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HARNESSING CULTURAL AND NATURAL RESOURCES IN ANAMBRA STATE FOR TOURISM DEVELOPMENT

BY
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PG/MA/96/22846

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A THESIS SUBMITTED TO THE DEPARTMENT OF ARCHAEOLOGY, FACULTY OF ARTS, UNIVERSITY OF NIGERIA NSUKKA, IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF MASTER OF ARTS (MA) DEGREE IN CULTURAL RESOURCE MANAGEMENT (TOURISM).

DECEMBER, 1998

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February 16, 1983
DATE

16-2-83
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DEDICATION

To the glory of GOD THE FATHER, SON AND HOLY SPIRIT.

To my Senior Brother CHUKS OBIEKEZIE (Engr.)
ACKNOWLEDGEMENT

A work like this cannot be accomplished without the help, encouragement and concern of some people. To such individuals, I want to show appreciation.

With a profound gratitude and a heart full of appreciations, I extend many thanks to my senior brother CHUKS OBIEKEZIE (Engr.) who single-handedly sponsored this programme. CHUKS is a wonderful brother. God will reward him.

My parents MR & MRS JAMES OBIEKEZIE and my sisters CHINYERE and NKIRU deserve my thanks. I am grateful for the kind of support they gave to me.

OSITA OKAFOR is my good friend and a colleague. We call him "OSY CONTAINER". OSY is always available to render a helpful hand. We started together, so we are leaving together. God bless "OSY CONTAINER".

I will never forget JEOMA DIMPKA, she made an indelible mark on me. Her love, care and concern in this hectic period will always be a key to sweet memory. OSY is good. May God reward her.

Should I not carry load of thanks to my supervisor PROF. VINCENT CHIKWENDU. He was patient, co-operative, tolerant and prudent in all his dealings with me. Infact, PROF. V. CHIKWENDU is a father to me. God will bless him.
ABSTRACT

Tourism which could be referred to "as travelling for recreation or the industry involved in guiding and accommodating tourist, (Onyige 1988), is today a major source of income in some countries of the world. For example "Barbados in West Indies and Hawaii in the pacific draw as much as 70% of their national revenue from it" (Nwagbaraacho 1987 cited from Onyige 1988). "Even Mexico in the Caribbean which is a major oil producing country in the world, like Nigeria, derives over 15% of her annual foreign exchange from tourism" (Onyige 1988). This figure was as much as 32% when oil was less important in that country's economy.

Nigeria's foreign exchange earning from the sector was merely about N1.0 million in 1955. This rose slightly to N3.2 million in 1965, and then N63.0 million in 1977. Between 1979 and 1983, total earning from tourism amount to only N469.0 million (Onyige 1988).

This time the Nation's economy is unstable due to fluctuation in the oil market, there is need to attract more foreign exchange in the country which will help to improve the economy. One of the ways to do this, is to harness and exploit both cultural and natural resources which abound in many parts of Nigeria including Anambra State for tourism development. This work is divided into five chapters, with the sole aim of spotting all the tourism potentials in the state.
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CHAPTER ONE:
INTRODUCTION

1.1 CLIMATE AND VEGETATION

Anambra State derives its name from Anambra River which is one of the tributaries of River Niger. Hills, erosion sites, lakes, forest reserves and table lands constitute some of its very attractive natural features. The state was created on August 27th, 1991 from the old Anambra State now comprising Anambra, Enugu and part of Ebonyi State. Its capital is Awka.

Located within the tropical rain forest belt of Nigeria, the state shares boundaries with five other states in Nigeria. It spreads southwards to the boundaries of Imo, Abia and Rivers States; Northwards to Kogi State; Eastwards to Enugu and Westwards to Delta State. By its location and the nature and composition of its people, it has the potential of being one of the greatest industrial centres in Nigeria, (Anambra State Diary, 1994).

There are 21 local government areas in Anambra State each headed by a chairman who is assisted by four supervisors.

The mean annual rainfall decreases in land from about 150cm. In the north and central parts, the onset of the rains may be delayed, and this is injurious to crops planted in anticipation of the growing season. The rainy season begins in March and lasts till October or early November. In March, April and May, the rain comes in violent storms, destroying crops, especially maize plants and roofs of houses. There is a heavy down pour of short duration
which may record several centimeters within an hour. As in other parts of West Africa, the sudden and torrential run-off which usually accompanies a thunder storm may give rise to wide spread sheet erosion on slopes, while farm situated at the depression become flooded resulting in a considerable loss of crops (Ude 1991:4).

Temperature conditions are similar all over the state. The hottest months are February and March, when the mean annual temperature is above 80°F. Heavy rain clouds which may remain unbroken for weeks, have the effect of lowering the day temperature for July, August and September. The influence of the harmattan is not severe and lasts for only a few weeks in December and January. The relative humidity remains high all through the year excepting during the short harmattan spell. It averages about eighty percent.

Lying partly within the semi-tropical rain forest belt of the south, the state spreads in a north-eastern direction with its physical features and vegetation changing gradually from tropical rain forest belt to openwood land and then to Savannah land as it approaches its Northern extremity. The state is made up of lowland criss-crossed by numerous streams and rivulets of which the major ones are the River Niger, Aanabara River, Eza Amasara and others (Anambra State Diary, 1994).

1.2 THE PEOPLE AND CULTURE

The people of Anambra State are ethnically Igbo and are widely known
to be very resourceful and hardworking. Skilled manpower resources are therefore readily available in almost every field, business, profession, commerce and industry. They are friendly and sociable. They also show great respect to visitors and those who come to live and work among them. The vernacular spoken is Igbo but English is widely used and a visitor can make himself understood even in the humblest hamlet if he can speak a modicum of English.

Culture is the totality of a people's existence. It comprises devices which have been invented by the people to adjust to their physical and social environments. Apart from a common language (Igbo) which is spoken by all, the family is one common factor discernible in Anambra State. It is the basic social unit and exerts preponderant influence on members. It is consulted by members before any major decision is taken and it forms the bedrock of the individual defence. Respect for and maintenance of the good image of the family forms the cornerstone of socialisation among the people of the State (Emeika 1993:16).

At the head of the family's traditional political system is the Okpala or Okpara or the head of the household who holds the symbol of political and religious authority called Ofo. The Okpala represents the family at every important village meeting. In some parts of the State, Age grade system of government is emphasized, while in many government by titled societies (Nze na Ozo) is given prominence. Another important aspect of the state's traditional government system is the use of the masquerade societies in the
execution of decisions reached (Enwka 1993:11).

Two generalised traditional festivals observed by the people of Anambra State are ITI MMONWU and the new yam festivals. The masquerade institution is very important in Anambra State and features Ijele Agbogbo Mmonwu and others. The masquerade festival has become one of the greatest tourist attractions in Anambra State and Government has elevated it to international standard with the institution of the annual MMONWU Festival which will be discussed in this paper.

Anambra State is predominantly an agricultural state. Yam and rice cultivation feature prominently in the agricultural pursuit of the people. The seasons are seriously marked by celebrations which are aimed at ushering in either the planting or harvesting season of the year. The new yam festival which is common to all parts of Anambra State are known by various names such as Ihejulu or Ifejulu which marks the end of farming season and ushers in the harvesting of new yam.

1.3 ECONOMY

The State is predominantly an agricultural state as earlier stated. The extent to which the original rainforest vegetation of the state has been replaced by derived Savannah, as well as the density of the population which has satisfied on agricultural products attest to the wide-spread practice of this occupation. The standard farming implements are the shot-blade hoes, cutlass
and diggers. Most of the farmers practice shifting cultivation—a system by which a tract of the land is left to fallow for a number of years to regain its fertility after a period of cultivation.

The farm products are mainly root crops such as yams, cocoa yams and cassava, maize, melons and pumpkins are also cultivated as subsidiary crops. Among the people, yam is regarded as the 'king' of crops and as such it occupies a prominent place in the social and economic life of the people.

Apart from agriculture, the people also possess specialised craft industries. Prominent among these are smithing which supplies the farming implements, house hold utensils and weapons. The most famous smithing centre is Awka. The Awka people are itinerant smiths. They used raw materials (iron) which was smelted by Aghaja people who live on Udi high land. (Ude 1991:7).

The State is also noted for great skill in wood carving. They produce carved doors wooden stools mortars and pestles, iddle and beautiful masks for masquerades. Many of the wood carvers have become professional carpenters. Another major source of livelihood for the people is trading. In the past, trading was regarded as a subsidiary occupation to farming but presently the opposite is the case.

1.4 RELEVANCE OF STUDY

Tourism which can be defined as the sum of the phenomena and
relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected to any earning activity, has become one of the fastest growing industry in many nations of the world.

The Tourism industry has over the years emerged as a prominent component of national economics. It has been described as a socio-economic phenomenon of undeniable importance because of its ability to generate employment and make positive contribution to the GDP of a nation. Its foreign exchange earning capability, ability to promote tourism-based enterprises and the ability to accelerate national integration through domestic tourism.

