

**EVALUATING THE NEED FOR EFFECTIVE POLICIES AS A
PANACEA FOR SUSTAINABLE HOSPITALITY AND TOURISM
INDUSTRY IN EDO STATE**

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UNIVERSITY OF BENIN

BENIN CITY

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF
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AWARD OF BACHELOR OF SCIENCE (EDUCATION) DEGREE IN
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CERTIFICATION

I certify that this project work was carried out by **OSAHON Mary** with Matriculation Number: **EDU1804241** in the department of Human Kinetics and Sport Science, Faculty of Education, University of Benin, in partial fulfillment of the requirements for the award of the Degree of Bachelor of Education/Bachelor of Science in Human Kinetics and Sports Science.

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DEDICATION

This project work is dedicated to almighty God who has been my strength and my parents and siblings for their financial, moral and spiritual support and finally my friends for their love and support.

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My gratitude goes to God almighty and to my amiable supervisor, Dr. IGHODARO O. VINCENT for his constant support throughout the period of this research.

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ABSTRACT

This study evaluated the need for effective policies as a panacea for sustainable hospitality and tourism industry in Edo State. It sought to determine the level of recognition of tourism development policies; benefits accruable from sustainable tourism on stakeholders; the role of government in sustainable tourism; role of other stakeholders in sustainable tourism, and the issues affecting implementation of sustainable tourism policies. To guide the study, five (5) research questions were raised.

The study adopted a descriptive survey research design. The population of the study was made up of 100 staffs of the Ministry of Arts, Culture and Tourism comprising departments as Policy Department, Partnership Department, Regulation and Standard Department, Planning and Research Department, Human Resources and Admin (Finance and Account, Procurement), Edo Art Council Department. A sample size of 100 staffs of the Ministry of Arts, Culture and Tourism comprises the entire population, thus, making a census population. The instrument for the study was a self-constructed questionnaire titled “Evaluating The Need For Effective Policies As A Panacea For Sustainable Hospitality And Tourism Industry Questionnaire (ENEPPSHTIQ)”. The instrument was validated by the researcher’s supervisor and two other experts in the Department of Human Kinetics and Sports Science, Faculty of Education, University of Benin. Cronbach Alpha statistics was used to establish the internal consistency of the items. The reliability of index of 0.89 for the instrument was obtained. Data were analysed using percentages, mean and standard deviation.

The findings showed that majority of the tourism staff indicated that there was moderate level of tourism recognition in development policies. There are several benefits of sustainable tourism on stakeholders. The government have a role to play in tourism sustenance in the state. The stakeholders have a role to play in sustainable tourism. There are issues affecting the implementation of sustainable tourism policies. It was concluded that measures should be taken to raise the recognition and public awareness of tourism in line with sound sustainable development policies. Government and other stakeholders should play their expected roles in sustaining tourism so that its inherent benefits can be felt by all and its negative effects on implementation eradicated. It was therefore recommended that government should formulate workable policies that could see to the effective collaboration of public private sector partnership and the implementation of sustainable tourism development.

CHAPTER ONE

INTRODUCTION

Background to the Study

Tourism is a major activity supporting an economic sector that is responsible for 9% of global Gross Domestic Product (GDP) and over 200 million jobs (United Nations World Tourism Organization (UNWTO), 2013). In recent years it has seen significant growth which is forecast to continue, especially in developing countries which have seen a rate of increase in visitor arrivals that considerably exceeds the world average. Tourism accounts for 29% of exports in services worldwide and for many developing countries it provides a significant, and sometimes the primary source of foreign exchange earnings (UNWTO, 2013). Academic studies have confirmed the contribution of the sector to economic growth and many international bodies, conventions and communications have formally recognised the importance of the sector as a driver of sustainable development.

Tourism has many characteristics that make it especially valuable as an agent for development. As a cross cutting sector, it stimulates productive capacities from trade and the provision of jobs linked to the tourism value chain. In particular, it thrives on assets, such as the natural environment, a warm climate, rich cultural heritage and plentiful

human resources, in which developing countries have a comparative advantage. However, tourism can also be a source of environmental damage and pollution, a heavy user of scarce resources and a cause of negative change in society. For these reasons, it is imperative for it to be well planned and managed, embracing the principles of sustainable tourism, defined as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities” (UNWTO & UNEP, 2005).

All countries should have agreed tourism policies, strategies or master plans that commit to sustainability principles and are effectively implemented. Adequate legislation and regulations should be in place that are sufficient to control and guide tourism development, while being sensitive to the needs of the sector. The responsibility for tourism should be clearly vested in a specified ministry and supported by government agencies which are appropriately skilled and resourced. Also, a fundamental requirement of good governance in this multi-dimensional sector is for structures and processes to be in place that enable and encourage private sector interests and other stakeholders to work with government on tourism planning, development and management. This should not only apply at a national level, but is equally important within local destinations, where many actions that affect the sector and its impact are taken.

International tourist arrivals have grown steadily over many years and in 2012 stood at 1,035,000,000 (over 1 billion). In the last ten years, this growth has been particularly marked in the emerging economies, where it has averaged 5.6% per annum, compared with 1.8% for advanced economies. UNWTO (2013) predicts that growth trends in world tourism will continue, with total arrivals reaching 1.8 billion by 2030. Again, emerging economies, including developing countries, stand to see the highest rate of growth. Tourism accounts for a significant proportion of world trade. It makes up a major proportion of exports in services – accounting for 29% worldwide and as much as 52% for Low Developing Countries (LDCs). In 2012, international tourists spent US\$386 billion in emerging market and developing countries, over five times the level of official development assistance which goes to these countries; making it one of their major sources of foreign exchange earnings.

When analyzing tourism development trends worldwide, at least three main conclusions can be drawn in connection with tourism and its potential for poverty alleviation:

- i. Tourism is one of the most dynamic economic sectors in many developed and developing countries, with a wide range of upstream and downstream effects on other economic activities due to a very large and diversified supply chain.

ii. Tourist movements towards developing and least developed countries are growing faster than in the developed world, accounting now for almost 50% percent of total international tourist arrivals. Many developing countries do have assets of enormous value to the tourism sector, such as culture, art, landscape, wildlife and climate, and are very well positioned to develop tourism as a key sector contributing to economic growth.

iii. Tourism in many developing and least developed countries is one of the principal sources, and in some countries the main source of foreign exchange earnings and, quite often, the most viable and sustainable economic development option, with positive impacts on reducing poverty levels.

Nigeria is blessed with inestimable tourism potentials that need functioning modern regulations to preserve them against unnecessary encroachment and destruction. In 1990, the National Tourism Policy was formulated in Nigeria to strategise how tourism and tourism-related sectors can be enhanced, developed, promoted, and sustained without compromising the activities of other disciplines. It is now apparent that despite this policy, the industry is yet to accomplish its objectives in achieving sustainable tourism development across the main areas in Nigeria (Oloidi, 2019).

Nigeria is endowed with several aesthetic natural and cultural resources that are advantageous potentials for tourism and community development if well planned

and implemented. Tourism is a multidisciplinary and multifaceted sector that involves social, economic, medical, physical, cultural, political and religious aspects of life. However, there are different and resolvable issues that affect tourism industry in which those in authority are yet to address appropriately in Nigeria. These issues include among others: weak tourism policy, insufficient funding, lack of community participation, inaccurate planning, insecurity, poor implementation, weak monitoring team and lack of professional workforce and evaluation. This work is centred on tourism policy. One of the major problems that affect the tourism industry in Nigeria is that professionals are not considerably involved in the formulation, planning, implementation and monitoring of tourism policies; and those whose policies are made for and the experts in the field are not incorporated in the process (Oloidi, 2019).

Tourism policy has increasingly become vital for both developed and developing countries that wish to employ tourism for their local, national and regional developmental strategy. To ensure its effectiveness, it is important to emphasize on the process of policymaking, planning, implementation and monitoring, which are habitually the major barriers to successful tourism development if not considered.

The impact of tourism as a driver of development has been felt in many countries. For example, in recent years tourism was a main factor in the graduation of Botswana, the Maldives and Cape Verde from their status of LDCs. Several years ago, Cross River State in Nigeria had its tourism potential enhanced by the then administration of Governor Donald Duke between 1999 and 2007, having established the Obudu Cattle Ranch resort, as well as Tinapa resort, thus making them a tourism hub. While tourism is a major force for development it has a number of negative aspects, such as:

- Tourism is a significant and growing contributor to climate change, currently accounting for around 5% of global CO₂ emissions, mainly generated by transport, but also by the operation of tourism facilities such as accommodation.

- Local pollution of land and water from poor treatment of solid and liquid waste by tourism businesses and from the activities of tourists can be a problem in some areas

- Accommodation businesses are often major users of non-renewable and precious resources, such as land, energy and water. In some areas a resort may consume many times more water per person than the local community with which it competes for supply.

- Poorly sited tourism development and inappropriate activities can be very damaging to biodiversity in sensitive areas. Negative impacts to cultural heritage sites can occur where there is poor visitor management.
- Tourism can have negative impacts on local society, through restricting access to land and resources and leading to an increase in crime, sexual exploitation and threats to social and cultural traditions and values.
- While tourism is well placed to generate accessible jobs, poor working conditions are sometimes found in the sector.
- The economic performance of the sector is susceptible to influences on source markets, such as economic conditions, natural events and security concerns, although recovery may be rapid when circumstances change (European Commission, 2013:15).

All of the above negative aspects underline the need for tourism to be very carefully planned and managed in developing countries. This requires governments to establish and implement clear policies on the control and management of the sector, in conjunction with all tourism stakeholders. In order to develop the tourism sector in a sustainable manner and enhance the local socio-economic impact from tourism, many developing countries have made tourism a priority in their national development policies,

and are trying, with the support of donors and development organisations, to formulate and implement interventions to increase tourism's contribution to poverty reduction (European Commission, 2013).

Tourism policy and governance is concerned with the recognition of tourism in sustainable development policies and the presence and implementation of a clear tourism strategy that embraces sustainability principles. Tourism policy looks at tourism governance structures, including tourism ministries and institutions and how they relate to other areas of government that affect its sustainability and performance. It also considers the presence of structures and mechanisms for engaging public, private and third sector stakeholders, including local communities, at different levels.

In order for a country's tourism sector to be successful and sustainable and to ensure that it contributes to socio-economic wellbeing and poverty reduction, it is essential to have a framework of instruments in place to guide its development. This framework should include an overarching tourism policy, a detailed tourism development strategy and master plan and relevant legislation and regulations. A tourism policy states the government's commitment to tourism and sets out objectives for its development and management. It should be agreed and approved with the tourism sector and other stakeholders.

A tourism policy statement or document should:

- Place tourism within the wider development policies of the country, and also take account of other policies that may affect the sector, such as industry, employment, environment, education, culture, security and immigration.

- Address the financial implications of supporting tourism, including costs and benefits and fiscal and budgetary implications for government.

- Reflect the tourism position and potential of the country within a regional and global context

- Recognise and cover the range of issues that need to be addressed by government in supporting tourism, inter alia including institutions, infrastructure, product development, marketing, human resources, knowledge and the socio-cultural and environmental impacts of tourism.

- Provide the basis for more detailed strategies and plans of action and for the provision of legislation and regulations.

A critical requirement of tourism policy in the context of tourism's role as a development tool is that it should fully embrace the principles of sustainable tourism (Yiu & Saner, 2011). This is defined as “tourism that takes full account of its current and

future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities (UNWTO & UNEP, 2005)”. More specifically, pursuit of sustainable tourism involves the following agenda: economic viability; local prosperity; employment quality; social equity; visitor fulfillment; local control; community well-being; cultural richness; physical integrity; biological diversity; resource efficiency; and environmental purity (UNWTO & UNEP, 2005).

A tourism strategy translates the tourism policy into action, setting the direction and activities to achieve the policy objectives. It may be expressed through a strategic development plan or master plan. This should be comprehensive, encompassing all the factors and components involved in the operation, management, measurement and control of tourism in the country. A tourism strategy may span a period of between 5 and 15 years depending on the circumstance of the country and the maturity of the tourism sector. It is implemented by action plans which set out annual activity and allocate tasks and resources. The strategy should be evidence based and informed by a detailed programme of research, assessment and consultation.

Typically, the strategic plan or master plan would cover:

- Tourism resources which have the potential to be converted into viable and attractive tourism products

- Tourist facilities and services, and opportunities for investment
- Current tourism flows and performance
- Type and scale of target markets
- Transportation access and service structure
- Current and projected economic analysis
- Socio cultural, environmental and economic impacts
- Resource management - energy, water and waste
- Institutional set up for tourism development
- Tourism related legislation and regulations
- Human resources need
- Tourism infrastructure requirements
- Tourism development areas
- Concept designs for development of tourist areas, resorts and attractions
- Community involvement and initiatives

- Tourism marketing and information delivery

Tourism presents a growing opportunity for enterprise development and employment creation, direct and indirect support for local communities, through the creation of job opportunities, benefits from income derived, improvement of services and infrastructure; and creates an awareness of natural and cultural heritage and proactive support for their conservation (Magua, 2013).

