

**ASSESSMENT OF ECOTOURISM POTENTIALS ON THE JOS
PLATEAU STATE, NIGERIA**

BY

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FEBRUARY, 2021

DECLARATION

I hereby declare that this dissertation “Assessment of Ecotourism Potential in JosPlateau State, Nigeria” has been written by me and it is a report of my research work. It has not been presented in any previous application for the award of Master of Science. All quotations are indicated and sources of information specifically acknowledge by means of references.



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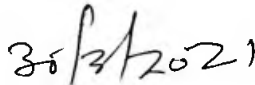
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CERTIFICATION

This dissertation "Assessment of Ecotourism Potential in JosPlateau State, Nigeria" meets the regulations governing the award of Master of Science degree, of the School of Postgraduate Studies, Nasarawa State University, Keffi and is approved for its contribution to knowledge



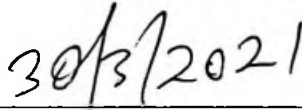
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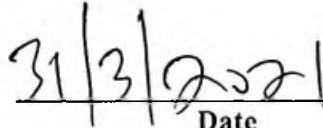
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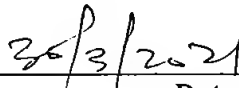
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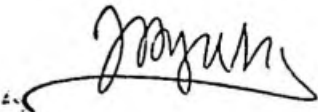
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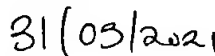
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DEDICATION

This research work is solely and entirely dedicated to Almighty God for his steadfast love and mercies that endureth forever.

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ABSTRACT

This study appraises the ecotourism potentials in Jos Plateau State, Nigeria. This survey was conducted using a structured questionnaire, oral interviews, focus group discussions (FGDs) and secondary information obtained from administrative records of ecotourism institutions. Data obtained were analysed using descriptive statistics and presented in the form of tables and a graph. Result revealed that Plateau State is endowed with potential packaged in many tourism centres, such as Pandam Wildlife Park, Jos Wildlife Park, Jos National Museum and Zoo, Wase Wildlife Park, Assop Falls, Naraguta Tourist Village, Rayfield Resort, Pai River Game Reserve and Amurun Bird Sanctuary, and these are stocked with different tourism products. Some of the products include viewing game, wilderness tourism, bird watching, fishing, and recreational and cultural tourism. The results shows preferred eco-destinations of tourists 41% of the respondents preferred visiting game reserves, 27% of the respondents preferred visiting natural sceneries 14% of the respondents agree that they prefer sporting destinations while the remaining 8% of the sampled population preferred visiting socio-cultural destinations. Also 41% of the tourists responded that environmental degradation such as damage of landscape and damage of rare plants is the major negative impact of ecotourism development on the Jos Plateau, 27% of the tourists believed that water, noise and air pollution is a major negative impact of ecotourism development in the study area. 23% of the respondents also agree that global warming occurs as a negative impact of ecotourism development on the Jos Plateau while the remaining 9% believe that ecotourism development in Plateau state is responsible for traffic congestion and overcrowding in the study area. These tourism potentials, if properly and fully harnessed, could make Plateau State and the various tourism centres financially independent.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

In most developed countries today, ecotourism is an important channel for promoting socioeconomic development and a way of adding economy value to nature. Ecotourism is indeed a more sustainable way to protect the natural environment and create socioeconomic, cultural and ecological activities with resultant benefits for local communities and beyond. However, ecotourism when poorly study, planned and implemented can quickly turn positive impact into social and environmental disaster (Wearing, 2001), but if adequately planned as well as receives government's development priority, the inherent potentials on the host and adjoining communities as well as the state in particular are enormous. Ecotourism, due to its socioeconomic and ecological importance has continued to gain popularity and acceptance for decades ago.

Regions blessed with natural resources and that have perceived the need to develop and preserve their God's endowed resource have benefitted immensely from it. Bushnell (1993) estimates on the growing importance of ecotourism with indicator that its demand is growing at an annual rate of 10 to 30 percent. In this era that ecotourism has assumed such growth, (Wearing, 2001) it is especially important to scrutinize its effectiveness as a strategy for sustainable development, and search for ways to improve policies and practices that will ensure its maximum development.

In addition, ecotourism has minimal impact on the environment and ensures that host communities maintain their focus of control over natural resource exploitation. Theoretically and conceptually, ecotourism provides an ideal sustainable development strategy for

communities that depend on natural resources (Wearing, 2001). It can enhance the conservation of natural areas in and around the host community, as well as serve neighbouring communities a source of external capital. The development in this sector of the economy will diversify the economy as well as provide employment opportunities to thousands of indigenes and non-indigenes. It will also have multiple effects on the economy as revenue generated can be used for further conservation as well as develop other areas of the economy.

However, ecotourism depends on fine landscapes, abundant wildlife and richly diverse culture in order to be feasible and sustainable. The Jos Plateau is a nature-based tourist centre whose potentials have not been explored to the fullest to complement the state's tourism destination image as the Home of Peace and Tourism. Ecotourism is able to contribute to development which is economically, ecologically and socially sustainable, because it:

- i. Has less impact on natural resources and the environment than most other industries such as Agriculture and Forestry;
- ii. Is based on enjoyment and appreciation of local culture, built heritage, and natural environment, as such that the industry has a direct and powerful motivation to protect these assets;
- iii. Can play a positive part in increasing consumer commitment to sustainable development principles through its unparalleled consumer distribution channels; and

- iv. Provides an economic incentive to conserve natural environments and habitats which might otherwise be allocated to more environmentally damaging land uses, thereby, helping to maintain bio-diversity.

The Jos Plateau is a potential and popular tourist destination with a unique combination of geographical history. In particular, the scenic weather, improved environmental conditions with festive periods allowing large influx of migrants into the town for holiday exploitation. Its tourism development strategies primarily seek to sustain or increase these visitors numbers and wherever possible, encourage visitors not only to increase their length of stay, but venture further to explore its hinterland attractions. Plateau state aims to work alongside other dedicated and professional tourism industrial sectors to ensure that the state does not only maintain its lead in the industry but have a competitive advantage over other comparative areas in the country.

The effect of this study is to justify the Jos Plateau designated name of “Home of Peace and Tourism” and to assess the ecotourism potentials and development strategies adopted in making Jos, Plateau a tourism harbor (Adepetu, 1985).

1.2 Statement of Problem

The study is based on the development of ecotourism potentials on the Jos Plateau. Plateau State is endowed with diverse attractive natural resources; however, some resources are of national, regional and global attention than others. Conservation of both attractive and none attractive resources has been a major challenge of the world over. Tourism is the only social avenue or market that is large enough for efficient and effective marketing of global resources irrespective of where these virtues are located.

“Ecotourism” is a catchword in the environmental movement, the tourism industry, and the sustainable development sector in the past few decades. The Oxford English Dictionary defines ecotourism as “tourism to areas of ecological interest (typically exotic and often threatened natural environments), especially to support conservation efforts and observe wildlife.” There are multiple definitions of ecotourism in use, however, since the emergence of the term, debate has continued on what exactly ecotourism entails via the conservation. Many ecotourism projects include a focus on nature as the attraction, conservation of ecological and cultural diversity, inclusion of local communities and indigenous peoples in the planning and implementation of projects, and minimization of negative environmental impact. Due to the multiple focuses that ecotourism projects can have, therefore, obscurity exists about what does and does not qualify as ecotourism. This confusion results in part from the variety of disciplines from which ecotourism emerged and the historical context surrounding the creation of this term (Ajalla, 2007).

Jos Plateau is blessed with abundant ecotourism potentials, such as spectacular rock formations, hydrological bodies; wildlife and waterfalls have earned the State the slogan “Home of Peace and Tourism”. Unfortunately, a visit to most of the tourism potential in the region are not being developed to its fullest capacity and conserved and are left to fallow without any conscious effort by the government and private individual towards their development. Most of the ecological tourism potentials lack the basic conservation measures and maintenance of facilities such as accommodation, catering, entertainment, electricity and water which are essential for ecotourism to flourish (Ajalla, 2007).

It is imperative to assess the sustainability of the rich ecotourism potentials of Jos Plateau region. Of course, an assessment of sustainability of the rich ecotourism potentials of Jos

Plateau region is a very crucial development planning issue and hence this is a gap identified by the researcher that spurred the need for this study. Unless the policy makers and investors are able to know how sustainable the rich ecotourism potentials of Jos Plateau region is, they will not know exactly the measures they can employ to stimulate and sustain the region as a scenic hub destination in Nigeria.

Jos Plateau region has been widely acknowledged as a land of very beautiful, unique natural sceneries and clement weather and climate. The region frequently described with phrases such as 'tourist haven', 'the land of beauty', and 'the temperate region' – all as her ecotourism brand names. Jos Plateau region has therefore been seen as tourist delight and both the public and private bodies have been making efforts to boost, promote and sustain the tourism industry of the region through various investments. The investments focus mainly on provision of both infrastructural and supra-structural facilities and development of various resorts. Efforts are also made to promote the tourism industry of the state through various promotion strategies such as advertisements, announcements, news, jingles, brochures, throwaways and bill boards all aimed at projecting a positive tourism image of Jos Plateau region to lure tourists and investors to the state (Ayodele, 2001).

1.3 Research Questions

- i. What are the ecotourism potentials on the Jos Plateau?
- ii. Where are the ecotourism resources located?
- iii. What are the environmental impacts of ecotourism development on the Jos Plateau?
- iv. What are the various challenges of ecotourism development on the Jos Plateau?

- v. What are the ecotourism marketing and promoting strategies employed in Jos Plateau?

1.4 Aim and Objectives

The aim of this study is to assess the ecotourism potential in Jos Plateau State Nigeria.

- i. To examine the ecotourism potentials on the Jos Plateau.
- ii. To determine the location of ecotourism resources on the Jos Plateau.
- iii. To examine the environmental impacts of ecotourism development on the Jos Plateau.
- iv. To identify the various challenges of ecotourism development on the Jos Plateau.
- v. To examine the ecotourism marketing and promotion strategies adopted on the Jos Plateau.

1.5 Significance of the study

The resultant study will assist the government and policy makers in the state avail policies that will ensure development of ecotourism in the state. The research is of great significance to the government of Plateau State in particular, Nigeria and the world at large. It will be useful to individuals, private sectors and organizations that have keen interest in ecotourism development. The analysis of the development of ecotourism potential will enhance economic growth and development of the state and the nation at large. The society will be educated on how to develop ecotourism potentials and natural resources for the purpose of sustainability, it will enhance development of the state and benefits individual lives. This research work can be used by other researchers in the future. The following also shows significant of the study.

- i. The study will enable policy makers to appraise ecotourism as a channel for internally generated revenue and sustainable development in the state.
- ii. Identified challenges and make recommendations towards more effective ecotourism development.
- iii. It will serve as a relevant document for individuals, government, and corporate organizations interested in future development of ecotourism.
- iv. This study will also provide more insight to knowledge, which will be useful by future researchers in tourism development studies.

1.6 Scope of the study

The study focuses within the ecotourism potentials in Jos Plateau State and how to harness them with positive effort for sustainable development; the study may last for period of months to enable findings and gathering needful information for the study. The research was limited to the Jos Plateau and environs with target points on five eco-tourist destinations; Assop Water Falls, Rayfield Resort, Jos Wildlife Park, Shere Hills, Jos Zoo. The study was confined to an assessment of ecotourism potentials in Jos, Plateau State, Nigeria.

CHAPTER TWO

LITERATURE REVIEW

This chapter deals with the relevant literature review and the conceptual framework of ecotourism, environmental impact of ecotourism, challenges of ecotourism and the marketing and promotion strategies of ecotourism in the Jos Plateau.

2.1 Conceptual Framework

The research of records and history reiterates that ecotourism has provided a highly strategic source of conservation, revenue and fine-tuned natural areas that need ecotourism protection. Ecotourism began as an undiluted idea that many hoped could contribute to the conservation of natural resources worldwide. Research undertaken in Kenya in the 1970s (Thresher, 1981), demonstrated that the economic benefits of wildlife tourism far surpassed hunting - an activity that was banned in Kenya in 1977. In the early 1980s, rain forests and coral reefs became the subject of both innumerable studies by biologists interested in biological diversity and of a plethora of nature film documentaries. This interest helped launch a wide variety of local small businesses specializing in guiding scientists and filmmakers into remote zones. As these small businesses quickly began to prosper in countries like Ecuador and Costa Rica, a more formal industry soon evolved to meet the need of small groups that were primarily composed of birdwatchers and committed naturalists. In many areas of the world, pioneer entrepreneurs created special field visits and studies for adult travelers, students and volunteers.

International nature-based businesses began to thrive in the 1980s with the growing interest in outdoor travel and the environment, spurred by excellent new outdoor equipment for camping and hiking, and events such as Earth Day. These companies began to realize that

They could take the initiative to conserve the environment by sponsoring local conservation groups in the destinations they visited or by raising funds for local causes. They soon learned that training and hiring local people to run their businesses was the best way to manage their operations, and an excellent way of creating significant benefits for local people. Tour operators selling trips to the Galapagos Islands, Costa Rica, Kenya and Nepal were some of the early players in this movement. Some of these companies argue that, in fact, they had already been using ecotourism principles for some 20 to 30 years (Agrawal & Redford, 2006).

Because so many individuals with unique ideas and creative approaches are involved, it is rarely carried out the same way twice. Ecotourism is a business and can be profitable, but it should be a responsible business that aims to meet higher social and environmental goals. As such, ecotourism is highly dependent on the commitment of individual business owners who must be willing to apply a unique set of standards to their business approaches. The fact that no international regulatory body exists and that standards in the field of ecotourism are quite difficult to measure, has allowed business and governments to promote ecotourism without any oversight. Many travel and tourism businesses have found it convenient to use the term "ecotourism" in their literature, and governments have used the term extensively to promote their destinations all without trying to implement any of the most basic principles of ecotourism (Ayodele, 2001).

Years ago, the United Arab Emirates (UAE) targeting a mega- project across the Emirates to diversify its revenue from oil to tourism which is been viewed as a path lessening the UAE historic reliance on hydrocarbon currently making 30% GDP but hope to reduce it to 20% in 2021. Following 2015 global price drop on petroleum-export countries that were searching

for alternative means of growth and revenue. However, countries that invest in culture and arts developed greatly due to their ability to attract entrepreneur to come and set a base in the countries. Investing in tourism is his priority because the visitor to the UAE capital increase 10% to the country GDP and his target is \$8.5 million yearly from tourists in 2021; (Saif Saeed Ghobash 2018) the director of tourism UAE (Hatemi-J, 2016).

In the last two decades, ecotourism has emerged as the fastest developing sector of the tourism industry, itself ranked as the second largest sector of the global economy after oil (Wienberg *et al*, 2002). Vigorous attempts to define, criticize, defend and improve ecotourism have led to a commensurate growth in the literature on ecotourism (Agrawal & Redford,2006) . Collectively, the studies constitute a range of perspectives on the value of ecotourism in conserving biodiversity and alleviating poverty and whether different ecotourism projects successfully combine the goals. However, defenses and critiques of ecotourism both share the assumption that it constitutes a promising route for generating benefits for those living close to tropical biodiversity without undermining its existence (Agrawal & Redford, 2006).

Although ecotourism has no definitional consensus (Campbell, 1999; Goodwin, 1996), common elements are still discernable in various definitions. Buckley (1994), calls it ‘travel that generates financial support for protection and management of natural areas, economic benefits for residents living near natural areas and support for conservation among these residents’. For Blangy and Wood (1993), ecotourism is ‘responsible tourism travel to natural areas that conserves the environment and sustains the well-being of local people’, (Agrawal and Redford, 2006), suggests that ecotourism should have minimal physical and social impacts, educate tourists ecologically, and yield economic benefits to local residents.

Ecotourism's different definitions including those of Ceballos – Lascurain, 1996 and Stem *et al.* 2003 outlined two core goals. It should generate low visitor impact and help conserve biodiversity, and it should generate beneficial socio – economic outcomes for local populations to reduce poverty. It is clear that studies of ecotourism believe that it is important to conserve biodiversity, enhance local incomes and produce sustainable development. Consequently, in most ecotourism studies, the prevalent criteria for measuring success and failure are the ability to sustain biodiversity conservation and sustainability of welfare products to residents. Ecotourism has been defined as a form of nature-based tourism in the marketplace, but it has also been formulated and studied as a sustainable development tool by NGOs, development experts and academics since 1990.

“Ecotourism is responsible travel to natural areas that conserves the environment and sustains the wellbeing of local people”. The components of Ecotourism include the following:-

- i. Contributes to conservation of biodiversity.
- ii. Sustains the well-being of local people.
- iii. Includes an interpretation / learning experience.
- iv. Involves responsible action on the part of tourists and the tourism industry.
- v. Is delivered primarily to small groups by small-scale businesses.
- vi. Requires lowest possible consumption of non-renewable resources.
- vii. Stresses local participation, ownership and business opportunities, particularly for rural people.

2.2 Literature Review

2.2.1 Principles of Ecotourism and Sustainable Ecotourism Development

The International Ecotourism Society has tracked the results of stakeholder meetings since 1991 to develop the following set of principles which are being embraced by a growing constituency of NGOs, private sector businesses, governments, academia and local communities.

- i. Minimize the negative impacts on nature and culture that can damage a destination.
- ii. Educate the traveller on the importance of conservation.
- iii. Stress the importance of responsible business, which works cooperatively with local authorities and people to meet local needs and deliver conservation benefits.
- iv. Direct revenues to the conservation and management of natural and protected areas.
- v. Emphasize the need for regional tourism zoning and for visitor management plans designed for either regions or natural areas that are slated to become eco-destinations.
- vi. Emphasize use of environmental and social base-line studies, as well as long-term monitoring programs, to assess and minimize impacts.
- vii. Strive to maximize economic benefit for the host country, local business and communities, particularly people living in and adjacent to natural and protected areas.

- viii. Seek to ensure that tourism development does not exceed the social and environmental limits of acceptable change as determined by researchers in cooperation with local residents.
- ix. Rely on infrastructure that has been developed in harmony with the environment, minimizing use of fossil fuels, conserving local plants and wildlife, and blending with the natural and cultural environment.

Hierarchy to achieve sustainable ecotourism development, ecotourism must be study, planned, implemented and managed to successfully offer its fundamental social, economy and environmental objectives. Thus requires:

- i. Well trained and specialized marketing skills to attract travellers who are primarily interested in visiting natural areas.
- ii. Management skills specialized in handling visitors in protected natural areas.
- iii. Guiding and interpretation services, preferably managed by local inhabitants and languages experts that are focused on natural history and sustainable development issues.
- iv. Government policies that earmark fees from tourism to generate funds for both conservation of wild lands and sustainable development of local communities and indigenous people.
- v. Focused attention on local people, who must be given the right of prior informed consent, full participation and if they so decide, given the means and training to take advantage of this sustainable development option.

2.2.2 Importance of Ecotourism

A Stronger Economy

Tourists visiting nature sites boost economies at the local, regional and national levels. If tourism brings jobs to residents at the local level, they then have more money to spend locally, and economic activity within the area increases. The same pattern may occur at the regional and national levels. Nature tourists arrive in the capital city of a country. They may stay for a few days or travel to the countryside. Along the way they use hotels, restaurants, shops, guide services and transportation systems. Typically, a multitude of businesses benefit directly from nature tourists. Although these businesses usually are set up to accommodate the broader groups of international and national tourists, nature tourists are an added market. Also, some operations whisk visitors directly from the airport to a full itinerary in a private protected area, thus leaving the visitor no opportunity to spend money in local communities (Hatemi-J, 2016).