In recent decades, tourism has suddenly evolved into an invigorating business, an international trade and a global mega-industry. Well, over 400 million people around the world travel abroad each year and at least six times this number travel away from their homes on a trip lasting four nights or more within their own countries. Direct expenditure on international tourism amounts to at least 260 billion dollars each year.

Tourism has been neglected in this country. This time that the nation's economy is in precipice, there is need to attract foreign exchange in the country which will help to improve the ailing economy. One of the ways to do this is to exploit our tourism potentials which abound in many parts of this nation including Anambra State.

Tourism development will not only provide a sound economy base for the
nation, but also enhance its physical development through the establishment of facilities for vacation and recreation. It will also aid the upliftment of the society’s cultural values as much as it encourages the beautification of the environment.

There is no denying the fact that our tourism industry is not discharging its historic and universally acknowledged function. “Tourism, an important growth-industry, has made giant strides in several countries both in Africa and elsewhere in the world, sometimes contributing up to 20% to the gross national income” (Ekechukwu 1990:121).

This theses are aimed at spotting all the tourist attraction in Anambra State and to examine their prospects and suggest ways by which they could be properly explored and harnessed to attract foreign exchange not only for the State but for the nation.

1.5 RESEARCH OBJECTIVE

The broad objectives of the study is to study ways of harnessing cultural and natural resources in Anambra State for tourism development.

The Specific objectives are to:

(1) Identify the major cultural and natural resources in Anambra State.
(2) Examine the prospects of the identified resources.
(3) Identify the ways to develop them for tourism.
(4) Ascertain the State of tourism in Anambra State.
1.6 METHODOLOGY

The methods adopted by the researcher in doing this work include interviews and consultation of articles written in daily newspapers, magazines, seminar papers and journals. Unpublished theses and text books were also used.

The materials collected from the following libraries formed the bulk of materials used in this work. Nnamdi Azikiwe Library, in University of Nigeria Nsukka, especially the newspaper section, British Council Library in Enugu, and the Library in the National Museum Enugu.

I made a number of visits to the Anambra State Ministry of Trade and Industry, Tourism unit, where I chatted with the Inspector of the Tourism unit who gave materials which were helpful in writing this work. In the same manner, I called several times at Federal Ministry of Commerce and Tourism at Nise in Awka capital territory. I was lucky to have interviewed the former co-ordinator of the ministry prior to my recent visit, for by the time I repeated the journey, he has been transferred.

Anambra State Tourism and Hotel Management Board was also visited.

Finally, I visited some of the Tourists sites in the state, where on the spot assessment was made.
1.7 LIMITATIONS

It was my intention to carry out more research than what I have done but my expectations were hampered by forces beyond my control.

I like to mention here that this research was done in the climax of what I describe as the worst fuel scarcity ever experienced in Nigeria. This was a great problem which affected this research. Some of the sites were not visited because of the hike in transport fare.

In addition to the aforementioned problems, is the “Not on Seat” Syndrome in our ministries. In some of the offices visited, you always hear the “Oga” has not come. I visited the office of the Federal Ministry of Commerce and Tourism Awka three times without seeing the present co-ordinator. The same fate awaited me when I visited the Anambra State Tourism and Hotel Management.

Again, tourism is in its infant stage in the State. Most of the sites are inaccessible. The roads leading to those areas are not motorable. Some of the sites are still in the bush.

1.8 SCOPE OF STUDY

The geographical range within the scope of this work is the 21 local government areas of Anambra State. Precisely all the known cultural and natural resources in the State were looked at. It is therefore very difficult to visit the whole sites in the state.
Considering the fact that tourism is a young industry in the state, references were made to other areas and places both within and outside the country where tourism has made a recognizable impact in the development of the State and the Nation. Such states are Lagos, and Plateau, among the nations are Morocco, Tunisia, Ethiopia, Kenya, Tanzania, Mexico, India and others. This was just to find out the secret of their success and borrow a leaf from them.
Chapter Two

Origin and Development of Tourism in Anambra State

2.1 Definition of Tourism

The task of defining Tourism is not an easy thing. It all depends on the perspective from which one is looking at it. In recognition of this fact, many attempts have been made to define tourism.

Firstly, it is important to recognise that tourism is just one form of recreation, along with sports activities, hobbies and pastimes, and that all of these activities are discretionary uses of our leisure time.

One of the first attempts to define tourism was that of professors Hunzikers and Kraft of Berne University in 1942. They held that tourism should be defined as “The sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected to any earning activity” (Holloway 1994:1).

This definition helps to distinguish tourism from migration, but it makes the assumption that both travel and stay are necessary for tourism, thus precluding day tours. It would also appear to exclude business travel which is connected with earnings, even if that income is not earned in the destination country.

Moreover, distinguishing between business and leisure tourism is extremely difficult. Since most business trips will combine elements of leisure activity,
According to Chamber's Encyclopaedia Vol. 13 (1969), "Tourism is the movement of travellers as it affects the transport, hotels, entertainment and other services which cater for them". It was further described as a kind of travel which has two Chief characteristics, that the travellers concerned mean to return home after a comparatively short time and that the money they spend abroad is none derived from home, not earned in the places visited. Tourists are not only holiday-makers but religious pilgrims, business visitors, invalids in search of health, diplomats, students— all travellers who, meaning to return, travel in the capacity of consumers rather than producers.

The Oxford English Dictionary vol. 18 (1989) define tourism "As the theory and practice of touring, travelling for pleasure. It involves the business of attracting tourists and entertainment. It is the business of operating tours."

In 1937, the league of Nations recommended adopting the definition of a "Tourist" as one who travels for a period of at least 24 hours in a country other than that in which he usually resides. This was held to include persons travelling to meetings or otherwise on business, and persons visiting a country on a cruise vessel (even if for less than 24 hours). (Holloway 1994:2).

The Nigeria Tourism Board has defined tourism "as the movement of people across local and international borders for the purposes of relaxation."

However, tourism is popularly defined as "Temporary movement of persons or group of people from their commonest environment to another for any reason, but essential for leisure and pleasure. If in the course of this
movement, however a traveller crosses the international boundary and spends a minimum of 24 hours, he becomes an international tourist while a period of 96 hours qualifies him to be one within his country hence we have international and domestic tourism, (Gunel 1988).

In domestic tourism, people travel outside their normal domicile to other area within the country. They normally find it easy to do so because there are neither language, currency nor documentation barriers. Their own languages serve as media of communication. The currency which they use in everyday life continue to be medium of exchange. There is no need to meet particular requirements of document. It follows that domestic tourism has no balance of payments implication except that it may be a substitute for foreign tourism and, therefore results in saving of foreign currency for the country of residence and a reduction of income for countries which would have been visited.

In both cases therefore, any sojourner that stays shorter than the stipulated period may only be technically classified as an excursionist.

From the definitions given, Tourism connotes three principal words namely; movement, accommodation and entertainment. Tourism in effect embraces these three key words.

When people travel to a country other than that which they normally live and which is a separate national unit with its own political and economic system, they are involved in International Tourism. The difference between domestic and international tourism depends on the extent to which the country
visited has a different language, a different currency, and to which obstacles to free movement exist between the country of residence and that visited.

2.2 TYPES OF TOURISM

Having defined tourism in various ways, I will now look into the types of tourism. Tourism can be classified into two broad types—International and Domestic tourism.

International tourism which includes inbound tourism and outbound tourism. Inbound and outbound tourism are forms of international tourism, that is, trips between one country and another. Inbound tourists are tourists entering a country from their country of origin, and outbound tourists are those who leave their country of origin to travel to another country. Any tourist who travels from his or her country of origin to a destination in another country can be described as an international tourist.

Domestic tourism is the term used to describe tourist trip which takes place in the tourist’s own country. In other words, the country of origin and the country of destination are the same, for example, when someone from Enugu takes a holiday to Ugwuta in Imo State. In domestic tourism, the tourist does not travel outside his or her own country.

The two main reasons for travelling which make people tourists are leisure and business, hence there are leisure and business tourism.
LEISURE TOURISM

Leisure tourism includes travel for various purposes. Examples are travelling for holidays which may come in form of

1. A fortnight’s trip to the beaches of Spain.
2. A weekend in a country hotel in Scotland.
3. A week in a farm guest house in Wales.
4. Three weeks cruising up the River Nile and visiting the pyramids.

It could also come in form of travelling for sports which embraces travel to watch a football match, a horse-riding tour and a day out at the National Sports Centre or National Stadium at Lagos.

Again travelling for cultural events is a form of leisure tourism. These include attendance at the annual music festival, a holiday to see the carnival in Rio de Janeiro, a weekend in Enugu to watch the masquerades during “MMONWU” Festivals.