Expressed simply, sustainable tourism can be defined as: "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, and the environment and host communities" (Saarinen, 2006).

Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

Thus, sustainable tourism should: make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological

processes and helping to conserve natural heritage and biodiversity. Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance. And ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation (Saarienen, 2006; Magua, 2013; WCED, 2008).

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary (Magua, 2013). Furthermore, sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them. (Magua, 2013).

From a global perspective tourism has continued to play an important role in the

global economy and due to its strong economic multiplier effect and that it embraces small and medium enterprises (Saarienen, 2006). In this regard, tourism is still one of the largest employment sectors in most countries and a fast entry vehicle into the workforce for young people and women in the urban and rural communities. Likewise, the sector has recorded good performance on international arrivals and tourist earnings. In 2008, international tourist arrivals increased to 924 million from 908 million recorded in 2007 (Magua, 2013). Similarly, tourism earnings from international arrivals increased to USD 944 billion from USD 857 billion in 2007 (United Nation World Tourism Organization – UNWTO estimates, 2010).

Nigeria is a progress pioneer in sustainable tourism. Since 1999, when she returned to civilian administration (democracy), a new spirit of sustainable tourism has infused the tourism sector. Nigeria, an African country on the Gulf of Guinea, has many natural landmarks and wildlife reserves. Protected areas such as Cross River National Park and Yankari National Park have waterfalls, dense rainforest, savanna and rare primate habitats. One of the most recognizable sites is Zuma Rock, a 725m-tall monolith outside the capital of Abuja that is pictured on the national currency. Some other tourist sites in Nigeria include: Ibeno beach, Akwa Ibom State; Obudu mountain resort, Cross River State; Ngwo Pine Forest, Enugu State; Awhum waterfall, Enugu State; Arochukwu Long Juju Slave Route, Abia State; Port Harcourt Tourist

Beach, Rivers State; Gashaki-Gumpti National Park, Taraba State; The Tinapa Free Zone and Resort, Cross River State; and so on.

Particular to this study is Edo State, which is located in the south-south part of Nigeria or the Deltan region, has a long history of civilization. It is partly what remains of the once powerful and famous imperial Benin kingdom one of the most powerful Africa Empires during 15th and 16th century (Nigerian Bulletin, 2016). The Edo people pride themselves on their wealth of history and civilization. The arts of Benin Kingdom are global brand. Benin artefacts are among the most exquisite and coveted in world's history which represents the earliest civilization among black specifically Africans.

The state has become a year-round tourist attraction. Some of the fascinating places to visit, i.e., the tourist destinations in Edo include; The Giant Footprint of Ukhuse Oke, Owan, Edo State; The Emotan Statue, Benin, Edo State; The Royal Palace of Oba of Benin, Benin, Edo State; Ososo Tourist Centre; Okomu National Park; Ogba Zoo; Somorika Hills; Ughoton; The tombstone of Captain James Philip; Igun-Eronmwon quarters; Chief Ogiamen's House; National Museum; The Benin Moat; amongst others.

A lot of benefits are accruable from tourism as pointed out in the study of Mushi

(2013) he found that sustainable tourism had various positive benefits to various stakeholders including, the community, the government, the environment and the tourists. The community benefit through increased job opportunities, incomes and economic growth in their locations. The government benefited from increased revenue and income, peace and cohesion in the society, foreign exchange gains, employment generation and environmental management. The environment benefit through increased publicity and awareness, increased financing of environmental projects and increased revenue for environmental protection as well as better environmental management.

Statement of the Problem

This study aims to explore the existing gap between tourism policies and sustainable industry in Edo State. It highlighted on the inverse relationship between the significantly booming tourism industry in Edo State and the non-proportionate impact it has had on the economy of its host communities.

The study focused on the existing barriers to economic participation at the community level in tourism destinations by evaluating the existing policies, to investigate what role the local government authorities play in ensuring sustainability of tourism practices in line with the Nigeria Tourism Policy and the United Nations

World Tourism Organization (UNWTO) guidelines. There is limited understanding on the need for sustainability and how sustainability can be achieved in the tourism sector across Edo State, Nigeria. Much as there was some mentions of it in the Tourism Policy there is no specified policy or recommended industry practice that is mandated to ensure that Edo tourism host communities benefited from the booming tourism industry. This could only be achieved in the country by analyzing the current practices, the law, local community experiences; identifying any existing common access constraints to physical, financial, human, social, and natural capital. This can be compared to UK, UAE and Australia where it is mandatory for local authorities to participate in policy making, giving room for host community development.

This study evaluated the existing awareness for the need of sustainability by collecting data from local industry players, local governments and host communities. The information derived from this study can be used to help Edo and by extension Nigerian policy makers guide sustainable developmental resources for the local industry players, and host communities. This information can also be used to create awareness in most areas.

This study sought to identify options and make recommendations on an ideal

concept for sustainable tourism factoring in local economic involvement in the tourism sector through wage-employment and self-employment opportunities by demonstrating how local governments can team up with key industry players, the ministry of tourism and other legislative bodies to facilitate sustainable tourism practices in the state as well as country.

Research Questions

The following research questions were raised to guide the study:

1. What is the level of recognition given to tourism in development policies?
2. What are the benefits of sustainable tourism on stakeholders?
3. What is the role of government in sustainable tourism in Edo State?
4. What is the role of other stakeholders in sustainable tourism?
5. What are the issues affecting implementation of sustainable tourism policies in Edo State?

Significance of the Study

When managed sustainably, tourism can play a leading role in the

transformation to a green economy, especially because it has such a strong multiplier effect. Among other things, it can: help encourage the efficient use of resources; provide financial support for the preservation of the built heritage and the conservation of the natural heritage; provide financial support for the establishment and maintenance of protected areas; contribute to poverty alleviation; serve as an alternative to unsustainable economic activities; encourage the growth of citizens groups; and contribute to community development.

Through a proposed concept, these studies highlight the government's role in realizing sustainable tourism practices and facilitate law makers when making decisions linked to sustainable tourism practices.

Scope and Delimitation of the Study

The variables of the study include; level of recognition of tourism development policies; benefits accruable from sustainable tourism on stakeholders; the role of government in sustainable tourism; role of other stakeholders in sustainable tourism, and the issues affecting implementation of sustainable tourism policies. The study was delimited to government, local communities, tour operators and hotel and accommodation providers.

Definition of Terms

Tourism policy: Tourism policy and governance is concerned with the recognition of tourism in sustainable development policies and the presence and implementation of a clear tourism strategy that embraces sustainability principles. Tourism policy looks at tourism governance structures, including tourism ministries and institutions and how they relate to other areas of government that affect its sustainability and performance. It also considers the presence of structures and mechanisms for engaging public, private and third sector stakeholders, including local communities, at different levels.

Host Community: People living within a geographic region that are affected by tourism development either through their participation or lack of participation for whom tourism benefits are sought.

Tourism: Tourism is travel for pleasure or business, and the commercial activity of providing and supporting such travel. It is the commercial organization and operation of holidays and visits to places of interest

Policy: This is a definite course or method of action selected from among alternatives and in light of given conditions to guide and determine present and future decisions. It is a high-level overall plan embracing the general goals and acceptable procedures especially of a governmental body.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

Conceptual Framework

Generally, a policy can be defined as a set of interrelated decisions (or non-decisions) and actions (or inactions) formulated and implemented by the government and public authorities to deal with public problems, concerns and opportunities (Airey & Chong, 2011). The policy is seen as whatever governments, which is the apex authority, choose to do or choose not to do in the society (Dye, 2008). It is a proposed course of action that is directed by an actor or set of actors to deal with a problem or matter of concern, and it is a course of government action or inaction in response to public problems (Kraft & Furlong, 2007). Public policy is what officials within government decide to do or not to do about issues and problems that require government intervention (Hall, 2010). Milakovich and Gordon (2001) define public policy as the organizing framework of purposes and rationale for government programmes that deal with specific societal problems.

Tourism policy can be defined as a set of regulations, rules, guidelines, directives, development, promotion, objectives and strategies that provides a framework within which the collective and individual decisions directly affect long-

term tourism development and daily activities within a destination are taken. Hall (1994) also argues that tourism policy process is established on the type of government, its political determination to develop tourism, the structure of tourism organizations and the stage of the development of tourism industry. Tourism policies are created principally as a mechanism for managing the development of the tourism industry. Regulations are similarly needed for legal control over its activities.

The following are the importance of formulating tourism policy:

- It defines the rules of the game i.e., the terms under which tourism operators must function.
- It sets out activities and behaviours that are acceptable for tourists/visitors.
- It provides a common direction and guidance for all tourism stakeholders within a destination.
- It facilitates consensus around specific strategies and objectives for a given destination.
- It provides a framework for public-private discussions on the role and contributions of the tourism sector to the economy and the society in general.
- It allows tourism to interface more effectively with other sectors of the economy (Oloidi, 2019).

To tackle the issues affecting National Tourism Policy in Nigeria, all related

stakeholders must come to a drawing board to dialogue on how issues related to planning, funding, implementation and monitoring of tourism policies that affect sustainable tourism development in Nigeria can be resolved. There is a need for a renewed policy strategy for effective tourism development in the country. This new approach demands a vigorous partnership between the public and the private sectors. The ability of the government to develop workable mechanisms for the public and private sectors to work together is very crucial in policy formulation and sustainable tourism development. The government may enter into a partnership with the private sector to develop certain products, locations or regions. This should be supported by a supportive regulatory framework which will accelerate the pace for tourism development in Nigeria.

The Government at all levels should recognise the roles and collaborations of the stakeholders who have direct and indirect impact in the tourism industry; and tourism policy is achievable and efficient in the country where stakeholders like residents of the host destination, government, environmental groups, local visitors, tourism experts, event planners, hotel developers, vendors, travel agencies, Destination Management Organisation (DMO), security agencies, heritage groups, social, health and education groups are involved in the process of planning, policymaking, implementation, assessment, promotion and funding. If major

stakeholders are not included in the process, as it frequently occurs in Nigeria, the objectives of the tourism policy would not be achieved.

Nigeria should adopt collaborative approach in dealing with tourism activities. According to Bramwell & Lane (2000:4), the major reasons why collaborative approaches are effective to achieve perfect tourism policies and the principles of sustainable tourism development in any society included among others: a) Collaboration among a range of stakeholders including non- economic interests might promote more consideration of the varied natural, built and human resources that need to be sustained. b) By involving stakeholders from several fields and with diverse interests, there may be greater potential for integrative/holistic approaches to policy development, which may advance sustainability (Jamal & Getz, 1995). c). If multiple stakeholders affected by tourism development are involved in the policymaking process, then, this might lead to a more equitable distribution of the resulting benefits and costs. The idea is that participation would raise awareness of tourism impacts on all stakeholders, and this heightened awareness should lead to fairer policies (Maiden, 2008:26). d) Broad participation in policy- making could help democratize decision-making, empower participants and lead to capacity building and skill acquisition amongst participants (Maiden, 2008:26). e) The involvement of the necessary stakeholders will reduce sub-sector conflicts (Gunn & Var, 2002), and

their inputs with that of the government agencies, autonomous Non-Government Organizations (NGO's), community organizations, industry professionals, and resident communities will balance the activities of the tourism industry (Andriotis, 2001; Treuren & Lane, 2003).

There should be proper monitoring and evaluation of tourism projects and programmes to achieve the implementation of the National Tourism Policy in Nigeria. In 2012, the Organisation for Economic Cooperation and Development (OECD) offers five reasons why tourism policies and programmes should be subject to evaluation. In summary, they are:

- To help policymakers to better assess impacts against objectives, the reason is to learn from successes and failures and inform their decisions;
- To examine the efficiency of government approach towards tourism development at both national and local levels;
- To provide evidence of cost-effectiveness across a portfolio of policies and programmes;
- To stimulate debate amongst "stakeholders" like entrepreneurs; residents, visitors, local authorities, investors; and
- To help inform improvements in design and implementation.

The government, together with other stakeholders, has to design applicable

policies and strategies to address the poor planning, funding, implementation and monitoring of every tourism programme and projects in Nigeria. Provision of social infrastructures and amenities, efficient manpower, adequate security services, available funding development and intervention of all stakeholders must also be considered seriously as tourism policies and development are concerned. Having effective policies will help to protect and regulate the tourism industry, products and services in the community, and then bring about sustainable tourism development in Nigeria.