In such cases, it is important to ensure that there are mechanisms such as airport taxes to obtain at least some tourist revenue. Industries that support tourism, such as manufacturing and farming, are also affected by numbers of tourists. Growing ecotourism creates a stronger economy throughout the country. National governments can also generate money through import duties and taxes. For example, researchers determined that the Belizean government earned BZ\$7 million from taxes on fuel used in the tourism industry (Lindberg and Enriquez, 1994). Other taxes include occupancy taxes (directly to hotels) or departure taxes (directly to tourists). These taxes are generally a good way to target visitors directly while avoiding inflationary problems with local populations. Also, these charges need not adversely affect demand. For example, nature tourists do not stay away from Belize because

they have to pay a US\$22.50 departure tax. This income is a big help to the national economy, with portions supporting the protected area system.

ii. Environmental Education

Ecotourism provide an ideal audience for environmental education. During an exciting nature hike, visitors are eager to learn about the local habitats. They want to hear about animal behavior and plant uses as well as the challenges of conserving these resources. Many want to know the economic, political and social issues that surround conservation. Nature guides are one critical source of environmental education. Visitor surveys show that good guides are a key factor in a trip's success. For example, in 1996 the RARE Center for Tropical Conservation asked 60 conservation groups in Latin America to identify their most urgent obstacle to developing ecotourism; the lack of well-trained nature guides ranked second in their concerns (Jenks, 1997). Visitor centers with displays, printed materials and videos are also an excellent means of environmental education. Additionally, interpretation in the form of trail signage can give important biological information and conservation messages. Interpretation for visitors is becoming increasingly creative and interactive.

Environmental education is an equally important opportunity to reach national visitors. Whether they are local school children learning about the resources that are valuable in their daily lives, or travelers from neighboring regions learning about the significance of their national protected areas, citizens are a key audience. Conservation messages have a special urgency for them. Environmental education is most effective when pre and post-trip information is made available. Preparation encourages visitors to think about appropriate behavior, thereby minimizing negative impacts, and the use of follow-up materials continues the environmental education process (Adeola, 1991).

ii. Appreciation and Pride

Appreciation and pride are less tangible benefits than the others listed here, but they can lead to tangible actions. It is common for people not to fully appreciate their surroundings and to take what they have for granted. Often, it is outsiders who take a fresh look and add value to our resources. This phenomenon happens both in big cities and in remote natural areas. Although rural residents who have grown up among spectacular wilderness areas generally understand the intricacies of nature and value its role in their lives, many have little idea of the global importance of their natural resources. Many rural people do not realize the magnitude of the global attention, study and concern that their homelands receive.

On the other hand, adventurous nature tourists are often wildly enthusiastic about exploring new wilderness sites. They pour into small communities with video cameras and document all they see. Journalists from National Geographic and other magazines write inspiring stories with glossy photos. Natural sites that were once secret, especially in tropical countries, are being promoted with unprecedented fervor.

Native peoples are often surprised at the level of outside interest in their natural resources and in their culture. In most cases, however, they see their surroundings in a new light after international exposure. They gain a new appreciation for the nearby natural areas and wildlife that attract tourists. If the tourism experience is managed with proper community participation and control, it can also lead to greater appreciation by a community of its own culture, the same culture which visitors increasingly seek to learn about and admire (Adeola, 1991)

iv. Improved Conservation Efforts

As a result of growing appreciation and pride, conservation efforts often increase. Many residents are motivated to protect their areas and may change their patterns of resource use. Cultivation practices may be altered. Litter on roads may be cleaned up. Water may be better managed. Local populations often learn more about conservation and modify their daily habits because of ecotourism. Awareness often increases at the national level also, resulting in such improved conservation efforts as mandating and supporting protected areas. Even at the international level, ecotourism may engender an international constituency for improved conservation efforts and support for particular protected areas. International and local visitors to a protected area are likely to rally to its defense if a valuable area is being threatened. For example, when illegal oil exploration was taking place in the Cuyabeno Wildlife Reserve in Ecuador in 1993, indigenous Quichua and Cofan communities which were very involved in ecotourism turned to environmentalists and tour operators in the region for support. The tour operators encouraged their guests to participate in what became a decisive campaign of international letter writing to stop the threat to the reserve and to the livelihoods of the local communities.

2.2.3 Classification of Tourism Potentials

Typology of potentials Definition of Potential the determination of what is tourism potential is a central question that must be answered before model development can occur. It is not an easy concept to define because tourism potential, like the industry itself, is quite subjective and open to personal preferences. Site-based potential was derived from the digital data itself, the Integrated Resource Management data in particular; the potential to draw tourists can be directly linked to natural resources such as scenic beauty that an area offers. The potential model was meant to integrate or mesh with the existing Integrate

Resource Management land classification system of the Nova Scotia Department of Natural Resources. The “Integrated Resource Management (IRM) is a planning and decision making process that coordinates resource use so that the long term sustainable benefits are optimized and conflicts among users are minimized, (National Resource agency, 2010). IRM brings together all resource groups rather than each working in isolation to balance the economic, environmental, and social requirements of society. IRM includes planning for minerals, forests, recreation, wilderness, energy, wildlife, and parks.” The important question to consider in defining tourism potential is : “do the natural resources of the study area provide the necessary elements required for the preferred tourist activity. Tourists are more likely to visit destinations that possess a wide variety of interesting facilities and services which they can enjoy. We can often find different kinds of potentials in a destination providing visitors with different types of experience. Some of these potentials are natural while the others are man-made. They can be broadly divided into four main types:

- i. Natural features
- ii. Man-made buildings, structures and sites that were originally designed for a purpose other than attracting visitors
- iii. Man-made buildings, structures and sites those are purposely-built to attract visitors and cater for their needs
- iv. Special events

Furthermore, table 2.1 bellow shows the typology of ecotourism potentials in line with Natural eatures, man-made & purpose-built to attract visitors and also special events.

Table 2.1: Typology of Ecotourism Potentials.

Natural features	Man-made, but not originally designed to attract visitors	Man-made and purpose-built to attract visitors	Special events
• Beaches	• Archaeological sites and ancient monuments	• Amusement parks	• Arts festivals
• Caves		• Art galleries	• Fairs and expositions
• Forests	• Cathedrals, churches and temples	• Casinos	• Historical Anniversaries points
• Harbours		• Country parks	• Markets
• Mountains	• Cultural heritage sites	• Craft centers	• Religious festivals and events
• Natural heritage sites	• Historic gardens	• Educational institutions	• Sporting events – watching and participating
• Rivers and lakes	• Industrial zones	• Exhibition centers	• Traditional customs and folklore events
• Rock faces	• Stately homes and historic houses	• Factory outlets	
• Wildlife – flora and fauna	• Steam railways	• Garden centers	
	• Reservoirs	• Health spas	
		• Heritage centers	
		• Leisure centre's	
		• Marinas	
		• Museums	
		• Picnic grounds	
		• Safari parks	
		• Theme parks	
		• Waterfront developments	
		• Working farms open to the public	

.2.4 Ecotourism Potentials on the Jos Plateau

Jos Plateau is a land of beautiful sceneries, rich cultural and historical heritage and excellent weather. The people of the region are very hospitable and accommodating. These explain why entire Plateau state has come to be identified as the “Home of Peace and Tourism”. The list of the tourist attractions is endless, but an attempt will be made to identify and classify them. Basically, there are three types of attractions which include: General Attractions, Site Attractions and Event Attractions.

i) **General Attractions:** - These are attractions that are not site specific, but are rather general environmental situation which could be an attraction to visitors. A good example is the climate of a place. The climate of an area is the general average weather condition, which can be inviting or repulsive. Jos Plateau region in this context has generally very cool temperate like climate, which has been noted as her unique attraction to many tourists (both domestic and international). Most tourists are thus attracted to Jos Plateau for its climate among other things.

ii) **The Site Attractions:** - The site attractions are the immovable attractions which are found at particular locations. They are either gift of nature or man-made monuments, which are static and are always there for the tourists to visit. Examples of the site attractions include rock formations such as volcanic domes, inselbergs, castle kopjes, mesas etc. Others are hydrological features such as springs, lakes, dams and waterfalls. We also have in this category parks and gardens, museums, sport centers, historical sites, architecture and sculptures among others.

The distinctive characteristic of the site attractions is that they are always there at all times of the year for the tourists to visit. Jos Plateau region is very rich in these site attractions which are distributed all over the region.

(iii) **Event Attractions:** - These are attractions that are exhibited occasionally. They include mainly the man-made activities, which are hosted from time to time as in festivals and sports. By their nature they may be hosted in a particular location at a particular time, but their locations and timing can be changed. Thus, except in well-developed destination where the activities, which attract tourists, are planned and organized for a year round exhibition, the tourist may not at all times enjoy them at his will. He will have to wait for the time of the event. The event attractions can therefore be said to be mobile. Their mobility is in the context of their location and timing, which can change unlike the other attractions that are always there anytime, any day.

2.2.5 Ecotourism Resource Base on the Jos Plateau

The unique climate conditions of Plateau State and the numerous tourism attraction and spots has made Plateau State the home of peace and tourism and also tourist haven of Nigeria. Beautiful scenery, a rich cultural and historical heritage and excellent weather give Plateau State strong potential as a destination for tourism and recreation. With spectacular rock formations to climb, peaceful spots to picnic in, lakes for swimming, and a wide variety of wildlife to see there is plenty to attract both visitors and investors.

Home to over 50 ethnic groups, Plateau State is 'Nigeria in miniature', boasting a variety of festivals, languages and traditions, spectacular natural wonders such as the rugged Shere Hills, the dome-shaped Wase Rock, the Asop and Kura falls, and Lake Pudong, a crater lake created by a volcano, and cultural tourism is one area the authorities are eager to encourage.

os, the state capital and an important commercial centre with road, rail and air links to the rest of the country, is being promoted with some success as a venue for conference tourism.

2.2.6 Environmental Impacts of Ecotourism Development

Ecotourism tends to increase opportunities and to reduce threats. If an opportunity is realized, then it becomes a benefit. If a threat is not avoided, then it becomes a cost. There are no automatic benefits associated with ecotourism; success depends on good studies, planning, implementation and management. Poorly planned or implemented, ecotourism projects can easily become conventional tourism projects with all of the associated negative impacts. Opportunities and threats and consequently benefits and costs will set in and vary from situation to situation, from group to group and from individual to individual within groups as benefits to one group may be costs to another.

Determining which opportunities to pursue and which threats to abate is a prime decision that can best be made by involving all stakeholders. Ranking the importance of each benefit is part of the compromise involved in the ecotourism planning process. The entire spectrum of ecotourism's opportunities and threats does not apply to every protected area. For example, in a protected area that attracts primarily domestic visitors, opportunities to generate foreign exchange are limited, but good opportunities may exist to raise conservation awareness locally. Environmental degradation will vary depending on the fragility of natural resources and the types of activities that are permitted. The circumstances of each protected area create a particular set of opportunities and threats.

i. Positive Impacts of Ecotourism Development on the Environment

1) Preservation and Conservation of Environment

One of the arguments in favour of tourism is that uncontrolled urbanization, modernization and industrialization cause great damages to the natural environment. Tourism can be seen as an alternative economic development which provides the necessary motive and money for preserving the archaeological treasures and ancient monuments, and conserving the natural resources for the continued enjoyment of both tourists and local residents.

Wildlife and forest reserves have been set up and scenic lands have been preserved partly due to their ability to attract tourists. For example, some east African countries such as Kenya and Tanzania have established large natural parks and game reserves for wildlife as they know that wildlife is the most important tourist attraction in East Africa. Without the economic return provided by tourism, these areas might well be converted to agriculture, mining or other forms of industrial development which cause great harm to the natural habitats.

2) Enhancement of Environment

It is often the environment itself that attracts tourists to a destination. An example is the beautiful mountain scenery of Switzerland. Any tourist destination hoping to attract tourists will try to improve its image by planting flowers, developing well-designed tourist facilities such as attractive landscaped hotels. Tourism also provides incentive for "cleaning up" the overall environment. This can be done through control of air, water, and noise pollution, littering and other environmental problems.

3) Increasing Environmental Awareness

Economic success of tourism will encourage local awareness (both the government and residents) of the importance of conservation of natural environment. This leads to the adoption of administrative controls and planning (e.g. stricter anti-pollution control, better land use zoning, etc.) by government to maintain the quality of the environment.

ii. Negative Impacts on the Environment

The natural environment rarely escapes damage when a large number of tourists are found. The quality of water and air, the amount and species of vegetation and wildlife are inevitably changed in one way or another.

1) Environmental Pollution (*Impact on abiotic environment*)

(i) *Water pollution:* Water pollution in rivers, lakes, and the sea may result from recreational and tourist transportation. For example, oil spills from cruise ships in resort harbours, untreated sewage from kitchens and bathrooms of island resorts may cause adverse effect on the aquatic ecosystem and reduce the enjoyment of the tourists swimming there.

(ii) *Air pollution:* Air pollution from tourism development may result from excessive use of vehicles (cars, buses, and motorcycles) by and for tourists at major tourist attraction areas that are accessible only or mainly by road.

(iii) *Soil pollution:* Litter is probably the most important emission of ecotourism to the soil and certainly the most visible. The problem of tourism-/recreation- induced littering is very old, as is illustrated by the ancient Dutch imperative: "Laatnietals dank voor het aangenaamverpozen, de eigenaar van ditbos de schillen en de dozen." (Do not leave, in gratefulness for your pleasant stay, your boxes and litter to the owner of this forest.)

(iv) *Noise pollution*: Noise may be generated by a concentration of ecotourists, vehicles, aircraft and motor boats. Sometimes certain types of tourist attractions such as amusement parks, car or motorcycle races may generate noise that is unacceptable and irritating. Shops and restaurants in ecotourist areas installed their air-conditioners' exhaust outlets close to the local residents' homes.

(v) *Visual pollution*: Visual pollution may result from several sources:

- Poorly designed buildings, e.g. hotels that are not compatible with local architectural style or environment
- Use of large and ugly advertising signs
- Overhead utility (electricity and telephone) lines and poles
- Buildings obstructing scenic views
- Poor maintenance of buildings

2) **Ecological Disruption** (*Impact on biotic environment*)

(i) *Vegetation*: Overuse of fragile natural environment by tourists may lead to ecological damage:

- Collection of flowers, plants and fungi may change the species composition
- Tourists trample the vegetation in parks and conservation areas
- Hikers and campers cut trees to make campfires and soil erosion results from overuse of hiking

(ii) *Wildlife*

- Wildlife loses their natural habitats wherever tourist facilities and roads are constructed
- Feeding and breeding patterns of animals may change as they are prevented from hunting or breeding in usual places (natural habitat) (Bushnell, 1994).

Table 2.2 :A Framework for the Study of Tourism and Environment Stress

Stressor activities	Stress	Primary response Environment	Secondary response (reaction) human
<p>1. <i>Permanent environmental restructuring</i></p> <p>(a) Major construction activity</p> <ul style="list-style-type: none"> - urban expansion - transport network - tourist facilities - marinas, ski-lifts, sea walls <p>(b) Change in land use</p> <ul style="list-style-type: none"> - expansion of recreational lands 	<p>Restructuring of local environments</p> <ul style="list-style-type: none"> - expansion of built environments - lands being taken out of primary production 	<p>Change in habitat</p> <p>Change in population of biological species</p> <p>Change in health and welfare of man</p> <p>Change in visual quality</p>	<p><i>Individual</i> – impact on aesthetic values</p> <p>Collective measures</p> <ul style="list-style-type: none"> - expenditures on environmental improvements - expenditures on management of conservation - designation of wildlife conservation and national parks - controls on access to recreational lands
<p>2. <i>Generation of waste residuals</i></p> <ul style="list-style-type: none"> - urbanisation - transportation 	<p>Pollution loadings</p> <ul style="list-style-type: none"> - emissions - effluent discharges - solid waste disposal - noise (traffic, aircraft) 	<p>Change in quality of environmental media</p> <ul style="list-style-type: none"> - air - water - soil <p>Health of biological organisms</p> <p>Health of humans</p>	<p>Individual defensive measures</p> <ul style="list-style-type: none"> - recycling of waste materials - protests and attitude change - change of attitude towards the environment <p>Collective defensive measures</p> <ul style="list-style-type: none"> - expenditure of pollution abatement - clean-up of rivers, beaches
<p>3. <i>Tourist activities</i></p> <ul style="list-style-type: none"> - skiing - walking - hunting - trial bike riding - collecting 	<p>Trampling of vegetation and soils</p> <p>Destruction of species</p>	<p>Change in habitat</p> <p>Change in population of biological species</p>	<p>Collective defensive measures</p> <ul style="list-style-type: none"> - expenditure on management of conservation - designation of wildlife conservation and national parks - controls on access to recreational lands

2.2.7 The Challenges of Tourism Planning and Development in Nigeria

Nigeria has a magnificent heritage of natural scenic landscapes, cultural attractions, historic sites and wildlife. The Nigeria government is very keen to develop these vast tourism endowments. The key to realizing this dream proceeds first by surveying and taking inventory of the tourism attractions, then surveying and estimation of the clients population, measuring the carrying capacity of each attraction, determination of tourism policies and development plans, impacts assessment, project implementation and monitoring (Falade,2001).

Survey of tourism attractions covers the wide range of potentials including natural and man-made attractions. The survey of the client group is based on estimates of number of visitors coming to the state, the season in which they came, what they did, their length of stay and expenditure. Information on the occupation of hotels and other accommodation can yield a rough estimate of where the visitors stayed within the state. The numbers of local people present and likely to be using the resource also be calculated. Measurement of carrying capacity of each attraction will be carried out in order to (a) See how far the resources are or are not adequate for the present use of the clients, (b) Judge what surplus resources there are which might entertain or serve more people and what new resources would be needed if more people and (c) Ensure that the resources are not damaged by an excessive growth in the number and activity of the users.

Policy formulation for tourism development deals with the specification of goals or targets, which should be clearly stated in achievable terms. Here government clearly defines its roles and that of private sector in pursuance of a boosting tourism development for the

state. The institutional arrangement and strategies for realizing the tourism -development goals will also be enshrined in the tourism policy.

The strategies mapped out for the tourism development yield the plans. It is important that alternative plans be prepared each stating its merits and demerits for consideration and final selection of the most acceptable plan. It is important to state here that tourism policy formulation and planning for development should be democratic. All stakeholders must make a say in these processes in order to attract wide acceptance during implementation. A policy or plan that does not base on popular views and input will usually fail to achieve its goal as stiff resistance might be eminent (Falade,2001).

Impact assessment of each alternative development plan must be evaluated. This includes the social, economic and environmental merits and demerits of all the options prepared. All things being equal the alternative with the least demerits should be selected if sustainability must be upheld. The question that is difficult to answer here however is how to quantify some of the benefits and demerits, for instance the environmental and social impact. In the past most impact assessment were based on economic issues which are easy to quantify only. The social and environmental impacts are equally important. Neglecting them in impact assessment can readily undermine tourism development and ruin the industry fast. Impact assessment must therefore be thorough comprehensive and touching on all ramifications of development (Social, economic and physical elements).

Project implementation deals with the execution of development plan or plans approved. Adherence to specifications of the plan during implementation is very crucial. Planners and or managers should ensure strict compliance to planning regulations during implementation. Monitoring of projects has to do with management which is an important

aspect of sustainable tourism development. Unless effective management of facilities and resources is put in place, all forms of developments can quickly deteriorate. Most tourism resorts are faced with management problems. Plans could be reviewed as recommended by management to cushion evolving trends and changes in demand over time. As part of development planning for the tourism industry of the state, it is good that the state be divided into planning areas' each of such a size that the people living within or visiting it could be expected to have the bulk of their activity and hence of their demand upon resources within that area (Falade,2001).

