



ASSESSING THE ECONOMIC IMPACT OF TOURISM DEVELOPMENT IN ADAMAWA STATE

ABSTRACT

Tourism is one of the largest economic sectors generating employment and fastening growth in many countries. Nigeria, a mono-economy country, with tourism still at its infancy, stands to benefit from diversifying the national economy through tourism. This research assesses the economic impact of tourism development in Adamawa State. The methodology adopted was purely qualitative and data used were primarily sourced via questionnaire and interviews. A total of 144 tourists were randomly selected within the metropolitan space of Yola North. The data collected was analyzed using frequency and percentage tables. The findings from the analysis reveal that 59.1% of the tourists were male at the age of 18-40 with 55.5%. It also revealed that Yola international airport is most destination visited by domestic tourists with 62.5%. Also 100% agreed that tourism activities create employment opportunities to the local community and 62.5% agreed that the top challenges of tourism development in Adamawa State was inadequate infrastructure, funding and security outfit. The study recommends strategies to address these challenges and maximize the economic benefits of tourism in the State.

Keywords: *Tourism, Development, Adamawa State*

INTRODUCTION

Tourism over the years has proven to be a surprisingly strong and resilient economic activity and a fundamental contributor to economic growth of nations by generating billions of dollars in exports and creating millions of jobs. Acknowledging these facts, many developing and developed countries today rely on tourism as an option for sustainable development of their nations. Tourism industry has now grown to be the world's largest industries and one of its fastest growing economic sectors. Tourism is also growing faster, transport and manufacturing and its total contribution to employment was nearly about 8.9 percent of world employment. The sustained demand for travel & tourism, together with its ability to generate high levels of employment continues to prove the importance and value of the sector as a tool for economic development and job creation. Tourism has been widely acknowledged by scholars as an economic activity that promotes economic growth in both developed and developing countries. This is the postulation of the tourism-led growth hypothesis. According to Abdul, Tahir and Muhammed (2021), indeed, tourism industry is an important business sector of the world.

Abdullahi Jauro Mohammed
Department of Economics,
Faculty of Social Science,
Adamawa State University, Mubi
amjauro99@yahoo.com

Modi Abbas
Department of Tourism
Management
Technology, Mubi
Federal Polytechnic, Mubi
modiabbasab@gmail.com

***Corresponding author:**
Abdullahi Jauro Mohammed
Department of Economics,
Faculty of Social Science,
Adamawa State University, Mubi
amjauro99@yahoo.com

The importance of this sector can be manifested from the fact that it raises revenue, generates employment opportunities, encourages the private sector and develops infrastructure. Yusuff and Akinde (2020) stressed that when tourism business is sustainably managed, it can transform an economy by facilitating the transfer of technology and information, accelerate reforms and empower women and minorities.

Nigeria has huge tourism potentials as the country is magnificent in arts, crafts, sport, park, museum, cultural and historical heritage, good tropical weather, lush vegetation, variety of wild life, tribes which are critical in rural and urban tourism development. According to Yusuff and Akinde (2015), Nigeria has unprecedented potentials to become an important tourist destination in the world. The country has over 7000 tourist centers among them are the 5 UNESCO heritage cities and 7000 tourist sites. There are 371 tribes and over 200 languages with rich cultural heritages that when properly exploited could galvanize economic growth and development of the Nigerian economy. Efforts to translate the huge tourist potentials of Nigeria to pragmatic fortunes dates back to 1962 when a private group formed the Nigeria's Tourism Association that was subsequently admitted into World Trade Organization (WTO) in 1964. These initial efforts failed to boost tourism as a vibrant economic until 1976 that a Decree was promulgated to establish the Nigeria Tourism Board and States Tourism Committees as government agencies were charged with the matters relating to tourism development. Even with the Decree No.54, the desired development in tourism matters was not achieved and the Decree was upgraded in 1992 to Nigeria Tourism Development Commission (NTDC) as the highest body saddled with the responsibility of promoting, marketing and coordinating tourism activities. NTDC was still not able to make Nigeria the ultimate tourism destination in Africa as it was intended. In 2000, the ministry of culture and tourism was established to cater for tourism development. Yet, satisfactory outcomes were not recorded and this necessitated the need to raise the profile of the country's tourism sector; accordingly, the Miss tourism Nigeria pageant was introduced in 2004 to create awareness for youth tourism through the introduction of various skills and training of youths especially in the use of French language. In 2005, the federal government of Nigeria in collaboration with United Nations World Tourism Organization (UNWTO) facilitated the Nigeria Tourism development master plan. The objective was to develop sustainable tourism by capitalizing on heritage diversity as the basis for promoting domestic and international tourism. Despite of all these initiatives, Nigeria's tourism has not made significant impact. According to World Travel and Tourism Council (WTTC) (2014), tourism contributed 3.2% to the GDP and provided 2.7% of total employment in 2013 and this rose by 4.1% in 2014. The total contribution of trade and tourism to employment including indirectly supported by industry was 3.6% of total employment in 2014. Travels and tourism attracted capital investment of about N889.3bn in 2014.