Thrust and Objectives of the National Tourism Policies in Nigeria

Policy Thrust: The National Tourism Policy thrust is to develop sustainable tourism by capitalizing on heritage diversity as the basis for marketing and promoting domestic and international tourism within the confinement of the World Tourism Market and open up Nigeria as a major tourist destination in Africa through the Development of International Tourism and promotion of domestic tourism. There will be an encouragement for Nigerians to spend their holidays in Nigeria and to know more about the country. The thrust also proposed that November to January be recognised as Harmattan Holiday season. The policy is further aimed at developing Nigeria into the regional airline main hub to coordinate and facilitate air travels to all parts of Africa and integrating all blacks particularly those of Nigerian origin.

Policy Objectives: The main objectives of the National Tourism Policy are:

- To protect and promote Nigeria's cultural heritage as a resource for homegrown socio- economic development;
- To encourage community and public partnerships in tourism development;
- To generate foreign exchange, enhance income redistribution, alleviate poverty, and create employment;
- To promote Nigeria as a desirable tourism destination within the context of Africa's cultural renaissance;
- To promote geopolitical integration, healthy international cooperation, and understanding; and
- To ensure environmental sustainability in the development of tourism resources.

Pivotal areas of the National Tourism Policy in Nigeria: An Appraisal

The National Tourism Policy concentrated on the security, planning, research and development, and promotion and marketing which are the four major areas to ensure the success of its objectives and the main thrust. These areas need a proper evaluation to achieve the objectives of the policy.

i. Security: Conferring to the policy on national security, the Government aims to ensure stable policies and maintains a friendly relationship with other African

Countries. Refocusing on the National Security Agents to be tourism-friendly (Tourism Policies) to maximally assist and protect tourists as well as tourism sites. This area needs a revisit because the high rate of insecurity has hampered the growth of the tourism sector in Nigeria. Tourists usually select destination based on conducive and secure environment, but terrorism has reduced the number of inbound tourists and increase that of outbound tourists as a result of frequent insurgencies like the *boko haram* attacks in the northeast, herdsmen clash across the nation, kidnapping, killings, political instability, robbery, rape, and other social vices. Therefore, the aim of encouraging the outsiders to enjoy their holidays and develop various sectors for tourism purposes in Nigeria has been dashed.

ii. Planning: According to the policy, it is assured that government would embark on critical planning to ensure the rapid growth of the tourism industry (both domestic and international) and the establishment of tourism Satellite Account to collate tourism statistics. Planning involves critical assessment and thinking which should include those who are knowledgeable about the sector. Most of the time in Nigeria, those who indulge in planning and implementation of tourism activities are not experts in the field, and they are heading this sector based on political appointment. The Tourism Satellite Account proposed by the policy to document comprehensive tourism statistics has never been established in Nigeria. The only statistics available for the

researchers are directly or indirectly acquired through the transport and travel agencies, frontiers and accommodation services which are not enough for budgetary and formulation of tourism policy.

iii. Research and Development: The policy stated that the development of the tourism industry in Nigeria shall follow a systematic process taking into account the World Tourism Market, the competitiveness of the products and attractions within the African Sub-region and indeed within the North-South Tourism axis in Africa. Approach to development shall be holistic taking into consideration all human environment, social, economic and political factors to enhance the broad circulation of tourists within the tourism zones. Local communities would be involved in the planning, development and implementation of tourism projects in their localities. This is to ensure that the local communities derive economic benefits from the tourism projects operating in their areas such as employment and preservation of the local heritage. In this, local communities have not benefited from the tourism sector because they are not involved in the system. The local enterprise and the private organisations are not encouraged in the provision of super-structure and material-technical basis such as standard accommodation, holiday resorts, amusement parks, restaurants, and casinos. These related sectors now operate based on the maximization of profit without following the policy guiding the sector. The policy stated

that government and its tourism parastatals shall identify and document all tourism potentials and destinations in the country for proper enhancement, preservation and promotion. The research and feasibility studies are not carried out to protect tourism potentials and the environment, and in many cases, lack of Environmental Impact Assessment (EIA) poses irrevocable problems on cultural resources in the community.

iv. Promotion and Marketing: The policy also stated that promotion and marketing would be embraced to develop a unifying hallmark for the nation through the adoption of a national tourism slogan. Promotion and marketing of the tourism products shall be carried out by the Federal Ministry of Culture and Tourism, sponsored by Federal Ministry of Information and National Orientation, Nigeria Foreign Missions, States Government and the Private Sector. This is also failed in Nigeria, and appraisal is needed because the comprehensive documentation of the major natural and cultural heritages in all States of the Federation, the calendar of local festivals and brochure on major events has not been achieved. The Federal Government is incapacitated to oversee and fund everything at once. The State and Local Governments should be responsible for the promotion and management of the tourism potentials in their domains for the Federal Government to package all national events like Abuja Carnival to meet international standard. According to Bassey and Elgon (2016:27), "it is advisable that promotion and marketing campaign should be decentralized and

handled by Local Government and State Government where attractions are located". The central government should also include tourism industry in annual budgetary for each State to promote their tourism activities.

Major Issues affecting the Implementation of National Tourism Policies in Nigeria

Tourism policy is a fundamental strategic declaration that provides a framework to guide tourism development actions and within which tourism is expected to develop (History of Hotel Development, 1992). Tourism policy, planning and governance were given a serious concern in Nigeria when the tourism master plan was launched in November 2007. This master plan concisely explains the perceived economic impact of tourism on the Nigeria economy if the policy, planning and governance of tourism were properly executed (Nigeria Tourism Master Plan, 2008). In Nigeria, some of the core issues that affect the National Tourism Policy and its implementations are explained as follows:

i. Issues of planning and stakeholders:

The major problem facing the National Tourism Policy is poor planning. Unplanned or poorly planned tourism development can contribute to many undesirable social and environmental effects that result in stagnation or declination of tourism activities, which can be detrimental to insular areas that depend on tourism as

a major economic contributor (Andriotis, 2001). In most of the tourism programmes and projects in Nigeria, related stakeholders are not consulted or invited in the process as stated in the policy. Another major problem that entangles tourism industry is that some of the stakeholders are not interested or sidelined in tourism planning and policymaking even though the process of planning for sustainable tourism development hinges on key collaborations between a variety of stakeholders for successful implementation and subsequent management (Andriotis, 2005; Nathaniel, 2016; Weaver & Lawton, 2007). Adopting concepts of collaboration and partnership might enhance community development. The term partnership refers to "regular, cross-sectional interactions between parties, based on at least some agreed rules or norms, intended to address common issues or to achieve a specific policy goal" (Bramwell and Lane, 2000:1) such as community development. Partnerships involve long-term collaboration between parties and the sharing of costs and benefits (NEPAD, 2005).

ii. Issues of implementation

Implementation is the logic of putting policies into practice or a series of governmental decisions and actions directed toward putting an already decided mandate into effect (Lester and Stewart, 2000). The success of public administration

depends on effective implementation of public policy. According to Asamoah (2013), policy implementation is regarded as the accomplishment of policy objectives through achievable planning and programming of operations and projects so that agreed-upon outcomes and desired impacts are achieved to enhance socio- economic development. According to Agbebi (2014), the critical factors that are responsible for poor implementation of policies in every sector are communication, resources, disposition or attitudes, and bureaucratic structure. In the National Tourism Policy, Nigeria government planned for the conservation, preservation, presentation, and global recognition of nation's cultural heritage, comprehensive calendar of local festivals throughout the year, suitable transportation and communication system, frequent conferences, comfortable and aesthetic environment for tourists, employment opportunities for the host community, provision of social infrastructure and amenities and others, but failed to implement them perhaps because of lack of financial backup, political instability, and attitude of the successive government towards tourism development.

iii. Inadequate financial resources

Poor implementation of tourism policy in Nigeria is connected with the shortage of fund, and the government is not concerned much about tourism development

in budgetary. For instance, in financial aspect, in 2012 budget, the fund allocated to the Ministry of Tourism, Culture and National Orientation by the Federal Government to implement tourism programmes and projects was ₦2.2 billion, but at the end, about 48% of the amount was released; and scarcity of funds is a retrogressive issue in implementing tourism policies and plans (Agbebi, 2014). Similarly, the major projects for the Nigerian Institute for Hospitality and Tourism, which is responsible for the training of tourism professionals are left unimplemented because the Institute is not properly funded (Akingbogun, 2013). This has affected many tourism projects which are either discontinued or not executed due to the shortage of funds. The policy also ensured the establishment of Tourism Development Fund (TDF) for the provision of infrastructures and security apparatus to fund international projects and programmes, and to achieve medium- and long-term implementation of tourism policy. The TDF has never been established to achieve this purpose in Nigeria. Policy formulation without financial backup cannot be implemented and sustained, because financial resource is one of the major factors to achieve the objectives of tourism policies across the pivotal areas in Nigeria.

iv. Issues of monitoring and evaluation

An evaluation of tourism policy is mandatory as a critical role of the stakeholders in measuring the effectiveness and efficiency of the tourism industry. The policy evaluation helps to assess the strength, weakness, opportunity and the threat of the sector in achieving its objectives. The understanding of "what works and how" is an essential consideration of any policy or programme. According to Organisation for Economic Cooperation and Development (OECD) (2012), tourism must provide clear and timely evidence to demonstrate the extent of its contribution to the national economy if it is to continue to attract government investment and retain prioritization of support as a significant sector. Tourism policies need regular monitoring and assessment, because tourism activities are planned and implemented in a dynamic social and natural environment. The industry has to move with the current trends to accomplish and sustain its objectives in the society.

Tourism evaluation is the most appropriate means of demonstrating the industry's value to an economy and should be considered as equally important as having a tourism strategy itself. Well-prepared and executed monitoring and evaluation can be enormously influential where the evidence is clear and tangible with measurable outcomes and impacts that can be attributed to policy initiatives (OECD,

2012). The National Tourism Policy in Nigeria needs the reappraisal, because there is no proper monitoring and evaluation of tourism programmes and projects before, during and after the implementation; thereby giving no room for improvement in the tourism industry.

v. Issues of the shortage of qualified tourism personnel

Most of the workforce in achieving the objectives of tourism policy is not professionals in the field; and lack of well-baked professionals is responsible for the incompetence of Nigeria tourism staff (Akingbogun, 2013). Those who have little knowledge about tourism are not proceeding for in-service training. This incompetency affects the sector in the areas of policymaking, planning, implementation, funding and evaluation.

vi. Issues of Security

No matter how attractive tourist destinations are, the most determinant factor is the security of lives and property. As stated earlier, the National Tourism Policy in Nigeria needs an appraisal to address the issues of the militants, herdsmen attacks, robbery, rape, *boko* haram insurgencies, kidnapping, killing and many atrocities being committed on daily basis across the nation. The security personnel complain desperately on the unobtainability of sophisticated weapons to attack the perpetrators

in the country, and consequently, the security of the tourists, property, and tourism sites is not guaranteed. These social vices have crippled tourism industry in many ways, and tourists are unenthusiastic to visit insecure tourism destinations, so, there is a need for proper security measures to be put in place, not only to secure Nigeria and its residents, but tourist alike (Bassey et al. 2016).

vii. Issues of weak sanction or penalty

In Nigeria, tourism sectors are passive towards achieving tourism policy as a result of weak penalties for the defaulters. People continually destroy cultural properties due to the ineffectiveness of policy or legislation protecting them in the community (Eze-Uzomaka, 2014). The observations showed that people are not serious about unpunishable actions that is why most of the cultural heritages and other tourism potentials are being destroyed daily by human behavioural activities. Community norms to protect cultural heritage and to guide human behavioural activities have been neglected especially by Christians (Olodi & Eze-Uzomaka, n.d).

viii. Issues of Provision of Infrastructure and Amenities

One of the responsibilities of the government is the provision of social infrastructures and amenities which include uninterrupted electricity supply, good roads, medical services, communication networks, and adequate water supply. With

the situation in Nigeria, the government needs adequate funding to resuscitate these services to enable tourism to thrive and compete with their counterparts in the global market. According to Bassey et al (2016: 27), "although, successive administration in Nigeria has been grappling on how to improve infrastructure, it is rather seen as lip service when compared with their counterpart around the world".