The identification of resource bases, those resources which are critical to the development of tourism and recreation. These usually include accommodation, wet weather facilities, meal facilities, power facilities, water supply, sewerage, road capacity and public transport, health facilities, security, communication facilities, financial institutions and commercial outlets. As the tourism planning units (areas) are to provide recreation needs of people, factors that guide the planning include:

Make possible recreation opportunities for all, regardless of age, colour, race, creed, economic status and physical fitness in the area. Provide areas and facilities that make possible a variety of recreation activities that serve a wide range of indoor and outdoor recreation interests. Include areas that differ in size, location, natural features and potential development that can consequently serve different recreation uses.

Provide a multiple - use area as near as possible to the centre of the planning area for easy accessibility, except for immovable natural and historical sites which could be away from the center. Take into consideration local recreation resources and needs of the local people for full co-operation. Tourism development requires that both the core resources

(attractions) and the support facilities be put in place for smooth operation of the industry. The challenge here is that government and private investors should complement each other in developing the industry.

For the developing countries which are desirous of developing tourism, the provision of adequate resources may present a problem as the demands upon their limited resources are many. The development of the tourism sector will be only one of number of options for development before a government. Since government resources will inevitably be inadequate for all the competing claims upon them, it is essential that the tourism option be presented in quantified terms as for the other sectors of the economy. The proposed investment in tourism must be demonstrably justified in terms of its anticipated contribution to the economic development of the country (Eja, 2009).

The government may take the initiative in tourism project development, but it will hope for private investment support. There are at least two ways in which government can do this; first it can create a favourable climate for investment by ensuring that conditions reassure the private investor and second, it can help the private investor to consider tourism development as an attractive investment proposition by offering special inducements such as subsidies, credits, tax concessions, preferential rates of interest, special facilities for land purchase etc.

Ideally, government should provide the essential basic infrastructures, which are essential for modern social life, economic development and smooth tourism operations. These include transport facilities such as roads, railways and airports, water supplies and sewage systems, supplies of energy such as electricity and gas, communications facilities such as telephone services and security (Eja, 2009).

Any government embarking on tourism development programmes cannot afford to do everything at once, but must of necessity select certain areas for development; if they are prudent they will choose areas which an infrastructure already exists. Tourism potentials however is often related to peripheral, remote and economically underdeveloped areas and the transformation of such areas into viable tourist centers in the future calls for heavy initial investment in infrastructure.

In addition to the infrastructure, tourism development also needs superstructure services such as access facilities for transport e.g. airport terminals, rail stations, hotels, motels and other accommodation units, restaurants, cafes, bars and sport recreation facilities, entertainments, resorts and souvenir shopping complex. These services are usually provided by private companies or individuals, although sometimes government will 'lend or give financial or other aids (Eja, 2009).

2.2.8 Challenges of Ecotourism Development on the Jos Plateau

Many challenges have triggered ecotourism conservation on the Jos Plateau. These, if not manage properly, can lead to extinction. There has been neglect, from the government of Plateau state about the quarrying of rocks for construction most especially, that of the Shere Hills and improper management of ecotourism lands which may lead to erosion and losses of ecosystem. Sustainability is undermined, and this can be seen as; the inability of the state government to provide the basic equipments for the conservation of ecotourism potentials for sustainability. Some of which are: Inadequate man power, inadequate food for animals, absence of proper health care service for the animals, mismanagement of the resort, lack of accommodation (Hotel) for tourists (Paul, 2010).

In the future, tourism industry will face many challenges as it becomes increasingly important. Government and private enterprises will be required to work together advancing and developing the tourism industry. This requires a higher level of awareness and management skills and thus a greater need for education.

Attempting to develop tourism attractions encourages the government to enhance on physical development such as road construction, hotels and provision of our social amenities like energy and portable water supply. The development and promotion of tourism enhance the development of these auxiliary facilities needed for an efficient tourism operation. The availability of human resources is perhaps the greatest issue facing tourism in developing countries. There is an inadequacy of skill labour at all levels and training facilities lacking in volume or quality in develop countries where tourism often has a poor image as an employer. There is the absence of long term tourism work programme as well as the absence of well-articulated criteria for planning and development of tourism facilities (Paul, 2010).

The absence of functional instruments for tourism development and promotions and this has facilitated uncoordinated expenditure of the small financial allocation at the various level of the tourism industry. Resources are concentrated on building hotels (as if hotels hold the greatest attraction to foreign tourist) while other tourism segment are neglected. Infrastructural and other auxiliary services especially those needed in tourist centre or areas are persuasively lacking or poorly developed.

An avocation for the wise use of our natural environment is a worldwide issue. This should represent the highest form of national drift through prevention of waste and despoilment while preserving, improving and renewing the quality and usefulness of all our resources. This need is therefore to secure development while at the same time sustain the productivity

of our natural vegetation, protecting wildlife, maintaining genetic diversity and avoiding forest and soil destruction. Uncontrolled use of resources could offset or disrupt the needed equilibria in ecosystems.

Different policies and programmes can be formulated to conserve resources. These include conservation education programmes, Grass-root involvement and welfare and legislation to protect and preserve certain resources on the Jos Plateau for sustainability. All conservation laws are aimed at promoting tourism among other benefits. Penalties for defaulter range from fine to imprisonment depending on nature and magnitude of offence. As it is declared in *Managing Sustainable Tourism Development, escap review No.22 (2001)*, we should keep in mind certain realistic truths about tourism such as: it consumes resources, creates waste and requires certain kinds of infrastructure; it creates conditions for possible over-consumption of resources; it is dominated by private investment with priority on maximizing profits; its multi - faceted nature makes control difficult; and it may be seen as simply entertainment services consumed by tourists. The challenge of sustainable tourism development therefore, is to balance the principles with these truths, and this can be done only through integrated, cooperative approaches involving all stakeholders and related economic activities in the area. The followings are some challenges of ecotourism development on the Jos Plateau (Paul, 2010).

i. Challenges for Human Resources: In Jos, it has been recognized that the need to develop the required human resources in various segments of the tourism industry has become imperative and vital for sustainability. Cooperation at the regional level for example with other states that have a viable tourism industry like Cross River, Lagos and Bauchi, in

tourism education and training also can help overcome a number of problems (Marguba,2001).

ii. Challenges for Effective Environmental Management: While the viability of tourism in the study area could be threatened by negative environmental impacts, tourism could also contribute significantly to environmental protection. By the way the complex relationship between development and its impact on the environment creates problems for the effective environmental management of tourism development. Effective planning and coordination, as well as efficient enforcement of legislation can help address the problems. Efforts at environmental management in Jos should include coordinating strategies at all levels and among many sectors; making appropriate use of resources; and creating greater awareness of environmental consequences. Problems with legislation relate to enforcement of laws, the need for human resources to monitor and enforce and the need for stakeholders to understand the long-term benefits for sustainability if they comply with environmental laws and policies (Marguba,2001).

iii. Challenges for Infrastructure Development and Investment: The relationship between infrastructure development and tourism development is clear. Integrated planning and the use of master plans can help overcome many constraints. Infrastructure requirements for the tourism sector in the Jos plateau should be properly integrated with the full range of infrastructure development and investment requirements. Banks and other development financing institutions in the state should extend full assistance to tourism infrastructure development (Marguba,2001).

iv. Challenges for Facilitation of Travel: The tourism paradigm that focuses on tourists' needs and wants has undergone a major change that gives attention to security,

sanitation and satisfaction. This has had a strong effect on the tourism industry, in addition to the effects of greater global interdependence and regional integration, which have created a rapidly changing global tourism market. For Jos, facilitation of travel involves attention to any impediments and obstacles that affect the flow of national and international tourists and the growth of tourism. A wide range of travel facilitation problems can impede sustainable tourism development. These problems can include, among others:

- i. Insecurity and Terrorism
- ii. Lack of accessibility;
- iii. Inefficient policies and procedures for visas, customs and currency;
- iv. Possible threats to the health and safety of tourists;
- v. Lack of information services for tourists; and
- vi. Negative image. The 4th World Conference for Graduate Research in Tourism, Hospitality and Leisure.

v. **Challenges for Enhancing Cooperation and Participation:** The main general point to keep in mind is that sustainable tourism development can be achieved only through teamwork and collaboration with a focus on the goal of prosperity for the whole country.

The highly interdependent, multidisciplinary, multi-sector, and political nature of tourism, require close cooperation, coordination and shared responsibility among government and all stakeholders. While there are set of principles and practices to help guide tourism development, stakeholders still face a number of challenges. Among the challenges are the following: Getting the private sector actively involved in the process of conserving and developing cultural heritage sites; obtaining the funds needed to develop products and getting the government to serve as a joint venture partner where appropriate; ensuring that

tourism strategies and plans are integrated and linked to broader development plans, especially at the community level; encouraging local businesses, tourism operators and other stakeholders to cooperate; requiring impact assessments, including monitoring and indicators, where tourism development involves natural and heritage resources; making interpretation an essential part of the development process; and finding creative financing appropriate to developing tourism industry of the Jos Plateau, where financial resources might be limited. Maintaining close cooperation and coordination among institutions and groups that are public, private, NGO and other community representatives is essential for tourism development to incorporate shared objectives. It is important to keep in mind that public-private partnerships (PPP) can combine the public sector goal of development and the private sector goal of profitability. In this context, attention and involving host community (local people), is so vital for tourism industry of Jos. The general public in the local area must be educated about tourism development plans and programmes, current tourism events, benefits from tourism and how to cope with tourists of different backgrounds. Raising community awareness about environmental protection of nature areas, conservation of archaeological and historic sites, maintaining traditional arts and crafts, and improving environmental quality are issues that need public attention. Public education through tourism awareness programmes should be part of the tourism development plan and programme in Jos. Basic techniques which can be used are Radio broadcasts, Television programmes on tourism, Newspaper articles and publications about tourism concepts, events and development projects, Posters, Brochures, Booklets and instruction on tourism in the school system of Jos. As Xavier Font proposed in the third edition of Global Tourism, certification as a voluntary mechanism to show high standards of performance can be a valid instrument

to gather local stakeholders around the common purpose of defining standards to make local tourism sustainable (Marguba,2001).

2.2.9 Tourism Marketing and Promotion Strategies

Tourism marketing is the method of applying the correct marketing concepts and ideology to planning a strategy to attract tourists to particular destinations which may come in form of resort, city, region or country. However, tourism and marketing go hand in hand. Marketing of tourism is very important because it is a process of planning and executing the conception, which includes pricing and promotion and distribution of ideals and goods and services. . (Cooper et al 2008, 31). Marketing is a process of identifying customer's satisfaction, design appropriate product and design a market to convey it to the final consumer (Pierre 2000). Tourism's economic benefits are touted by the industry for a variety of reasons. Claims of tourism's economic significance give the industry greater respect among the business community, public officials, and the public in general. This often translates into decisions or public policies that are favourable to tourism. Community support is important for tourism, as it is an activity that affects the entire community. Tourism businesses depend extensively on each other as well as on other businesses, government and residents of the local community (Paul 2010).

Economic benefits and costs of tourism reach virtually everyone in the region in one way or another. Economic impact analyses provide tangible estimates of these economic interdependencies and a better understanding of the role and importance of tourism in a region's economy. Tourism activity also involves economic costs, including the direct costs incurred

by tourism businesses, government costs for infrastructure to better serve tourists, as well as congestion and related costs borne by individuals in the community (Kolb, 2006.)

The growth in tourism industry can also be attributed to the increase in tourism marketing. Tourism marketing is the method of applying the correct marketing concepts and ideology to planning a strategy to attract tourists to particular destinations which may come in form of resort, city, region or country. Marketing is a process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that will satisfy individual and organizational goals. Referring to the definition in the concept of tourism marketing, it revolves around planning for tourism from the demand and supply concept in order to satisfy both the host communities (suppliers of tourism) and the visitors (Godfrey and Clarke, 2000, 33.)

Promotion is one of the important marketing mixes that play the vital role in marketing any product or service. If the potential and target customer are not aware of the product or services it is not possible to ensure the expected sales. Tourism is a service and it is treated as one of the world's fastest growing industries. And the importance of promotional activities is no exception in this fast growing service industry. In many countries whether developed or developing, tourism has been treated as an important industry contributing economic development of the country. Nigeria is a country beset with natural beauty and archeological sites which can be an important source of national income through tourism business. But evidence shows that the volume of tourism business is not satisfactory in Nigeria comparing to the world's total demand. To increase the volume of tourism business promotion can play major role with other three marketing mixes. Due to Intangible nature of services it is difficult to trial the quality of services before purchasing or experiencing it. As

in many cases the potential tourist that means the target market are scattered throughout the world, different promotional tools is the only way to communicate with the potential customer(tourist) and it is important to use different promotional tools in a selective way so that both economy and effectiveness is ensured (Paul 2010).

Promotion is one of the tools of marketing mix that means the informational communication for exposing company and company's product in the market. Five tools are used for promotional works. They are-

- (i) Advertising
- (ii) Sales Promotion
- (iii) Public Relation
- (iv) Personal selling
- (v) Direct marketing

Setting realistic promotional objectives is vital for any organization to compete successfully in the face of stiff competition in the changing business environment. Setting of promotional objectives is important for three reasons. According to an author it (i) provides a means of communication and coordination between groups (e.g. client and agency) working upon different parts of a campaign, (ii) acts as a guide for decision-making and provide a focus for decisions that follow in the process of developing promotional plans, and (iii) provides a benchmark so that the relative success or failure of a program can be determined. These arguments state the importance for setting the promotional objectives in a realistic way. Deciding on the promotion mix is an important task for the marketer. After setting the promotional objectives the most important is deciding how the marketer will achieve the promotional objectives through implementing the promotional activities. A company's total marketing communication mix– also called its promotion mix– consists of the specific blend

of advertising, personal selling, sales promotion, public relations and direct marketing tools that the company uses to pursue its advertising and marketing objectives. This discussion leads to have an understanding about the elements of promotion mix and the major are: Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. Personal selling is the personal presentation or making sales and building customer relationship. Public relations are building good relations with the companies various publics by obtaining favorable publicity. Building up a good corporate image and handling or healings off unfavorable rumors, studies & events (Paul 2010).

Sales promotion is a short term incentives to increase purchase or sale of a product or service. According to the authors, samples, cash refunds, price packs, premiums, advertising specialties, patronage rewards, point-of-purchase displays and demonstrations, and contests, sweepstakes and games can be used for consumer promotion tools and many of the tools used for consumer promotions- contests, premiums, displays – can be used as trade promotions. Direct Marketing is direct communication with carefully targeted individual consumers to obtain an immediate response and cultivate lasting customer relationships through the use of telephone, mail, fax, e-mail, the internet and other tools (Paul 2010).

CHAPTER THREE

THE STUDY AREA AND RESEARCH METHODOLOGY

3.1 The study Area

3.1.1 Location

Plateau state is located in the Middle Belt zone of Nigeria and lies between latitudes $8^{\circ}30'$ North and longitudes $7^{\circ}30'$ and $8^{\circ}37'$ east. The state shares common boundaries with Bauchi State in the North, Taraba State in the east, Nasarawa State in the south and Kaduna State in the west. The state has an area of land mass covering 26,899 square kilometers.

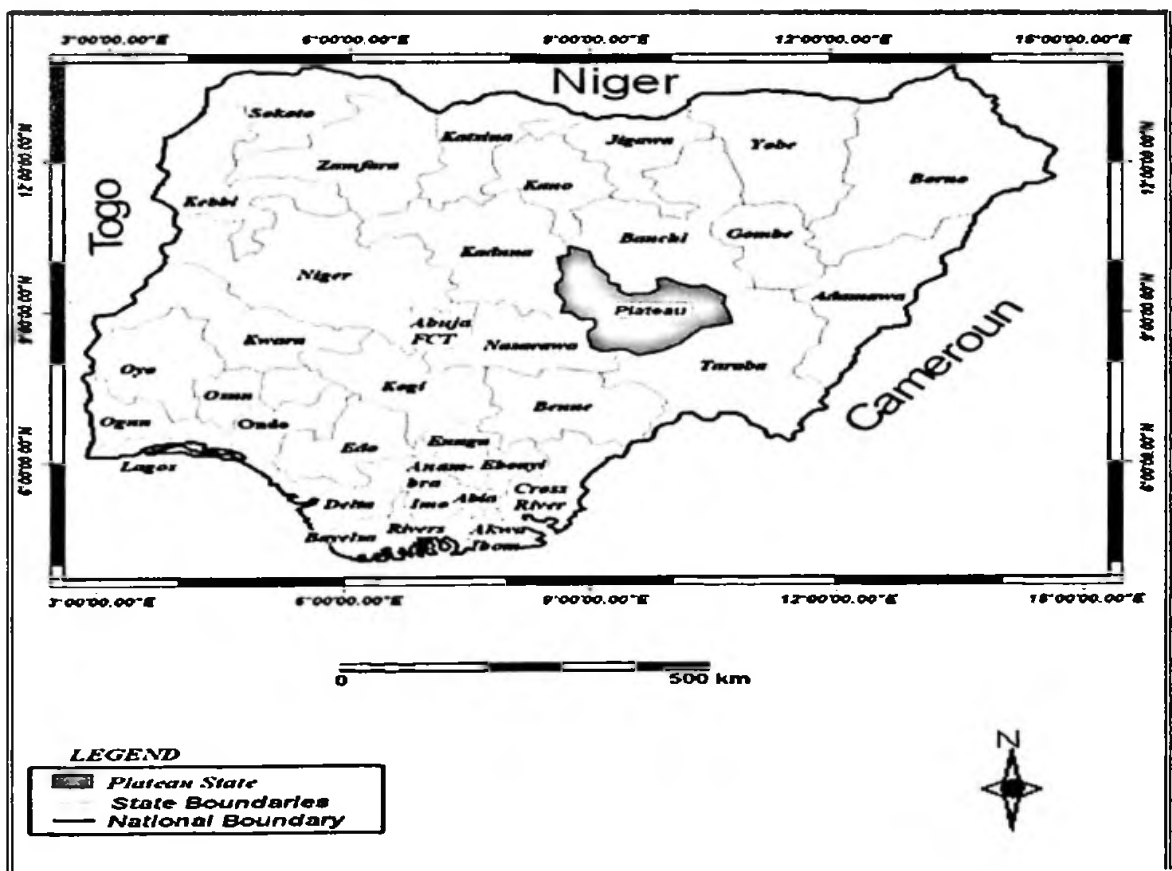


Figure 3.1: Map of Nigeria showing the location of Plateau State

Source: National Centre for Remote Sensing/ Ministry of land Jos Plateau State

3.1.2 Evolution of Plateau State

Plateau State derives its name from the high altitude known as Jos Plateau. The state is a product of more than half a century boundary adjustments and political creations. Right from the time of colonial administration; political self-determination and the strong desire of the people of this area saw the creation of the Plateau province which was carved out of Bauchi Province in 1926. And at various times between 1926 and 1967, the boundary of Plateau province oscillated, reflecting the general trend of political development in the country, as the government of the day acquiesced to the agitation of different ethnic groups to be with kith and kin that are of larger concentrations in other provinces. During this period, therefore, some administrative units or divisions as they were then called, from neighboring provinces were added to or subtracted from Plateau Province.

In May 1967, Plateau and Benue Provinces were merged to form Benue-Plateau state, one of the twelve states into which the military administration of General Yakubu Gowon divided Nigeria in place of the then four existing regions. When the country was further divided into nineteen in 1976, Plateau province was severed from Benue state to become Plateau state. In 1996, Nasarawa State was carved out of the South-Western half of Plateau by the Abacha military regime. Presently, Plateau state comprises of 17 local government areas as; Bassa, Jos-North, Jos-East, Jos-South, Riyom, BarkinLadi, Bokkos, Mangu, Pankshin, Kanke, Kanam, Langtang-North, Langtang-South, Mikang, Wase, Shedam and Qua'an Pan LGAs (see figure 3.2).