The above indices are indicative of the fact that Nigeria's tourism sector is performing below expectation given the enormous potentials in the sector. This abysmal performance is proven by the world ranking of tourism that ranked Nigeria 116th position in 2013 with a total receipt of only \$601,000,000; while other African countries like Ghana, Cameroun, Angola, Kenya, Ethiopia, and South Africa were ranked higher than Nigeria. Furthermore, despite the boundless tourism potential, Nigeria has once again slipped on global tourism ranking, leaving smaller Sub-Saharan African countries to take the shine in 2019. According to the Travel and Tourism Competitiveness Report in 2017 released by the World Economic Tourism in April, 2017, Nigeria is ranked 129 out of 136 economies surveyed. This development is worrisome especially now that the Nigerian economy is in a recession precipitated by the slump in the

international oil prices and there is a national clamor to diversify the economy away from oil as contained in the economic recovery and growth plan.

Thus, the justification for this study is compelling given that the causal relationship between tourism and economic growth in Nigeria is not clear; coupled with the fact that the trailing confusion is whether it is the tourism-led growth hypothesis or growth-led tourism hypothesis that best explains the dynamics of the tourism sector of the Nigerian economy. Also, since the direction of this causality has some certain policy implications on the economic recovery and growth plan of the current administration in Nigeria, it is imperative to examine the tourism-growth nexus with a view to repositioning the tourism sector in Nigeria in this period of economic recovery.

Statement of the Problem

Despite tourism's increasing importance in Nigeria and Adamawa state economy, the sector has attracted limited attention in terms of empirical research. Thus, this lack of research on the impact of tourism on economic growth in Adamawa is the major motivation for this study. Most private, state and federal government tourism assets suffer from the problem of mismanagement, lack of accountability and transparency in tax, revenue and employment. The "Dutch Disease" that arose from the discovery of crude oil in Nigeria did not only cripple agriculture, which was, then the backbone of the economy, it also blindfolded our macroeconomic planners from seeing inherent potentials and diversity in the nation's economy.

To achieve the objectives of this research work, the following question were formulated:

- i. What is the most tourism destination visited in Adamawa state.
- ii. What are economic benefits of tourism in Adamawa state.
- iii. What are the major challenges of tourism industry in Adamawa state.

Objectives of the study

The general objective of this study is to assess the economic impact of tourism development in Adamawa State while the specific objectives is to assess the most tourism destination visited by domestic tourists in Adamawa State, to evaluate economic benefits of tourism in Adamawa State and to examine the major challenges of tourism industry in Adamawa state.

Scope of the study

The study was conducted in Yola North part of Adamawa State Nigeria. Yola North metropolitan area shares boarder with Yola and Girei to the North, Demsa and Mayo-Belwa to the west.

Conceptual issues and literature review

The concept of tourism is variously defined; for instance, Gilbert A, (1990) defined tourism as a form of recreation which involves travel to a less familiar destination or community for a short-term period, in order to satisfy a consumer's need for one or a combination of activities. The United Nation World Tourism Organization (UNWTO, 2015) defined tourism as the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. In this study, the definition of the UNWTO is considered as the operational definition.

Tourism is determined by a number of factors; Proenca & Soukiazis (2005) identified income as a major determinant of tourism. They assert that the demand for and length of stay are directly related to income of potential traveler and inversely related to the domestic cost of living.