These also extend to visiting friends and relatives which could come in the form of a family wedding two hundred kilometers away, a weekend staying with friends in a neighbouring town, a six week visit of a retired couple to their son and daughter in law’s home in U.S.A, and so on.

BUSINESS TOURISM

The second main purpose associated with tourism is people travelling on business. Business tourism consists of travel for various reasons, mainly:

Business Meeting: People travel to meet each other in order to discuss
business of some kind. For example a British toy manufacturer flies off to Japan for five days, to meet Japanese toshop owners and try to interest them in buying and selling his products.

**Exhibitions and Trade fairs:** Business people who offer a particular service of product may gather together for a few days at an exhibition centre to exhibit their service on product in the hope of attracting buyers.

**Conferences and Conventions:** A group of people with something in common may gather together for one or more days, usually to discuss a range of topics of interest to them all. For example, two hundred specialist doctors from all over the world gather together in a convention centre in Toronto, Canada, for a week to discuss better ways of caring for people with AIDS; the labour party holds its annual conference attended by thousands of its members, in Alabama.

Not all tourists are travelling for business or for leisure. Some other purposes associated with tourist visit can be in the form of study, example an Argentine student attending a college in Bournemouth for a month, to learn basic English, a week spent learning landscape painting at a residential arts centre in the Scottish Highlands, a doctor’s day trip to Manchester University to attend a special lecture on some research finding in his field of medicine and so on.

**RELIGION:** A Muslim’s visit to Mecca, a French Roman Catholic visiting the Vatican to see the Pope deliver his Christmas Day Message, a British Jewish
GUIDELINES TO CATEGORISE TRAVELLERS FOR STATISTICAL PURPOSES

- HOLIDAY
  - BUSINESS
  - HEALTH
  - STUDY
  - MISSIONARY WORK
  - CONGRESS
  - FAMILY VISITORS (MOTHER/CHILDREN)
  - RELIGION
  - SPORTS
  - OTHERS

- TRAVELLERS
  - VISITORS
    - PASSENGERS
    - CARGO
  - EXPATRIATES
    - CRUISE PASSENGERS
    - DAY VISITORS
    - CREWS

SOURCE: WTO - METHODOLOGICAL SUPPLEMENT TO WORLD TRADE STATISTICS 1978 (HOLLOWAY)
f visiting Jerusalem's wailing wall, a pilgrimage to the shrine of our lady, near Walsingham, in Norfolk.

2.3 THE TOURIST PRODUCT

The first characteristic to note is that this is service rather than tangible goods. The intangibility poses particular difficulties for those whose job it is to market tourism. It cannot, for example, be inspected by prospective purchasers before they buy, as can a washing machine, or a car and other consumer durables. The purchase of a package tour is a speculative investment involving a high degree of trust on the part of the purchaser, the more so since holidays are one of the most expensive purchases made in the year.

It has often been said that selling holidays is like selling dreams, and this is to a great extent true. When tourists buy a package tour abroad, they are buying more than a simple collection of services, such as an airline seat, hotel room, three meals a day and the opportunity to sit on a sunny beach. They are also buying the temporary use of a strange environment, incorporating novel geographical features—old world towns, tropical landscapes—plus the culture and heritage of the region and other intangible benefits such as service atmosphere, and hospitality. The planning and anticipation of the holiday may be as much a part of its enjoyment as is the trip itself, recalling the experience later, and reviewing slides, videos or photos are further extensions of the experience that are all part of the product, which is therefore a psychological as well as physical
experience.

The tourist product, according to Davidson (1993) could be classified thus:

(1) TRAVEL AND TRANSPORT: In order to get away from their home, tourists need some kind of transport to enable them to travel to their destinations. Without travel and transport there could be no tourism. The retail travel trade organizes and packages travel and sells it to the public most often through travel agencies.

(2) CATERING AND ACCOMODATION: Tourists away from home need somewhere to stay and they need to be fed. The vast sector of the tourism industry which provides tourists with these services is known as the catering and accommodation sector.

(3) LEISURE, RECREATION AND BUSINESS FACILITIES: Leisure and business are the two main reasons which lead to tourist activity and the businesses and organizations which provide leisure, recreation and business facilities make up another sector of the tourism industry.

(4) TOURISM PROMOTION AND TOURIST INFORMATION: Detailed and well presented promotional information on different destinations plays an important part in persuading the potential tourist to choose a particular city or country for their holiday or conference. Tourist information also has a role in telling visitors what there is to do and see at a destination. Tourism promotion and information constitute a key sector of the tourism industry.
2.4 SOCIAL IMPACT OF TOURISM

The impact of tourism is most noticeable in third world countries where tourism as a concept is gathering momentum. This does not mean that the impact of tourism is not felt in advanced countries. For example, tourism has contributed to an increase in crime and other social problems in New York, London, Hawaii, Miami and Florence.

Any influx of tourism, however small will make some impact on any region. But the extent of the impact is dependent not just upon numbers but also on the kind of tourist which the region attracts. The mass tourist is less likely to adapt to the local cultures, and will seek amenities and standards found in the home country, while the independent travellers will adapt more readily to an alien environment. The tourist whose main interest is to meet and understand people from different cultures and backgrounds, will fully accept and acculturate to the foreign culture.

However, as increasingly remote areas of the world are “packaged” for wealthy tourists, and as ever larger numbers of tourists travel farther afield to find relaxation or adventure; these tourists bring with them their own value systems, either expecting or demanding the life-style and facilities to which they are accustomed in their country.

The flow of tourists to a region will attract prostitution, petty criminals, as evidenced by increases in thefts or mugging, a problem that has become serious in some area of the Mediterranean, in Florida, Latin America, the
Caribbean and even in Russia. Tourists may be seen as easy prey to be overcharged for purchases, a wide-spread problem even in London where street vendors exploit the tourist in sales of ice-cream or other commodities. Where gambling is a cornerstone of tourism growth, prostitution and organised crime often follow certain countries which have more relaxed laws on sexual behaviour than those in the west, attract tourist for sexual encounters, and some countries including Germany and Japan have tour operators who will organise package tours to destinations such as the Philippines and Thailand for this specific purpose, (Holloway 1994:264).

There are a number of less direct, and perhaps less visible, effects on tourist localities. The comparative wealth of tourists may be resented or envied by the locals, particularly where the influx is seen by the latter as a form of neo-colonialism, as in the Caribbean or some African countries. Locals come to experience dissatisfaction with their own standards of living or way of life, and seek to emulate that of tourist. In some cases, the effect of this can be seen in the adoption of the tourists dress or fashions, and in the desire to emulate the tourist way of life. This has threaten deep-seated traditions and values in the community as well as leading to impossible aspirations which cannot be met.

Job opportunities and the higher salaries paid to workers in the tourist industry will attract workers from agricultural and rural communities who, freed from the restriction of their families and the home environments may abandon their traditional values. This can result in an increase in promiscuity and break-

It has been observed that by emulating the visitors (tourists), the residents adopt new clothing styles, begin eating and drinking the imported food and beverages favoured by the tourist, or aspire to obtain the transistor radios, cameras and other material goods so casually displayed by him. Inability by the local to emulate the visitors, if so desires may lead to a greater awareness of poverty, envy, frustration and consequent ill will towards the visitor or to his compatriots who have been more successful. At the same time fulfillment of the desire for more imported goods may have significant adverse economic effects.

However, for on their return home, tourist may, for example retain a taste for food and drink experienced abroad and seek out ethnic restaurants of food stores, (Pearce 1989:223).

2.5 HISTORY OF TOURISM DEVELOPMENT IN ANAMBRA STATE.

Tourism as an economic activity takes it roots in Western Europe. The origin of tourism before its exploitation for economic benefits is however very controversial. Western records put it at 776BC and tying it to the Greek Sport Festival (Olympics) (Nzewunwa 1988).

The earliest forms of leisure tourism can be traced as far back as the Babylonian and Egyptian empires. A museum of “Historic Antiquities” was opened to the public in the sixth century BC in Babylon. While the Egyptians
held many religious festivals, attracting not only the devout but also many who came to see the famous buildings and works of art in the cities. To provide for these throngs during the festivals, services of all kinds sprang up. Vendors of food and drink, guides, hawkers of souvenirs, touts and prostitutes, (Holloway 1994:14).

From third century BC, Greek tourists travelled to visit the sites of healing gods. Because the independent city states of ancient Greece had no central authority to order the construction of roads. Most of these tourists travelled by water and since most freight also travelled in this fashion, the seaports prospered. The Greeks too, enjoyed their religious festivals which in time became increasingly oriented to the pursuit of pleasure, and in particular sport. Already by the fifth century BC Athens had become an important destination for travellers visiting the major sight such as the parthenon and inns. Guide books, too made their appearance in the fourth century BC, covering destinations such as Athens, Sparta and Troy. Advertisements, in the form of signs directing visitors to wayside inns, are also known from this period. However, it was under the Roman Empire that travel first became important. The Romans, too introduced their guide books (Itinerarian) listing hostels with symbols to identify quality in a manner reminiscent of the present day Michelin Guides (Holloway 1994:15).