3.1.3 Relief

Plateau State comprises of a geographic entity known as the Jos Plateau in the northwestern part of the state and the adjoining lowlands (Benue through) in the southeastern part of the

state. The Jos Plateau zone has a total area landmass of about 9,400sqkm with an average rise of about 1250 meters above mean sea level. The highest peak on the Jos Plateau attains an elevation of 1829 meters sea level around the Shere Hills. The Jos Plateau zone comprises of nine local government areas to include Jos-North, Jos-South, Jos-East, Riyom, BarkinLadi, Pankshin, Mangu, Bokokos and Bassa (see more in figure 3.3).

The adjoining lowland areas of Plateau state falls within the Benue trough with an average elevation of 300 meters above mean sea level. It is a wide expanse of plain dotted with isolated hills. It covers about 17, 499km² comprising of 8 local government areas, which include Kanke, Kanam, Langtang North, Wase, Langtang South, Mikang, Shendam and Qua'an Pan.

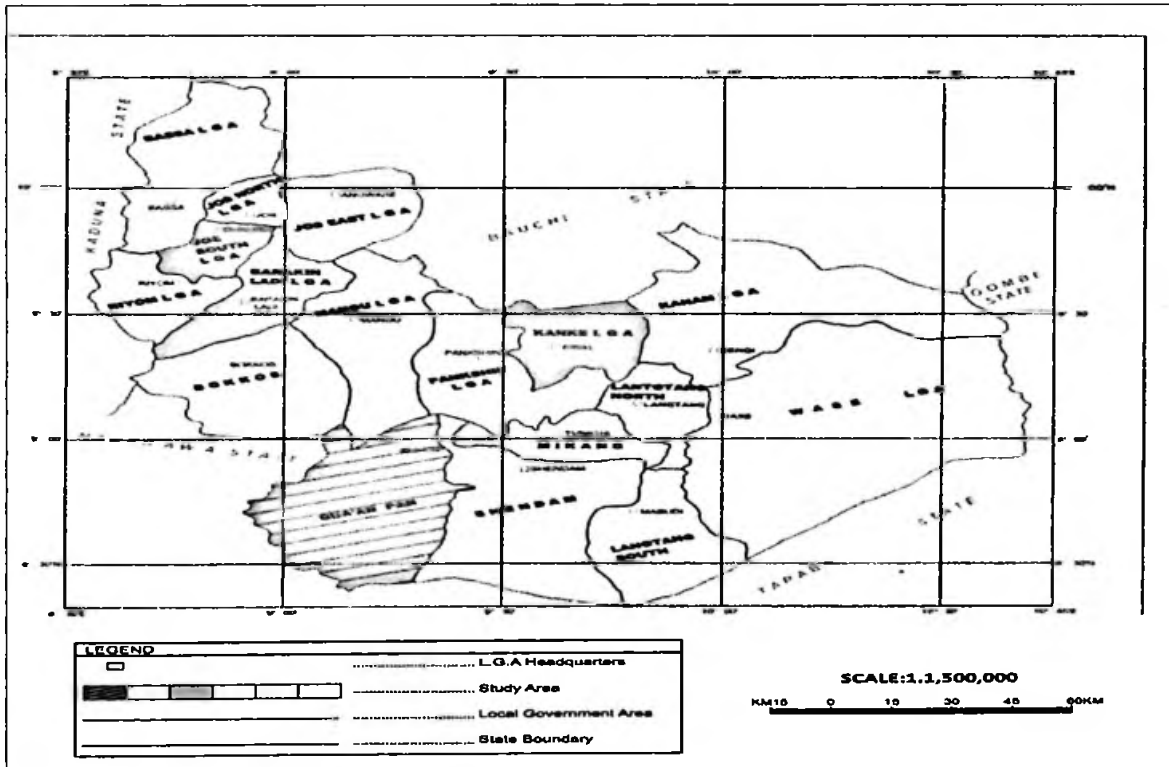


Figure 3.2: Plateau State showing Local Government Areas and study Locations.
Source: Bureau for Land, Survey and Town Planning Jos. Plateau State.

3.1.4 Drainage

The Jos Plateau is noted for its drainage networks, which are made up of streams that constitute the sources of major rivers draining the northern part of Nigeria. For this reason, the Jos Plateau has been regarded as the hydrological center of Northern Nigeria (Falconer 1921). This is owing to the fact that the watersheds of some river systems come together at a point near Rayfield, in Jos town: with delimit river draining to Lake Chad; the Gongola, Wase, Shemankar, Ankwe and Mada rivers draining into river Benue while Kaduna river into the Niger (Alford et al, 1979).

Some of the rivers and streams have formed the spectacular waterfalls, which are part of the breathtaking tourist attractions of Plateau state. For interesting tourist, the Sha falls, Assop falls, Kwoll falls, and Kura falls are among the most interesting tourist sites of Plateau state. These beautiful natural resources can give Plateau state a good image if properly developed, promoted and marketed.

3.1.5 Climate

The climate of Plateau state is dominantly influenced by its relief and position along the passage of the Inter-Tropic Convergence Zone (ITCZ). The high altitude of Jos plateau area has so much moderated its temperature which has been described as temperate-like. The approximate maximum high temperature is about 22⁰C while the mean minimum low temperature is about cold especially between December and February as a result of the harmattan (North east trade) winds. Generally, Jos Plateau has been claimed to be the coldest area in Nigeria.

The adjoining lowland area of state however has a contrasting climate from that of upland Plateau. The lowland areas are marked by relatively hot temperatures with maximum of 28°C and mean minimum of 22°C. Plateau state enjoys two types of seasons the dry season and the wet season. These two seasons are northward the state is dominated by the wet southwest trade winds which bring rains up to October. From November to March however, the ITCZ moves southward by dryness and dust. Generally the mean annual rainfall varies from 131.75cm in the southern part of the state (leeward side of Jos Plateau) to 146cm on the Jos Plateau.

3.1.6 People and Population

The 2006 census shows that Plateau state had a population of 5.2 million. The state has been described as a miniature Nigeria because it contains within itself almost if not all the various tribes or ethnic groups of Nigeria.

The state has about 50 indigenous ethnic groups each with a proud cultural heritage with Berom group possibly large enough to claim majority position. The people are hospitable and accommodating and have similar cultural and traditional ways of life. People from other parts of the country coexist peacefully with the indigenous. Some of the indigenous tribes in the state among others are Berom, Ngas, Taroh, Goemai, Youm, Montal, Rukuba, Kwaglak, Piapung, Buji, Irigwe, Mushere, Jarawa, Anaguta, Gashih, Pyem, Jorto, Jere, Janji, Iguta, Horom, Firan, Guguri, Duguza, Dass, Aten, Tal, Challa, Mupun and CheChara. There are other tribes that came to settle in the state as a result of historical events. These include Hausa, Fulani, Igbo, Yoruba, Tiv, Idoma, Gbagyi etc. Plateau state is a place where unity is seen very much compatible with diversity.

3.2 Research Methodology

This section discusses the nature, types and sources of data required for the study. Here are the methods and procedures employed in data collection, handling and verification such as sampling techniques, reconnaissance survey, questionnaire design and administration, choice of analytical technique, and the possible problems that may be encountered during the field data collection.

3.2.1 Research Design

A reconnaissance survey of the study area was undertaken by the researcher to identify the major areas of ecotourism attractions. This was done to acquaint the researcher with firsthand knowledge of the tourism industries such as Assop Falls, National Museum and Zoo, Jos Wild Life Park, Naraguta Tourist Village, Rayfield Resort, Riyom Rock, Kura Falls, Shere Hills and other related places on the Jos Plateau.

3.2.2 Types and Sources of Data

The types of data required for the study include the following:

- i. Demographic characteristics of the respondents and socio-economic variables. This set of variables includes; sex, marital status, occupation, annual income and educational status.
- ii. Safety/stability/security of tourist destinations in Jos.
- iii. Quality of tourism experience
- iv. Cultural/tourist attractions in the study area
- v. Motivations that induce tourists' visits
- vi. Ecotourism potentials on the Jos Plateau
- vii. Environmental Impacts of ecotourism development
- viii. Conservation measures adopted on the Jos Plateau

- ix. Challenges of ecotourism development on the Jos Plateau
- x. Methods employed in marketing and promoting tourist destination in Jos.

Data for this study was collected from two main sources;

- i. Primary
- ii. Secondary

The primary data include the administration of structured questionnaires to tourists that visited the ecotourism destinations in the study area. This method was augmented by in-depth interviews with staff of the tourism industry and professionals in tourism business.

The secondary sources include the existing data, which was obtained in order to supplement the primary data for the study. These include sources such as textbooks, journals; published and unpublished research works on tourism, tourism promotion materials such as tourist guides, tourist maps, pamphlets, search engine (google, opra mini) and brochures.

3.2.3 Study Population and Sample Size

The target populations for this study are host communities and tourists within the five eco-destinations selected for the purpose of this study.

The population of Jos North is 429, 300 while the population of Jos South is 306,716 according to the 2006 census making the total population of the study area to be 736016 (NPC 2006). In projection of the population of the study area to the present year 2019 we have

Using the formular $P_2 = P_1 (1+r)^n$

Where $P_1 = 736016$ & $P_2 = ?$

$n = \text{number of years (2006-2019)} = 13$

$$r = \text{Growth rate} = 3\%$$

$$P_2 = 736016 (1 + 0.03)^{13}$$

$$P_2 = 736016 (1.03)^{13}$$

$$P_2 = 736016 \times 1.343916$$

$$P_2 = 989144$$

3.2.4 Methods for Data Collection

Two different methods of data collection were employed for the study:

- i. A structured questionnaire was administered to the tourists in the selected eco-destinations in the study area
- ii. In-depth Oral interview was employed to collect information from staff of the tourism industry and professionals in the tourism business.

The questionnaire was designed to seek gainful information on personal view of knowledge and data collection from the respondents, motivation of tourists, cultural attractions in the study area, quality of tourism experience, and environmental impacts of ecotourism on the Jos Plateau, methods used in the marketing and promotion strategies of the tourist destination.

Section A: covered marginal information about the respondents, which include; personal data of the respondents, socio-economic and demographic characteristics.

Section B: was concerned with the, impact of ecotourism development, conservation issues and measures, challenges of ecotourism development, strategies for promoting and marketing tourism destinations on the Jos Plateau, motivation of tourists in the study area, the safety, stability and security of tourist destinations.

The questionnaire administration was conducted by the researcher with some field assistants. A total of 550 copies of questionnaires were given to respondents in the sampled areas.

3.2.5 Sampling Technique

The population for the study was selected through random sampling technique; a set of well-structured questionnaire were designed, for the tourists that will visit the various eco-destinations. Five functional ecotourism centers that are registered with the Plateau State Tourism Corporation was selected for the study using purposive sampling they are Assop Falls, Shere Hills, Jos National Museum and Zoo, Rayfield Resort, and Jos Wildlife Parks.

Simple random sampling technique was used to select 100 tourists from each of the ecotourism centers identified in the study area that will respond to the set of questionnaire to be administered, a total of 500 tourists were administered questionnaires.

3.2.6 Techniques of Data Analysis

Descriptive statistics was employed in analyzing the data that was obtained; the descriptive statistics include the use of graphs, charts and pictures. The interview was analyzed with the help of an expert in social science research, the data generated at the end of every interview was transcribed and coded to enable the generation of themes and pooling of similar ideas and statements under a particular code across variables.

CHAPTER FOUR

DATA PRESENTATION, RESULTS AND DISCUSSION

4.1 Demographic and Socio-Economic Characteristics of Tourist

The total some of 550 questionnaires were administered by the researcher during the field survey, but only 500 questionnaires were filled correctly and returned. This describes and analyses the various salient features addressing these issues from the perspective of tourist in Jos Plateau. The analysis was done in four section; socio-demographic analysis of tourist, ecotourism potentials on the Jos Plateau, environmental impacts of ecotourism development, challenge of ecotourism development and ecotourism marketing and promotion strategies adopted on the Jos. The analysis was done primarily in both qualitative and quantitative terms the combination of the two approaches gave the impetus to critically examine the views expressed by the various categories of respondents and to help present clearly data gathered from the field. The data generated from the study were edited, collated, summarized and presented in this chapter. The data were captured in both quantitative and qualitative forms. The quantitative data are presented on frequency distribution charts using absolute figures and/or proportions or percentages. However, the qualitative data are by their nature presented as descriptive statements or perceptions on the research issues.

4.1.1 Demographic characteristics of the tourist

Table 4.1 shows that of the 500 tourist, 55.6% were males as against females who constituted 44.4%. The majority (27.4% and 25.8%) of tourist were within the range of 46-55 and 36-45years.

4.1.2 Socio-Economic Characteristics of Tourist

Tourist highest educational qualification of tertiary (75.8), follow by 15.5% with secondary education while 6.4% and 2.2% are for Basic and non-formal education respectively. The table also analysed that most of the tourist (58.8%) are business personnel, followed by 24.6% of civil servant 16.6% are student.

Table 4.1: Demographic characteristics of Tourist

Variation	Frequency	Percentage
Age range (year)		
18 – 25	34	6.8
26 – 35	98	19.6
36 – 45	129	25.8
46 – 55	137	27.4
56 and Above	102	20.4
Sex of Residents		
Male	278	55.6
Female	222	44.4
Marital Status		
Single	189	37.8
Married	252	50.4
Divorce	59	11.8

Table 4.2 Socio-Economic Characteristics of Tourists

Educational Qualification

No formal education	11	2.2
Basic	32	6.4
Secondary	78	15.6
Tertiary	379	75.8

Occupation

Civil Servant	123	24.6
Business Personnel	294	58.8
Student	83	16.6

Source: Field Survey, 2018

4.2. Ecotourism Potentials and Location on the Jos Plateau

Shere Hills: The Shere hills include some of the Plateau's highest peaks. They are an impressive range of hills to the east of Jos, which offer a prime view of the city. They offer fantastic opportunities to mountain climbers and hill walkers alike. The Hills serve as a camping spot to the Citizenship and Leadership Training Centre (Adeola, 1991).

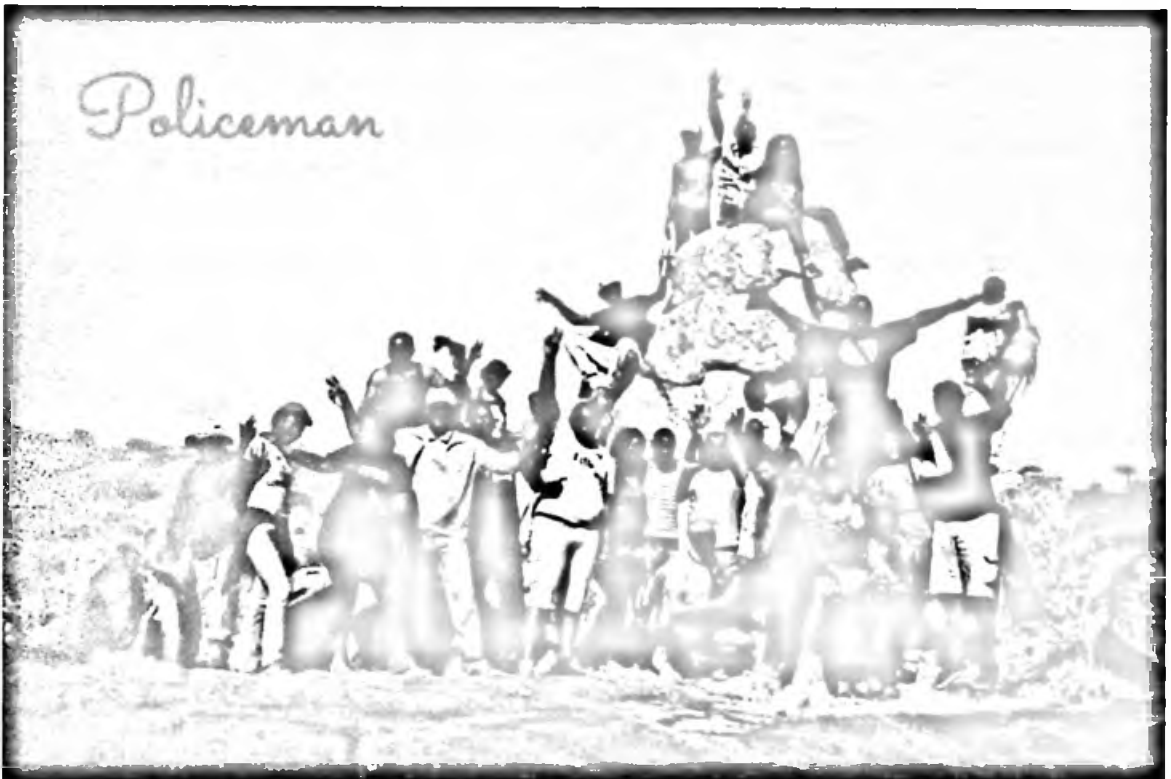


Plate 1: Shere Hills in Jos, Plateau State

Riyom Rock: Riyom Rock is one of the state's most spectacular rock formations. It is located 25 kilometers southwest of Jos along the Jos-Akwanga road. Nature had carved out the geographical boundaries of Plateau State in the rock long before the state was even created and is named after the LGA in which it is located.



Plate 2: Riyom Rock in Riyom Local Government Area

Rayfield Holiday Resort, Jos: The resort is located 4km from Jos city. A fantastic scenic environment that offers tourists endless fun of boating, swimming, sun bathing, horse riding, sport fishing and indoor games. For a day out or a weekend getaway, the resort has what it takes for your leisure and fun.



Plate 3: Tourists having fun at Rayfield Resort Lake

Wildlife Safari Park: The Wildlife Safari Park sits in the middle of eight square kilometers of unspoiled savannah bush, about four kilometers from Jos. It is home to a wide variety of wild animals, including Elephant, buffalo, lions, leopards, baboons, monkeys, pythons, crocodiles, chimpanzees, jackals and the rare pygmy hippopotamus. The park picnic areas are provided in the pine forest and the Vongnifwel Hill, 1,345 meters above sea level being the highest point east of Jos. The park also boasts panoramic views of the city of Jos.



Plate 4: An Elephant at the Jos Wildlife Park in Jos, Plateau State

Assop Falls: The Assop falls is perhaps the most notable of Nigeria's many waterfalls like the famous Gurara waterfall in Niger State but the Assop is located at the edge of the Jos Plateau, about 64 kilometers from Jos City along the road from Plateau to the neighbouring Stat. This is a popular tourist stop for picnicking, swimming enjoying the scenery and fun filled. The Assop falls are also popular with people shooting local soap operas and advertisements. The vegetation comprises gallery forests surrounded by grasslands, the Assop River which feeds the picturesque rapids and falls, drains part of the Jos Plateau.



Plate 5: Assop Water Falls in Sop, Plateau State

Kurra Falls: The Kurra falls is located in an area of magnificent scenery some 77 kilometers southeast of Jos. It is a beautiful area of hills and lakes ideal for boating, camping and rock climbing. This resulted from the activities of tin mining in the area. It is also the location of the state's first hydroelectric power station. The Kurrafalls lies to the east of Barkin-Ladi along the Jos-Pankshin road.

National Museum Jos: The National Museum in Jos was commissioned in 1952 by Bernard Fagg, a British archaeologist and museum curator, and is recognized as one of the best museums in the country. It has one large exhibition hall and two smaller ones. The museum is renowned for its archaeology and its Pottery Hall has an exceptional collection of finely crafted clay artworks from all over Nigeria. It is Nigeria's first major museum of antiquities and the second museum established in the country (after the one in Esie, near Ilorin). The museum is home to some fine specimens of Nok terracotta heads and artefacts dating from between 500 BC and 200 AD.