Exchange rate is another factor that determines the demand for tourism. It is the price of tourism generating countries currency in relation to the currency of the inbound country. Tourism demand depends on its own price (cost of journey), price of alternative goods-services as well as the general price level of the domestic market. Proenca and Soukiazis (2005) explained that increase in domestic prices of the destination country influenced by exchange rate tend to discourage tourist to move to such destination and can relocate to a cheaper competing places. Investment climate in the destination country is also an influential factor of tourist attraction in such destination. Tekin (2015) identified empirically that political and economic instability in the destination country adversely affect tourism in such destination. Dwyer and Kim (2003) identified trade openness, relative prices, and consumer prices as important factors explaining tourism demand in a destination.

The concept of tourism has been defined by so many experts and Scholars. For instance, Dada (1986) defined tourism as “Migration of people, families and groups to places outside their normal residential areas for a limited period of time and their personal choice. While Ikwu (1992) defined it “as a temporary short movement of people’ to destination outside the place where they normally live and work”. However, a clear definition adopted by the International Association of scientific Experts in Tourism (IASET) reads “Tourism is the sum total of the phenomenon and relationship arising from the travel and stay of non-residents, in so far away destination as they do not lead to permanent residence” (Ladan, 2003).

From these definitions given, it is quite apparent that tourism involves eating. Sleeping and moving around both at domestic and international levels however, this all important sector could not grow in Nigeria. However, DA’Silva (1994) argued for the need to reactivate tourism, thus in his words out of 450million international tourist arrivals, Africa accounted for 13million which Nigeria belongs. This situation is unacceptable, he therefore, urge Nigerian government to place emphasis on promotion and marketing of tourism industry. To this end Goyang (1994) argued for an appraisal of 1990 National policy for tourism in Nigeria which is crucial in developing the moribund industry. He explained that a new National Policy was timely, though prior to this, Lagos and Plateau States have their policy but this cannot create a well-articulated socio-economic ideology for the nation. This idea was equally buttressed by Sani (1990), in which he presented a private sector’s view of what tourism policy should be and who should control tourism policy. He then argued that a National tourism policy must be dynamic, responsive and reflect current trends and development in the environment.

Goyang (1994) maintained that the national policy would develop our viable natural resources in a joint effort as opposed to each state on its own. This Procedure being adopted in education and health sectors, therefore, tourism should toe the same line. Accordingly, he called for an institutional arrangement where tourism will develop from the grassroots level to the federal level. This view was shared by Ladan (2003), in which he argued that development can only be sustained if grassroots development of tourism is always imbibed on. He explained that artisans would remain and be encouraged at the expense of modern industrialization. So, also when a cultural event is prepared for tourism consumption however good, the original often- spiritual meaning is lost. In fact, tourism development must be vigorously pursued as

observed by Ojo (1994). Because Nigeria has the resource potentials and he identified some economic circumstances of the post-colonial era, conducive to the development of tourism like rapid industrialization which has engaged many workers; phenomenal rise in real income levels; reduction of number of working days; increased ownership of mobility, and so on. Coupled with pride of rich diversity of physical, wildlife and human resources, varying from spectacular land from sceneries to populated game reserve, and from impressive historical monuments to captivating cultivating cultural festivals, all of which can become first-class tourism resources assuming effective and forward looking management, this position was quote in line with Ogbemudja (1991) when he recognized the economic potentials of tourism; particularly foreign exchange earnings. Nevertheless Atutu (2001) believed that for a successive tourism development to be achieved there is the need to draw up a comprehensive tourism plan. In other words, the overall national planning should take into account tourism planning, such that a detailed environmental analysis is carried out identifying areas of agriculture, ecological, geographical, mythological lands are Surveyed to capture industrial areas, airports, historic interests, towers, forts and palaces, traditional village cores and clusters, beaches as well as design and development programmes made available to visitors. Ikwu (1992) therefore emphasized that the tourism plan should also encapsulate marketing and product improvement programme if tourism was to be properly developed. He however, argued that this again depends on the technical and social conditions, such as good road networks, portable water, electricity, telephone, hospitality services, security, and patriotism like local patronage. etc. The promotional aspect should be geared towards enhancing the existing tourist facilities and developing new areas; control over factors that adversely affect the environment; ensuring the adequate provision of transport and communication systems. Awoseyin (1991) and Adejuwon (1986) asserted also that another major potentials required in developing tourism is the need for the hospitality industry to play major role which has been estimated at about 50% of all other potentials. Therefore, they argued for the hospitality industry to re-orientate its development towards tourist needs, such as models, structures, and technology and management skill.