Domestic Tourism also flourished within the Roman Empire’s heart land. Second homes were built by the wealthy within easy travelling distance of
Tourism in Africa owes its origin to the several cultural activities, the sporting events, the regattas, religious festivals which attracted a lot of people from nearby and far villages to the centres of culture. It is not possible however to date or trace the development as one would do for Europe or America, because of the lack of written records that go far back in time.

What is fascinating about African tourism is that it necessitates mass movement. Since most communities were linked by marriage and other relationship, it was customary for those families to move to such centres of action for the period of such festival which lasted from a few days to weeks. Most activities were performed in stages making it necessary for such spectators (Tourists) to spend more time away from home.

African tourism afforded a lot of social cultural and economic opportunities to various communities. The Africans used the period to relax. It was essentially their leisure time when they had completed their farm responsibilities or harvested the fruit of their labour. The scene of such activities were good grounds for bachelors and spinsters to select suitors or for people to strike new relationships and establish or re-establish acquaintanceships. It was also time for economic activities particularly in the provision of services and facilities to sustain the festivities, the participant and the spectators (Tourists). Food and drinks were provided by local enterers and
Experts believe that the origins of international tourism in Nigeria dated back to 1472 AD, when Lagos received the Portuguese who apparently became the country’s first visitors. There are also the historical records of the trans-sahara and caravan movement and those of Kano merchants. Also the coming of the missionaries and the colonial administrators initiated a massive international tourist movement to what later became known as Nigeria.

In 1962, the Government established the Nigeria Tourist Association which was a quasi-government agency charged with the responsibility of developing and promoting a healthy domestic and international tourism in Nigeria. In 1963, the association joined the International Union of Official Travel Organization (WTO). In 1976, through Decree 54, the Nigeria Tourist board was established and charged with the responsibility of promoting tourism in the country. Among its other functions are

i. Collaborating with State Tourism Committee and other tourism agencies to explore how best to utilise the abundant potentials in Nigeria.

ii. Assist states and other bodies in the development of Tourism potentials.

The 1976 Decree 54 which was promulgated made a rule that all states in the Federation must set up Tourism committee. It was on the basis of this decree that the then governor of old Anambra State, Sampson Emeka Omeruah instituted the Tourism Board in the State in 1988. Since then the State has made
efforts in the development of Tourism. No significant progress has been made toward this end except the organization of MMONWU festival which has become an annual event. The festival is geared toward promoting tourism in Anambra State.

In August 27th 1991, the then Anambra State was divided into two distinct states- Enugu and Anambra State. The state creation also affected the tourism board which saw the birth of Enugu State Tourism Board. Sequel to this development the office was relocated at Awka. Presently the office is at government house Awka. The Board is under the State’s Ministry of Commerce and Industry.
CHAPTER THREE

CLASSIFICATION OF TOURIST ATTRACTION

Tourism resources fall into two main groups; natural attractions which include features such as caves, rocks, springs, erosion sites, and lakes.

According to Ekechukwu (1990) cultural attractions include archaeological sites, historic towns and sites, museums and monuments of various dimensions, sacred groves and shrines, festivals as well as other relics of the past that serve to remind us about the past of our peoples.

3.1 NATURAL RESOURCES IN ANAMBRA STATE.

By Natural resources, I mean the natural attractions which include the ecological features such as plants, animals and physical terrain (hills, plains, valleys, rivers and streams).

Protected landscapes are usually areas of exceptional scenic beauty and charm or areas of scientific importance. They are usually protected for recreational purposes and they include areas with rugged landscape, water falls and land-falls, (Ekechukwu 1990:121). In Anamba State such areas of scenic beauty are as follows:-
SITES
1. OGBUNIKE CAVE
2. AJALLI CAVE
3. AGULU LAKE
4. AMAOKPALA LAKE
5. OTUMOYE LAKE
6. NAFIA LAKE
7. OBUTU LAKE
8. OTUOCHA SAND BEACH
9. NKISI SAND BEACH
10. AGULU-NAKKA SPRING/ERSION SITE
11. OWERRE-EZUKALA CAVE/WATER FALL.

TOWNS
OGBUNIKE CAVE IN OYI L.G.A
AJALLI IN ORUMBA SOUTH L.G.A
AGULU IN ANIOCHA L.G.A
AMAOKPALA IN ORUMBA SOUTH L.G.A
ONITSHA NORTH L.G.A
NAFIA IN NJIKOKA L.G.A
OBUTU IN OGBARU L.G.A
OTUOCHA IN ANAMBRA L.G.A
ONITSHA IN ONITSHA L.G.A
NANKA IN ORUMBA NORTH L.G.A
OWERRE-EZUKALA IN ORUMBA SOUTH L.G.A

DESCRIPTION OF SOME NATURAL RESOURCES IN ANAMBRA STATE.

OGBUNIKE CAVE
Situated on the North eastern section of Ogbunike town in Oyi Local...
Gove1-ri111ent Arca is the cave popularly known as "Ogba". The area of its location is known as "Ugwu Ogba". The cave which is found within the crust of a range of hills surrounding the area, may rightly be described as a wonder of nature in this part of the continent. As far back as 1894 before the arrival of Christianity in Ogbunike, the people worshipped the cave. Its existence is associated with several myths.

The myth surrounding the Ogba cult is simply as intimidating as it is seamy. The fearful tales, however, excite one's curiosity and arouse even greater curiosity with a sense of anticipation. A visitor appreciates the modest surrounding in a day light which at the same time cuts out a shadow into the sharpest definition and force of contrast and flood all that lie within the shadow with a soft and exquisite beauty.

Lezding into the cave itself is a track which leads into a number of other labyrinths. The entrance to the five tunnels of the cave is a wide and tapering mysterious hemispherical vault of solid rock with all season cold spring water dripping from the top and all comers once in the vault feel quite serene as though you had come into a wonder land. The labyrinth of tunnels or tracks give one a feeling of horror with perpetual darkness existing in sections of it.

At Ogbunike, the clearness is soft; nothing cuts or glitters. The air has not only a new transparency so that you can see further into it than elsewhere but has some quality like some crystal of an unknown water, so that to see into it is greater glory.
Perhaps, it is such an atmosphere that does wonders for the earth beneath it. Here there is nothing that suggests over flowing opulence, none of the excessive contraptions of modernity, but the green of meadows and purple of the moors.

As one leaves behind the hub of the living quarters of the six villages of the town through one of the many unturned roads one is led upward a little and then diverting into a clearing, bringing one face to face with the dreadful Ogba shrine.

Just beside the shrine, opens one of the cave’s tunnels which stretches underneath for many kilometers around. No one can imagine the beauty of it all, the dainty riot of glory. Now the path is skirting the sunless inner slope of rugged surface of hard depression.

As you weave your way among the stalagmites and stalactites of sterile limestone you suddenly find yourself in a confounding maze ridge beyond ride. They rear themselves extend, sink, part of close informs that are most admirably harmonious to watch their mere outlines in a delight and lesson for eyes. Indeed, the cave is a wonderland of its own.

**AGULU LAKE**

Agulu lake is a special natural endowment to the people of Anambra State of Nigeria. It is located in Anaocha local government area of the state. Sandwiched between Agulu and Nri town, Agulu lake about the largest east of the Niger has a fascinating tourist potential. The large but confine expanse of
AGULU LAKE
AERIAL VIEW OF AGULU LAKE
the lake, it’s rich and exotic wild aquatic life and the rolling scenic hills outskirting the lake amidst the tropical luxuriant vegetation are the models that will emerge into a rich tourist haven.

Agulu lake can easily be approached through various motorable roads. The lake tourism potential is further enhanced by the existence of Odinani Museum. The museum is currently run by University of Ibadan as a research centre in Igbo cosmology. Every year large number of tourists from Europe and USA visit Odinani museum for research purposes. By providing a convenient tourist centre within the lake, increased number of foreigners and local researchers will be attracted to the place.

**AGULU/NANKA EROSION SITE**

This ecological disaster of a couple of hundred meters deep and extensive gully erosion site covering several square kilometers have attracted attention. Although classified as an ecological disaster, the Agulu-Nanka Erosion site as attracted, and continues to attract, tourists and scholars from within and without the frontiers of the country. It is situated in Anaocha/Orumba North Local Government Areas.

**OWERRE-EZUKALA CAVE**

The cave is situated in Orumba South Local Government Area. Although relatively unknown until recently, the cave is perhaps one the largest in the country and has a giant water-fall with potentials for the generation of hydro-electricity. The State Tourism Board is currently investigating it. Upon
completing the study, the Board shall as expected, liaise with private investors to develop the cave and its potentials.