The policy emphasises on integrating tourism within an overall transport implementation strategy which will comprise water, air, and land. This is a failed area of the policy because no means of transportation that is reliable across the nation. Local Airline Services and alternative means of transportation along the lagoons are not serviceable to the major tourist destinations. Though, there is development in communication networks, but more should be done through expansion and wider network coverage to enable tourists at all locations in Nigeria communicate effectively and stabilize the sector from service fluctuation. Also, the advances in the railway system, expansion of seaport, construction of good roads and bridges where necessary will further consolidate Nigeria readiness to truly be a tourist destination (Bassey et al, 2016). The tourist destinations are indecorously equipped with infrastructures and amenities suitable for international standard. There are series of interrupted power supply, unreliable security, bad roads and traffic congestion, network distortion, and scarce accommodation services in many tourism destinations at the

localities.

ix. Issues of Socio-cultural factors

The policy emphasizes on identifying unique natural and cultural resources across the nation and packages them to promote the heritage of Nigeria. The conservation, preservation and presentation of cultural heritages like foods, arts and crafts, proverbs, myths, history, traditional ceremonies, traditional dances, drama, indigenous forms of communication, body ornaments, historical sites and landscapes, modes of dressing, museums, among others have not been achieved in the country, perhaps due to lack of awareness, insufficient financial resources, and lack of incorporating the host community in the process. These cultural attributes are the major demands of the tourists to appreciate and patronize the diverse cultural values of the local people. Efforts must be made through the government and cultural institutions to manage the heritage of the people, and recover the looted artefacts from the foreign countries. This must be considered to boost the local and national economies.

The Principles of Sustainable tourism

A fundamental requirement of the tourism sector is that it should embrace the principles of sustainable tourism and focus on the achievement of sustainable

development goals. Sustainable tourism should not be regarded as a separate component of tourism, as a set of niche products, but rather as a condition of the tourism sector as a whole, which should work to become more sustainable. The UNWTO has defined sustainable tourism as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities (UNWTO & UNEP, 2005).

A further elaboration of sustainable tourism by UNWTO refers to the need for it to:

- Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
- Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
- Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and

income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

More specifically, UNWTO and UNEP (2005) identified twelve (12) aims for sustainable tourism which include the following:

i. *Economic viability*: To ensure the viability and competitiveness of tourism destinations and enterprises, so that they are able to continue to prosper and deliver benefits in the long term.

ii. *Local prosperity*: To maximize the contribution of tourism to the prosperity of the host destination, including the proportion of visitor spending that is retained locally.

iii. *Employment quality*: To strengthen the number and quality of local jobs created and supported by tourism, including the level of pay, conditions of service and availability to all without discrimination by gender, race, disability or in other ways.

iv. *Social equity*: To seek a widespread distribution of economic and social benefits from tourism throughout the recipient community, including improving opportunities, income and services available to the poor.

v. *Visitor fulfilment*: To provide a safe, satisfying and fulfilling experience for visitors, available to all without discrimination by gender, race, disability or in other ways.

vi. *Local control*: To engage and empower local communities in planning and decision making about the management and future development of tourism in their area, in consultation with other stakeholders.

vii. *Community well-being*: To maintain and strengthen the quality of life in local communities, including social structures and access to resources, amenities and life support systems, avoiding any form of social degradation or exploitation.

viii. *Cultural richness*: To respect and enhance the historic heritage, authentic culture, traditions and distinctiveness of host communities.

ix. *Physical integrity*: To maintain and enhance the quality of landscapes, both urban and rural, and avoid the physical and visual degradation of the environment

x. *Biological diversity*: To support the conservation of natural areas, habitats and wildlife, and minimize damage to them.

xi. *Resource efficiency*: To minimize the use of scarce and non-renewable resources in the development and operation of tourism facilities and services.

xii. *Environmental purity*: To minimize the pollution of air, water and land and the generation of waste by tourism enterprises and visitors.

It can be seen from the above that the sustainable tourism agenda is a broad one. It is as much about delivering economic benefits to destinations and communities, through competitive, viable tourism businesses that create employment, as about minimising adverse impacts on the environment. A fundamental characteristic of the tourism sector is its ability to link the economic, social, cultural and environmental aspects of sustainability and to act as a driving force for their mutual enhancement. This is because tourism as an economic activity is highly dependent on the presence of intact environments, rich cultures and welcoming host communities. The opportunity that tourism brings to deliver income and jobs from cultural experiences is just one example of this. In turn, this places a heavy responsibility on the sector to address the social, cultural and environmental impacts of its own developments and operations.

Tourism policy and governance is concerned with the recognition of tourism in sustainable development policies and the presence and implementation of a clear tourism strategy that embraces sustainability principles. Tourism policy looks at tourism governance structures, including tourism ministries and institutions and how they relate to other areas of government that affect its sustainability and performance. It also considers the presence of structures and mechanisms for engaging public, private and third sector stakeholders, including local communities, at different levels.

According to Daniela (2004) the basic principles of sustainable tourism as a form of alternative tourism are those that ensure protection of the environment, community participation and empowerment, sharing of benefits, development and growth in the local economy, and so on. Further, Daniella (2004), Tourism Concern (1992), Radcliff (2006), Baker (2006) and Page and Dowling (2002) note that sustainable tourism must be based on: reducing the impact of tourism activities on the environment, essentially achieving ecological sustainability and environmental conservation. Further, sustainable tourism must minimize the negative impact of tourism on the local community, reduce its impact on the culture, traditions and customs of the local community, maximizing the economic benefits of the local population enhancing education, preparation and information to the community and enhancing local control in the tourism circuit.

To achieve sustainable tourism, Rayn (2009) recommends that, it is important to foster a collaborative and integrated approach amongst stakeholders at all levels to adopt sustainable practices and foster dialogue on key sustainable tourism issues. Raise industry awareness of the implications of climate change and measures to respond to this issue. Further, Radcliff (2006) noted that sustainable tourism must encourage industry leaders to set an example through improving its own environmental and social performance and influencing those of its key suppliers and

external funding recipients.

Magua (2013) found that in sustainable tourism there must be incentives for the accelerated adoption of sustainable practices such as preferential marketing treatment. Provide practical assistance, guidance and tools to tourism operators to help them reduce their environmental and social impact, while benefiting local communities. Reward and recognize excellent sustainable practice in the industry, such as the State Tourism Awards (Magua, 2013). An example in Kenya, tandem with the Ministry of Tourism and Wildlife efforts through the Department of Tourism and Kenya Wildlife Service to promote sustainable development of tourism and wildlife resources in Kenya, this project began following a meeting between an experienced and capital endowed private investor and elected leaders of the Eselenkei (local Maasai) community. The objective of the meeting was to deliberate on how to use the available community resources to improve and provide alternative source of livelihood. The result was formation of Porini Ecotourism Conservancy, a non-profit making organization and Game Watchers Company, a profit-making organization. Prior to conversion into a Conservancy, the area in question had no obvious tourist attraction and the local community depended only on livestock rearing for a living (Magua, 2013).

Tourist Centres in Edo State

The Benin Empire authority and influence spreading to the coast of Benin republic, the Niger delta, the north west of Niger River and Onitsha in the east. Benin City now serving as the headquarters of Oredo Local Government Area and the capital of Edo state was the power-house, seat of government and the capital of the ancient Empire. It's also the origin and ancestral home of all the descendants of ancient Benin kingdom.

The Edo people pride themselves on their wealth of history and civilization. The arts of Benin Kingdom are global brand. Benin artefacts are among the most exquisite and coveted in world's history which represents the earliest civilization among black specifically Africans. The state has become a year-round tourist attraction. Here is a list of some fascinating places to visit:

1. The Oba of Benin Palace: The Oba of Benin's Palace is located in the heart of Benin City. It is one of the most popular sites in Edo State. The palace has been in existence since 900 AD. The current structure was built in 1914, and is actually one-tenth of the original palace which was destroyed by the British Forces. The palace has an array of local art and crafts, and historical pieces. No vacation in Benin City is complete without visiting the Oba of Benin palace.

2. Somorika Hills: Somorika is about five kilometers north east of Igarra and 165 kilometers from Benin City. The hills are a part of the rolling landscape of the Kukuruku Range. The beauty of the scenery is huge.

3. Ughoton: Ughoton is about 42kms from Benin City, historically very important to the Benins & Yoruba regarded by historians and researchers to be the "East" Oduduwa of Yoruba land migrated from.

4. The tombstone of Captain James Phillip: It is located at Uruokhokho. It marks the spot where Captain Phillip and his party were killed and buried the event that led to the British invasion of Benin Empire in 1897.

5. Igun-Eronmwon quarters: A lover of arts should visit the Igun-Eronmwon quarters popularly known as Igun Street (listed as a Cultural Heritage site by UNESCO). It is home to the brass/bronze casting industries in Benin City. One can feel free to admire, witness bronze casting from the various stages and purchase any piece of your choice.

6. The Local markets: Oba market. New Benin market, Agbado market, Osa market, Oliha market Ogiso market, Ikpoba hill market and Uselu market are all in Benin City. They are markets where one can interact with the locals and buy nice souvenirs.

7. Chief Ogiamen's House: Chief Ogiamen's house is located at No. 97, Sakponba Road in Benin City. It is a National Monument situated within the city walls and Moat (another historical monument). Built about 1130AD with great significance as the only building that predates the emergence of Obaship in Benin's political organization and the only building that survived the 1897 British expedition and siege. It was declared a National Monument on May 26th, 1959.

8. National Museum, Benin City: One can learn more about the city's history and culture by visiting its museum. This national museum is home to various antiques and bronze artwork originally from the ancient Benin Kingdom.

9. The Benin Moat: The Benin Moat also known as 'Iya' is the largest man-made earthwork in the world. Indeed, one of the wonders of the world that one should see. It predates the use of modern earth moving equipment or technology in these parts. The moat encircles the perimeter of the city and was constructed as a defensive barrier in times of war. Oba Oguola (about 1280-1295) dug the first and second moats to fortify the city from invaders.

10. Okomu National Park: This is located in Ovia South Local Government Area of Edo State. It's some 45 kilometres west of Benin City. The Park houses a rare species in the world today. That rare species is a white throated monkey. The Park is also

home to other animals which include; buffaloes, chimpanzees, elephants, porcupine, monkeys, antelopes, birds and several others.

11. Ososo tourist centre: Ososo tourist centre offers one a rare opportunity. That opportunity is having a spectacular view of two states in Nigeria. Ososo is a hilly and rocky town. It is located on the boundary between Edo and Kogi States. The centre has a rest house at the top of Ososo hill.

12. Igun Bronze Casters and Crafts Centre: This is the home of brass and bronze castings in Nigeria. It is so peculiar to Edo State. If one really wants to see the best of bronze and brass arts, then one should visit the Igun crafts centre. It is located at Igun Street. It has been listed as a Cultural Heritage site by UNESCO (Bulletin, 2016).

Tourism Policy and Governance

A clear policy, effectively implemented by governance structures that embrace a range of stakeholder interests, is essential for developing sustainable tourism. This is the central pillar to which all others relate. The success of tourism as a development tool depends on awareness of the contribution and potential of the sector, the identification of strategic priorities, the clarity and relevance of the actions proposed, and the level of commitment to their implementation. This equally requires that the governance structures and processes that support and manage tourism are sound and effective. A key to this is

the engagement of the private sector and other stakeholders alongside government both nationally and at a local level.

The importance of effective policy and governance has been confirmed by various studies. For example, a review of 35 Diagnostic Trade Integration Studies¹⁶ for LDCs concluded that a competitive tourism sector requires a coherent policy framework, efficient institutions, a proactive private sector and a national tourism development strategy that establishes cross-sectoral linkages (UNDP, 2011). Three sub-pillars are identified for assessment:

- The position of tourism in development policies and programmes: The level of recognition by government and international agencies of the importance of tourism for the sustainable development of the country, reflected in overarching development policies and programmes.
- Tourism policy and regulatory framework: The presence of well formed, agreed and implemented policies, strategies and plans that provide direction for the development and management of sustainable tourism, supported by necessary legislation and regulations.
- Tourism governance and institutional setup: The structures in place to oversee the development, management and coordination of tourism, implement policies and take

action, with a focus on multi-stakeholder collaboration including public private partnerships.

The position of tourism in development policies and programmes

Tourism is increasingly being recognised as a powerful sector capable of stimulating and driving economic and social development. In recent years many LDCs and other developing countries have focussed on the sector as a development tool (UNWTO, 2013). The ability of tourism to stimulate exports, provide accessible jobs and alleviate poverty, often in areas unsuited to the development of other sectors, has been referred to elsewhere in this study.

Recognition of the current and potential contribution and role of tourism in achieving a country's overall development goals is a first and essential step in strengthening policies and actions to support sustainable tourism development. This can be critical to unlocking support for the sector. One way in which such recognition can be given is through the treatment of tourism within studies, frameworks and initiatives that establish and support the country's development strategy. A further dimension of recognition concerns how tourism is treated within the government's own development policies. Ideally these should be closely related to the studies and frameworks that have been prepared and negotiated with external partners. In addition to development policies,

tourism should also be reflected in other relevant policies, such as those relating to trade, labour, business and the environment.

The Role of Government and other stakeholders in Tourism and its governance

Tourism is a complex sector requiring many players to be involved in delivering the wide range of facilities and services that combine to provide the overall visitor experience. There is a fundamental need for leadership in tourism but also for collaboration and partnership in the way it is developed and delivered. Good governance requires transparency and honesty, technical capacity and dedication, effectiveness and efficiency, democratic participation and a focus on ensuring the sustainability of resources. It also requires engagement of a wide range of stakeholders and effective communication of issues and actions to build awareness, interest and support.

