

RESEARCH ARTICLE

Impact of tourism industry on poverty eradication in southern Nigeria

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Abstract

This research work examined the impact of tourism industry on poverty eradication in southern Nigeria. Tourism industry refers to the economic sector that encompasses various activities related to the travel and leisure of people to destinations outside their usual environment. The objective of the study investigated the effect of restaurants establishment on job creation and effect of tourist attractions on increased health Care, problem of study include lack of comprehensive data, unequal distribution of benefits, inadequate infrastructure, environmental sustainability, and limited capacity building opportunities all pose significant challenges to achieving poverty reduction through tourism. The tourism industry has the potential to stimulate economic activities in various sectors such as hospitality, transportation, arts and crafts, and cultural heritage, thus providing multiple avenues for poverty reduction. The researchers made use of survey research method, where 150 questionnaires was administered to staffs and tourists at the chosen attractions. Data was analyzed descriptively using frequency distribution tables and simple percentage in order of research question. The researchers also tested hypotheses using chi-square statistical techniques. From the researcher's findings, the study revealed that tourism industry such as restaurants establishments, tourists attractions has significant positive impact on poverty eradication in southern Nigeria. This research concludes that balancing economic gains with social and environmental responsibility is essential for maximizing the positive impact of tourism on poverty eradication. The researchers recommends that Governments, businesses, and communities should collaborate to create policies that prioritize social and environmental responsibility while harnessing the economic potential of tourism for poverty alleviation, and also investing in education and skills development for local communities can enhance their capacity to participate in and benefit from the tourism sector.

Keywords: Tourism; tourism industry; poverty; eradication; poverty eradication.

Introduction.

Tourism industry, also known as the travel industry, is linked to people traveling to other locations, either domestically or internationally, for leisure, social, or business purposes (Aturu 2022). It is closely connected to the hotel industry, and the transport industry. Much of it are based on keeping tourists happy, occupied, and equipped with the things they need during their time away from home. The tourism industry is one of the world's largest industries, and the economies of many nations are driven, to a large extent, by their tourist trade. The tourism industry is also a wide-range industry, which includes the hotel industry, the transport industry, and several additional industries or sectors.

The tourism industry includes hospitality (e.g. accommodation, restaurants), transportation (e.g., airlines, car rental), travel facilitation and information (e.g., tour operators, travel agents, tourist information centers), and attractions and entertainment (e.g., heritage sites and theme, national, and wildlife parks(ILo2022).

Poverty eradication refers to the collective efforts and strategies aimed at eliminating or substantially reducing poverty in a particular region, country, or the world as a whole. It is a multi-dimensional concept that goes beyond just increasing income levels and encompasses various aspects of human well-being. The goal of poverty eradication is to ensure that all individuals have access to the necessary resources, opportunities, and capabilities to lead a life of dignity and achieve their full potential.

Poverty eradication is a complex and long term endeavor that requires coordinated efforts from governments, civil society organizations, the private sector, and international institutions.

The tourism industry has emerged as a potential avenue for poverty eradication and sustainable economic growth in Lagos state. It has the potential to stimulate economic activities in various sectors such as hospitality, transportation, arts and crafts, and cultural heritage, thus providing multiple avenues for poverty reduction. In Nigeria, the traditional approach to poverty reduction has largely been direct, in terms of interventions related to basis empowerment of the poor, primarily through the skill-credit-subsidy route.

The primary aim of this research work investigated the contribution of tourism industry on poverty eradication by creating jobs, boosting local incomes, and stimulating economic growth in the regions it operates, thereby lifting people out of poverty and improving their living standards. These was achieved during our regorous research in southern Nigeria.

Statement of problem

Ladan (2022) suggested that lack of comprehensive data, unequal distribution of benefits, inadequate infrastructure, environmental sustainability, and limited capacity building opportunities all pose significant challenges to achieving poverty reduction through tourism. Addressing these problems requires a coordinated effort from various stakeholders to promote inclusive and sustainable tourism practices that prioritize poverty eradication. This research is geared towards addressing the role of tourism industry in poverty eradication in southern Nigeria.

Objective of study

The general objective of this study examined the impact of tourism industry on poverty eradication in southern Nigeria. But the specific objectives investigated the effect of restaurants establishment on job creation and effect of tourist attractions on increased health care density.

Research questions

1. What is the effect of restaurants establishment on job creation?
2. What is the impact of tourist attractions on increased health care density?

Research hypotheses.

Null hypotheses :

1. There is no significance positive relationship between restaurants establishment and job creation in selected hotels and restaurants in southern Nigeria.
2. There is no significance positive relationship between tourist attractions and increased healthcare density in selected hotels and restaurants in southern Nigeria.