**AJALLI CAVE**

This is rather small compared with others in the state. Standing on sandstone cliff on the edge of a river valley, the cave is located in Ajalli town of Orumba North Local Government Area.

### 3.2 CULTURAL RESOURCES IN THE STATE

According to Okpoko (1990) "Cultural resources refer to those rich non-material and material attributes acquired within the society and transmitted through generations. Included among them are the diverse beliefs, festivals, diets, architecture, dances, drama, iron working, wood and stone carving characteristics of a given society (Okpoko, P.U. 1990: 128). Some of these resources may remain in actual use as do some historic and ethnographic materials or they may consist of partial remains and the traces of past use, as with archaeological sites.

Basically, tourism involves the movement of people from one place to another for specific purposes. This could be motivated by business, education, sports, religion, culture or leisure, all having the goal of recreational enjoyment. Anambra State is highly blessed with rich cultural heritage such as festivals, shrines and others. These can be seen as follows:
**Festivals and Dances**

<table>
<thead>
<tr>
<th>Festivals and Dances</th>
<th>Towns</th>
</tr>
</thead>
<tbody>
<tr>
<td>Various festivals including Ofala and the recent Mmonwu Festival.</td>
<td>All over the State.</td>
</tr>
<tr>
<td>Cultural Dances such as Nkpokiti, Etiliogwu, Igba Ijule and others.</td>
<td>Umunze, Awka and many other towns in the State.</td>
</tr>
</tbody>
</table>

**Sites**

<table>
<thead>
<tr>
<th>Sites</th>
<th>Towns</th>
</tr>
</thead>
<tbody>
<tr>
<td>Odimani museum</td>
<td>Nri-Anaocha L.G.A</td>
</tr>
<tr>
<td>Igboukwu museum</td>
<td>Igbozkwu-Aguata L.G.A</td>
</tr>
<tr>
<td>Enugu-ukwu museum</td>
<td>Enugu-ukwu-Njikoka L.G.A</td>
</tr>
<tr>
<td>Awgbu watchtower</td>
<td>Awgu-Awgbu North L.G.A</td>
</tr>
<tr>
<td>Asele Art Gallery</td>
<td>Nimo-Njikoka L.G.A</td>
</tr>
<tr>
<td>Father Tansi grave and home town</td>
<td>Aguleri-Anambra L.G.A</td>
</tr>
<tr>
<td>Umuekele Historic Site</td>
<td>Aguleri-Anambra L.G.A</td>
</tr>
<tr>
<td>Imo Awka Shrine</td>
<td>Awka-Awka South L.G.A</td>
</tr>
<tr>
<td>Haba Agulu Shrine</td>
<td>Agulu-Anaocha L.G.A</td>
</tr>
<tr>
<td>Ngeneoka Shrine</td>
<td>Nise-Awka South L.G.A</td>
</tr>
<tr>
<td>Various shrines located in many towns</td>
<td></td>
</tr>
</tbody>
</table>

**CULTURAL FESTIVAL**

Anambra State is rich with traditional festivals which mirror the cultural
heritage of Igbo people. These important events may be connected with homage to gods, ancestral spirits, or they may mark the transition from one season to another, the attainment of social status such as the flamboyant ozuo title ceremonies or with certain occupations.

Among the traditional festivals that feature in Anambra State that attract people from Nigeria and abroad are ofala festivals which are annual feasts that feature dancing and masquerading in commemoration of a traditional ruler's annual outing or in some communities, Igwu-aro festivals celebrated to flag off annual planting season.

Also celebrated in the state are New Yam Festivals for giving thanks to the gods of harvest and Mmouonwu festival which feature large displays of masquerades from various communities performing together aimed at presenting, and preserving aspects of our cultural heritage. Ijele is the king of masquerades in Igboland.

Other colourful festivals include Egwuimo Awka festival in Awka, Nwafor festival in Ogidi, Osuwa asato festival in Nri, Udo festival in Igbo-akwu, Omaliko festival in Abatete. Uzo-Oyi festival in Umunweji, Ezi-Okpaligwe in Aw wake, Aflia Olu in Nnewi and a host of others.

ARTS, CRAFTS GALLERIES

The characteristic arts and crafts of the people of Anambra State are expressed in carving, paintings mawals, works of clay, blacksmithing, cloth-
wearing, basketing, mat-making and body decorations.

The galleries in the state are Asele institute Nimo, Miminka Gallery in Neni, Obu ofor Nri Gallery in Enugu-Ukwu and Dike’s Gallery in Awka.

Carving centres are found in Enugu-ukwu and Enugu-Agidi, Awka, Amawbia, Nise, Onitsha, Umudioka and Agana.

Blacksmithing thrives in Awka, Agala, Igbo-ukwu Nnobi, Nnewi; and Umudioka.

Weaving Centres exist at Abagana, Nnewi and Neni while mat-making flourishes at Igboukwu, Achalla, Ebenebe and Ezulifite.

PARKS, HOTELS, AND HOLIDAY RESORTS

Anambra State is endowed with parks, beaches, forest reserves and games reserve which have great potentials as holiday resorts as follows:

(1) Kenneth Onwuka Dike park in Awka
(2) Nkisi boat yard near River Niger in Onitsha
(3) Manu Forest Reserve in Onumba North L.G.A.
(4) Otuocha Forest Reserve
(5) Otuocha Sand Beach in Anambra L.G.A.

Other tourists attractions in the state include the Rejenny Tourists Village, Oba in Idenili South Local Government Area which is already developed and visited by tourists from within and outside Nigeria. The Rejenny Tourists
village has many facilities such as hotel, zoo, swimming pool and football stadium which is a pitch for State, National and International football matches.

Hotels of various categories are located in the Major cities of the state. The Awka Capital Territory is the home of the five Star Ikenga Hotel, Tracy Hotels, Ubatel, Zanik and the Plaza located at Enugwu Ukwu as well as International Class Loreb Holiday Inn at Awkuzu. Onitsha which has the largest market for various goods and services East of the Niger is adorned with Nkisi Palace Hotel, Niger Heritage, Travellers Hotel and some others which cater for the needs of visiting traders, tourists and businessmen from various parts of the country and abroad.

The Nnamdi Azikiwe Recreation Park, Onitsha, currently under construction, shall when completed, provide an excellent relaxation spot for tourists. A Shopping Centre is also designed as an ancillary and a tourists Bus Terminal is to be developed to take care of the safety, comfort and convenience of tourists.

These facilities among others is a boast towards tourists development in Anambra State.

3.3 LEVEL OF TOURISM DEVELOPMENT IN ANAMBRA STATE

Tourism development demands the provision or enhancement of facilities and services to meet the demands and tastes of the tourist. This calls for entrepreneurship and investment. There is need for the building of standard
hotels and restaurants, development of national parks, historical monuments and museums, good transportation networks and airports, souvenir and sporting goods shops, medical centres, sewage treatment plants, beaches and swimming pools, and theatres for entertainment of all kinds, including cultural shows and dances. The provision of all these facilities and positive responses from tour operators and tourists have a number of consequences; Economic, Socio-cultural and differential interaction patterns.

In Anambra State not much has been done in tourism development. Tourism is yet in its teething stage. The reasons are not far fetched. The absence of infrastructure and the country’s unconcerned attitude towards leisure has denied the state of a vibrant tourism industry. It must be noted that the development of these tourist attractions requires a huge financial backing as well as technical assistance from the federal government and some international institutions.

HOTELS

Hotels and the tourism industry are intrinsically linked, such that in Nigeria, neither can be imagined without the other. Availability of hotel accommodation, is a Sine-qua-non for the tourism industry. For our tourism industry to be in line with what is obtained in such countries like Tanzania, Togo, and Kenya in Africa, Nigeria needs categories of star hotels.

According to recent classification of hotels in Lagos, by the Lagos State
ministry of Home Affairs and Tourism, a one star hotel is supposed to have five to ten rooms, guests, bar, a restaurant, a reception desk with seating and drinking provisions, a parking space and telephone. Toilet facilities should be available both in the private rooms and the common room such as Bar/Reception.

A two-star hotel should have eleven to twenty-five rooms capacity as well as telecommunication and parking facilities as in the One Star Hotel. As for the three star hotel, it should possess between twenty six to forty-nine room facilities more spacious accommodation, with full meal facilities including continental menu. Sixty percent of the workers should have well located reception hall with music, television, seating and drinking facilities, a mini-conference hall with room for at least thirty guests, a common outdoor area for guests, rugged corridors room services and optional dancing facilities. It is also expected to have news agents and tobacconist shops among other facilities.

In the case of a four star hotel, it should possess excellent accommodation with high standard at comfort with a minimum of fifty rooms including suites, a banquet/conference hall with rooms for at least one hundred guests, a well maintained restaurant, lobby and lounge bar. Seventy percent of its workers should be professionally qualified.