Governments have a vital role to play in providing leadership and coordination. They are responsible for the provision of much of the infrastructure and resources on which the sector depends and for the necessary regulatory and support functions that are critical for its sustainable development. Tourism needs to have a clear position within government, with a minister and a civil service dedicated to its development. Many ministries within government have a strong bearing on the sustainability of tourism. These include high level ministries responsible for foreign affairs, security and the direction of

development and fiscal policy, ministries responsible for the planning and management of key resources, such as environment and transport, and those covering related sectors and functions such as culture and agriculture. Coordination and cooperation between them is vital and should be facilitated through appropriate structures and processes.

Tourism governance should not just be in the domain of government. Of equal importance is the position of the private sector. Tourism is primarily an economic activity with individual businesses responsible for most of the facilities and services, such as accommodation, tours and transport. The private sector should be centrally engaged in the planning, development and management of tourism. Increasingly, public-private collaboration or more formal partnerships (PPPs) (Commission of the European Community, 2004) are found in tourism governance structures and also in the delivery of various tourism functions and services. PPPs can help in generating funds for tourism development, pooling knowledge and experience, and ensuring that projects are implemented quickly and transparently.

A number of other types of stakeholders in tourism can also contribute effectively to its development and management and play a valuable part in governance structures. These include Non-Governmental Organizations (NGOs), research and educational institutions and other civil society bodies. NGOs have a highly important role to play in

tourism and especially in working to make it more sustainable. In particular, these include NGOs working in the related areas of sustainable livelihoods, community empowerment, gender issues, environmental conservation and cultural heritage. These may be international, national or local NGOs and they can engage in tourism both at a national and at a local level in developing countries. The important functions that they are well placed to deliver include: representing specific interests; providing technical knowledge and expertise; capacity building; and facilitating and coordinating activity between stakeholders.

Research, education and training bodies, including universities, training institutes and individual experts, can make a significant contribution to sustainable tourism development. Their activities can be broadly educational, strengthening awareness and understanding of the tourism sector, including issues relating to its impact and sustainability, or more specifically focused, delivering training and capacity building to improve knowledge and skills in specific technical subjects. Many developing countries have been going through a process of decentralisation of their overall governance. It is very important that effective governance structures for tourism are in place locally. It is at the local destination level that many services vital to tourism are delivered and where the positive and negative socio-economic and environmental impacts of tourism are most

apparent, requiring sound local planning and management. In many countries there is an increasing tendency for local tourism governance to be based on public-private or multi-stakeholder collaboration and partnerships, sometimes in the form of Destination Management Organisations (DMOs). The importance of involving local communities in the planning and development of tourism in their areas is also widely recognised.

At all levels of governance, it is important that those responsible for tourism development and management have sufficient knowledge and skills to perform their tasks, including in the development and implementation of strategies and actions to improve the sustainability of tourism and its contribution to sustainable development. This should include an understanding of the concept of sustainable tourism, including its different aims, available instruments to make the tourism sector more sustainable, and the roles and responsibilities of government, the private sector and civil society. Awareness and knowledge should include the economic, social, and environmental impacts of tourism and the opportunities to use tourism positively to support poverty reduction and the conservation of natural and cultural heritage (UNWTO, 2013).

Benefits of Sustainable Tourism

Sustainable tourism has grown over the years due to increased awareness on the need to integrated decision making and environmental management in today's

business decisions (Clayton & Bass, 2007). The tourism industry has not been left behind and has implemented various programs and initiatives in the tourism sector as an effort to integrated environmental management in decision making (Saarienen, 2006). As a consequence of sustainable tourism stakeholders within the industry have derived various positive benefits and negative effects. This section discusses the positive and negative effects of sustainable tourism as discussed and presented by various researchers.

Sustainable tourism is basically tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities (Lane, 2009). The benefits of sustainable tourism can be broken down into benefits to the tourist, benefits to the host communities, benefit to the government and benefits to the environment.

i. Benefits to Host Communities

Various benefits can be derived for various stakeholders in the tourism industry. However, the benefits accrued by communities as a result of sustainable tourism include: community economic development, growth of agriculture and reclamation of wasteland: positive contributions to the conservation of nature: introduction of social responsibility programs: introduction of innovative tour packages and infrastructure

development (Saarienen, 2006; May, 1991).

Community economic development; Tourism can be a significant, even essential part of the local economy. Because the environment is a basic component of the tourism industry's assets, tourism revenues are often used to measure the economic value of protected areas (May, 1991; Shapley, 2000). There are other local revenues that are not easily quantified, as not all tourist expenditures are formally registered in the macro-economic statistics (TMNRT, 2013). Money from tourism is earned through informal employment, such as street vendors and informal guides. The positive side of informal or unreported employment is that the money is returned to the local economy and has a great multiplier effect as it is spent over and over again. The World Travel and Tourism Council estimate that tourism generates an indirect contribution equal to 100% of direct tourism expenditures (Tanzania Ministry of Natural Resources and Tourism, 2013).

As an economic sector, tourism has much to contribute to countries or specific areas within both the industrialized and less developed world. Tourism is now marked as one of the most remarkable economic and social phenomena of the past century. According to the Pro-Poor Tourism Partnership (2004), tourism is a principle foreign exchange earner for 83% of developing countries. Hence, the challenge is to convert this economic contribution so that it feeds the developmental process and becomes an

effective developmental vehicle (Persha, Agrawal & Chhatre, 2011).

Infrastructure Development; Sustainable tourism can induce the local government advocating for stakeholders to improve the infrastructure by creating better water and sewage systems, roads, electricity, telephone and public transport networks (Gössling *et al.*, 2011; Weaver, 2011). All of this can improve the quality of life for residents as well as facilitate tourism. This has been evidenced by development in Infrastructure in countries such as United Arab Emirates, Australia, United Kingdom, India, China and many other countries (Daniela, 2004).

Sustainable tourism has also led to growth of agriculture and reclamation of wasteland. According to the World Travel and Tourism Council (2012), responsible tourism programmes established across the world have led to the improvement of agriculture and ensured that agricultural activities are encouraged. Further, Day and Cai (2012) noted that the reclamation of wastelands for agricultural and tourism purposes are major benefits of sustainable tourism.

Other benefits identified by researchers to communities as a result of sustainable tourism include promotion of innovation e.g., the establishment of wine tourism, business tourism, conference tourism, eco-tourism and the integration of environmental tourism with travel and tours facilities (Carlsen & Getz, 2001; Getz,

Carlsen & Morrison, 2004; Hjalager et al. 2008). Further, sustainable tourism has led to the establishment of innovative tour packages across the tourism sector (CIRET, 2012; Casagrandi & Rinaldi, 2002; Liu, 2003; Briassoulis, 2002; Rotich *et al.*, 2012). Finally, Rotich et al. (2012) noted that sustainable tourism may lead to introduction of social responsibility programs, increased income for the community, better co-existence between communities, peace, prosperity and sustainability of communities (Larson, Brun, Ogaard, & Selstad, 2011; Llorca-Vivero, 2008; Neumayer, 2004; Spillerman & Stecklov, 2009).

Benefits to the Government

The government stands to benefit a lot from successful sustainable tourism. According to the World Tourism Organization (2010), the governments enjoy benefits such as foreign exchange earnings, increase in government revenue, employment generation, infrastructure development stimulation and increased peace and coexistence between communities. Governments across the world have raked in billions of dollars or foreign exchange as a result of sustainable tourism. According to the WTO (2010) tourism expenditures, exports and imports within the sector generate the countries much needed foreign exchange. To underline the importance of tourism in countries, WTO (2010) estimates that over 38% of the total foreign exchange earnings in most countries is generated by tourism and tourism related products.

Further, Singh (2008) noted that tourism revenues across the world grew at a higher rate of 4.7% than GDP of all countries which grew at 3.5%. Furthermore, Singh (2008) noted that, “from international tourism have also grown steadily. In 2003, international tourism receipts totaled US\$523 billion, a 6.5 per cent increase over 2002. The WTO remains confident that international tourism will continue to grow, and projects that visitor arrivals will reach an estimated 1.0 billion by 2010 and 1.6 billion by 2020.” In countries such as Malaysia, sustainable tourism leads to huge foreign exchange gains estimated to be \$ 58 billion in the year 2011 (Prasad & Osmond, 2012). In 2005, tourism in England contributed 10% of GDP, with 23.4 million visitors spending £8.8 billion, and supporting approximately 300,000 jobs (South West Tourism, 2007). These are indicators of the huge foreign exchange earned by tourism and the expected foreign exchange earnings into the further.

Income generation: sustainable tourism is an important revenue generator for governments at the local, regional or even national level (WTO, 2011). Taxes paid by tourists, fees for entry into tourism sites, taxes paid by employees in the tourism industry, fines and other revenue generating charges, compose a critical proportion of revenues for local authorities, governments and communities (Weeden, 2011; WTO, 2011; Hall & Butler, 1995).

Other benefits of sustainable tourism to the government include: generation of employment opportunities. The WTO (2011) estimated that over 10% of the world employed people are within the tourism and support industries. Similarly, Hall and Butler (1995), Casagrandi and Rinaldi (2002), Sharpley (2009) noted that the tourism industry employs millions of people in different job cadres. In addition, increased employment opportunities imply that the government gains from increased revenue. Nonetheless, WTO (2011) postulates that this is not a sustainable benefit due to the seasonality of the tourism industry.

Finally, Spillerman and Stecklov (2009) noted that sustainable tourism has led to peace coexistence between communities due to the integration, education, training and availability of income generating opportunities. This is a major benefit to the government as it has the primary responsibility of ensuring peace coexistence between communities under its jurisdiction.

Benefits to Environment

Sustainable tourism has benefits to the environment. According to the WTO (2011) investments in sustainable tourism has led to increased financial contributions to the protection and conservation of nature including forests, lakes and other tourist attraction sites. Further sustainable tourism has led to increased revenue generation

for conservation of parks and environmental catchment areas through fines, fees and charges (Chaves, 2008).

Other benefits of sustainable tourism to the environment include: reclamation of waste lands for agricultural production (Neumayer, 2004). Further, Day and Cai (2012) and Prasad and Osmond (2012) argued that sustainable tourism has led to increase awareness of global links and relationships between environmental problems, issues and social responsibility. In essence, this implies that sustainable tourism has led to increased awareness and publicity on environmental issues, conservation and management (Williams, 2001; Bruwer, 2003).

Maskay (2000) and Harris and Goodwin (2001) noted that the basic principles of sustainable tourism ensure that the environment is protected and conserved at all times. Essentially, Maskay (2000) argued that the principles of sustainable tourism that make it beneficial to the environment include: sustainable use of available resources, minimum impacts on nature and society, maintenance of the ecosystem, use of holistic tourism strategies, enhancement of the local economy and increased participation of stakeholders in decision making through training, capacity building and education (Swarbrook, 1995).

Benefits to Tourists

Sustainable tourism has a host of benefits to tourists. Some of the benefits to tourists include: responsible tourism and ethical tourism. According to the Cape Town Declaration on Responsible Tourism in Destinations (CDRTD) (2008), responsible tourism is about making better places for people to live in and better places for people to visit (CDRTD, 2008). Responsible Tourism is a broad movement but at its heart is the commitment to respecting the places we visit as tourists and the importance of putting the interests of those communities and their environments, natural and cultural, first. Responsible Tourism is about taking responsibility individually and collectively for triple bottom line sustainability, economic, social and environmental.

Other benefits of sustainable tourism to tourist is the association of tourists and the places they visit to social responsibility programs, responsible tourism and tourism practices (Rotich et al. 2012). Other benefits associated with responsible tourism include use of environmentally friendly mode of transport, destination choice and improvement of governance (Chaves, 2008).

Finally, tourists get the benefit of engaging in ethical tourism. Ethical tourism has evolved as a term when one considers travelling to, or developing tourism in a destination where ethical issues are the key driver, e.g., social injustice, human rights, animal welfare or the environment. Ethical tourism is geared towards encouraging

both the consumer and industry to avoid participation in activities that contribute or support negative ethical issues (WTO, 2011).

Role of Government in Sustainable Tourism

The government has various roles to ensure sustainable tourism is implemented across the nation. These roles vary in type, skills and magnitude. Nonetheless, to enjoy the full benefits of sustainable tourism, the government must not renege on its roles.

Policy Development

The government has the primary role of developing the policy guiding and used in the implementation of sustainable development. This role is discharging through the formulation, development, enactment and implementation of various policies, rules and regulations guiding sustainable tourism. According to the WTO (2011) the role of the government in the tourism sector is to ensure the implementation of the articulated sector development policy strategies and plans of action, the stimulation and promotion of private investment activities. Further, the government must regulate, promote and facilitate sustainable tourism by being a service provider (Chaves, 2008; Hall, 2000; Lane, 1994; Ritchie & Crouch, 2003; Carlsen & Ali-Knight, 2004).