The Museum of Traditional Nigerian Architecture is adjacent, with life-size replicas of a variety of buildings, from the walls of Kano and the Mosque at Zaria to a Tiv village. In addition, articles of interest from colonial times relating to the railway and tin mining can be found on display.

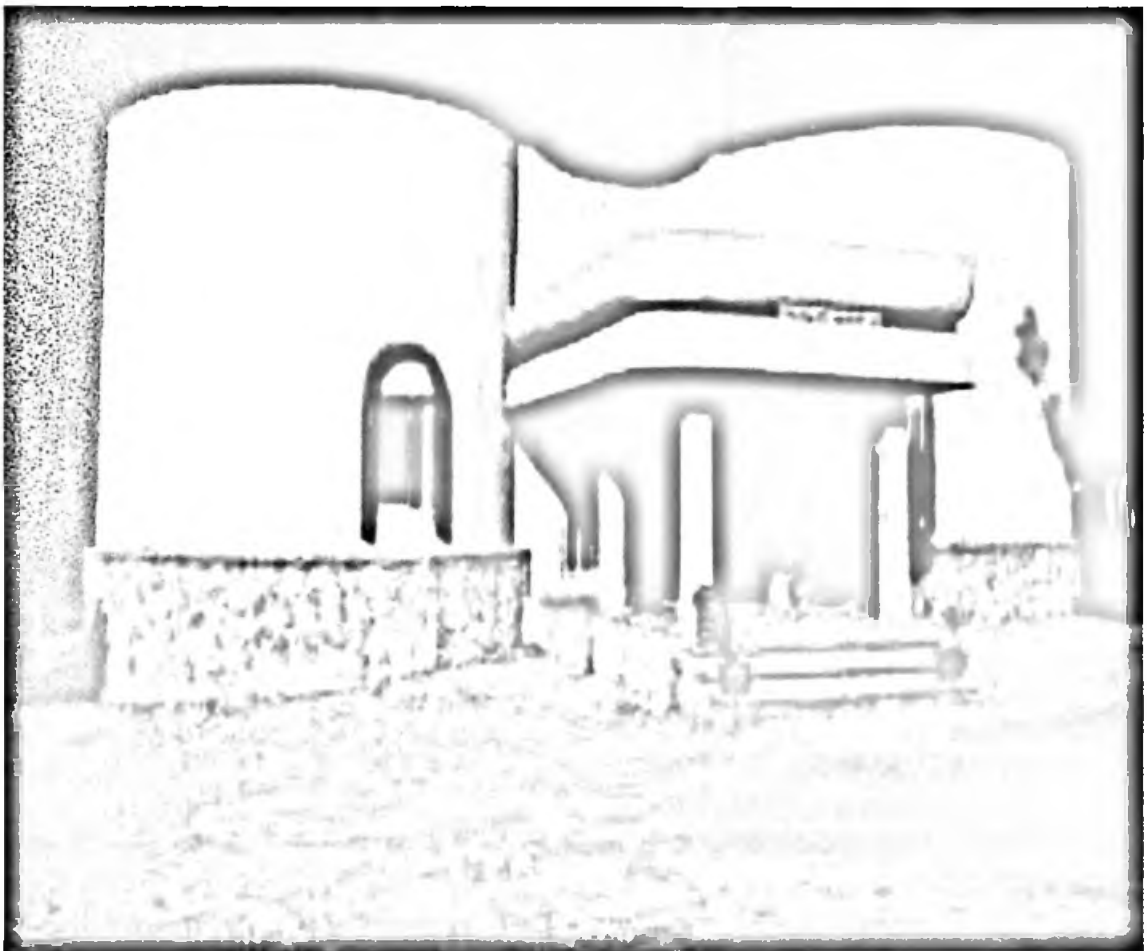


Plate 6: Jos National Museum

Jos Zoo: The Jos Zoo is close to the National Museum and Museum of Traditional Nigerian Architecture located in the centre of Jos. It was established in 1957 and is home to a wide variety of animals including birds, donkeys, porcupine, ostriches and reptiles.

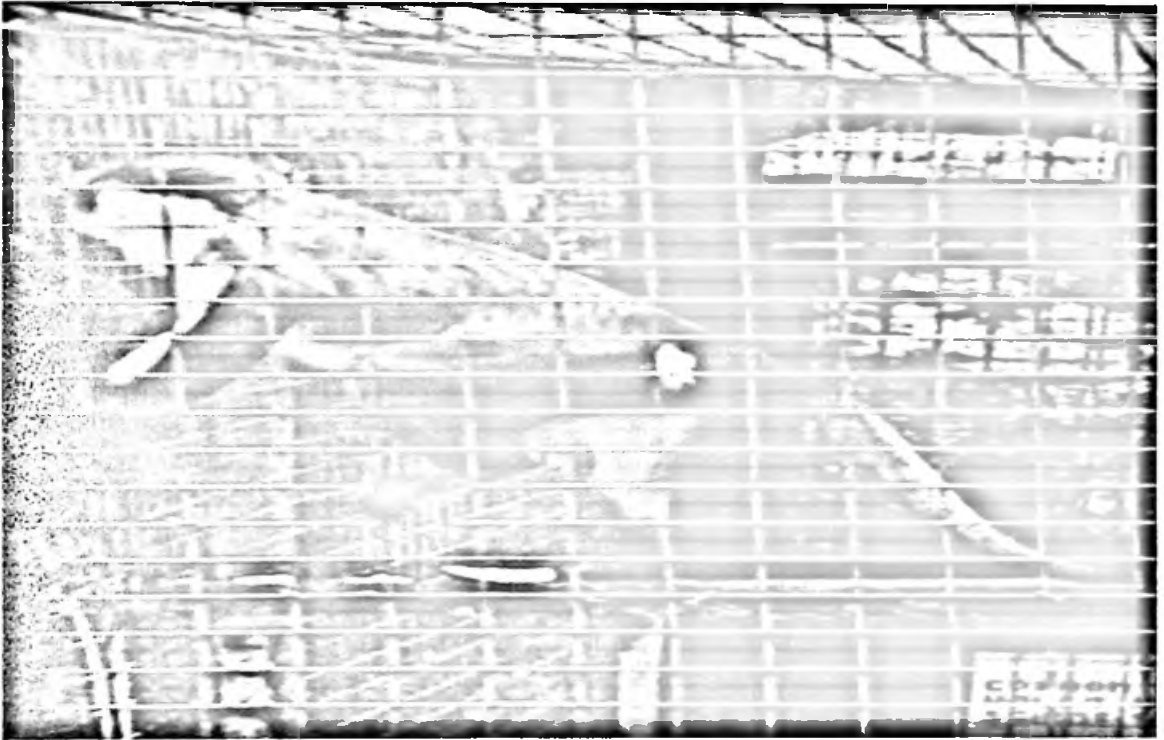


Plate 7: Mona Monkey in Jos Zoo, Plateau State

Pandam Game Reserve and Lake: The Pandam game reserve is a wildlife sanctuary. It is home to hippopotami, crocodiles and snakes of all types. Local park rangers track game on foot and guide people to the best viewing areas. The region is still virtually unspoiled by human contact and offers sport-fishing facilities.

Gahwang Rock Formation: The Kahwang rock formation is a set of beautiful basalt rocks. Located in the village of Bangai in the Riyom LGA, the rock formation attracts tourists from far and wide.



Plate 8: The Gahwang Columnar Basalts in Riyom Local Government Plateau State

Kerang Highlands: Located about 88 kilometers from Jos, the Kerang highlands are scenic volcanic mountain hills, which are the source of a number of natural springs. These supply the popular spring water company Spring Waters Nigeria Limited (SWAN).

Panyam fish farm: This is located in Mangu local government area about 60 kilometers South-East of Jos. The farm is ideal for sports fishing. It is man-made and its products are sold at subsidized price.

Wase Rock: Wase Rock is a remarkable dome-shaped inselberg, which juts out of the ground to a height of 450 meters. A notable topographic feature of 800-foot- (250-metre-) high hill rises sharply above the savanna. It is a rock climber's heaven. It is located about 216 kilometers southeast of Jos near Wase town. It is one of only five breeding places for the white pelican in Africa. Because of this, the government protects about 321 acres of land around the rock as a bird sanctuary and for wildlife development.

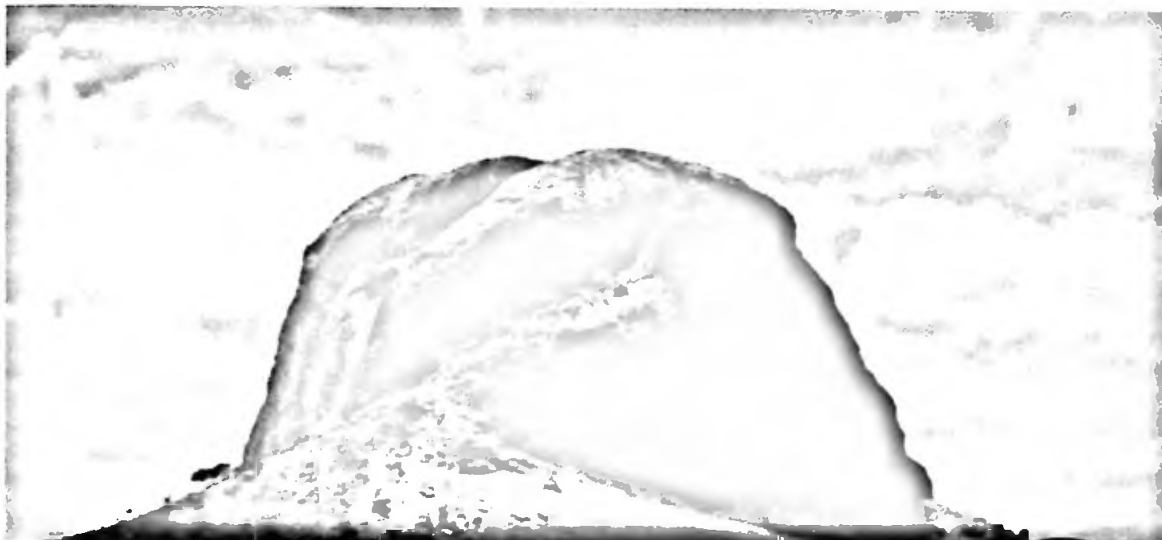


Plate 9: Wase Rock

4.2.1 Attractiveness of Jos Plateau as an Eco-destination

The figures 4.1 below reveals that over 90% of the sampled tourists felt that Plateau state is attractive as an eco-destination only less than 10% of the respondents were not attracted to Plateau state as an Ecotourism destination.

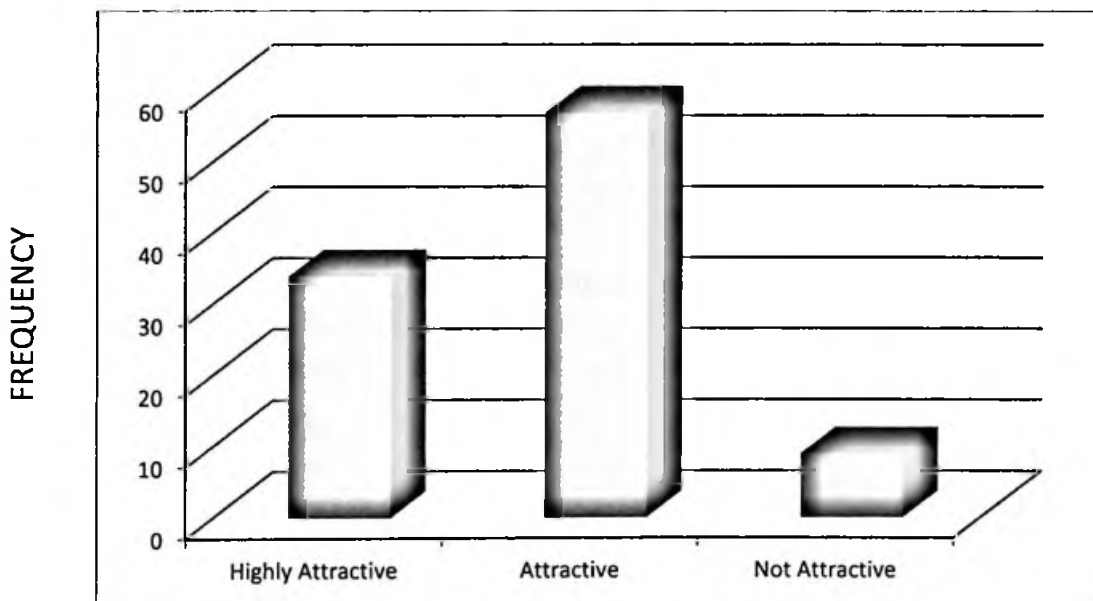


Figure 4.2.1: Attractiveness of Jos Plateau as an Ecotourism destination

4.2.2 General Feelings on Ecotourism in Plateau State by Sampled Tourists

The figure shows the general feelings of tourists on tourism in Jos Plateau, 42% of the respondents believed that Plateau state has good weather and climate, 38% of the respondents believed that Plateau state is endowed with rich eco-tourist attractions, 15% of the respondents agree that the people of Plateau state are peaceful people while 5% of the tourists believed that Plateau state is a home of crises. From the above summation one can see that majority of the tourists sampled concur that the study area has potentials for ecotourism.

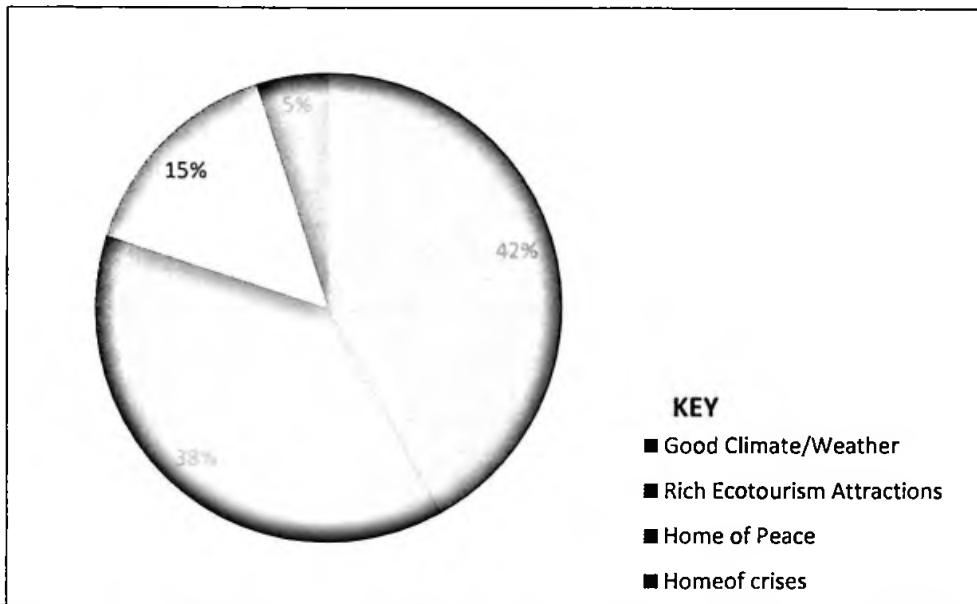


Figure 4.2.2.: General Feelings on Ecotourism in Plateau State by Sampled Tourists

4.2.3 Outstanding Characteristics of the Jos Plateau as an Ecotourism Destination

From the figure below, the most outstanding characteristics that attracts eco-tourists to the Jos Plateau is the favourable climate/weather, also the natural scenic attractions of the Plateau is another outstanding characteristics in tourism motivation, while cultural diversity, hospitality and peace also plays an appreciable part in motivating tourists to the Jos Plateau.

Plateau state can therefore be seen as a state that has a lot of outstanding characteristics that can make tourism activities to thrive if properly harnessed.

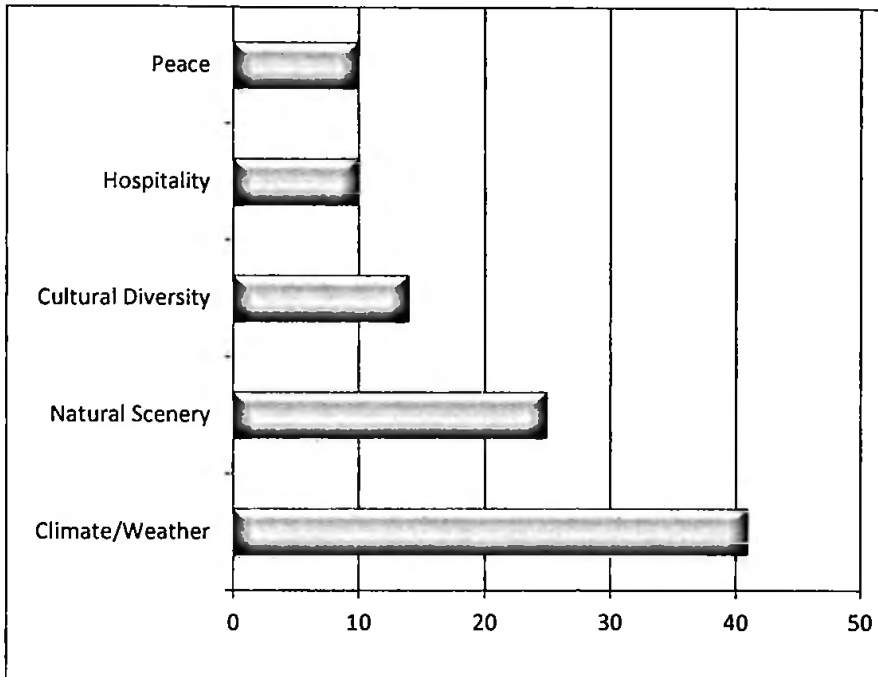


Figure 4.2.3: Outstanding Characteristics of the Jos Plateau as an Ecotourism Destination

4.2.4: Most Preferred Ecotourism Destination by Tourists

The figure 4.1.4 shows the preferred eco-destinations of tourists 41% of the respondents preferred visiting game reserves, 37% of the respondents preferred visiting natural sceneries 14% of the respondents agree that they prefer sporting destinations while the remaining 8% of the sampled population preferred visiting socio-cultural destinations. This is an indication that majority of the tourists sampled appreciate nature as game reserve and natural scenery takes a large chunk of the tourists preferred destinations, Plateau state is blessed with game reserves and numerous natural sites of aesthetic value all these potentials can be properly channeled for ecotourism development.

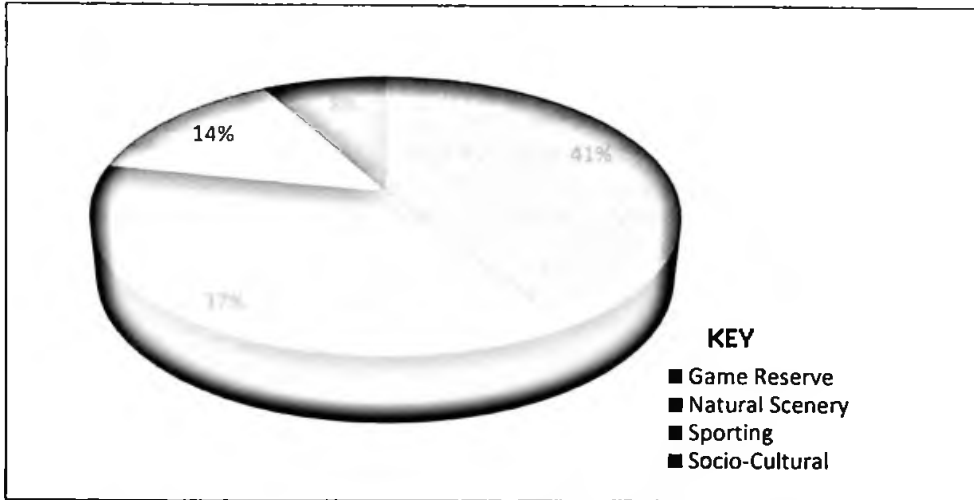


Figure 4.2.4: Most Preferred Ecotourism Destination by Tourists

4.2.5: Most Appealing Recreational Activities Undertaken by Tourists at Eco-destinations

Over 41 percent of the sampled tourists agreed that Game viewing is the most appealing recreational activities they embarked upon on the Jos Plateau also relaxation recorded a high with 35 percent of the tourists enjoying themselves through relaxations, 11 percent enjoyed rock climbing, 8 percent enjoyed swimming and 5 percent enjoyed sightseeing.