The five star hotel needs high standard facilities. For example about eighty percent of its works should be professionals (who should have on the job training). It should have fewer than 50 rooms and suites. It should have most
STANDARD HOTEL IN ANAMBRA STATE
of the tour star facilities. Other features include possession of sophisticated restaurant with an unrestricted choice of wines and beverages.

In Anambra State, most of the available and functional hotels are located in the urban areas. They range from the so called one-star hotel to three-star hotels. According to Mr. Emeka Okpara (one time co-ordinator of Federal Ministry of Commerce and Tourism, Awka) plans are under way to build a 5-Star Hotel at Agulu Lake Site. The hotel when built will boost tourism in Anambra State.

According to the former chairman of Board of Directors of Ikenga Hotel Awka, Chief A.C. Okoli. "The prospects and potentials of tourism in Anambra State is enormous. The state is still very young, all we have is only Ikenga 530 room hotel". He revealed that the hotel has certificate of occupancy covering 46.3 hectares of land for development; so we should have a 5-star hotel. He also intimated that his board has plans to build medium sized hotels in places like Onitsha, Nnewi, Aguata, Onumba, Ihiala and Idemili Local Government Areas. Presently, there is no accommodation facilities in the state.

**COMMUNICATION**

Communication is important in all aspects of human interaction. It is necessary, therefore, for us to have adequate information to guide the tourist. Telephone service in the state is inadequate and it takes a very long time before letters could travel from one destination of another.
The state tourism board have carried out a survey of all the tourist sites in the State and have come up with a map of tourist attractions and the towns where they are located. The ministry of commerce and tourism in the state is working on a Brochure of major festivals of tourists interest and the facilities available in each locality and village where such tourist attractions are located. This will enable a visitor to determine what is available for him and how suitable it is for his taste.

Other areas of development include identification of all known potential tourist sites which were captured in a video record. A feasibility study of Agulu Lake, Ogumike Cave and Nkisi Beach have been completed. The development of these areas are being awaited.

Generally, tourism development in the state is moving in a slow pace. All the projects are still in the teething stage. None of them has gone into operation. We hope that the state will wake up from her slumber and give tourism the deserved boost.
CHAPTER FOUR

PROSPECTS OF TOURISM IN ANAMBRA STATE

"Tourism, a smokeless industry is no longer the exclusive right of the advanced world. It has found its way into the modern dictionaries of all nations. Since its realisation as a means of economic exploitation, Tourism has evolved from an unco-ordinated and unplanned economic activity to be the world's most sophisticated, most diverse and largest industry today with many countries either wholly or partially depending on it as their economic mainstay. Analysts put tourism daily turn-over at 346 billion of about $161 billion world wide" (Gumel Garba 1988).

Tourism development not only provides a sound economic base for a nation, it also enhances the physical development of a people through the establishment of facilities for vacation and recreation for the generality of the citizenry. It also aids the upliftment at a society's cultural values as much as it encourages the beautification of the environment.

Its role in Nation building is supported by many organs, namely transportation, (air, land and sea), accommodation (hotels, guest houses, inns, apartments, etc.) sight-seeing (monuments, museums, parks, zoos, beaches, festivals, physical formations, antiquities). All these are functional parts of the industry without which it ceases to have a meaning.

"The role of tourism in nation building cannot be over emphasised since tourism cuts across the goals and aspirations of the government. Its economic
contribution is enormous, it is responsible for 5% of the total world international trade. It is second to oil as a single industry as far as oil as a single industry as far as foreign earning is concerned. It is an economic vibrator which is very dependable, very reliable and very functional,” (Ojo 1988).

Many countries of the world rely solely on it as a means of earning foreign exchange. Jamaica, Italy, Britain, Bulgaria, Mexico, India, Egypt, Tunisia, Ivory Coast, Togo, Gambia, Kenya, etc. are all witnesses to this fact. In Europe and America particularly tourism is a major industry employing a large number of people, a lot also benefit through indirect employment.

The developing countries, have also discovered tourism as one of the would be solution to unemployment. In Nigeria for example, government is getting involved in the planning and execution of tourism project through regulations and financial support. Some state tourism boards have transformed themselves into result oriented and revenue generating corporation.

Lagos state government has dedicated a whole ministry to tourism with package of incentives. With the experience and experiment of Lagos State, it is very sure that in the near future other states will follow suit having noticed the significant achievements recorded by Lagos State, (Ojo 1988).

On domestic and international levels, developing countries have also discovered tourism as a solution to their regional problems. It is a vehicle of unity in a country plagued by multifarious ethnic tribes and religions. In 1983,
the world received 3.5 billion tourists of which only 286.5 million were international tourists, while the rest were domestic tourists. Out of this, Africa hosted 6.7 million international tourists representing 2.3% of the total. At the same period, Africa’s share of the revenue was 2 billion US Dollars. This may look insignificant if compared with USA’s 23 billion Dollars which hosted 50 million international tourists while the nine European countries hosted 196 million international tourists and generated 5.7 billion US Dollars, (Ojo 1988).

“A record shows that in 1972 Nigeria realised N10 million in revenues from 49,000 tourists who visited the country” (Amakor 1982). Most African Countries like Kenya, Gambia, Senegal, Ethiopia (to mention a few) earn most of their national income from tourism. Between January and March, 1977, at least 3,580,800 tourists visited Kenya. The revenue derived from tourism by Kenya government was about N214, million in Nigeria equivalent, (Amakor 1982).

“An over all survey of tourism in the world in 1963 recorded 460 million domestic and international arrivals, and by 1978 the figure had jumped to approximately 12,000 million, having increased at 9% annually, 2% more than the average annual growth rate of international trade. However, the African region realised only 3 million visitors in 1963 and as estimated 6.2 million visitors in 1978 representing an annual growth of 7% for the region. While 1963 Africa’s world share of tourism market represented 0.7% in 1978, it accounted for only 0.5% of the world total. Of the world’s impressive earning of 230,000
million as Dollars in 1978, Africa's estimated share was only 2000 million Dollars, or only 0.9% (Kingsley 1980).

North Africa attracts the lion share of tourists to Africa with 62%, the eastern and Southern African sub-regions claims 22%, West Africa 11% and Central Africa only 5%.

A projection by experts showed that Nigeria could earn about N53 billion by the year 2,000 (African Concord 1988:41). The indication came from the Nigerian Tourism Board (NTB), which realised N206.2 million and N156.2 million in 1986 and 1987 under unfavouring conditions. Notwithstanding, the neglect is not peculiar to Nigeria. Experts claimed that of the 3.3 billion tourists who paid about N74.63 billion worldwide in 1983, only seven million who paid 1.46 billion came to North Africa and East Africa accounted for over half of the figure in those years, an indication that more of the neglect is associated with West Africa sub-region except Burkina Faso which depended on tourism for its foreign exchange.

Tourism is an invisible export which differs from other forms of international trade transactions in several way. The consumer “Collects” the services himself from the “exporting” country and, in consequence, the exporting country incurs no direct freight charges or service cost outside its boundaries, except in cases where the airlines owned by the developing (or exporting) countries are used. However, international tourism is in general both price and income elastic and changes in either of these two variables cause a
more than proportional change in pleasure travel (Ude 1991:49).

Unlike other export industries, cultural tourism is a highly differentiated product which directly affects several sectors of a national economy. The expenditure is injected into local shops and restaurants, local transport facilities and many souvenirs. Cultural tourism is a foreign exchange earner, an important source of employment with all its paraphernalia of hotels, travel agencies, entertainment centres and so on. It can stimulate local agriculture and other sectors which otherwise would be non-convertible and provide additional sources of revenue for the public authorities from the various forms of taxation generated by these activities. Employment will be affected by tourism in two ways. In itself, tourism creates jobs that are more and more essential to the national economy. At the same time, because of its social and cultural aspects it encourages people to work less so as to be able to take advantage of culture, nature and human contacts.

Below are statistical tables indicating an estimate of foreign visitors, their length of stay, receipts and expenditure from selected countries.
<table>
<thead>
<tr>
<th>Country</th>
<th>Estimated Foreign Visitors (Arrival)</th>
<th>Average Length of Stay of Foreign Visitors</th>
<th>Gross Foreign Tourism Receipts</th>
<th>Average Daily Foreign Tourists Expenditure (Dollars)</th>
<th>Gross Tourism Receipts Compared to Merchandise Exports</th>
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<tbody>
<tr>
<td>North Africa</td>
<td>874</td>
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<td>156</td>
<td>13.0</td>
<td>27.9</td>
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<td>14.6</td>
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<td>6</td>
<td>26.0</td>
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<td>19</td>
<td>24.0</td>
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<tr>
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<td>5.0</td>
<td>5</td>
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<td>Uganda</td>
<td>40</td>
<td>3.5</td>
<td>4</td>
<td>25.0</td>
<td>2.6</td>
</tr>
</tbody>
</table>

Fig. 3  INTERNATIONAL TOURISM IN SELECTED COUNTRIES IN 1970

GROSS TOURISM RECEIPTS COMPARED TO MERCHANDISE EXPORTS
Among the economic and social advantages brought by tourism, the following appear to be the most significant.