EMPRICAL REVIEW

Economic impact of tourism

From the foregoing explanations of potentials or opportunities of tourism in Adamawa State, the following socio-economic impacts are clearly identified.

First and foremost, the economic impact of tourism is the income and wealth it creates for the people and the nation. This is further heightened by the concept of Tourism income multiplier (TIM) meaning that a demand by a tourist to an area implies spending some money with the people in those areas who in turn spend in other places, this continues on and on. Again, it is gratifying to note that the percentage of jobs that depends directly or indirectly on tourism demands average at 5 to 7%. These employments are found in tourism sites, hotels, airlines, travel agencies and other associated products to tourism. In fact, the growth of tourism would not have been possible without a vibrant labour (Awoseyin, 1991).

Also, another economic impact of tourism is that it increases foreign exchange earning to provide the investment necessary so as to finance economic growth, while rectifying our balance of payment deficit. Figures have shown the increasing number of international tourist arrivals and receipts thereby ensuring that balance of payment always balance.

Economic impact of tourism could be in terms of investment and development. That is, once the business of tourism is booming in an area then investors are poised to invest while the area develops rapidly e.g. industries, infrastructures (road, water, etc.).

Balance of Payments

“The balance of payments account is a record of economic transactions during a period of time (usually a year) between residents of the country in question and the rest of the world (Awoseyin, 1991).

The income a country gains from tourism can help to balance the national balance of payments. This is considered important as the country then gains foreign, or hard, currency. Effects on the balance of payments are considered the most known economic impacts of tourism. The balance of payments account includes the value of all goods, gifts, loans, foreign aid and gold that comes in or leaves the country as well as the connections between these.

Tourism affects the balance of payments in two ways; effects within the country and effects on international tourism. This is useful to know in order to calculate foreign earnings in the balance of payments and compare them with the costs. In other words it is useful in the sense of knowing if more money is leaving the country than what is earned from international tourism (Mathieson and Wall, 1992). The amounts spent on international transport are however not included as part of the income generated from tourism in the balance of payments. This is mainly due to the fact that the transport companies usually are registered in the country of departure, whereby the destination may not account for the amount spent on transport as income. (Ratz and Puczko 2002, 66).

Currency flows

International price and currency controls such as currency restrictions in terms of the Volume that can be taken abroad, import duties and export taxes can manipulate the volume of tourist traffic. The direction and dimension of currency flows are determined by factors that make the difference between gross and net foreign earnings. When supply and demand is stable, they include the tendency to import, expatriate labor and the nature of capital investment.

The propensity to import takes every unit of tourist expenditure that is moved to another area to purchase goods or services into account and thus shows the likelihood of leakage. The imports can be either direct or indirect and are usually influenced by the importing country's size and development status as well as by its import policies. When the 'home country' is unable to supply the labor domestically, it needs to employ expatriate, foreign, labor. The amount of leakage from the exporting country is larger when the total expatriate earnings are high (Mathieson and Wall, 1992). It is generally thought that most of the tourism-related labor is semi-skilled or unskilled, thus it would seem as if the less developed countries would possess their tourism labor domestically and thereby not be in need of expatriates. This again would save them from the outflow of currency in terms of remittance payments. Particularly in less developed countries foreign capital investment has been a very common feature in the tourism industry. It is a result of two major conditions; the encouragement of foreign investment in early tourism development and the rise of the multinational corporations and it have led to high leakage (Ibid).

Income generation and the distribution of tourist spending

Tourism is very flexible concerning price and income and decisions are heavily influenced by minor changes in price and income. As price elasticity has frequent and immediate effects it is more easily recognizable than the elasticity of income. These changes are more progressive and the effects can only be identified after a certain period of time.

