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## DOMESTIC TOURISM AND ECONOMIC DEVELOPMENT IN PLATEAU STATE, NIGERIA

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### ABSTRACT

Domestic tourism plays a vital role in the economic development nations. This study explored the relationship between domestic tourism and economic development in Plateau State. Data was collected through surveys conducted among domestic tourists visiting Plateau State, and key stakeholders in the tourism industry. The collected data were analyzed using descriptive statistics and thematic analysis techniques. The findings of the study indicate that domestic tourism has significant positive impact on economic development of Plateau State. The tourism sector contributes to employment generation, income redistribution, and growth of small and medium-sized enterprises. Additionally, domestic tourism stimulates local economies by generating revenue through accommodation, transportation, food, and other tourism-related services. The study concludes that domestic tourism has the potential to significantly contribute to economic development of Plateau State. To harness this potential, it is crucial to address the identified challenges and implement appropriate strategies to promote and develop domestic tourism in the region. By doing so, Plateau State can diversify its economy, create employment opportunities, and improve the standard of living for its residents while preserving its cultural and natural heritage.

**Keywords:** Domestic, tourism, economic, development, Plateau State, Nigeria

### INTRODUCTION

The first recorded instance of tourism was in the 17th century, when a privileged section of the mediaeval populace developed a taste for leisurely trips. It is from their writings that the term “tourism” was coined. In the 19th century, there were journeys originating from opulent lifestyles and the pursuit of entertainment, adventure, and relaxation in the classical world of Western Europe and even earlier in Egypt, Africa (Ueli, 2018). With the aid of globalization, which made travel simpler for individuals in general and the middle class in particular, the desire for leisure activities had grown by the 21st century.

The first tourism in Nigeria began in the 1950s when businessmen entered the port of Lagos and discovered favourable weather conditions and other attractions that later encouraged more regular visits (Nigerian Finder, 2019). However, with the establishment of the Nigerian Tourist Association (NTA) in 1962 to oversee the industry, tourism became more organized.

However, because to the lack of regulatory authority, this association was unable to endure the test of time. As a result, the then-Supreme Military Council replaced it in 1976 with the Nigeria Tourism Board (NTB), which became the nation's first regulatory body. By virtue of the terms of Decree 81 of 1992, this

organisation was once more renamed the Nigeria Tourist Development Corporation and placed under the control of the Ministry of Culture and Tourism (NTDC, 2019).

Tourism has developed over time to become both the largest industry in the world and one of its fastest expanding economic sectors. According to the World Travel and Tourism Council (WTTC), travel and tourism in 2013 contributed a staggering US\$7 trillion or 9.5% of global GDP. This means that tourism not only outgrew the overall economy, but was also growing faster than other sectors like financial and business services, agriculture, transport, and manufacturing. Additionally, because this industry uses a lot of human services, tourism alone generated almost 266 million jobs in 2013, or 8.9 per cent of all jobs worldwide. One out of every eleven new employment produced worldwide is in the tourism industry (Eneji et al., 2019).

Top tourism destinations in Nigeria include Ogun State (Olumo Rock), Bauchi State (Yankari Games Reserve), Lagos State (Beaches, Art Gallery, Shrines and Conservation), Abuja (Zuma and Aso Rocks), Oyo State (Agodi Botanical Gardens), Kaduna State (Kajuru Castle), Cross River (Obudu Cattle Ranch), Osun State. Jumia Travels (2017) found that in 2016, the hospitality and tourism sector in Nigeria generated 4.1% of the country's GDP. Further analysis of this number reveals that domestic spending accounted for 97% of the total amount spent that year, with only 3% coming from foreign travel expenditures. This indicates an increase in domestic travel, which would likely improve if State Governments give sufficient attention to domestic tourism (Jumia Travels, 2017).

Until recently, Nigeria's complete reliance on petroleum resources often hindered efforts to expand other areas of the economy. As a result, other economically significant and commercially viable alternative sources of income, such as mining, tourism, and agriculture, that could be used to diversify the economy, received little consideration. Similarly, despite having many natural and man-made tourist attractions, Plateau State, which is known for its abundance of tourism opportunities, still heavily relies on federal government subsidies. As a result, the state has a high rate of poverty and unemployment.