1. **The Effect on Foreign Exchange Earnings**

   Foreign exchange is required by developing countries to purchase the capital goods and other imports essential for development. Anambra State will earn foreign exchange if a concerted effort is geared toward developing tourist attractions in the State.

   "Tourist receipts form one important source of foreign exchange. In the year 1968, for example, tourist receipts of £18.0 million accounted for approximately 11% of the total exchange earning of Kenya" (Sadler and Archer, 1972:15).

   Tourism, for example, created as increased demand for imports to satisfy the higher living standards demand by visitors. At the same time further foreign currency is lost to the economy as expatriate labour remits some of its earnings overseas. And for this to happen, the economy will be geared toward supplying the quality of goods and services necessary to satisfy the demand of international tourists.

2. **Employment Efforts**

   Tourism is labour intensive and can absorb a large number of semi-skilled workers, which in a developing country is largely drawn from the traditional sectors. Even in the more advanced economies, the semi-skilled and unskilled workers recruited by the tourist industry make up almost three-quarters of their
total requirement. In Mexico, for example, an investment of 80,000 dollars in tourism in 1969 created 41,000 jobs, compared with only 16,000 jobs in the petroleum industry (Sadler & Archer 1977:18).

"In Morocco, the addition of an extra 100 bedroom hotel creates direct employment for 40 workers plus some additional secondary employment. In Kenya over 12,000 direct jobs were created by tourist establishment" (Sadler & Archer 1972:18).

When the tourist attraction in Anambra State is developed, the industry is capable of employing more than 10,000 workers thereby reducing the rate of unemployment in the State and the country as a whole.
<table>
<thead>
<tr>
<th>Region</th>
<th>Estimated Foreign Visitors (Arrivals)</th>
<th>Average Length of Stay of Foreign Visitors</th>
<th>Gross Foreign Tourism Receipts (Million)</th>
<th>Average Daily Foreign Tourist Expenditure (Dollars)</th>
<th>Tourism Receipts Compared to Merchandise Exports</th>
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<td>Central America and Caribbean</td>
<td>816</td>
<td>5.3</td>
<td>221</td>
<td>45.4</td>
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<tr>
<td>Bahamas</td>
<td>306</td>
<td>8.1</td>
<td>42</td>
<td>40.0</td>
<td>23.2</td>
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<td>Jamaica</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Southern Europe</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Greece</td>
<td>1,408</td>
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<td>194</td>
<td>14.0</td>
<td>20.2</td>
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<tr>
<td>Spain</td>
<td>24,005</td>
<td>7.0</td>
<td>1,681</td>
<td>15.7</td>
<td>71.7</td>
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<tr>
<td>Yugoslavia</td>
<td>4,798</td>
<td>4.8</td>
<td>275</td>
<td>12.2</td>
<td>16.4</td>
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</table>

<table>
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<th></th>
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</thead>
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<td>318</td>
<td>1,399</td>
<td>3,070</td>
<td>48.4</td>
<td>57.3</td>
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<tr>
<td>NORTH AMERICA</td>
<td>238</td>
<td>496</td>
<td>930</td>
<td>31.7</td>
<td>20.3</td>
<td>18.4</td>
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<td>LATIN AMERICA</td>
<td>140</td>
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<td>MIDDLE EAST</td>
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<td>80</td>
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<td>1.6</td>
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<td>ASIA/AUSTRALIA</td>
<td>13</td>
<td>82</td>
<td>170</td>
<td>1.7</td>
<td>3.3</td>
<td>4.6</td>
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SOURCE: M. PETERS, INTERNATIONAL TOURISM, 1960
### Statistical Table Indicating the Volume of Tourists Traffic to Some of West African Countries

#### In 1970 and 1971

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<thead>
<tr>
<th>Country</th>
<th>Foreign</th>
<th>Visitors</th>
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<tr>
<td>Nigeria</td>
<td>25,000</td>
<td>40,000</td>
</tr>
<tr>
<td>Togo</td>
<td>15,000</td>
<td>16,000</td>
</tr>
<tr>
<td>Dahomey</td>
<td>11,000</td>
<td>11,000</td>
</tr>
<tr>
<td>Ivory Coast</td>
<td>35,084</td>
<td>35,000</td>
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<tr>
<td>Sierra Leone</td>
<td>44,826</td>
<td>48,820</td>
</tr>
<tr>
<td>Burkina Faso</td>
<td>12,000</td>
<td>12,000</td>
</tr>
<tr>
<td>Niger</td>
<td>4,331</td>
<td>6,369</td>
</tr>
<tr>
<td>Mali</td>
<td>1,500</td>
<td>1,500</td>
</tr>
<tr>
<td>Senegal</td>
<td>6,598</td>
<td>7,000</td>
</tr>
<tr>
<td>Gambia</td>
<td>51,000</td>
<td>75,000</td>
</tr>
<tr>
<td>Mauritania</td>
<td>2,300</td>
<td>7,000</td>
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<table>
<thead>
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<th>COUNTRY</th>
<th>YEAR</th>
<th>EARNING (US DOLLARS MILLIONS)</th>
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<tr>
<td>MOROCCO</td>
<td>1971</td>
<td>162</td>
</tr>
<tr>
<td>TUNISIA</td>
<td>1971</td>
<td>108</td>
</tr>
<tr>
<td>LIBYA</td>
<td>1971</td>
<td>6.6</td>
</tr>
<tr>
<td>TANZANIA</td>
<td>1971</td>
<td>13.7</td>
</tr>
<tr>
<td>KENYA</td>
<td>1971</td>
<td>67.4</td>
</tr>
<tr>
<td>UGANDA</td>
<td>1971</td>
<td>16.5</td>
</tr>
<tr>
<td>MAURITIUS</td>
<td>1971</td>
<td>6.8</td>
</tr>
<tr>
<td>SENEGAL</td>
<td>1972</td>
<td>1.7</td>
</tr>
</tbody>
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NOTE: These Figures exclude the foreign exchange earning of National airlines.

(3) INFRASTRUCTURAL CHANGES
The growth of tourism creates a need for an improved infrastructure in a developing economy. Transport system requires a degree of modernisation; water supplies and sanitation arrangements need improvement. Access roads, airports, telephone systems and other public utilities may have to be extended.
In economic terms many of these services are indivisible in the sense that if the
government provides them for tourists they are at the same time making them
available to local residents. Improved roads benefit farmers in rural areas.

In addition, through multiplier effect, the monetary benefits of tourist
spending could spill over into various sectors of the economy. The government
derives tax and excise revenue directly from tourist expenditure and indirectly
by taxing the higher incomes and profits of local residents and tourist
establishments. Some of the funds realised in this can be used to finance other
development projects.

Federal Government is manifestly committed to developing the tourism
industry in the country. In the 1990 and 1991 fiscal years for instance, N53.1
million and N118.4 million respectively were allocated for the implementation
and execution of tourism projects identified and approved by the Federal and
State governments.

In 1991, the Federal Government established a National Tourism policy
forum as the nation's think tank on tourism policy to guide tourism
development, (Onwehiko 1993).

The main thrust of government policy on tourism is to generate foreign
exchange, encourage even development, promote tourism based-rural
enterprises, generate employment and accelerate cultural exchange.

It would not be an over statement to assert that tourism industry would be
a great source of revenue for Anambra State. This is because the State has a
hordes of enterprising entrepreneurs who can enter into partnership with the state government to develop any of the tourist potentials that abound therein. The current annual income from tourism in Nigeria is put at N50 million. This huge amount could be doubled, if deserved attention is accorded to the development, investment and management of tourism in Nigeria. The importance of tourism industry in Anambra State cannot therefore be overemphasized.
Tourism development still has a long way to go. Anambra State has some of the best natural resources for tourism and there is need to develop all the tourist sites in the state. In states like Lagos and Plateau, the provision of infrastructure such as hotels, car parks, canopies at beaches was given adequate attention. Tourism cannot develop without the provision of basic infrastructures. Attention should first of all be given to providing basic infrastructure such as hotels in and around the area where those sites are located, good roads, pipeborne water, electricity and telephone to the areas of tourism attractions.

Hotel charges should be relatively cheap. The structures should reflect as much as possible the structural or architectural realities of the state in particular and Nigeria as a whole. Furthermore, hotel surrounding should be beautified with meaningful sculptures such as past local heroes or heroines, flowers and good sceneries. Video films often shown in hotels to visitors should have Igbo cultural manifestations, such as music, drama, festivals all portraying Igbo man’s heritage. These will enable the tourists have a proper grasp or knowledge of the people visited in a wider spectrum.