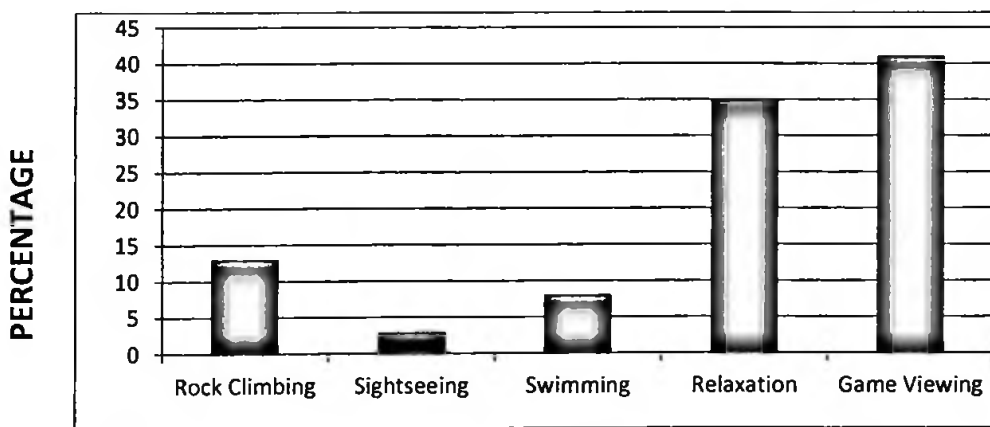


Figure 4.2.5: Most Appealing Recreational Activities Undertaken by Tourists at Eco-destinations

4.3 Environmental Impacts of Ecotourism development on the Jos Plateau

Findings from the figure 4.1.6 below, revealed that (35%) of the subject observed that tourism impacts on the study area in economic contribution, (25%) noted socio-cultural impact on the development of the study area, (17%) noted environmental impact on the development of the study area, (16%) identified educational impact of ecotourism potentials on the study area, (7%) of the respondents opined infrastructural improvement. This indicates that the major impact of tourism potentials on the study area is economic contribution, through revenue and income generation and provision of employment opportunities for the inhabitants.

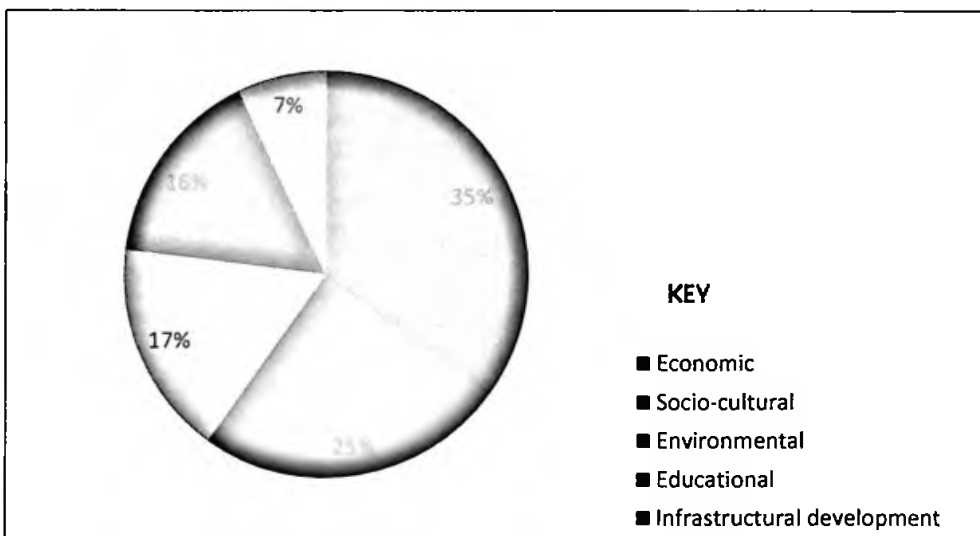


Figure 4.3 Impact of Ecotourism on the study area

4.3.1 Importance of ecotourism development on the Jos Plateau

As a result of the survey carried out on the importance of ecotourism development on the Jos Plateau, the last option, all of the above was highest accounting for 36% (180 respondents) of the sampled population. This shows that the importance of ecotourism

development on the Jos Plateau include all the following income generation, recreation, educational enrichment and conservation of resources.

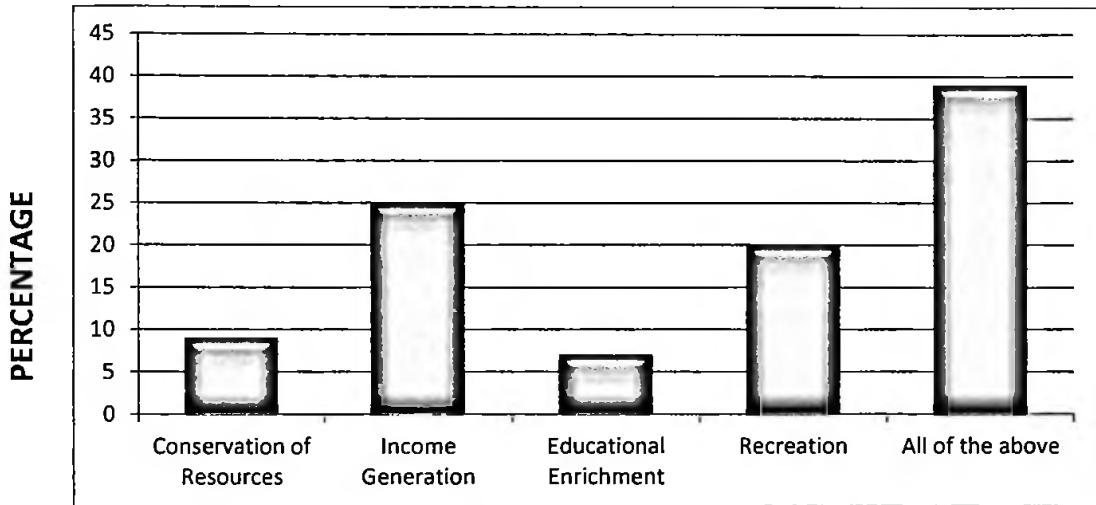


Figure 4.3.1 Importance of ecotourism development on the Jos Plateau

4.3.2 Negative Environmental Impacts of Ecotourism on the Jos Plateau

In this context, 41% of the tourists responded that environmental degradation such as damage of landscape and damage of rare plants is the major negative impact of ecotourism development on the Jos Plateau, 27% of the tourists believed that water, noise and air pollution is a major negative impact of ecotourism development in the study area. 23% of the respondents also agree that global warming occurs as a negative impact of ecotourism development on the Jos Plateau while the remaining 9% believe that ecotourism development in Plateau state is responsible for traffic congestion and overcrowding in the study area.

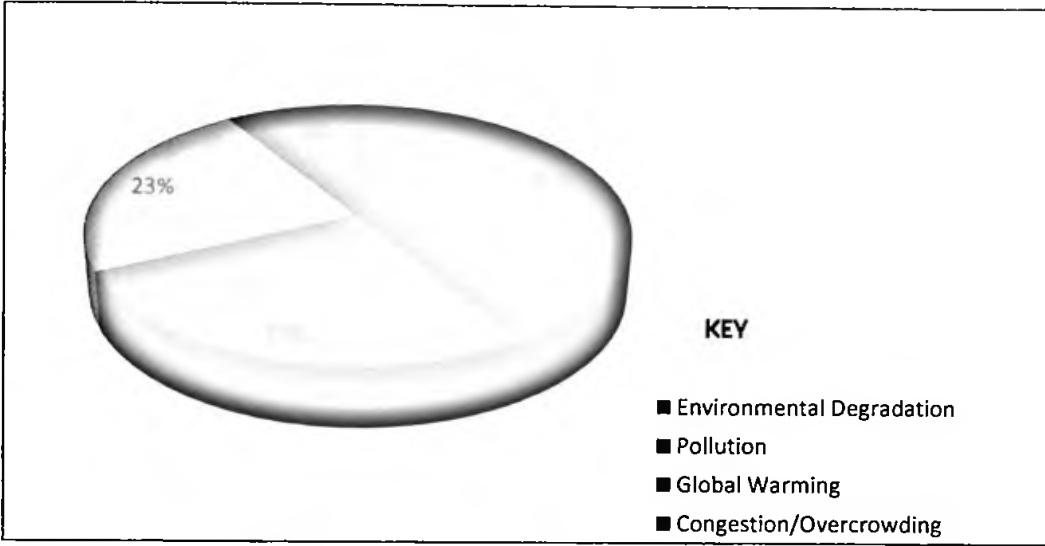


Figure 4.3.2 Negative Environmental Impacts of Ecotourism on the Jos Plateau

4.3.3 Threats to Ecotourism Development on the Jos Plateau

Figure 4.1.9 shows that 54% of the respondents believe that all the listed variables above pose a threat to ecotourism development on the Jos Plateau. Also, lack of conservation measures of fragile potential ecotourism sites such as Shere Hills, Riyom Rock and Assop Falls among others is also a major threat to ecotourism on the Jos Plateau; other threats include climate change, pollution and deforestation.

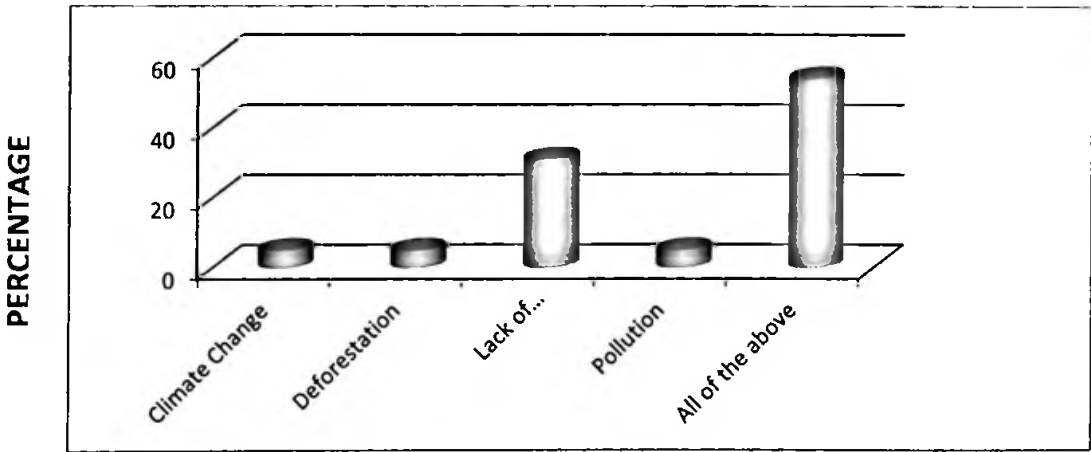


Figure 4.3.3 Threats to Ecotourism Development on the Jos Plateau

4.3.4 Factors Affecting Ecotourism Development on the Jos Plateau

The figure 4.1.10below shows the factors that affect the development of ecotourism on the Jos Plateau the first two options insecurity and poor infrastructure constitute 66% of the sampled population. The figure reveals the remote and immediate constraints towards ecotourism development in the Jos Plateau which are as follows; insecurity, poor infrastructure, lack of funds as well as poor marketing strategies.

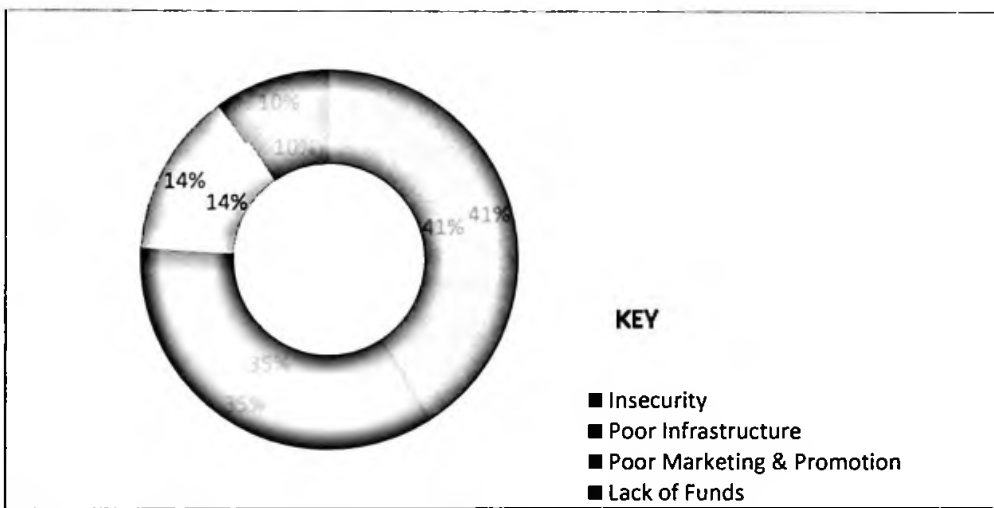


Figure 4.3.4 Factors Affecting Ecotourism Development on the Jos Plateau

4.3.5 Factors Affecting Tourists Participation in Ecotourism on the Jos Plateau

From the figure below Ecotourism participation suffered setback on the Jos Plateau as a result of variables such as sectarian crises, economic recession, poor services and inadequate promotion of tourism activities.

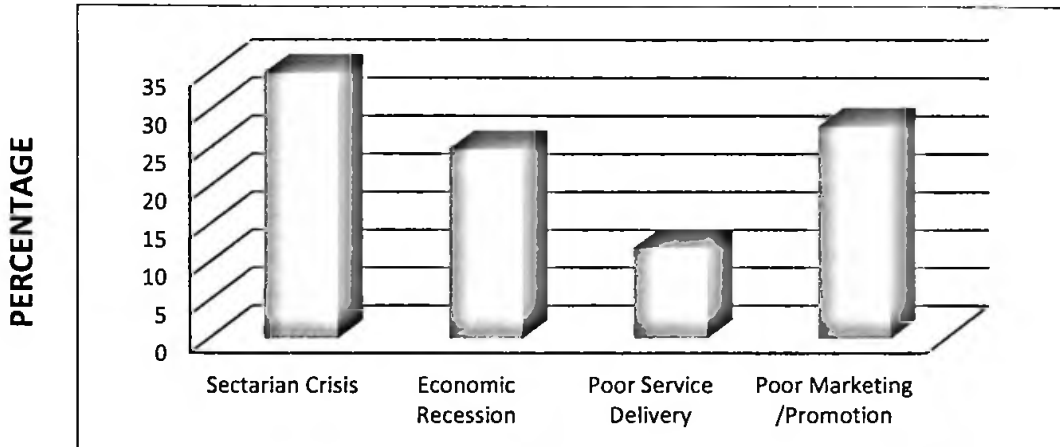


Figure 4.3.4 Factors Affecting Tourists Participation in Ecotourism on the Jos Plateau

4.4 Challenges of Ecotourism Development on the Jos Plateau

From the sampled tourists 66% of them believed that inadequate funding is one of the major challenges of ecotourism development on the Jos Plateau. Closely related to problem of lack of funds is lack of policy direction accounts to 22% of the sampled tourists; the absence of a clear policy direction on tourism is a critical problem in ecotourism development, the other factor that constitute as challenges of ecotourism development on the Jos Plateau include unskilled manpower.

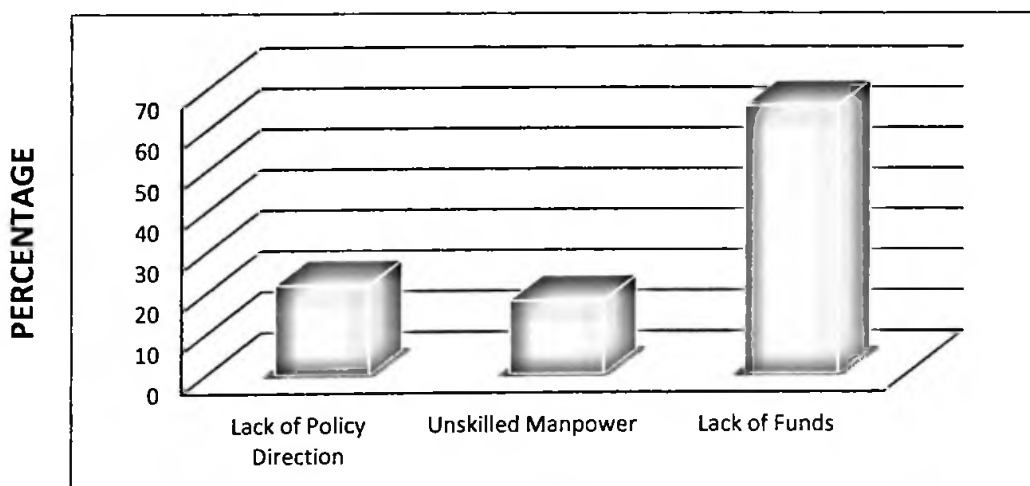


Figure 4.4 Challenges of Ecotourism Development on the Jos Plateau

4.4.1 Opinion on Future Ecotourism Development Direction for Jos Plateau

Although, perception of ecotourism is still relatively low, notwithstanding, 59% of the sampled tourists believe that conservation of the natural environment can ensure economic and socio-cultural development of the Jos Plateau. The various site attractions such as the Jos Wildlife Park, Rayfield Resort, Assop Falls, Shere Hills on the Jos Plateau should therefore be managed in a manner that will emphasize natural conservation so as to maintain their beauty and prestige.

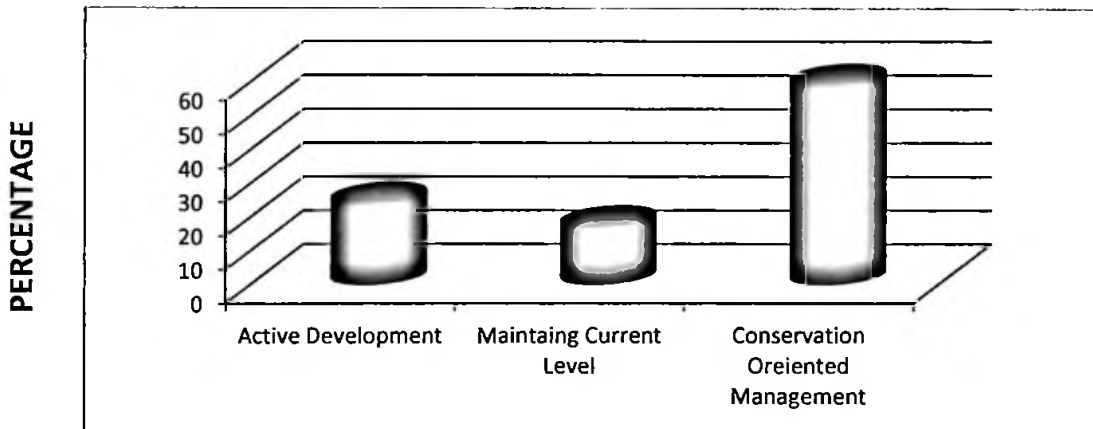


Figure 4.4.1 Opinions on Future Ecotourism Development Direction for Jos Plateau

4.4.2 Opinion on Future Ecotourism Development Type on the Jos Plateau

The figure 4.3.3 shows that 73% of the sampled tourists responded that the future development of ecotourism on Jos Plateau should focus on resource oriented development and facilities development rather than being resident oriented which is more concerned with income generation and employment for the local residents.