This crucial sector's underdevelopment necessitates an urgent evaluation in order to reposition it for best delivery. What impact do the many tourist destinations currently have on Plateau State's ability to generate income? How well have these locations been utilized for a domestic tourism? Against this background, the goal of this study was to investigate domestic tourism and economic development in Plateau State, Nigeria. The study specifically opts to:

- 1) Examine the contributions of different tourist destinations to Plateau State's revenue generation.
- 2) Find out how well these sites may be used for a sustainable domestic tourism industry.

## LITERATURE REVIEW

### Concept of Domestic Tourism

Tourism broadly is "travel to and stay in places outside one's usual environment for not more than one consecutive year for leisure, business, and other purposes" (WTO, 2019; (Foster, 1985). This definition goes "beyond the common perception of tourism as being limited to holiday activity." Sharma and Yadav (2007) and Anijah-Obi (2001) define tourism as the free movement of people to destinations other than their usual abode on a temporary short-term visit as well as services created to satisfy needs arising from these movements, within and across national boundaries.

According to Cooper et al. (2008), domestic tourism refers to travel of residents within a country of residence. The World Tourism Organisation (WTO) views domestic tourism as the activities of residents of a given country travelling within their own area or country for leisure, business or other purposes. Bhatia (2007) on the other hand noted that domestic tourism is a form of tourism where people of a country travel within for holiday, leisure/recreation purpose, or simply visiting friends and relations.

Anikwe (2007) state that every locality and community are uniquely endowed with natural sites which should be developed for socio-economic benefits. The recognition, appreciation and promotion of such gifts of nature will attract tourists from within and outside these destination areas (John, 2019; Mathieson et al., 1982).

### **Economic Development**

The process of improving the quality of life of a people and ensuring that everyone has access to the necessities of life; and also have the opportunity to make choices is dubbed development (Igwe & Ateke, 2018). In the view of Nwulu and Ateke (2014), development is a growth process that employs systematic and technical knowledge to meet specific economic growth and human development requirements, including health, education, and clean environment. Thus development is not a purely economic phenomenon, but a multi-dimensional process involving the re-organisation and reorientation of entire economic and social systems (Todaro, 1986 as cited in Bamku, 2003).

Auwal (2010) posit that development must be conceived a multi-dimension process involving changes in structures, attitudes, institutions as well as acceleration of economic growth, reduction of inequality and eradication of absolute poverty. Development is the sum total of qualitative and quantitative improvement in the living standard of a people, as reflected in the provision of basic material needs such as housing, food, education health and medical care (Kooffreh, 2006).

### **Domestic Tourism and Economic Development**

The tourism and travel industry is a money- spinning industry. It is one of the few sectors that survived the recent world-wide recession and political unrests. According to Gee and Fayos-Sola (1997) tourism is important to economic development. It is a benign agent of economic and social change, a promulgator of peace through interaction and dialogue, and a service-based industry capable of creating employment. The WTO emphasized the global economic significance of tourism due to its active involvement at creating employment, generating revenue and aiding the development and sustenance of infrastructure in destination areas.

Tourism apart from being the largest creator of jobs in most countries, also has the capacity to provide employment opportunities to places, where these jobs are actually needed most (WTTC, 2018). It is noted that tourism creates jobs to remote places that ordinarily lacked the capacity to attract industrialization. Small countries/economies such as the Seychelles, Cape Verde, and Cambodia that are far flung have benefited tremendously from tourism. In addition to its job creation, tourism offer a large volume of low skilled jobs as well as gives more women employment in both developed and less developed economies (Travel and Tourism, 2018).

The International Labour Organisation (2019) rated tourism as a significant source of employment and placed it among the world's top creators of job that is capable of employing various degrees of skills and allow for quick entry into the workforce by youth, women and migrant workers. Nigeria Bureau of Statistics (2017) provides that tourism accounted for 34% of Nigeria's GDP and about 20% of the nations' employment in 2017. In addition, tourism encourages the provision of infrastructural facilities to support the industry and the local population.

Sharon et al. (2012) states that though domestic tourism is still abysmally low in Nigeria, a few states are taking the lead in showcasing their natural endowment domestically and even internationally and generating revenue, no matter how minimal. Popular amongst these states are Cross River State with its Calabar Carnival that holds every December and attracts tourists from within and outside Nigeria. Plateau State, very recently has joined in the league of states promoting state carnival as well. Osun State is another front line state in terms of domestic tourism. Apart from other natural sites in most parts of the state, its Osun - Oshogbo Festival, a festival that is UNESCO certified is usually a beehive of activities as

the temple of the Yoruba goddess attracts both international and domestic tourists alike into the state every June (Business News, 2018).