According to Schertow (2012), the government must put into place conducive

macroeconomic, social and political policies, providing competitive fiscal and non-fiscal incentives to promote the development of private entrepreneurship in the tourism industry, putting in place mechanisms to ensure adherence to environmental protection standards set up as

well as appropriate mechanisms for evaluating and approving feasibility studies and Environmental Impact Analysis (EIAs), seeing to the enforcement of the tourism act, providing and maintaining law and order and ensuring the safety and security of residents and visitors alike, providing information and guidance, facilitating and coordinating private investments in the sector with emphasis on promoting the participation of the indigenous population and host communities (TMNRT, 2013).

Guidance role

The Tourist Board is the guiding vehicle for tourism promotion and development in Tanzania, the boards specific roles include; Promotion of Tanzania's tourism potential abroad and within the country, conducting publicity campaigns such as advertising, public relations and roadshows with the objective of attracting more tourists, preparation of public destination brochures and other promotional literature, provision of tourist information centers within Tanzania and undertaking market research to establish up to date tourism database. (TTB, 2009)

According to Yellow Masai (2013) a local travel blog, Tanzania is switching to ancient methods of using embassies to promote tourism. A move that would herald a return to the command-and-control economy Tanzania once employed following independence, instead the government should consider; Investing in a better website and online presence across regions and destinations in today's world, the first-place people increasingly turn to in finding about a destination is Google. This is especially true for the younger generation who may never have visited a travel agent. The current Tanzania destination website can use much needed improvement in supporting more languages, Search Engine Optimization (SEO), going in depth on content and be updated more frequently and maintain a blog and invest in social media channels such as face book, YouTube and twitter. This is likely to open up employment opportunities for Tanzania's youth, launch a sustainable tourism campaign and regulate industry participants to practice this kind of tourism, promote cultural tourism and take a firm stance on conservation and host community welfare by introducing a levy on sustainability (Masai, 2010)

Planning Role

The local Authority is responsible for land-use planning, urban and rural development. Local governments have sole control over land use and allocation. They also provide and maintain tourism services sites and attractions such as camp sites,

recreational facilities, historic buildings, theatres, museums, sports facilities and public services, the local authority provide road signs in accordance with nationally established guidelines, Marketing and promoting local attractions and disseminating information in this regard, control public health and safety, license establishments in accordance with the national framework and most important facilitate participation of local communities in the tourism industry (Tanzania, 2009).

In the UK, at Lake District National Park it has been realized that increasing regulations at local and national level, for example on waste disposal, water quality and energy conservation, together with concerns about global warming, mean that tourism businesses and local authorities, including us, are looking for better ways to recycle and reuse resources. We want to increase awareness of the need to conserve resources and act in a more sustainable way. Initiatives like Tourism-Landscape Connect and the Responsible Tourism Scheme can assist businesses, from accommodation providers to restaurant owners, to assess and manage proactively their environmental performance and to consider the use of local products and services.

Government agendas for example on social inclusion, public participation and the new planning system or 'Local Development Framework' mean encouraging new audiences; young people, urban populations and minority groups including people

with disabilities, and finding new and better ways of actively involving people in decision-making. This means listening more carefully and engaging people more effectively. The authority is looking at innovative ways of doing this. There will be an opportunity for everyone to be involved in the review of Lake Districts' tourism development policies through the local development framework. A review of the events programme has considered ways in which we can reach a more diverse audience, in line with Government recommendations, and reduce barriers so that our events are accessible to as many people as possible (TMNRT, 2013).

NGOs in the Sustainable Tourism

Non-governmental organizations have grown in terms of their numbers and areas of involvement to the extent that they have immense influence on development, planning and policy making. Such organizations particularly environmental and community-based ones are expected to play a vital role in development at the grassroots level and the spread of sustainable tourism practices. Some of their roles include; contribution to the implementation of the articulated policy strategies and action plans for the tourism industry, participating in community-based tourist related projects especially awareness campaigns, providing educational and training services, carry out research with relation to tourism (GOT, 2009)

Much as an African country, Tanzania still heavily relies on aid from partner countries (28. 2% of the current national budget) and NGOs, it is critical that the government through local government and ministry takes front line initiative with regards to matters of sustainability and development. Therefore, there is a critical need for the current policies to be reviewed to accommodate sustainability (Magua, 2013). The Private sector also has a responsibility of developing the tourism industry as it bears major investments as well as the responsibility of satisfying the visitor. The private sector is critical in promoting indigenous people's involvement in the industry activities hence it should be regulated to share responsibility with the government in ensuring industry sustainability, profitability and efficiency (Tourism Policy Tanzania, 2009). According to Ayuso (2007), the private sector can contribute to sustainable tourism through self-regulation, corporate social responsibility, eco-certification and destination marketing.

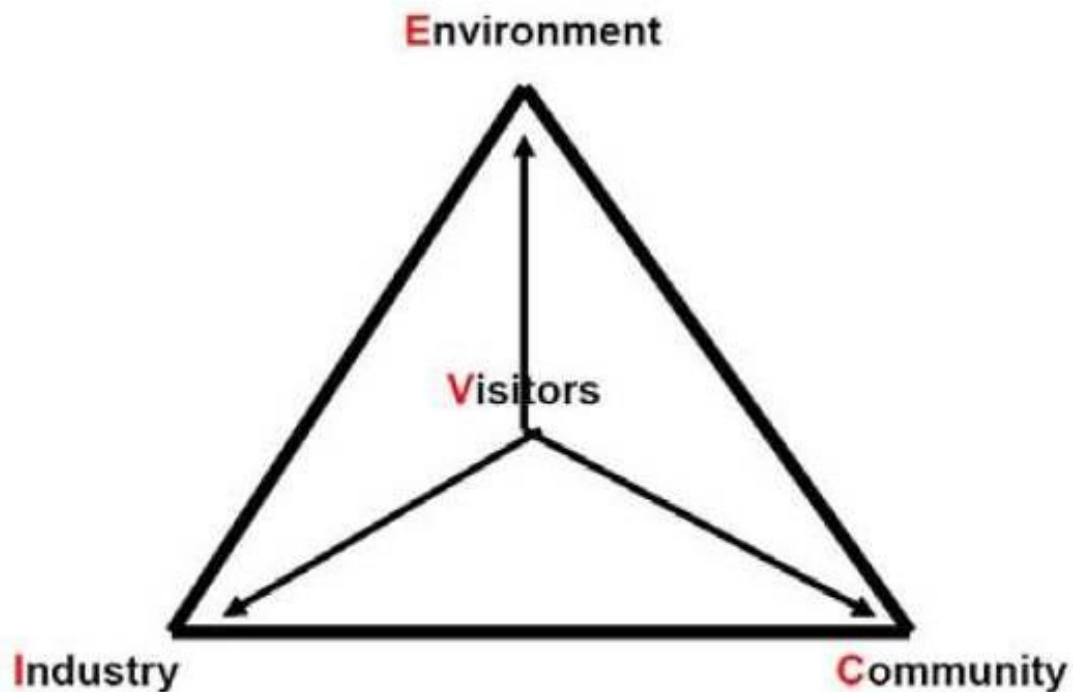
Ideal Sustainable Tourism Models

The emergence of the knowledge-based platform coincided with the explicit appearance in the literature of ST, which, in turn, was directly attributable to the popularization of the Sustainable Development concept in the late 1980's by the Brundtland Report Sustainable development and Sustainable Tourism are now a prominent feature of all major introductory studies as illustrated by Hall (1995),

Inskeep (1991), Rutledge (1998) and the subject of several specialized readings (Munt, 1998). Sustainable Tourism can only achieve this objective by also satisfying the demands of the tourism industry and tourists, a view that is broadly consistent with the contemporary conceptualization of tourism as a system of mutually interdependent components Hall (1995).

Butler (1993) reflects this broader interpretation in a widely cited quote that defines tourism in the context of Sustainable development as: “Tourism which is developed and maintained in an area in such a manner and at such a scale that it remains viable over an indefinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and wellbeing of other activities and processes.”

A study done in Australia by Sustainable Tourism Cooperative Research Centre (1997—2010) developed Sustainable Tourism Online. Tourism is regarded as one of the top five employers world-wide and plays a significant role in the economic and social development of many destinations and communities around the world. Destinations seeking to find a balance between their economic, social and environmental aspirations are engaged in ‘destination management’. The



internationally recognized VICE model recognizes that tourism in a destination is the interaction between; Visitors, the Industry that serves them, the Community that hosts

them; and their collective impact on, and response to the Environment where it all takes place

Source: New Zealand Ministry of Tourism et al, (2006)

Fig 1: VICE Model

The Sustainable Tourism Cooperative Research Centre (STCRC) has invested over \$260 million in research during the last 12 years to understand the factors that influence ‘success’ and the most effective way to achieve sustainable tourism development through destination management. Destination managers and tourism planners have recognized the need for a more holistic approach to destination planning, development and marketing. Over the last decade tourism stakeholders at the destination level have gradually shifted focus from the traditional marketing and promotional functions to the more coordinated strategic approach of destination management. The term ‘destination management’ and other tourism specific terminology are often defined differently.

Sustainable Tourism (online platform) provides information and resources to assist the sector in taking a destination management approach to tourism. Drawing on the extensive research of the STCRC and other international partners, this section on Sustainable Destinations and Communities is presented in three phases or

modules of destination management, accompanied by practical tools and case studies. The three phases are; Destination Planning, Destination Implementation and Destination Performance. Effective destination management looks at the strategic direction for future development, marketing and management of tourism where decisionmaking is based on an assessment of the best available knowledge. In short, effective destination planning should: Be collaborative process that ensures the engagement, participation and commitment of all relevant stakeholders; Be a coordinated approach that is managed based on clearly defined processes and frameworks; Be based on an understanding of existing internal and external operating environments of the destination; Be based on a sound understanding of tourism supply and demand forecasts for the destination; Consider all relevant information including market research, stakeholder values, the planning environment and available resources and assets; Develop a clear and agreed strategic direction for the destination including a marketing plan (Sustainable Tourism Australia, 2010).

In practice sustainable tourism is hardly implemented as it is discussed in theory. According to Daniela (2004) sustainable tourism in practice should entail guaranteeing the congruence of the needs of alternative tourism and the local communities through a series of practical, applicative and implemented programs and measures. She advocates for the use of established protected areas, management of

visit and visitors into parks, undertaking environmental impact assessments, ensuring local community involvement, establishment of codes of ethics, laws, rules, authorizations and licencing tourist activities (Daniela, 2004).

Effects of Sustainable Tourism on Stakeholders

This study found that there are benefits of sustainable tourism to the environment, community, the government and the tourists. According to the study the environment, government and the community are the major beneficiaries of sustainable tourism as opposed to tourists. Lane (2009) had similar findings when he noted that the major benefits of sustainable tourism can be broken down into benefits to the tourist, benefits to the host communities, benefit to the government and benefits to the environment. Nevertheless, contrary to the findings of Lane (2009) this study did not identify tourists as major stakeholders within the sustainable tourism.

This study found that the community benefited from sustainable tourism in a number of ways. According to the study, the community benefited through enhanced environmental management and conservation, generation and access to employment opportunities, increased incomes for the community, introduction of social responsibility programs in the community, peaceful co- existence and peace in the community and finally economic growth in the area. May (1991), Shapley (2000) and the Tanzania Ministry of Natural Resources and Tourism (2013) found that the major

benefits of sustainable tourism to the community were community economic development, social growth and social responsibility. On the other hand, Persha, Agrawal & Chhatre (2011) noted that sustainable tourism led to infrastructural development and reclamation of agricultural and waste land (Daniela, 2004).

Other benefits identified by researchers to communities as a result of sustainable tourism include promotion of innovation e.g., the establishment of wine tourism, business tourism, conference tourism, eco-tourism and the integration of environmental tourism with travel and tours facilities (Carlsen & Getz, 2001; Getz, Carlsen & Morrison, 2004; Hjalager et al. 2008). This has not been identified in this study. Their absence in the study could be due to a lack of knowledge in the part of the respondents especially the community who provided the bulk of the respondents. In addition, there could be chances that no infrastructural growth or innovative products have been developed as a result of sustainable tourism.

The government accrued benefits from sustainable tourism through benefits such as increased revenues and incomes for the local as well as national government, foreign exchange gains, increase in employment opportunities to the citizens and population, enhanced peace and cohesion in the society, environmental management

and conservation. In essence the government enjoyed the benefits of macro-economic variables (employment generation, incomes and foreign exchange gains), social variables (peace, cohesion and security) and environmental goals such as environmental conservation. The World Tourism Organization (2010) noted that the major benefits that the government accrues from sustainable tourism are foreign exchange earnings, increase in government revenue, employment generation, infrastructure development stimulation and increased peace and coexistence between communities (South West Tourism, 2007; Weeden, 2011; WTO, 2011; Hall & Butler, 1995; Sharpley, 2009).