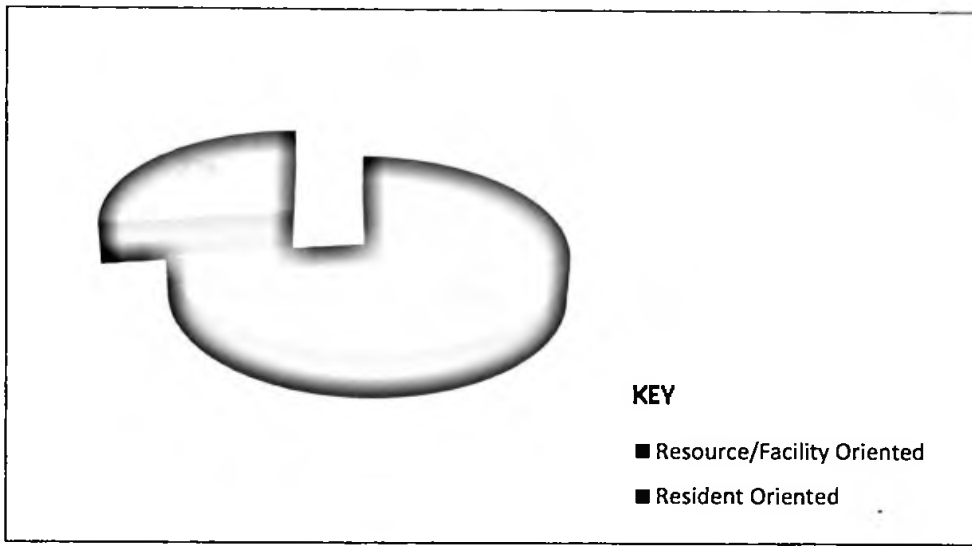


Figure 4.4.2 Opinions on Future Ecotourism Development Type on the Jos Plateau

4.5 Source of Promotional Distribution Channels of Ecotourism on the Jos Plateau

The figure below reveals that 49% of the respondents are enlightened about ecotourism in Plateau state through Radio and Television, 34% of the sampled population agree that Newspapers and magazines serves as main sources of information about ecotourism, 13% of the respondents are enlightened through the internet while 4% of the sampled population are enlightened through brochures and pamphlets.

The findings on the figure reveal that electronic media are the main sources of information to the tourists. Also more than two-third of the sampled tourists obtained information about events in Plateau state through newspapers and magazines, these findings mean that both conventional and non-conventional sources of information are effectively used to obtain information.

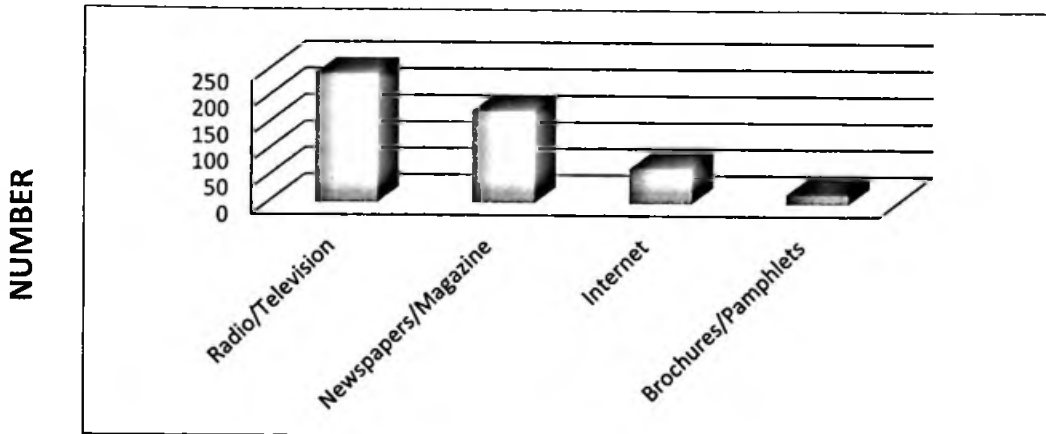


Figure 4.5 Sources of Promotional Distribution Channels of Ecotourism on the Jos Plateau

4.5.1 Promotional tools used for ecotourism development on the Jos Plateau

From the figure below, all the above tools are used in promoting ecotourism in Plateau state, the last option which is a composite of all the variables accounts for 44% of the promotional tools used in ecotourism promotion also another important tool in the marketing mix is the use of advertisement through different forms of media this also accounts for 31% of the sampled population while other tools include sales promotion, personal selling and direct marketing.

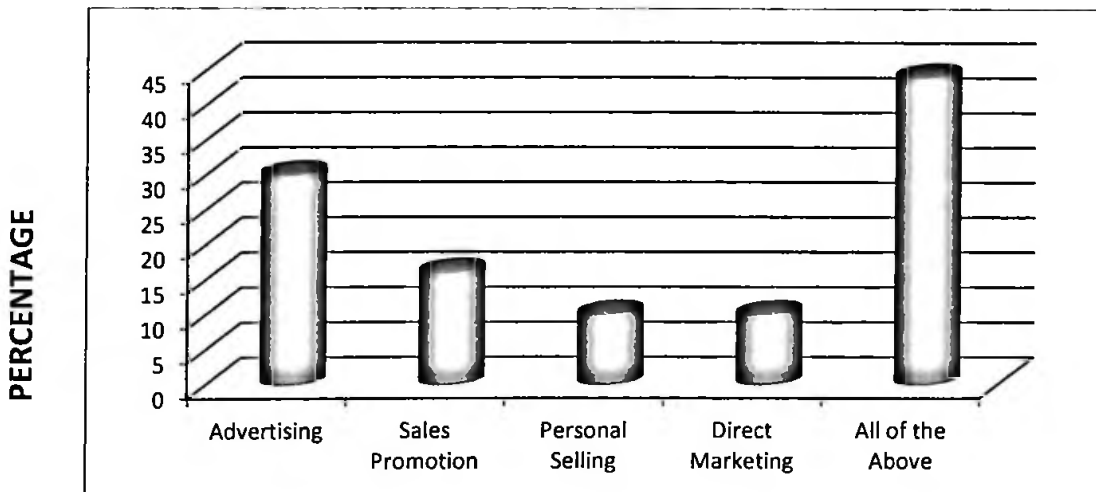


Figure 4.5.1 Promotional tools used for ecotourism development on the Jos Plateau

4.5.2 Most Needed Emerging Trends in Ecotourism Marketing on the Jos Plateau

The figure shows the most needed emerging trends in ecotourism marketing on the Jos Plateau, 59% of the respondents believed that the use of social media such as Facebook, Instagram, Whatsapp, Twitter, Telegram and others are of vital importance when it comes to advertising the Jos Plateau as an eco-destination, 53% of the respondents believe that the provision of internet bandwidth and the creation of websites or blogs for tourism activities and advertisement is of great importance in Plateau state while 15% of the tourists believed that there is the need to overhaul the current advertising model in Plateau state and there is need for an advertising revolution to attract tourists to the Home of Peace and Tourism .

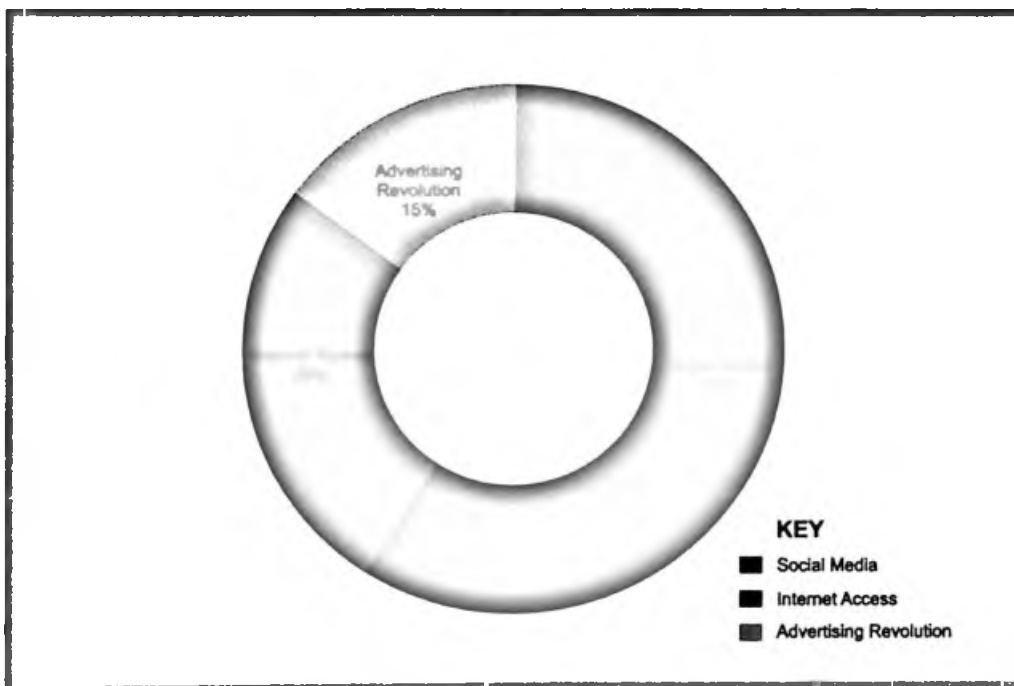


Figure 4.5.2 Most needed emerging trends in ecotourism marketing on the Jos Plateau

4.6 Discussion of Results

According to Gontul, (2009) the outstanding ecotourism resources which are noted as unique in Plateau state are: Jos Wildlife Park – the first and biggest man-made conservation reserve in Nigeria, Assop Water Falls, the majestic Riyom Rock, Kura falls, Wase Rock, Jos National Museum- the biggest in Nigeria. Also, Plateau state is noted for its diverse ethnic nationalities (over 50 indigenous ethnic groups), the diverse cultural groups in the state exhibit very rich and colourful culture, arts and crafts a good example of this is the Naraguta leather works in Jos. The research findings of this research work also shows a positive correlation with that of Gontul (2009), over 90% of the sampled tourists agree that Plateau state is truly blessed with an abundance of ecotourists resources and thus has made the state to be an attractive tourist destination. This supports the findings of the researcher that Plateau state is a very attractive destination, and hence the branding of Plateau state as the “Home of Peace and Tourism”, the state is richly endowed with both natural and man-made tourist attractions, the range of the tourist attractions show that Plateau state could either be the leading or among the leading states in Nigeria in terms of potential ecotourism attractions. Unfortunately, the researcher found out that most of the attractions have not been fully exploited or developed to the required standard. Therefore, much is needed to be done in the aspect of formulation of tourism policy for the state, working out the tourism master plan and provision of infrastructural facilities and support amenities/services that will make the visit of any tourist to the state a worthwhile venture.

According to Eja et al (2009) the unique tourism attraction in Plateau State and the appreciable climate and weather has made the state one of the tourism haven in Nigeria and West Africa. Today the favourable climate conditions in Jos, Plateau State has attracted many tourists to her numerous tourist spots. This assertion is in agreement with the

researcher's finding that of the numerous tourism attractions of the state, the most outstanding as established by the field survey is the friendly, unique temperate-like weather and climate of the Jos Plateau region which constitutes nearly one-half of the land masses of Plateau state as agreed by 44% of the sampled tourists. Jos town which is the capital is located on this Jos Plateau and is the coldest state capital in Nigeria. Tourism, as a world-wide phenomenon, touches the highest and deepest aspirations of all people and it is also an important element of socio-economic and political development in many countries, and hence needs a favourable climate and weather upon which to thrive. Other outstanding characteristics that make Plateau state a favourable tourist destination include the various natural sceneries, cultural diversity and the hospitality of the people.

Ambe, (2010), asserts that Jos is very well known for sectarian crises, a major threat to the socio-economic development of the state, but majority of respondents in the study showed a positive notion concerning the prospects of the state using ecotourism as a drive for sustainable development. It is well known that ecotourism is one of the fastest growing sectors of tourism worldwide; however necessary steps must be taken by Government and other stakeholders such as human right activists and civil organisations to curb present challenges. Findings from the research have proved that peace is the pivot on which tourism flourishes. Hence tourism and peace enjoy a symbiotic relationship. And anything that will for instance affect the peace of Plateau state will also affect ecotourism. The peace profile of a destination is therefore directly correlated to her tourism profile. Any depression in the peace profile will consequently result in directly proportionate depression of the tourism profile. The ethnic/religious crises that engulfed the state between (2001-2004 and 2008-2010) is an unfortunate event that almost marred everything good in the state tourism inclusive. It made the state to become the talk of the nation, giving the state an unhealthy

and worrisome profile thereby making people including tourists to avoid coming to the state. Thus, concerted efforts should be employed by the present administration in Plateau state to restore and forestall an enduring peace in the state. The relative peace enjoyed presently in the states shows that most sampled tourists have a general feeling that Plateau state has promising tourism opportunities. They upheld that if the tourism attractions of the state are fully exploited (i.e planned and developed), then the state could be a leading ecotourist destination in Nigeria.

Findings from the research is in agreement with that of Paul, (2010) that asserted that the marketing and promoting strategies employed in the state is not sufficient enough, therefore there is the need for an advertising revolution in the state so as to re-brand Plateau State as the "Home of Peace and Tourism" in order to have a comparative advantage over other states. The state Tourism Board needs to engage in aggressive marketing campaigns in order to gain substantial edge over her competitors. This can be done through a deliberate and systematic approach such as the use of social media at rejigging the tourist sector. And unless Plateau state does these, other states like Cross River, Bauchi and the Federal Capital Territory, Abuja will continue to be in the lead despite the claim that Plateau state has the richest tourist attractions in Nigeria. Already Cross River has reached lofty heights in tourism development through the development of Obudu Cattle Ranch and Tinapa Project which are to world standards, thereby drawing the interests of many domestic and international tourists. Similarly, Bauchi state has acquired the Yankari National Park (the largest park in Nigeria) and is working hard to capture the interests of both domestic and international tourists. The pertinent question to be asked therefore is that what has Plateau state got to offer that is more special than what these states offer to Eco-tourists now? The

claim that Plateau state has the best of this and the best of that without any conscious and deliberate efforts at developing them to meet world standards to induce and attract tourists/investors will only amount to empty noise. Therefore, there is the dire need for Plateau state to project its image to the outside world, this can be done through short documentary films showcasing the rich socio-cultural diversity and the enormous ecotourism resources found on the Plateau.

According to UNWTO (2004) tourism industry contributes significantly to the creation of employment both directly and indirectly, Arguing in the same vein, Ijeomah et al (2011) asserted that the impact of ecotourism includes preservation and conservation of the natural environment, socio-cultural development, infrastructural development and increasing environmental awareness. From the research findings majority of the tourists indicated that ecotourism has contributed towards economic, educational, socio-cultural and infrastructural development of Plateau state. This can be attributed to the fact that much awareness has been created concerning several monetary and non-monetary benefits that could be derived from ecotourism. This awareness has affected the perception of tourists as they therefore perceive that the benefits and development from ecotourism in Plateau State should be equivalent to what obtains in other leading tourism countries in Africa such as Kenya, Tanzania and South Africa. Tourists expect much from the Plateau State Tourism Corporation such as ensuring that all the eco destinations to be developed with good facilities believing that the resources invested in tourism will always be recovered after a short period because of their perceived viable nature of tourism sector.

Ijeomah et al (2009) asserts that while tourism provides considerable economic benefits for many countries, regions, states and communities its rapid expansion can also be responsible

for adverse environmental (and sociocultural) impacts. Natural resource depletion and environmental degradation associated with tourism activities are sometimes serious problems in tourism-rich regions. The management of natural resources to reverse this trend is thus one of the most difficult challenges for governments at different levels. From the research findings the main environmental impacts of ecotourism on the Jos Plateau are (a) environmental degradation, (b) pollution and waste generation and (c) global warming. Furthermore, it is now widely recognized that not only uncontrolled tourism expansion leads to environmental degradation, but also that environmental degradation, in turn, poses a serious threat to tourism. Besides the consumption of large amounts of natural and other local resources, the tourism industry also generates considerable waste and pollution. Improper disposal of liquid and solid waste generated by the tourism industry has become a particular problem for Plateau state due to lack of capacity to treat these waste materials properly.

According to Kaiser Jr. and Helber (1978) "A successful tourism destination is composed of basic facilities which are known as infrastructure which serve as its life supports". One of the major problems of the Nigeria tourism industry is collapsed infrastructures. There are world class sites that can put Nigeria on the international tourism map and ensure that visitors come as earlier highlighted, but the facilities to make the visitors stay meaningful are not there. The roads are in total state of disrepair, electricity in comatose, with near absence of portable water to mention few. This was highlighted by the research findings that Plateau is endowed with unique attractions such as, rolling hills, mountain, rich culture, good tropical climate to mention few, but there are no access roads to some of these sites and the sites are in dire need of revamp. To address this, there is need for urgent improvement of infrastructures i.e. Roads, Power supply, Water and Sanitation Etc. Most tourism enterprises

e.g. Hoteliers, Airlines, Car/ Bus operators are operating at high cost in Plateau due to this problem which invariably affects the ecotourism development on the Jos Plateau.

The research findings identified of some of the challenges that affect Plateau state from exploring its potentials. It identified insufficient data, lack of funds, unskilled manpower and a lack of policy direction from government as principal setbacks inhibiting the development of the tourism industry in Plateau state to assume international standard. These identified problems limit the state from achieving its full potentials as a nature-based ecotourism destination. The current and subsequent budgets of the state government has not considered or included development of the tourism industry as part of its revenue drive. The findings above also supports those of James et al,(1999) when they reported that lack of data and insufficient funds, annual expenditure on ecotourism in many developing countries is extremely low and protected areas in tropical regions are under-funded even though they require resources for annual operating budgets, capital investment, staff training, community development and public awareness among a wide range of other activities. Also related to this, the researcher found that most of the eco tourist attractions found on the Jos Plateau are undeveloped and only a few of them are under any "formal" conservation. For instance, Riyom Rocks and the Shere Hill are yet to be designated as protected areas, unfortunately the beautiful rock formations of Shere Hills have come under the main abuse of quarrying and indiscriminate inscriptions. More so, the hills are not under any protection and as such any individuals and corporate construction companies quarry the rocks for construction purposes without minding their sustenance as tourist resource. The Riyom rock formation is another spectacular and unique attraction that has been used as a background in most television programmes to show case the tourism attractiveness of Jos Plateau. This beautiful rock castle has not been designated as protected resources. Fears are being raised that the

thirst for indiscriminate quarrying of rocks for construction purposes will soon be extended to this spectacular rare feature. To the politicians, almost every rock found along access road on the entire Jos Plateau is monument for inscribing names of their political parties and aspirants. This indiscriminate inscription on rocks is defacing the beauty of the unique rock features that are found all over the state.