The total income earned from tourist spending, increases when the area of measurement is extended. This is due to the fact that leakage is reduced and thus reflects the ability of a larger area to supply the goods and services needed, instead of importing (Mathieson and Wall, 1992). Some of the tourism industry establishments are totally dependent on tourist spending, whereas others also profit from the local residents and thus gain only a small part of their revenues from tourism. Governments get income from tourism through direct taxation on tourist manpower, tourism and transport enterprises, fees and service charges, as well as from indirect taxation on customs duties, goods consumed by tourists, interest and loan repayments as well as from revenue gained by government-owned or financed tourism enterprises (Ibid).

Employment

Tourism employs more and more people in the less developed countries. However, they are mostly employed at the lower performance level, in order to keep the salaries low. The managerial staff is on the other hand brought with the multinational corporations. Thus the income from tourism is not sufficiently let to grow in the destinations (Hemmi, 1999). However, it is generally agreed that tourism does create employment and that this is a beneficial impact (Mathieson and Wall, 1992).

There are three different types of employment offered by tourism. Direct employment is employment at tourism facilities, resulting from tourist consumption. Indirect employment is also a result of employment in the tourism supply sector, however not directly resulting from tourist expenditure. Induced employment occurs as additional employment resulting from tourism multiplier effects (Ibid). To a certain extent, the impacts of employment and income are related as direct, indirect and induced effects can be distinguished in both cases.

There is also a connection between increased income and increased employment, although the pace of growth is not necessarily of equal standard. The type of tourist activity influences the effects on employment, as different types of tourism are labor-intensive at different levels; for example the accommodation facilities employ a large number of labor force at destinations and thus often require greater amounts of capital as well (Wall, 1992).

Effects of employment are also influenced by the local skills and the employment structure as well as the seasonality of employment often thought of as disadvantages (Mathieson and Wall, 1992). The employment effects of tourism are often invisible or covered as tourism might employ people from other sectors or people that would not otherwise be considered to belong to the available workforce, thus it is difficult to measure and see the real impacts tourism has on employment. The seasonal employment may also attract people away from full-time employment whereby non-tourist industries might be discouraged from stationing in the area. Generally, it can be said that the fact that tourism creates employment is beneficial to the economy (Adebayo, 2010).

Entrepreneurial activity

Co-operation and linkages between the local entrepreneurs of tourism and the tourist sector depends on the demand of different types of supply and produce and what kind of capacity the local suppliers have to meet these demands. It also depends upon how the tourism industry has developed in the area and the kind of development that has taken place. It is important that the tourism industry is serviced by local producers in order for the local economy to benefit.

In order for this to happen, the linkages between the local entrepreneurs should be strengthened. Just as employment, local entrepreneurial activity is seen as being beneficial for the economy, it is regarded as a positive impact of tourism activity, one indirect benefit being the improved economic and social services. However, the direct profits tend to benefit only a minor part of the local community (Mathieson and Wall, 1992).

Opportunity costs

It is commonly known that tourism involves opportunity costs, although they are not easily definable. When destination areas invest in the development of tourism, they rarely consider what the same resources could provide when invested in another industry. Thus what needs to be researched is “the relative economic benefits of investing in tourism as opposed to investing in another industry”; these are the opportunity costs. In order to measure the opportunity costs, the possibilities that have been relinquished when choosing tourism should be carefully examined, outlined and valued. Because of the difficulty in measuring and seeing these costs, they are often forgotten, thus leaving the economic impacts of tourism look more beneficial than they perhaps are (Mathieson and Wall, 1992).

Inflation and land value

The changes in land-use patterns from an agricultural society to the tourism industry introduces modified land-use patterns as tourism increases land prices as a result of competition and thus encourages sales. This means that small units of land are sold at high prices thus contributing to inflation. This affects young residents when they try to buy land. Simultaneously self-sufficiency is decreased and dependency on national and international economic conditions is increased.

The consequences of inflation might arise in many different ways. Rich tourists buy products at higher prices and when the suppliers realize that this increases their profits, they raise the prices further. This means that companies servicing tourists easily can compete with those servicing the local population (Mathieson and Wall 1992). As a consequence however, the locals are forced to pay more and maybe even have to go further away in order to get what they need, as the local enterprises concentrate on a more limited range of products.