### Theoretical Framework

The study adopted development stage theory (Rostow, 1960) which presented five steps through which all countries must pass to become developed: traditional society, preconditions to take-off, take-off, drive to maturity and age of high mass consumption. This theory holds the view that developing countries will be in the same stage after some time in which the developed countries are today. The theory is explicitly explained by Rostow's five stages of economic growth which include: the traditional society, the preconditions to take-off, take-off, drive to maturity, and age of high mass consumption.

These stages are believed to have a bearing on the evolution of tourism. As such, participation of local population in tourism is closely related to the level of industrial development of the economy. In the stage of traditional society, only the country's elite had enough spare time and finances to afford leisure travel. In the process of economic development, the classes participating in tourism increase with the highest level being at the stage of high mass consumption when all sections of the society participate in tourism activities.

## METHODOLOGY

The study adopted the survey research design as this enabled the researcher carryout a sample population size to describe the whole population. The target population for the study is 110 which comprised staff from Plateau State Tourism Board, Plateau State Ministry of Tourism, Plateau State Board of Internal Revenue, Custodian of Tourist sites and a few hotels. The method of data collection was both primary and secondary sources through the administration open and close ended questionnaire and the method of data analysis is a simple regression through the application of Statistical Software Package for Social Sciences (SPSS). The study is both qualitative and quantitative.

## RESULT AND DISCUSSION

**Table 1: Analysis of variance on tourist sites and revenue generation**

Anova						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3.384	1	3.384	6.336	.009
	Res.	40.511	87	.378		
	Total	42.884	88			

**Predictors: (Independent), Tourist Sites ( $\beta_0$ tortsit)**

**Dependent Variable: Revenue generation ( $\beta_1$ revgenrt)**

**Table 2: Coefficient of tourist sites and revenue generation**

		Unstandardized Level of Coefficients		Standardized of Level Coefficients	T	Sig.
Model		B	Std. Error	Beta		
1	(Independent)	3.586	.519		7.888	.009
	$\beta_1$ revgenrt	0.122	.049	.468	2.690	.009

**Table 3: Summary of regression analysis on tourist sites and revenue generation**

Regression Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.379	.082	.062	.573

Predictors: (Independent),  $\beta_0$ -tortsit

From the result of the analysis above, the ANOVA Table shows a significant value of 0.009 which is less than  $\alpha$  0.05; therefore, there is a strong implication and impact relationship between naturally endowed tourist sites and revenue generation in Plateau state. On the table of co-efficient with a test beta result at .488 it shows that  $\beta_0$ -tortsit = 3.586 and  $\beta_1$ revgenrt = 0.122. The table of co-efficient also shows a significant value of 0.009 and  $R^2 = 0.089$  with adjusted R -square 0.062 which means that at the development of tourist sites, there will be more revenue generation in Plateau state.

**Table 4: Analyses on domestic tourism and resource base**

## Anova

Model		Sum of Squares	Df	Mean Square	F	Sig.
2	Regression	80.388	2	80.388	59.534	.001
	Res.	141.163	92	1.510		
	Total	221.551	93			

Predictors: (Independent), Resource Base ( $\beta_0$  rescbas)

Dependent Variable: Domestic Tourism ( $\beta_1$  dmestur)

**Table 5: Coefficients on domestic tourism and resource base**

## Co-efficient

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
2	(Constant)	4.969	1.110		4.477	.001
	( $\beta_0$ rescbas)	.663	.078	.591	7.059	.001

**Table 6: Regression Summary on domestic tourism and resource base**

## Regression Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
2	.591	.359	.352	1.58854

Predictors: (Independent),  $\beta_1$  dmestur

The ANOVA table indicates a significant value of 0.001 which is less than  $\alpha$  0.05, as such, there is a positive relationship in the identified variables, and the difference is statistically significant. This means that domestic tourism and resource based of plateau state. The table of coefficient for the test of variable II (b) indicates that  $\beta_0$  rescbas) = 4.696 while  $\beta_1$  dmestur = 0.663. This further proved that the adoption of domestic tourism had impact on the resource base of Plateau state. The t-test in the table of coefficient yields a significant value of 0.001 and  $R^2 = 0.089$  with adjusted R-square 0.062 in the summary table which means that e- domestics tourism has significant impact on the resource based of Plateau state.