These are similar to the benefits identified in this study.

There was increased environmental management as a result of sustainable tourism. Further, this study found that there was increased publicity and awareness on environmental issues, increased financing for environmental projects, increased revenues for environmental protection. Chaves (2008), Maskay (2000), Harris and Goodwin (2001) Day and Cai (2012) and Prasad and Osmond (2012) had similar findings in their studies. They noted that the benefits of sustainable tourism to the environment were financial contributions to the protection and conservation of nature including forests, lakes and other tourist attraction sites, increased awareness and

publicity on environmental issues, conservation and management, increased revenue generation for conservation of parks and environmental catchment areas through fines, fees and charges.

Nevertheless, Day and Cai (2012), Prasad and Osmond (2012) and Harris and Goodwin (2001) identified other benefits of sustainable tourism which were not identified in this study e.g., sustainable tourism has led to increase awareness of global links and relationships between environmental problems, issues and social responsibility. Tourists accessed environmentally friendly products and services as a result of sustainable tourism. Further, the tourists were associated with social responsibility programs and initiatives as well as accessed innovative and diversified product portfolios. Rotich et al. (2012) had similar benefits which included association of tourists and the places they visit to social responsibility programs, responsible tourism and tourism practices, use of environmentally friendly mode of transport, destination choice and improvement of governance (Chaves, 2008). This study did not identify improved governance as it was not included as a variable in the study.

Best Practices for Sustainable Tourism

Most stakeholders in the sustainable tourism framework of Tanzania did not

effectively play their roles in ensuring sustainable tourism. As a consequence, all the principles of sustainable tourism were not implemented while various factors derailed the actualization of sustainable tourism. According to this study, the major principles of sustainable tourism were: community participation, economic empowerment, sharing of benefits flowing from sustainable tourism, should not negatively impact the environment, should enhance ecological sustainability and protection, should promote the conservation of the culture of the community and should not lead to commercialization of the culture of the community.

Daniela (2004) concluded that the basic principles of sustainable tourism as a form of alternative tourism are those that ensure protection of the environment, community participation and empowerment, sharing of benefits, development and growth in the local economy. Other scholars with similar findings to those of this study were: Daniella (2004), Tourism Concern (1992), Radcliff (2006), Baker (2006) and Page and Dowling (2002) who concluded that sustainable tourism must be based on: reducing the impact of tourism activities on the environment, essentially achieving ecological sustainability and environmental conservation. Furthermore, Ryan (2009) noted that sustainable tourism must minimize the negative impact of tourism on the local community, reduce its impact on the culture, traditions and customs of the local community, maximizing the economic benefits of the local

population enhancing education, preparation and information to the community and enhancing local control in the tourism circuit. These are the major principles identified in this study.

The major factors were critical for the success of sustainable tourism in Tanzania were: stakeholder's collaboration, adoption of sustainable and environmentally friendly practices, creation of industry awareness and industry leadership. Similar to the findings of this study, Rayn (2009) recommends that, it is important to foster a collaborative and integrated approach amongst stakeholders at all levels to adopt sustainable practices and foster dialogue on key sustainable tourism issues. Raise industry awareness of the implications of climate change and measures to respond to this issue. Further, Radcliff (2006) noted that sustainable tourism must encourage industry leaders to set an example through improving its own environmental and social performance and influencing those of its key suppliers and external funding recipients.

Contrary to the findings of this study, Magua (2013) advocated for the use of incentives for the accelerated adoption of sustainable practices such as preferential marketing treatment. Provide practical assistance, guidance and tools to tourism operators to help them reduce their environmental and social impact, while

benefiting local communities. Reward and recognize excellent sustainable practice in the industry, such as the State Tourism Awards (Magua, 2013). These factors were not identified in this study despite their inclusion as variables in the data collection instruments. The exclusion from the study could be due to their absences in the Tanzania framework while the study by Magua (2013) was focused on the Kenyan Sustainable tourism landscape where incentives and reward structures were present.

CHAPTER THREE

METHODOLOGY

This chapter presents the method and procedure that was applied in this research which is shown under the following sub-headings:

- Research Design
- Population of the Study
- Sample and Sampling Technique
- Research Instrument
- Validity of the Research Instrument
- Reliability of the Research Instrument
- Method of Data Collection
- Method of Data Analysis

Research Design

The descriptive survey research design was used in carrying out this study. According to Ogunbiyi (2012), the descriptive research is concerned about development of theories of prediction and also the development of valid explanatory data that can serve as basis for further research work. Survey research design typically employs

questionnaire to determine the opinions, attitudes, preferences, and perceptions of persons of interest to the researcher.

Population of the Study

The population for this study consisted of 100 staffs of the Ministry of Arts, Culture and Tourism comprising departments as Policy Department, Partnership Department, Regulation and Standard Department, Planning and Research Department, Human Resources and Admin (Finance and Account, Procurement), Edo Art Council Department. (Ministry of Arts, Culture and Tourism, Secretariat Complex, Egor Local Government Area, 2023).

Sample and Sampling Technique

The sample size was 100 staffs of the Ministry of Arts, Culture and Tourism which comprise the entire population, thus, making a census population.

Research Instrument

A self-developed, structured and validated questionnaire was used to generate the desired information regarding the need for effective policies as a panacea for sustainable hospitality and tourism industry in Edo State. The questionnaire was divided into two sections. Section A was for the collection of information on the bio- data of respondents, while Section B was having statements formulated from the variables of the study under

the modified Likert scale response options; Strongly Agreed (SA), Agreed (A), Disagreed (D) and Strongly Disagreed (SD).

Validity of Research Instrument

The questionnaire was submitted to the project supervisor and two other experts in the Department of Human Kinetics and Sports Science, for vetting, correction and approval before distributing it to the respondents to ensure its content and construct validity.

Reliability of Research Instrument

Reliability of the instrument was carried out through administration of the test instrument to respondents once, and thereafter, Cronbach alpha statistics was used to analyse the data. This statistical tool/procedure is to ensure for instrument's internal consistency.

Method of Data Collection

The questionnaire was distributed to the respondents and retrieved on the spot to avoid loss, thereby ensuring a hundred percent retrieval rate.

Method of Data Analysis

Data was analysed using frequencies for the respondents' bio-data and research question 1, and mean and standard deviation was used in analyzing research questions 2 to 5. The

criterion mean of 2.50 indicated that mean values below this benchmark was “disagree”, while mean values equal to or above the criterion mean was regarded as “agree”. The criterion mean was arrived at by taking the average of the modified Likert scale options, thus, Strongly Agree (SA) =4, Agree (A) =3, Disagree (D) =2, and Strongly Disagree (SD) =1; $4+3+2+1=\frac{10}{4}=2.50$.

CHAPTER FOUR

PRESENTATION OF RESULTS AND DISCUSSION OF FINDINGS

This chapter is concerned with the presentation of results and discussion of findings.

Presentation of Results

Research Question 1: What is the level of recognition given to tourism in development policies?

Table 1: Percentage distribution of responses on level of recognition of tourism

Level of Tourism recognition	Frequency	Percentage
High	33	33.0
Low	28	28.0
Moderate	39	39.0
Total	100	100.0

The data in table 1 showed that 33% of the tourism ministry staff indicated a high level of tourism recognition in development policies, 28% affirmed a low level of tourism recognition in development policies, while 39% staff indicated a moderate level of

tourism recognition in development policies. Thus, majority of the tourism staff indicated that there was moderate level of tourism recognition in development policies.

Research Question 2: What are the benefits of sustainable tourism on stakeholders?

Table 2: Mean and Standard deviation of responses on benefits of sustainable tourism

S/N	Items	Mean	SD	Decision
1.	Tourism supports the economic sector of Edo state	3.31	0.526	Agree
2.	Tourism accounts for a good percentage of a nation's exports in services	3.09	0.668	Agree
3.	Tourism is valuable and is an agent for development of localities	3.65	0.520	Agree
4.	Tourism serve a source of employment generation for the people of the state	3.65	0.642	Agree
5.	Tourism has the potential for alleviating poverty with respect to the state economy	2.86	1.054	Agree
6.	The government enjoys foreign exchange earnings which increases its revenue	3.22	0.440	Agree
7.	Tourism engenders infrastructure development stimulation	3.37	0.485	Agree

The data in table 2 showed the mean values range from 2.86 to 3.65, while standard deviation values range from 0.440 to 1.054. With a criterion mean of 2.50, the

mean values show that the respondents agreed to all items regarding the benefits of sustainable tourism on stakeholders. The low values of the standard deviation show that their responses do not deviate far from one another.

Research Question 3: What is the role of government in sustainable tourism in Edo State?

Table 3: Mean and Standard deviation of government role in sustainable tourism.

S/N	Items	Mean	SD	Decision
8.	Government are to develop workable mechanisms for public and private sectors to work together in sustaining tourism development	3.34	0.536	Agree
9.	Government should address funding of tourism programme and projects nationwide	3.30	0.542	Agree
10.	Government should formulate policies that will help protect and regulate the tourism industry, products and services in the community	3.04	0.852	Agree

The data in table 3 showed the mean values range from 3.04 to 3.34 while the standard deviation values range from 0.536 to 0.852. With a criterion mean of 2.50, the mean values show that the respondents agreed to all three items regarding government’s role in tourism sustenance in the state. The low values of the standard deviation show that their responses do not deviate far from one another.

Research Question 4: What is the role of other stakeholders in sustainable tourism?

Table 4: Mean and Standard deviation statistics on stakeholder's role in tourism sustenance.

S/N	Items	Mean	SD	Decision
11.	Stakeholders in the tourism sector should devise strategies to address poor planning and funding of tourism projects	2.59	1.181	Agree
12.	Tourism stakeholders in collaboration with the government should ensure tourism policies are efficient enough to provide the needed manpower as far as tourism development are concerned	3.42	0.496	Agree
13.	Adequate security services should be available at tourism sites	3.03	0.881	Agree
14.	There should be the provision of social infrastructure and amenities by stakeholders in line with tourism policies and development	2.74	0.760	Agree

The data in table 4 showed the mean values range from 2.59 to 3.42 while the standard deviation values range from 0.496 to 1.181. With a criterion mean of 2.50, the mean values show that the respondents agreed to all four items regarding stakeholder's role in tourism sustenance in the state. The low values of the standard deviation show that their responses do not deviate far from one another.

Research Question 5: What are the issues affecting implementation of sustainable tourism policies

Table 5: Mean and Standard deviation statistics on issues affecting sustainable tourism policies implementation

S/N	Items	Mean	SD	Decision
15.	Paucity of funds may stall the implementation of sustainable tourism policies	2.71	0.977	Agree
16.	Effective implementation of sustainable tourism policies may be hampered by political instability	2.86	1.054	Agree
17.	Poor attitude of successive government towards tourism development can adversely affect its policy implementation	3.22	0.440	Agree
18.	Absence of proper monitoring and evaluation of tourism programmes and projects may give no room for improvement in the tourism industry	3.37	0.485	Agree
19.	Shortage of qualified tourism personnel could affect the sector in areas of policy making, planning, implementation, funding and evaluation	3.30	0.541	Agree
20.	Insecurity can cripple the tourism industry as tourists would be unenthusiastic to visit insecure tourism destinations	3.04	0.852	Agree
21.	Lack of continuity by successive government does hamper the sustainability of tourism policy and development	2.59	1.181	Agree

The data in table 5 showed the mean values range from 2.59 to 3.37, while the standard deviation values range from 0.440 to 1.181. With a criterion mean of 2.50, the

mean values show that the respondents agreed to all seven items regarding the issues affecting sustainable tourism policies implementation. The low values of the standard deviation show that their responses do not deviate far from one another.

Discussion of Findings

The finding of research question 1 revealed that majority of the tourism staff indicated that there was moderate level of tourism recognition in development policies. This finding follows the documentation of Magua (2013) who asserted that sustainable tourism should maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them; all of which can be made possible with formulation of tourism policies. And with effective tourism development policies, the level of its recognition is raised/enhanced.