The internal decorations should also have Igbo motifs. Local menu should be given priority attention in the menu list. Tourists should be exposed
to our most popular menu like isiewu, ofe-egwusi with pounded yam. All these will make a difference from what the tourist is used to.

Anambra State Tourism and Hotels Management Board should take a census of all the hotels in the state with a view to classifying and grouping them in the categories they belong. This will enable the tourist to know the kind of hotels obtainable in the state.

The state government has to enact laws and regulations to govern the conduct of practitioners in tourism industry like hotels, travel agents, tour operators and car hire services. This is to ensure that their conduct is not detrimental to the objectives of tourism industry and the security of the nation and state. The government should provide control measures for tourism consumer protection. The state government should allocate a piece of land in the state capital for the construction of a tourist centre. Local governments should be drawn into the picture so that funds would not be a hindrance in the development of this revenue yielding project in the state.

Efforts should be geared toward re-orientation of the minds of people toward tourism. The awareness has to be created for people to begin to appreciate the values of tourism in their life. Seminars, symposia, radios and film shows should be used to reach the populace. Schools and institutions of higher learning should be organised to enable pupils and students acquaint themselves with the values in tourism. One of the ways to do it is to introduce tourism as a subject starting from primary school to post-primary schools.
The state tourism board should borrow a leaf from their counterpart in Enugu State, where “Tourism Club” was formed to project tourism in the state. The club could be extended to primary and post primary schools but with different objectives. It could be known and addressed as “Anambra State Tourism Club”. Their objectives, among others will be as follows:

- Introducing a new vocation culture into the working lives of our peoples.
- Inculcating tourism consciousness into the people of Anambra State through direct participation.
- International exchange of tourism ideas between sister clubs in other countries and
- Marketing our cultural heritage and leisure potentials through inter-local, state and national relationship e.g manonwa festival, various ofala in the state, Ifuji festival, traditional wrestling, cultural dance, and so on.

MEMBERSHIP:

Just as with recreation clubs and sport clubs, membership of Anambra State Tourism Club should be restricted to certain class that would appreciate what it takes to relax. But unlike these two, tourism club would encourage tours to tourist attractions throughout the federation and sometimes beyond.

Nigeria which is endowed with tourism potentials would be toured frequently. Members of the club would be exposed to other parts of the world. Through series of traveling, one is placed in a better position to know all corners of the federation.
The life of members would be made more meaningful and enjoyable through the programme "HOLIDAY SPACE" which would basically involve cultural education, leisure, commerce, health, etc.

The club should be formed in all the major towns in the state especially Awka, Onitsha, Ihiara, and Nnewi. I believe that when such club is in place, businessmen in the state will avail themselves of the wonderful opportunity to be members of the club.

There is need also for us to promote our tourism resource both within and outside the country. According to Okpoko (1990) "International tourism offers among other things, the opportunity for travelers to widen their mental horizons. Treating culture as a valuable "export" product demands therefore that adequate publicity be mounted overseas to arouse the interest of prospective tourist. Government objective in this direction should be to project our many cultural attractions to the outside world".

Da'silva (1985 - 86) has suggested that our embassies overseas should be used to promote our cultural values abroad. He points out that such embassies should house mobile museums which visitors to the mission can see, adding that this approach will make it easy for the mission to participate in tourism fairs and exhibitions overseas; He stressed and rightly too, that cultural tourism is one of the most effective media for promoting any country while correcting any negative image being peddled about the country". (Cited from Okpoko, P.U. 1990:133).
Within such embassies, offices exclusively reserved for tourism promotion should be established, if the objective of international cultural tourism is to be achieved. In addition, efforts should be made to establish separate national tourist offices in those countries we are likely to generate more tourist traffic" (Okpoko P. U> 1990: 133).

A festival like Mmmnww festival needs to be internationalized. The festival depicts the rich cultural values of the people of the state which any tourist would enjoy. Such a culturally-oriented tourist attraction encourages Nigerians to spend their leisure meaningfully. Through it, foreigners and citizens alike are encouraged to undertake studies on the rich cultural values of the Igbo peoples.

For Mmmnww festival to be internationalized, our foreign embassies should be involved. Posters of the festival, overseas embassies, with instruction to use them for advertisement in foreign media houses. Tickets for admission into the venue of the festival should be sent to the embassies for sales in advance.

Before the actual date of the festival, may be within two days of the event, there should be a two days cultural carnival where most of our cultural heritage will feature. This carnival is to be organised near those towns endowed with natural tourism resource like Agulu lake and Ogbaruise cove. The tourist will use the opportunities of watching the carnivals to visit those places of tourism attraction.
According to E. C. Okpala, the former co-ordinator, Federal Ministry of Commerce and Tourism, Awka, plans are on the way to organise "Tourism Fair" in the State. Other states of the nation will be invited to participate in the fair. A programme of this kind should be supported and encouraged by the government, for it will go a long way to give boost to the development of Tourism in the State.

The State government should budget a substantial amount annually for tourism development. This will be used to provide basic infrastructures in the state as well as in the development of the sites.

Moreover, there should be a State policy on tourism which will be strictly pursued. Private sector should be encouraged and taken into confidence and be allowed to participate in the development of tourism industry. Government can go into partnership with them to accelerate a quick development of all the tourist sites in the State.

Participation of private sectors in tourism development can be encouraged through the establishment of consistent training programmes. In this regard, government should set up training institutions or encourage the existing higher institution in the state to produce the required manpower such as caterers, tourist guides and security personnel for visitors.

Government should pay special attention in the development of Holiday villages in various parts of the State or at least in each of the local government headquarters.
Planning for tourism should make the widest use of the cultural values of the environment as a basic attraction for tourists, for example ancient settlements, monuments, colonial relics. For the effective preservation of the historic monuments, government shall ensure their maintenance, renewal and if necessary adaptation to modern needs and function (Onyige 1988).

The State tourism board should keep a statistical data of movement of tourists. This will enable the state to ascertain the number of tourists, that visited the state each year, their states of nation of origin, the time they departed and number of days they spent in the State. This kind of information will help in future planning of tourism.

Again, the Board should institute a systematic programme of documenting cultural activities of potential tourist interests and publish them in official guide books, pamphlets, directories and information booklets for the guidance of visitors.

According to the state tourism officer, plans are underway to develop a calendar of all the cultural festivals in the State. This calendar is very important, for it will help tourists in making decisions about where and when to undertake a tour.

The State tourism board should publish monthly or quarterly News letters on aspects of our tourist attractions and liaise with other tour operators for purposes of advertising our potential tourist attractions.

The Organisation of Mmonwu festival should be the combined effort of
the State ministry of Information and Culture and the State Tourism and Hotel Management Board. The existing stadium at Awka is not of a standard to hold such a festival. Government should construct a befitting stadium of international standard for such event.

The Federal Military Government and indeed the Nigerian populace should endeavour to encourage democratic rule in this Nation. This will usher in a stable government which is a panacea for foreign investors to invest in tourism development in the country.

Finally, effort should be made to establish a zoological garden in the State. All these measures when attained will go a long way to boost tourism in the State.
CONCLUSION

"Tourism is one of the topical issues in Nigeria today. Just like the agricultural revolution characterised by the growing of wheat locally, tourism is explainable in terms of present search for alternative for Crude Oil as the major source of national revenue and the fear that the wells may dry up any day or that, even if the wells did not dry up the country cannot fare well with the fluctuating price of crude oil in the world market. The need to diversify the economy and the possibility of tourism servicing as alternative to crude oil is the factor that gives it its current popularity" (Ejituwu 1900).

Tourism is the movement of people temporarily from one place to another in search of relaxation and recreation. Although tourism has been described as concerned with traveling for recreation, it is today a major source of income for some countries of the world.

"The potential of tourism as a major revenue yielding development is indicated by Da'silva when he observed that tourism characterised by the movement of people from place to place, generates buying and selling and money making. And by 1988 world tourism had generated an equivalent of about N20 trillion" (Da'silva 1988, cited from Ejituwu 1988). By implication it would generate more by the year 2000.

There has thus been no major efforts to actually upgrade the numerous existing tourist attraction sites found in the various locations in the State. Similarly, information of what exists is sketchy, so that the main function of
tourism as a generator of jobs and a main earner of foreign currency is somehow lost.

Although cultural activities such as festivals help to promote tourism. Most of the rituals associated with these cultural activities do not lend themselves to tourism. The sacred nature, the mysteries surrounding them, their secrecy and timing do not lend themselves for easy articulation and to the national and local tourism development effort.

That notwithstanding, the prospects of tourism in the State is very bright. Nigerians are not only adventurous in nature they are also enterprising. When adequate facilities are provided in the various tourist sites, people will respond by the way of patronizing tourism industries in the State.
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# APPENDIX

## FESTIVAL CALENDAR

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