged by the states executives in charge of them, such sites should be privatized under a strict policy of government supervision of these private individuals to checkmate their excesses or levies on tourists. The Visa for tourism should be made to undergo a less rigorous process, to make Nigeria Tourism friendly.
- **Revamp Historical and Archeological sites:** certain sites for tourism has been mismanaged and undermined or abandoned in Nigeria, for instance, the monument of Lord Lugard's colonial ruins in Ikot Abasi and Zungeru, king Jaja of Opobo, tombs and memorial sites of the Aba women riot of 1929, the glass and brass works of Moggasa in Bida, the Bolobolo cold springs, the Gurara waterfalls, Mary Slessor's residence and Tombstone in Ibiono, the Bina footprints, the moving rock, the Idanre Hills, the slave routes etc are products Nigerian tourism sector ought to develop, package and branded as they are not well presented at the present time. Many of Nigeria's historic sites are in a dilapidated state, have no interpretation or signposting. The current deplorable state of the Nigerian natural environment is a strategic competitive disadvantage. It is not a misplaced statement, that Nigeria has the singular quantity and quality in tourism aesthetics/product far beyond near preponderance in any African country but they lie dormant, fallow, untapped, uncultured and uncultivated.
- **Improve Publicity/ Marketing Strategies:** A survey of tour operators in the UK, Europe and the United States of America indicated a lack of information or knowledge about Nigeria as a tourist destination. The tourism sector lacked marketing and publicity strategies for propagating and marketing our tourist sites to potential tourists, in fact, the current marketing approach is very weak. The marketing of Nigeria as a tourist destination is under-funded and lacks a strategic marketing approach. The

marketing collaterals are not up to international standards; while they are informative they are not customer friendly.

The tourism sector should try and have marketing outlets in other countries that would advertise and package the entire trip of tourists to Nigeria. Aside this, radio jingles, television broadcasts, social media handles, flyers, billboards, newspapers should be littered with the pictures and videos of the tourist sites. More so, there should be special event/invitation/public reunion programme at subsidized rates for special seasons like valentine, Christmas, Easter, holidays etc. at the tourist's centres, to attract tourists. Finally, mega buses that runs town services should be designed with tour sites address, to create awareness for the populace and also lure them to patronize it. The personnels or staff who are tour guides or working at the tour sites should be given adequate training and retraining on efficient management skills and strategies, to boost tourists-workers relationship.

Conclusion

In a bid to revive tourism in Nigeria, the federal government initiated the tourism master plan in 1999 and gave a blueprint for tourism and its potentials to blossom but fails to deeply eliminate the threats to this tourism growth, the first step towards tourism development, is to first and foremost eliminate the threats to tourism growth and this among other thing includes, absence of basic social amenities; good roads, electricity, pipe borne water, then insecurity issues, militant attack, abductions, cultists, terrorists, robbers on the prowl, high cost of petroleum products, etc. Aside this, training and retraining of tourist site workers should be conducted on regular basis, publicity: flyers, radio jingles and television advert showcasing the serene atmosphere and natural wonders should also be embraced. It is not a misplaced statement, that Nigeria has the singular quantity and quality in tourism aesthetics/product far beyond near preponderance in any African country but they lie dormant, fallow, untapped, uncultured and uncultivated.

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QUESTIONNAIRE FOR REPOSITIONING NIGERIA' S CULTURE AND TOURISM INDUSTRY FOR SUSTAINABLE SOCIO-ECONOMIC DEVELOPMENT (QRNCTED) IN ARINTA WATERFALLS, IPOLE ILORO EKITI (A Research instrument for Academic purposes)

My name is Kazeem, a post graduate student of Federal University, Oye Ekiti. I'm working on developing Tourism in Nigeria, a case study of Arinta Waterfalls of Ipole Iloro Ekiti. Please be rest assured that, information provided in this questionnaire, is solely for research purposes, as such information disclosed will not be used otherwise, for other purposes. Thanks for your cooperation.

SECTION A: SOCIAL-DEMOGRAPHIC STATISTICS

- i. Age Bracket: 15-30 yrs (), 30-50 yrs (), 50 yrs and above ()
- ii. Gender: Male (), Female ()
- iii. Are you a tourist or indigene? _____

SECTION B

1. Have you ever been to Arinta waterfalls? Yes () No ().
2. How did you hear about Arinta waterfalls? Research () News () Social media () self-discovery () others (specify)
3. Were you able to gain access into the waterfalls? Yes () No ().
4. What was your challenge in getting to the site? Transportation () No Direction to route () Others (specify)
5. How frequently do you visit the waterfalls? Frequently () very frequently () Just twice () Just once ()

6. What is the state of infrastructural facilities in the site? Very good () Good () Bad () Very bad ()

7. Do you think it can be repackaged to attract tourists? Yes () Maybe () No () I don't know ()

8. Do you think it is a wise decision for Government to intervene and repackage the site, like Ikogosi warm springs? Yes () Maybe () No () I don't know ().

9. What are your suggestions or way forward to improve the site?

i. _____

ii. _____

iii. _____

iv. _____

Kindly tick appropriately, and return afterwards, Thank you.