Costs and Benefits of Tourism Development

(a) Costs: The development of tourism, in spite of its envisaged benefits, is not devoid of costs. The extent to which tourism contributes to economic development has generated a great debate in the tourism literature. One aspect of the controversy stems from the doubt being expressed about the extent to which tourism expenditure generates secondary and tertiary incomes in a receiving country (Levitt and Gulch. 1997), since expenditure within the industry has high import content with import coefficient that ranged from 40-60% Moreover, the industry is characterized by repatriation of profits by multinationals to their home country

(Carey, 1989) Bryden (1973) and DeKaetl (1979) questioned the social returns on tourism investment and emphasized on the adverse socio-cultural effects of tourism development.

The tourism trade is also being criticized on the basis of its susceptibility in breeding negative values such as homosexuality, prostitution, cheapening of local value and undermining the dignity of local populace. In addition, foreign tourists are usually arrogant, ostentatious and coarse in behaviour. According to (Taylor, 1973), the real value of tourism trade is affected by tourism-induced inflation, racism, seasonal unemployment and lack of appropriate conduit through which tourism benefits are diffused in the economy. Over-development of tourism can create problems like overbuilt hotels in which the cost of additional room exceeds its expected marginal benefit (Carey, 1989). Other problems or costs associated with the tourism sector are, the possible tradeoff between arable land for agricultural development and land for the development of tourist facilities especially in the rural areas, the problem of allocating scarce resources among competing wants, and finally, the demand of tourists may conflict with the interest of domestic residents in terms of some inconvenience in the use of available facilities etc.

(b) Benefits: On the other hand tourism is viewed as a potential source of foreign exchange earnings employment and investment spending (Mc Taggart, 1980). Especially in the advanced countries, tourism has emerged as a leading growth industry it is gradually displacing manufacturing from its dominate position; and there is a gradual shift of emphasis to tourism which is service oriented. The tourism industry according to Ukpanah (1991): is a complex network of business engaged in transportation, lodging, feeding and entertainment of tourists and is today doing a that the manufacturing industry was, and is still doing, namely creating jobs, income, wealth, public revenues, encouraging innovation and satisfying human needs.

To most economies in the world today, tourism is performing a vital role as a foreign exchange earner. In Nigeria, there is a consensus among tourism analysts that the sector has the potential not only contributing to foreign exchange earnings but also can aid the reduction of the concentration of foreign exchange sources. Nigeria has been described as a land of variety and contrast. These variety and contrast range from the thick mangrove swamps of the south to the scanty shrubs of the north, from the hot wet weather of the south to the semi temperate climate of the Jos Plateau and to the cold harmattan winds of the north. In addition, the country is abundantly blessed with a huge population of wild life in conjunction with fascinating African, villages with traditional festivals celebrated in different parts of the country on a regular basis.

These features of the Nigerian tourism industry, coupled with the warm-hearted and culturally active population make tourism in Nigeria full of pleasurable delights. A survey carried by the World Tourism Organization (WTO) on the receipts from international tourism, from 1977 to 1981 showing the contribution of tourism to the economic development of some African countries including Nigeria. In all the tour selected African countries, the revenue from tourism that accrued to Nigeria was the lowest. While the revenue contribution of the sector that accrued to Kenya, Morocco and Tunisia stood at US\$240 million, US\$440 million, and US\$581 million respectively. The one that accrued to Nigeria only stood at US\$55 million. In the same vein, the sectors percentage contribution to the total exports of Nigeria in the period under review was the lowest.

The extent to which tourism contributes to economic development is also viewed in terms of the nature of demand and the determinants at demand for the tourism products. In any economy, the number of tourist's

attractions has a positive relationship with the supply of the tourism products. In Nigeria, we have a large number of tourist's attractions spread over the length and breadth of the country. The determinants of tourism demand among others include, a distinct tourist product that is maintained qualitatively over time, income levels in the country of origin of the tourist, nearness of tourists destinations/attractions to tourism importing countries and a high level of domestic demand for the tourism industry.