The findings of research question 2 showed that several benefits of sustainable tourism on stakeholders abound, and they include: supporting economic growth, accounts for nations export in services, serves as an agent for development of localities, source of employment generation, poverty alleviation, source of foreign exchange earnings enhancing revenue generation for government, and stimulates infrastructural development. This follows the documentation of The World Tourism

Organization (2010) who noted that the major benefits that the government accrues from sustainable tourism are foreign exchange earnings, increase in government revenue, employment generation, infrastructure development stimulation and increased peace and coexistence between communities (South West Tourism, 2007; Weeden, 2011; WTO, 2011; Hall & Butler, 1995; Sharpley, 2009). Chaves (2008), Maskay (2000), Harris and Goodwin (2001) Day and Cai (2012) and Prasad and Osmond(2012) had similar findings in their studies. They noted that the benefits of sustainable tourism to the environment were financial contributions to the protection and conservation of nature including forests, lakes and other tourist attraction sites, increased awareness and publicity on environmental issues, conservation and management, increased revenue generation for conservation of parks and environmental catchment areas through fines, fees and charges. Additionally, Day and Cai (2012), Prasad and Osmond (2012) and Harris and Goodwin (2001) identified other benefits of sustainable tourism which were not identified in this study e.g. sustainable tourism has led to increase awareness of global links and relationships between environmental problems, issues and social responsibility.

The finding of research question 3 revealed that the government have a role to play in tourism sustenance in the state, amongst which include: to develop workable mechanisms for public and private sectors to work together in sustaining tourism

development; addressing funding of tourism programme and projects nationwide; formulating policies that will help protect and regulate the tourism industry, products and services in the community. This aligns with the finding of WTO (2011) who posited that the role of the government in the tourism sector is to ensure the implementation of the articulated sector development policy strategies and plans of action, the stimulation and promotion of private investment activities. Additionally, Chaves (2008); Hall (2000); Lane (1994); Ritchie and Crouch (2003); Carlsen and Ali-Knight (2004) emphasized that the government must regulate, promote and facilitate sustainable tourism by being a service provider. Based on this, the government has the primary role of developing the policy guiding and used in the implementation of sustainable development. This role is discharging through the formulation, development, enactment and implementation of various policies, rules and regulations guiding sustainable tourism.

The findings of research question 4 showed that stakeholders have a role to play in sustainable tourism, amongst which include: devising strategies to address poor planning and funding of tourism projects; collaborating with the government in ensuring tourism policies are efficient enough to provide the needed manpower as far as tourism development are concerned; providing adequate security services at tourism sites; and providing of social infrastructure and amenities in line with tourism

policies and development. In agreement to this finding is the assertion of the Commission of the European Community (2004) who emphasized that the private sector should be centrally engaged in the planning, development and management of tourism. They stated that the public-private collaboration or more formal partnerships (PPPs) found in tourism governance structures and also in the delivery of various tourism functions and services. PPPs can help in generating funds for tourism development, pooling knowledge and experience, and ensuring that projects are implemented quickly and transparently.

The finding of research question 5 revealed that there are issues affecting the implementation of sustainable tourism policies, such as: paucity of funds; political instability; poor attitude of successive government towards tourism development; absence of proper monitoring and evaluation of tourism programmes and projects; shortage of qualified tourism personnel; insecurity; and lack of continuity by successive government. This finding corresponds with that of Nigeria Tourism Master Plan (2008) who identified some core issues affecting the national tourism policy and its implementations to include: issues of poor planning and stakeholders (Andriotis, 2001); issues of implementation (Agbebi, 2014); inadequate financial resources (Agbebi, 2014); issues of monitoring and evaluation; issues of shortage of qualified tourism personnel (Akingbogun, 2013); issues of security (Bassey et al. 2016); issues

of weak sanction or penalty; issues of provision of infrastructure and amenities (Bassey et al. 2016); and issues of socio-cultural factors.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter encapsulates the summary, conclusion as well as the necessary recommendations.

Summary

This study evaluated the need for effective policies as a panacea for sustainable hospitality and tourism industry in Edo State. It sought to determine the level of recognition of tourism development policies; benefits accruable from sustainable tourism on stakeholders; the role of government in sustainable tourism; role of other stakeholders in sustainable tourism, and the issues affecting implementation of sustainable tourism policies. To guide the study, five (5) research questions were raised.

The study adopted a descriptive survey research design. The population of the study was made up of 100 staffs of the Ministry of Arts, Culture and Tourism comprising departments as Policy Department, Partnership Department, Regulation and Standard Department, Planning and Research Department, Human Resources and Admin (Finance and Account, Procurement), Edo Art Council Department. A sample size of 100 staffs of the Ministry of Arts, Culture and Tourism comprises the entire population, thus, making

a census population. The instrument for the study was a self-constructed questionnaire. The statistical analysis was carried out using percentage, and mean and standard deviation.

The findings of this research based on the research questions raised showed the following:

- majority of the tourism staff indicated that there was moderate level of tourism recognition in development policies.
- there are several benefits of sustainable tourism on stakeholders
- the government have a role to play in tourism sustenance in the state.
- that stakeholders have a role to play in sustainable tourism
- there are issues affecting the implementation of sustainable tourism policies.

Conclusion

Based on the findings, it was concluded that measures should be taken to raise the recognition and public awareness of tourism in line with sound sustainable development policies. Government and other stakeholders should play their expected roles in sustaining tourism so that its inherent benefits can be felt by all and its negative effects on implementation eradicated.

Recommendations

Based on the findings of the study, the following recommendations were put forth:

1. Sufficient funds should be provided by the government to help in enhancing the implementation of sustainable tourism policies.
2. Government should formulate workable policies that could see to the effective collaboration of public private sector partnership and the implementation of sustainable tourism development.
3. Issues of political instability, insecurity, dearth of tourism personnel, among others should be addressed by government so as to entrench national tourism development.
4. Tourism stakeholders should play their roles of planning, funding, manpower, security service and infrastructure provision in tandem with tourism policies so as to entrench its development.
5. Modalities should be put in place by government and organized private sector/tourism stakeholders to enable the realization of the benefits of tourism such as vibrant economy, goods exportation, employment generation, poverty alleviation, foreign exchange earnings and revenue generation.

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APPENDICES

APPENDIX I

QUESTIONNAIRE ON EVALUATING THE NEED FOR EFFECTIVE POLICIES AS A PANACEA FOR SUSTAINABLE HOSPITALITY AND TOURISM INDUSTRY

This questionnaire which is titled “Evaluating The Need For Effective Policies As A Panacea For Sustainable Hospitality And Tourism Industry Questionnaire (ENEPPSHTIQ)” is designed with a view to fulfill the requirements of a Bachelor of Science (Education) (B.Sc.(Ed.)) programme in Human Kinetics and Sports Science. You are required to fill this questionnaire to give relevant information on the aforementioned topic.

Please, kindly be objective in responding to the various questions by writing out or ticking (✓) in the appropriate space/box corresponding to your opinion where necessary. Be rest assured that all information provided in this questionnaire shall be used strictly for academic purpose and shall be treated with utmost confidentiality.

Thanks

OSAHON Mary

SECTION A: BIO DATA

Gender: Male () Female ()

Age range: 22years – 30 years (), 31 years – 35 years (), 36 years – 40 years (),
41 years and above ()

Departments: Policy Department () Partnership Department() Regulation and Standard Department() Planning and Research Department() Human Resources

and Admin (Finance and Account, Procurement)()Edo Art Council
Department()

KEYS: SA – Strongly Agree

A – Agree

D – Disagree

SD – Strongly Disagree

S/N	Level of recognition given to tourism	SA	A	D	SD
1.	Not much is known about the potentials of tourism				
2.	Tourism is well recognized among people				
3.	There is no enough awareness nor publicity of tourists centers				
	Benefits of tourism on stakeholders				
4.	Tourism supports the economic sector of Edo state				
5.	Tourism accounts for a good percentage of a nation’s exports in services				
6.	Tourism is valuable and is an agent for development of localities				
7.	Tourism serve a source of employment generation for the people of the state				
8.	Tourism has the potential for alleviating poverty with respect to the state economy				
9.	The government enjoys foreign exchange earnings which increases its revenue				
10.	Tourism engenders infrastructure development stimulation				
	Role of government in sustainable tourism				
11.	Government are to develop workable mechanisms for public and private sectors to work together in sustaining tourism development				
12.	Government should address funding of tourism programme and projects nationwide				
13.	Government should formulate policies that will help protect and regulate the tourism industry, products and services in the community				
	Role of other stakeholders in sustainable tourism				
14.	Stakeholders in the tourism sector should devise strategies to address poor planning and funding of tourism projects				
15.	Tourism stakeholders in collaboration with the government should				

	ensure tourism policies are efficient enough to provide the needed manpower as far as tourism development are concerned				
16.	Adequate security services should be available at tourism sites				
17.	There should be the provision of social infrastructure and amenities by stakeholders in line with tourism policies and development				
	Issues affecting implementation of sustainable tourism policies				
18.	Paucity of funds may stall the implementation of sustainable tourism policies				
19.	Effective implementation of sustainable tourism policies may be hampered by political instability				
20.	Poor attitude of successive government towards tourism development can adversely affect its policy implementation				
21.	Absence of proper monitoring and evaluation of tourism programmes and projects may give no room for improvement in the tourism industry				
22.	Shortage of qualified tourism personnel could affect the sector in areas of policy making, planning, implementation, funding and evaluation				
23.	Insecurity can cripple the tourism industry as tourists would be unenthusiastic to visit insecure tourism destinations				
24.	Lack of continuity by successive government does hamper the sustainability of tourism policy and development				

APPENDIX II

RESULTS OF DATA ANALYSIS

GET

FILE='C:\Users\user\Documents\Ikede Analysis.sav'.

DATASET NAME DataSet1 WINDOW=FRONT.

GET

FILE='C:\Users\user\Documents\Best analysis.sav'.

DATASET NAME DataSet2 WINDOW=FRONT.

COMPUTE level_of_recognition=Item1 + Item2 + Item3.

EXECUTE.

DATASET ACTIVATE DataSet2.

DATASET CLOSE DataSet1.

FREQUENCIES VARIABLES=level_of_recognition
/ORDER=ANALYSIS.

Frequencies

Statistics

level of recognition

N	Valid	100
	Missing	0

level of recognition

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High	33	33.0	33.0	33.0
	Low	28	28.0	28.0	61.0
	Moderate	39	39.0	39.0	100.0
Total		100	100.0	100.0	

DESCRIPTIVES VARIABLES=Item4 Item5 Item6 Item7 Item8 Item9 Item10
 /STATISTICS=MEAN STDDEV MIN MAX.

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Item4	100	2.00	4.00	3.3100	.52599
Item5	100	1.00	4.00	3.0900	.66810
Item6	100	2.00	4.00	3.6500	.51981
Item7	100	1.00	4.00	3.6500	.64157
Item8	100	1.00	4.00	2.8600	1.05428
Item9	100	2.00	4.00	3.2200	.43993
Item10	100	3.00	4.00	3.3700	.48524
Valid N (listwise)	100				

DESCRIPTIVES VARIABLES=Item11 Item12 Item13
 /STATISTICS=MEAN STDDEV MIN MAX.

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Item11	100	2.00	4.00	3.3400	.53598
Item12	100	2.00	4.00	3.3000	.54123
Item13	100	1.00	4.00	3.0400	.85185
Valid N (listwise)	100				

DESCRIPTIVES VARIABLES=Item14 Item15 Item16 Item17
 /STATISTICS=MEAN STDDEV MIN MAX.

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Item14	100	1.00	4.00	2.5900	1.18146
Item15	100	3.00	4.00	3.4200	.49604
Item16	100	1.00	4.00	3.0300	.88140
Item17	100	1.00	4.00	2.7400	.76038
Valid N (listwise)	100				

DESCRIPTIVES VARIABLES=Item18 Item19 Item20 Item21 Item22 Item23 Item24
/STATISTICS=MEAN STDDEV MIN MAX.

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Item18	100	1.00	4.00	2.7100	.97747
Item19	100	1.00	4.00	2.8600	1.05428
Item20	100	2.00	4.00	3.2200	.43993
Item21	100	3.00	4.00	3.3700	.48524
Item22	100	2.00	4.00	3.3000	.54123
Item23	100	1.00	4.00	3.0400	.85185
Item24	100	1.00	4.00	2.5900	1.18146
Valid N (listwise)	100				

APPENDIX III

RELIABILITY STATISTICS RESULT

```
GET
  FILE='C:\Users\user\Documents\Osahon Mary analysis.sav'.
DATASET NAME DataSet1 WINDOW=FRONT.
NEW FILE.
DATASET NAME DataSet2 WINDOW=FRONT.
RELIABILITY
  /VARIABLES=Item1 Item2 iTEM3 iTEM4 iTEM5 iTEM6 iTEM7 iTEM8 iTEM9
iTEM10 iTEM11 iTEM12 iTEM13 iTEM14 iTEM15 iTEM16 iTEM17 iTEM18 iTEM19
iTEM20 iTEM21 iTEM22 iTEM23 iTEM24
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE CORR
  /SUMMARY=TOTAL.
```

Reliability

[DataSet2]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded ^a	0	.0
	Total	20	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.893	.901	24