The survey of the local communities around all the sampled tourism resource reveals that the local communities have had long outstanding relationship with these tourism attractions found in their domains. The local people claimed that these resources have since the historical time been their sources of livelihood and that they now find it quite difficult to handoff the exploitation of these resources without being provided with alternatives or adequate compensation. For instance, the wood fetchers, farm encroachers and illegal grazers all claimed that they had no other sources of livelihood than to tap from these tourism resources. These local communities claimed that they are quite aware of the regulations and laws, but that they are constrained by the economic hardship to indulge in the various activities tagged as "illegal". To them these resources are theirs and failure on the side of government or private investors to provide them with alternative resources or adequate compensation will always call for their stiff resistance to the conservation laws. They also complained of low recruitment of the local people by the management as well as non-benefit from the tourism receipts. They expect government to provide them with basic amenities such as electricity, good roads, water and schools among others needs in order to have a sense of belonging in the sharing of the benefits derivable from the tourism resources.

The findings of the research revealed that conservation oriented development approach of ecotourism development is the best possible approach as against maintaining the current

level of development. The tourists are of the opinion that the various site attractions such as the Riyom Rock, Wase Rock, Shere Hills, Assop Waterfalls on the Jos Plateau should be managed in a manner that will emphasize natural conservation so as to maintain their beauty and prestige. For example the Shere Hills, are the highest peak on the Jos Plateau and are well known sites for military training by the Nigerian Defense Academy, rock climbing or mountaineering, picnicking, training, film shooting, photography and nature watch among other uses, unfortunately the beautiful rock formations have come under the main abuse of quarrying and indiscriminate inscriptions. Also, the wildlife park and the Jos Zoo should be given priority, regular feeding of animals should be ensured and the health status of these animals needs to be closely monitored. The conservation oriented approach when fully explored would help to preserve and conserve biodiversity, which has socio-economic, cultural, political and ecological values. The findings also revealed that future ecotourism development should be resource/facility oriented this will in the long run help boost capital investment of government, private individuals on the Jos Plateau, would enhance the social and economic development of communities concerned and the state as well. This is in support of the position of Ayodele (2001), that the future of ecotourism development in Nigeria is in the development of the site attractions (resources) and facilities needed for the optimal functioning of the site attractions.

4.6.1 Analyses of Result from Interviews Conducted

This section is used to analyse the results obtained from the interview conducted, Ten (10) questions were set altogether for the interview. The questions were prepared to find out answers to the research questions which purpose is to examine the necessary factors needed for the development and sustenance of ecotourism industry in Plateau state, to identify the

challenges of ecotourism to the development of Plateau state, to identify also the marketing and promotion strategies employed and to suggest ways of improving ecotourism in Plateau state. For the purpose of these analyses, the questions are grouped into ten (10) themes range from theme 1 to theme 10, just as they are presented below;

4.6.2 The Bodies Responsible for the Management and Supervision of Tourism in Plateau State

The researcher enquired from the interviewees to get their thought on the effectiveness of the responsible bodies charged with the supervision and management of tourism in the state. The interviewees identified; Ministry of Culture and Tourism, National Orientation Agency, Nigerian Tourism Development Corporation and Plateau State Tourism Corporation as the various bodies responsible for tourism management. According to the interviewees, the bodies are trying to boost the image of the country and state on the best way they could. However, private individuals and companies had contributed more than a lot to promote tourism in the state. Besides that, a lot more needs to be done especially to upgrade existing Tourism Destinations to meet international standards.

4.6.3 Environmental Management/Conservation on the Jos Plateau

Here, the interviewees agreed that while the viability of ecotourism on the Jos Plateau could be threatened by negative environmental impacts, ecotourism could also contribute significantly to environmental protection. Effective planning and coordination, as well as efficient enforcement of legislation can help address the problems of lack of conservation and preservation of protected areas. Efforts at environmental management on the Jos Plateau should include coordinating strategies at all levels and among many sectors; making appropriate use of resources; and creating greater awareness of environmental consequences.

Problems with legislation relate to enforcement of laws, the need for human resources to monitor and enforce and the need for stakeholders to understand the long-term benefits for sustainability if they comply with environmental laws and policies. They also observe that, the enactment of conservation laws and designation of protected areas without due consideration of the local communities and involving them as beneficiaries from such conservation areas can be counter-productive. Conservation should be targeted at involving human communities living around the protected areas. Such communities have had long outstanding relationships with these areas in forms of cultural identity, spiritual and substance source of livelihood, which are essential for the continued existence of the communities. Unless the communities are truly involved to give the sense of equity and involvement in the creation of protected areas, conflicts and resistance will continue to undermine the survival of the protected area.

4.6.4 Views on Local and Community Participation in Ecotourism Development of the Jos- Plateau

The interviewees acknowledged the importance of indigenous knowledge, traditional management institutions and local technologies in sustaining and protecting biodiversity as a romantic approach. They are of the opinion that community participation will minimize social conflicts in and around protected areas and promote conservation goals, poaching, settlement and farming encroachment, illegal grazing, hostility, vandalization and all anti-conservative practices will be minimized when local communities are fully involved in the management decisions of running protected area. Effective participation means nothing less than the involvement of all stakeholders in decision making, in project design and implementation and evaluation. Token participation, such as the involvement of the local

people as passive beneficiaries or implementation of plans conceived by the outsiders is insufficient to guarantee the long-term security of the protected areas, especially where communities have become antagonistic to the presence of a park or any potential tourist resort. Also, the interviewees believed that hostility and irrational exploitation of resources will be minimized if not eliminated when the local communities whose resources have been acquired and designated as protected resources are adequately compensated. The local people are either resettled with least inconveniences or provided sustainable source of livelihood or they will be poised to ensure that all conservation law are broken and resisted.

4.6.5 Factors Necessary for Ecotourism Development and Sustainability in Plateau State

The researcher enquired the opinion of the interviewees on the way forward, the factors necessary for tourism development and its sustenance in the state. The interviewees are of similar opinion that for tourism to meet up to world standard in Plateau state, the government need to work on the following; Good public image for Plateau state, proper safety and security mechanism in place, good road, good water, Injection of funds into the tourism industry for upgrade of facilities, provision of internet facilities, political stability, public participation and others. More so, the state and country's tourism should be advertised locally and worldwide through; TVC, NTA, AIT, Silverbird, Channels, CNN, BBC, Al-Jazeera and the use of social media platforms such as Facebook, Instagram, Twitter and any other effective means.

4.6.6 Challenges Facing Ecotourism in Plateau State

The interviewees were of the same opinion on this, lot of problems and challenges are identified as hindrance to the success of ecotourism in the state. However, they are of the

opinion that high state of insecurity for example incessant crises, terrorism, kidnapping, poverty, poor infrastructure, poor maintenance culture of existing facilities and lack of upgrade of old facilities, dilapidated historic sites, lack of positive information about Plateau state to the public and tour operators and the lack of a comprehensive plan for the branding of Plateau state as a tourist destination.

4.6.7 Ecotourism Contributes to Economic Development in Plateau State

On this view, all the interviewees said yes with their reasons. They are of the opinion that tourism is already acting as one. One of the interviewee made reference to Cross-Rivers as one of the states in the country which has been transformed by tourism, the state is one of the happiest and most beautiful places in the country. They also believe that it boosts the supply of jobs, rise of household income and improvement in standard of living of residents. The sector also promotes foreign investment and creates employment and other opportunities for the residents.

4.6.8 Improving the Image of the Jos Plateau as a Tourist Destination

The researcher enquired from the interviewees their views on the image of Jos plateau as an eco-destination. According to the interviewees the image of the destination plays a vital role to attract tourists to that particular destination. But Plateau state is suffering from the image problem due to incessant crises. So, Plateau state tourism should emphasize first on its promotional measures such as advertising, public relations and sales promotion to correct this negative image. Also, they believe that the basis of any successful marketing strategy is an inspiring brand that speaks to the specific key drivers of the target market. With all of the diversity of niche and source markets, knowing and understanding who to target and how to target them is vital to success. But it is not only the issue to be solved by Plateau state tourism board alone; it requires the Federal government's initiative as a whole.

4.6.9 Factors Responsible for the Crises in Plateau State that Hinders Tourism

The researcher enquired the opinion of the interviewees on the likely factors that cause sectarian crises in Plateau state, from the information gathered that; land ownership (force claim and occupants), religious differences (ethno-religious crises), politics, tribalism and indigenship. All these issues are known to have foiled crises in Plateau state and other parts of Nigeria. Therefore this issue is in need of prompt attention and resolution to give peace a chance and to make Plateau state to be truly the Home of Peace and Tourism.

4.6.10 The use of Information Technology in Marketing and Promoting Ecotourism in Plateau state

All the interviewees believe that the recent change and progress in information technology have a revolutionary impact on the tourism industry. In promoting the tourism industry of any country, state or region the internet can play the leading role to facilitate information exchange locally and internationally. It is worth mentioning here that though Plateau state tourism board has its own web page, it should be well designed containing all the necessary information and it should be attractive and accessible to lovers of tourism, there is the need also to make use of the various social media platforms such as Facebook, Whatsapp, Twitter, Instagram which will help in no small measure to attract tourists all over the world. The power of advertisement cannot be overemphasized in promoting ecotourism development on the Jos Plateau.

4.6.11 Problems of Ecotourism Development in Jos Plateau

In this context, the interviewees agreed that funding plays a crucial role in the development of tourism in any country of the world. How much is set aside for the funding of tourism shows how deep the government of a country will support tourism. The type of policy made

by government can either improve the growth of tourism or not. Such policies on taxation, implementation, corporate governance and funding are important policies needed for the growth and development of tourism.

Also Poor Planning and Corruption despite the machinery put in place by every regime in the Nigeria government, the power of fighting corruption to its final state is still missing in Nigeria. Corruption has eaten very deep into all sector of the country. The tourism sector is not left out of these crises. The rate of corruption in Nigeria is a huge discouragement to tourism and tourist in the country which hinders the country from being a tourist destination. However, there is need for quality and effective management of tourism and tourist destinations in the country which will bring investors into Nigeria to develop the tourism sector and any other undeveloped industry in the country. Planning and management entails personnel and qualified individuals who are skilled in this area.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of Findings

The study aimed at assessing the ecotourism potentials of the Jos Plateau and how best to harness them for sustainable development. To meet this goal and other specific objectives, the researcher adopted a logical and systematic approach in data acquisition and presentation.

This study is thus spurred by the need to assess ecotourism potentials on the Jos- Plateau and how these potentials can be used to achieve sustainable development. The big research questions to answer thus include:

- (i) What are the ecotourism potentials on the Jos Plateau?
- (ii) What are the environmental impacts of ecotourism development on the Jos Plateau?
- (iii) What are the various challenges of ecotourism development on the Jos Plateau?
- (iv) What are the ecotourism marketing and promoting strategies employed in Jos- Plateau?

Answers to these questions will address the way forward in knowing the ecotourism potentials of the region for and eventual sustainable tourism development.

In a nutshell, this study has found that there is a wide range of spectacular natural/ ecotourism attractions found all over the Jos Plateau region of Plateau State.

5.2 Conclusion

The Jos Plateau is blessed with abundant ecotourism attractions that can attract both local and foreign tourists. This can help to achieve substantial revenue growth and supplement the revenue obtained from petroleum, which is the country's main source of income.

However, it can be observed from this study that ecotourism is capable of facilitating the development and promotion of the people of Plateau state, and if the required development and promotion of the study areas are to be achieved through ecotourism, there are needs to harness, maintain/conservate a vibrant and healthy natural, cultural and social environment.

Therefore, if the ecotourism resource (Natural, Cultural and built) are harnessed and managed, they are capable of bringing in the needed foreign exchange, infrastructural development and a boost to the social, political and economic growth of Plateau state in particular and Nigeria at large. Thus, to attain a sustainable development and promotion through ecotourism, this research work therefore, advocates that government should encourage, promote and develop the sector to make it attractive to the Plateau state people and the world in general.

5.3 Recommendations

On the basis of this research dissertation, it is important to make the following recommendations with the view to achieving a sustainable ecotourism development on the Jos Plateau.

1. Since there are abundant ecotourism resources in the Jos Plateau like the Kura falls, Wase Rock, Riyom Rock, Assop falls, Jos Wildlife Park amongst others government and other stakeholders should capitalize on the resources as a prerequisite for tourism development. This is called general precondition for tourism development, by Wall and Mathieson (2006). That is, there must be plentitude of tourism resources for sustainable macro-economic situation, economic growth and international relations for tourism to develop.

2. In order to maintain the pleasant weather/climate on the Jos Plateau region of the state which most tourist see as a very important attraction, the researcher suggests the execution of projects that are climate friendly in the state. For instance, there is the need for massive tree planting project (greening the Plateau) which will in no small measure maintain or ameliorate the local (micro) climate despite the wide out cry about climate change and global warming.
3. Conservation of natural resources such as wildlife (flora-fauna), scenic areas, cultural sites and monuments should receive high attention, if beauty, diversity and sustainability are to be reckoned with. Conservation education and the need to fully involve the local people in the creation of protection areas are necessary. Their views and problems must be heard and they should benefit substantially from the tourism proceeds in terms of infrastructural development, employment and adequate compensation or be provided with alternative sources of livelihood.
4. Jos Plateau being a tourist destination must be made beautiful and attractive at all times, the war declared on environment abuse should be sustained to ensure clean, beautiful, attractive and stable environment. Regular sanitation exercise, landscaping, waste management and erosion control measures should be undertaken periodically.
5. Ecotourism can only develop and survive if there are adequate infrastructural facilities, government and other stakeholders should ensure the provision of these infrastructural facilities in order to facilitate tourism development in Plateau State. A fundamental requirement in developing countries is to incorporate elements of stability within their development plans.

6. Fund is the major ingredient for any type of development, including ecotourism; the funding mechanism should be overhaul. Government and other stakeholders should ensure the provision of adequate fund for ecotourism development through the implementation of National Tourism Development Fund and encouragement of Annual Budgetary Allocation. Also, at both domestic and international fronts, the national orientation agency, should embark on image laundering and water down the negative image about tourism, thus, intimating tourists and the host communities of the attractions in Plateau State and the hospitality of her people.
7. Effort should be made by Nigerian government to ensure the involvement of the three tiers of governments as well as the private sectors in tourism development. Organizational bodies at all levels should attempt to coordinate development and marketing initiatives so that opportunities for tourist are expanded and returns to the destination areas are maximized.
8. State and Federal government should see security and safety issues as problems to be addressed on national level and incorporate in National policies so as to provide good security network through accurate dialogue between the people and the federal government in order to create a crime-free society.
9. Effort also should be made for tourist destinations to embrace an advertising revolution through strategic marketing and promotion of tourist destinations using advances in technology trends and the adoption of sustainable strategy in tourism development so as to be in line with modern technology.

5.4 Contribution to Knowledge

This research work will help both students and tourist planners in identifying tourist potentials, how to market these tourist sites using the various social media platforms and how to engage government/stake holders with a view to developing a robust tourist industry in Plateau state in particular and Nigeria in general.

The research will also be insightful to Government/Partners to harness unforesen resources readily available in both Local, State and the Nation at large. Take for instance, the Rayfield resort Jos where thousands of naira can be generated within 15minutes by conveying tourist from one lake banks to another using speed boat.

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QUESTIONNAIRE
LETTER INTRODUCTION

Department of Geography,
Faculty of Social Sciences
Nasarawa State University,
Keffi.

March, 2017.

Dear Respondent,

This questionnaire is designed as part of a study on an appraisal of tourism potentials on the Jos Plateau, Plateau state, in partial fulfillment of the requirement for the award of a Master (MSc.) degree in Geography, Nasarawa State University, Keffi. This is purely an academic exercise. Any information given to me in respect of this research will be treated in confidence as deserves, thanks in anticipation.

Yours faithfully,

DANJIMIKO A.Y SHEKWAGU

Questionnaire

Instruction: Please tick () and write where applicable.

Section A: Personal information

1. Questionnaire number.....
 2. Village/'Town:.....
 3. State :.....
 4. Age:.....
 5. Sex: Male [] Female []
 6. Marital Status: Single [], Married []
 8. Educational Level
- Illiterate []
- Primary certificate []
- Secondary certificate []
- OND/NCE []
- HND/First degree []
- Master []
- Ph.D []

SECTION B

1. How attractive is the Jos Plateau as an ecotourist destination?
Very attractive (b) Fairly attractive (c) Not attractive
2. Most appealing ecotourism destination on the Jos plateau?
(a) Shere hills (b) Assop falls (c) Jos zoo (d) Wildlife park (e) Riyom rock (f) Kura falls
3. Outstanding characteristics of plateau state as an ecotourism destination?
(a) Climate/weather (b) Natural Scenic attractions (c) Hospitality (d) Cultural diversity (e) Peace and harmony
4. Most appealing ecotourist destination on the Jos Plateau?
(a) Games reserve (b) Natural scenery (c) Sporting (d) Socio-cultural
5. Most appealing activities undertaken by tourists at the various ecodestinations?
(a) Rock climbing (b) Sightseeing (c) Game viewing (d) Relaxation (e) Swimming
6. What is the major impact of ecotourism on the study area
(a) Economic (b) Socio-cultural (c) Environmental (d) Educational (e) Infrastructural development
7. In your own view what is/are the importance of ecotourism?
(a) Conservation of resources (b) Income generation (c) Educational Enrichment
(d) Recreation (e) All of the above
8. What are the negative impacts of ecotourism?
(a) Pollution (b) Global Warming (c) Environmental Degradation (d) Congestion
9. What are the threats to ecotourism development on the Jos Plateau?
(a) Climate change (b) Deforestation (c) Pollution (d) lack of conservation (e) All of the above
10. Factors that affect ecotourism development on the Jos plateau?
(a) Poor infrastructure (b) Insecurity (c) Poor marketing and promotion (d) Lack of fund
11. Factors affecting participation in tourism on the Jos plateau?
(a) Incessant crises (b) economic depression (c) poor service offering (d) Inadequate promotional activities
12. What are the major challenges of ecotourism development on the Jos Plateau?

- (a) Lack of policy direction (b) Unskilled manpower (c) Insufficient data (d) lack of funds
- 13. What is your opinion on the future direction of ecotourism development on the Jos Plateau?
 - (a) Active development (b) Maintaining current level (c) Conservation oriented management
- 14. What is your opinion on future ecotourism development type on the Jos Plateau?
 - (a) Resource/Facilities oriented (b) Resident oriented
- 15. What are the sources of promotional distributional channels you know of on the Jos plateau?
 - (a) Radio/Television (b) Newspapers/Magazines (c) Internet (d) Brochures
- 16. Which promotional tools are used for ecotourism development on the Jos plateau?
 - (a) Advertising (b) Sales promotion (c) Personal selling (d) Direct marketing (e) All of the above
- 17. Which emerging trends in ecotourism marketing are most needed in the Jos plateau?
 - (a) Growth of the social media (b) Growth in internet access and bandwidth (c) An advertising revolution

18. Mention 3 significance of the centre to the immediate environment

.....

.....

.....

19. Suggest ways to improve the management of the tourism centers in the state.

.....

.....

.....

20. Suggest ways that can be employed to encourage ecotourism patronage in the state.

.....

.....

QUESTIONS FOR INTERVIEW

1. Please share your view on the history of Plateau state tourism industry, how it all started?
2. What are your views on the environmental management strategies adopted on the Jos Plateau?
3. What are your views about local and community participation on ecotourism development on the Jos- Plateau?
4. What are the factors necessary for ecotourism development and sustainability in Plateau state?
5. What are the challenges facing ecotourism on the Jos Plateau?
6. Can tourism be a contributor to economic development on the Jos Plateau State?
YES () NO () Reason?
7. What are your views on improving the image of the Jos Plateau as a tourist destination?
8. What are the likely factors responsible for the sectarian crises in Plateau state that hinders tourism?
9. What are your views on the use of Information Technology in Marketing and Promoting Ecotourism in Plateau state?
10. What are the problems of Ecotourism development in Jos Plateau?
11. What are your justification for Jos been home of peace and tourism?