Problem of tourism

Despite the potentials and opportunities available for tourism development in Nigeria, it is still bogged with the following problems: The major problem facing the tourism industry is the lack of political will on the part of the government which give rise to the numerous problems facing the industry. Again, is the urgent need for the review of national policy on tourism so as to make it more encompassing, broad based proper planning and dynamism, such as giving tourism its rightful place in the constitution, offering tourism courses in universities, standardization of hotels, funding, zoning etc (Edmon, 2010).

Also, the model and structure couple with technology and management still of the hotel in Western Europe is not peculiar to our environment. That doesn't mean that we shouldn't transfer such ideas but they should be monitored, tailored and adopted to our tradition and cultural inclinations (Alison, 2002).

Another problem of tourism is that of funding. It is not advisable and not the case in place, where tourism has developed to have too much government involvement but rather government provide the guidelines then allow the private sectors and financial institutions to take up the development of tourism industry. In fact, tourism is a product of sectoral cooperation and governmental backing (Adebayo, 2009).

More so let us not lose the sight of developing infrastructures. This is a very big problem in Nigeria. A situation where roads are in bad shape, inadequate and in some cases absence of portable water, erratic power supply, poor communication networks and other aspects of social amenities required to support tourism are not in existence will not augur well for tourism industry (Alison, 2002).

Political instability, conflicts, insecurity and poor attitudinal changes among Nigerians will tend to scare away genuine tourists. Nevertheless, from the catalogue of problems plaguing the prospects of this viable industry cannot be overemphasized due to the following reasons. Nigeria has all the potentials of tourist attractions from rocks and falls cut through wildlife parks and gardens down to hotels and conference centers.

Theoretical frame work

The research work anchored on Butler Tourism Area Life Cycle theory which at the fourth stage explains the need of interaction among stakeholders of tourism development from the local community to the global. It elucidates the need to view tourism in the light of business transaction like any other businesses such as investment in oil sector motivated by multinational corporations. This theory also stresses the influence of the forces of economic change and the complexity of the indigenous population/communities where the totality of the residents and government agencies interact in the tourist sector. Generally speaking, the global economic change has a tremendous influence on the development and expansion of tourism. Global institutions play a very important role in shaping the economic environment for tourism investment and development in the world. At the national level, macroeconomic policy framework, infrastructure provision

and socio cultural interconnection play a vital role in influencing tourism development. The government at all levels would need to play an important role in coordinating the tourism marketing campaigns and shaping tourism demand and behavior.

Sampling techniques

Simple random sampling technique was used to select the tourist from different tourist destination within Yola metropolitan. At transportation-sector (16 from motor-pack, 16 from international airport Yola and 16 from upper Benue river Basin Yola), Hospitality sector (16 from Hotels, 16 from restaurants and 16 from Bars) and lastly attraction centres (16 from Zoo park Yola, 16 from Yola emirate museum and 16 from festivals) total of 144 tourists

Technique of analysis

The study employed the use of frequency and simple percentages table as analytical tools.

Table 1: Domestic demand for tourism

S/N	SECTION A: RESPONDENT INFORMATION	FREQUENCY	PERCENTAGE
1	AGE GROUP		
	Less than 18	25	17.3
	18-40 years	80	55.5
	41-59 years	29	20.1
	60 and above	10	6.9
	TOTAL	144	100
2	GENDER		
	Male	85	59.1
	Female	59	40.9
	TOTAL	144	100
3	EDUCATION		
	Primary Education	36	25
	Secondary Education	48	33.3
	Tertiary Education	60	41.7
	TOTAL	144	100
1	SECTION B: DESTINATION VISIT		
	Hotels	17	11.81
	Restaurants	16	11.11
	Bars	15	10.4
	Motor park	10	6.9
	Yola international airport	28	19.4
	Jimeta river Benue Basin	10	6.9
	Jimeta zoo park	16	11.11
	Emirate museum	18	12.5
	Festival	14	9.7

	TOTAL	144	100
2	PURPOSE OF VISIT		
	Business and professional	15	10.4
	Sightseeing	8	5.6
	Leisure (recreation)	40	27.8
	Health treatment	5	3.5
	Visit friend and relative	21	14.6
	Religion	25	17.4
	Holidays	30	20.8
	TOTAL	144	100