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### DISCUSSION OF FINDING

This study focused on domestic tourism and economic development in Plateau State, Nigeria. The findings of the study were discussed based on the result of the analysis. There were four (4) fundamental variables raised in this study around which the questions and objectives of the research revolved. Firstly, the variable; tourist sites and revenue generation has 5 issues in focus, which deals with the relationship amongst associated variables that domestic tourism and economic development, natural endowment/site, state facilities and revenue generation in Plateau State. With the grand means calculation at 4.4 and the Table of co-efficient at a significant value of 0.009 and  $R^2 = 0.089$  with adjusted R-square 0.062, it was discovered that development of tourist sites, there will be more revenue generation in Plateau state.

Secondly, the variable; domestic tourism and resource base of Plateau State has 3 issues in focus, which deals with the relationship amongst associated variables that is the domestic tourism and employment generation, domestic tourism and improving state capacity to generate revenue and domestic tourism & commercial activities in Plateau state. With the grand means calculation of 4.5 and the table t test in the table of coefficient yielded a significant value of 0.001 and  $R^2 = 0.088$  with adjusted R-square 0.063 in the summary table. Based on the results and findings of this study, it is discovered that domestic tourism has significant impact on the resource base of Plateau state.

### CONCLUSION AND RECOMMENDATIONS

Domestic tourism has become the hub of tourism around the world. Serious nations that desire to maximize the potential that tourism offers, are taking deliberate steps to repackage their domestic tourism as it has become a known fact domestic tourism aside been a cultural promoter is equally serving as a substitute to bridge the times and seasons when international tourism patronage drops, for instance countries such as Kenya, South Africa, Morocco are a few countries that have scaled up their domestic tourism and are generating revenue from it.

Nigeria has over 7000 tourist centres and with the concerted efforts of government, tourism is becoming an essential part of the country's economy. WTTC in 2014 also envisaged a growth of 6 percent per annum for period of ten years for the Nigerian tourism industry. One great concern in recent times is the role of tourism in economic development in Nigeria. The investigation reveals that globally, tourism has become a sustainable revenue earner competing favourably with the manufacturing sector, especially in the developed countries.

However, in spite of the enormous tourism potentials in Nigeria, the investigation shows that tourism's contribution to economic development in Nigeria, leaves much to be desired. For tourism industry to contribute significantly to economic development in Nigeria; just as it does in other economies, there is a need for Government to play active role in tourist destination development, government involvement in the planning and execution of marketing of tourism potentials, the invitation of travel agents to visit Nigeria by government agency (NTDC), from time to time with the aim of stimulating such travel agents' interest in marketing Nigeria tourism potential.

Based on the findings, the following recommended:

1. Policy on development and maintenance of tourist sites: With the natural endowment of tourist sites in Plateau state, the state has a far reaching potential to generate revenue and improve it economy. Therefore deliberate policy on tourism development must be formulated to address the non-developed potential sites, abandoned tourist sites and concerted effort for implementation/monitoring of such policies should be made to ensure virile tourism development concepts with right maintenance culture base. This will automatically enhance revenue generation, employment creation and overall economic development in the state.

2. Need for tourism development based budget: There is a need for adequate budgetary provision, allocation and release of such funds for tourism sites development, tourism facilities, access roads, recreation facilities, social amenities and acquiring of healthy animals at the park, and even training of staff, so as to bring the tourism to expected standard as it is in other countries like Kenya, Morocco, Egypt, Tunisia, South Africa and others.
3. Need for staff training, reorientation and development: It was discovered that some staff are still having challenges on the best possible ways of relating with tourists and even running the various existing tourist sites. Literacy on tourism business therefore, create staff efficiency as related to modern tourism concepts, attitudinal reorientation, facility maintenance, customer relationship and effective utilization of resources. It is recommended that the government should embark on more effective training for the workers, in order to further enhance their performance.
4. Ensuring a secured tourism environment: Security is a big challenge all over Nigeria, and Plateau state in particular, some tourism sites are abandoned and developed due to security situation in the state. It is therefore recommended that security be provided and improved upon along those tourist areas to encourage effective tourism.

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