Source: Field survey, 2024

Table 2: Major Research Question

S/N	SECTION C: TOURISM DEVELOPMENT	FREQUENCY	PERCENTAGE
1	How long have you been involved in the tourism industry		
	12 and above	90	62.5
	6- 11 years	44	30.6
	1-5 years	10	6.9
	TOTAL	144	100
2	What types of tourism related business/activity are you involve in the State?		
	Hotel/ restaurant	100	69.4
	Tour guide	44	30.6
	TOTAL	144	100
3	Have you noticed an increase in tourist arrivals in Adamawa State?		
	Yes	130	90.3
	No	14	9.7
4	What is the primary source of tourists in your area		
	Domestic	100	69.4
	International	44	30.6
	TOTAL	144	100
	SECTION D: ECONOMIC IMPACT		
1	Has tourism development created job opportunities in the state?		
	Yes	135	93.8
	No	9	6.3
	TOTAL	144	100

2	Have you experience an increase in local business/investment due to tourism activities in the state		
	Yes	136	94.4
	No	8	5.6
	TOTAL	144	100
3	Have you noticed an increase in state government revenue due to tourism		
	Yes	135	93.8
	No	9	6.3
	TOTAL	144	100
	SECTION G: INFRASTRUCTURE AND SERVICES		
1.	Are tourism infrastructure adequate in the state		
	Very low (0-20%)	10	6.9
	Low (21-40%)	106	73.6
	Medium (41-60)	21	14.59
	High (61-80)	5	3.5
	Very high (81-100)	2	1.4
	TOTAL	144	100
2.	Are there sufficient amenities		
	Yes	45	31.3
	No	99	68.7
	TOTAL	144	100
	SECTION H: CHALLENGES AND SUGGESTIONS		
1	What challenges do you face due to tourism development		
2	How tourism developments can be improved in the state.		

Source: Field survey, 2024

Result and Discussion

Table 1 of section A above represent respondent information which reveals that the tourist age class of 18-40 years dominated with 80 which represent 55.5%. 85 are male which represent 59.1%. 60 of the tourist are at tertiary education level which represents about 60%. Section B, which represent most destination visited in the state showed that most of the tourist visited Yola international airport with frequency of 28 which

represent 19.4%, with others respectively while the purpose of the visit is much more connected with leisure (recreations) which has high frequency of 40 respondents that represent 27.8%. Section C of tourism development revealed that many people are been into the industry for more than 12 years and above with the frequency of 90 respondents which represent about 62.5% with hotel/restaurant related business of 100 respondents marked 69.4% alongside with tour guide of 44 respondents marked 30.6%. 90.3% reported increases of tourist's arrival in the State against of 9.7% who has not notice an increase of tourist's arrivals in the State. Domestic tourism is more of international tourism as primary with 69.4% of that of international tourism. Section D, represent questions on economic impact of tourism in Adamawa State that revealed tourism create job opportunities in the State with 93.8% of the total respondents with increased in local business/investment in the State of about 94.4% of total respondents and as well increased of State Government revenue of 93.8% of total respondents had agreed. Section E represents questions on tourism infrastructures in Adamawa State which indicated that 73.6% of the total respondents reported that tourism infrastructures is inadequate with less sufficient of amenities of about 68.7 of the total respondents. Section F, represent the questions on challenges and suggestions of tourism development in Adamawa State which reported that the top challenges of tourism development are infrastructure, funding and security while the suggestions are improve infrastructure, increase funding and enhance security.

SUMMARY

This study assessed the economic impact of tourism development in Adamawa State. The finding revealed that tourism development has had a significance impact on the local economy, it generated employment opportunities and increases income for the local economy. Meanwhile tourism development faces challenges like inadequate infrastructure, funding and security outfit.

CONCLUSION

Tourism development has a constructive influence on the State economic growth and development. While there are challenges to be addressed, the beneficial effects cannot be ignored.

RECOMMENDATIONS

Maximize beneficial effects by investing in developing infrastructure so as to maximize the beneficial effects of tourism development in the State, providing funding support for tourism projects and policies initiatives to enhance favorable outcomes, implement measures to ensure tourist safety and security, launching marketing campaign to promote local tourism potential.

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