Significance of study

This research work will help to examine the impact of tourism industry on poverty eradication within our environment in Southern Nigeria. It sheds light on its sustainability and how it can be harnessed to minimize negative effects on the environment while maximizing positive socioeconomic outcomes and which tourism can empower local communities also by promoting cultural heritage, fostering entrepreneurship, and supporting local artisans and businesses.

Economic development will benefit by understanding how tourism affects poverty level can help identify opportunities to stimulate economic growth and create job opportunities for locals. Tourism revenue can contribute to improving infrastructure, education, and healthcare, potentially lifting people out of poverty.

Investors and businesses will benefit when they use the study's insights to make informed decisions about investing in the tourism sector, potentially contributing to poverty reduction through job creation and income generation.

This study can add to the body of knowledge on tourism's role in poverty reduction. It will benefit researchers and policymakers beyond Lagos state and potentially influencing international development strategies.

Review of related literature

Tourism

Tourism is travel for pleasure or business, and the commercial activity of providing and supporting such travel. The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure and not less than 24 hours, business and other purposes". Tourism can be domestic (within the traveler's own country) or international, and international tourism has both incoming and outgoing implications on a country's balance of payments (ILO 2022).

Types of tourism : Some kinds of tourism are explain below:

Business tourism: This type of tourism involves traveling to different locations to attend business issues or work. In business tourism, individuals still work according to their regular schedule, but the difference is that they are doing it away from their typical workplaces. Example of activities that happen in business travel include attending seminars, trade fairs, meetings, conferences- that kind of thing, Business tourism doesn't involve booking into hotel and eating and spending money in the local community.

Food tourism: Speaking of buffets- are there anyone who doesn't love good food? Many tourists simply follow their taste buds and choose their holiday destinations based on the things they want to eat. Popular destinations for food tourism include Italy, Spain, France, and Japan and if you're in any one of these destinations or a particular location that's known for nice food that I haven't named just make sure your marketing includes a picture of whatever's local and delicious. It's what I call "a delicious type of tourism. So in this research the researcher regards those who travel out of their environment just to eat different type of food that they aren't familiar.

Sport tourism: Sport tourism is a type of tourism that involves attending sporting events or participating in sports activities. As hotelier, sports tourism presents an opportunity to attract a specific kind of traveller and to increase occupancy during periods of high demand. Sports events, such as marathons, golf tournaments, and international sporting competitions, can draw large numbers of visitors to a destination. These travelers often require accommodations, making hotels a key part of the sports tourism industry (Ogbemudia 2018).

Wildlife tourism: Wildlife tourism is a growing industry that involves traveling to natural areas to observe and interact with wildlife. This can include activities such as birdwatching, whale watching, and safaris. Hotels located near national parks or other protected areas can also benefit from wildlife tourism, as these areas are often home to a wide variety of animals that tourists may want to see. (DA Silva 2017).

Religious tourism: Religious tourism is a type of tourism that involves visiting religious sites and participating in religious activities. This can include traveling to places of worship, such as churches, temples, mosques, as well as participating in religious festivals and pilgrimages. Religious tourism is all around the world, and many people engage in this type of travel for a variety of reasons. Some people travel for religious reasons, such as to participate or to visit a holy site. Others may be interested in learning more about different religions and the role they play in different cultures.

Country side tourism: This type of tourism isn't as rooted in tours and tourist attractions so much as others. It is more concerned with the visitor's experience. It's about escaping from one's usual environment and experiencing life as other people live it, away from the noise of the hoi polloi. Oftentimes, countryside tourism is about experiencing an event as opposed to seeing some great thing or exploring some particular environment (Awoseyin 2017).

Components of tourism

These components work together to create the tourism industry, providing a wide range of experiences for travelers and contributing to the economies of many regions worldwide. **Tourist Attractions:** These are the destinations and places that attract tourists, such as natural landmarks, cultural sites, historical monuments, theme parks and more. **Accommodation:** Accommodation options include hotels, resorts, hostels, vacation rentals, campgrounds, and other places where tourists stay during their visits. **Transportation:** This encompasses the various modes of transportation that tourists use to reach their destinations, including airlines, trains, buses, cruise ships, and car rentals. **Food and Dining:** Restaurants, cafes, street food vendors, and local cuisines are integral to the overall tourism experience. **Tour operators and Travel Agencies:** These businesses assist tourists in planning and booking their trips, offering packages, guided tours, and travel services. **Hospitality:** The overall service and reception provided to tourists, ensuring a positive and comfortable experience during their stay. **Events:** Special occasions, festivals, or gatherings that can attract tourists, providing unique experiences tied to the destination's culture or offerings. **Safety and security:** Ensuring the safety and security of tourists is a critical aspect, destinations often have law enforcement and emergency services dedicated to this purpose. (DA Silva 2020)

Types of tourism industry.

The tourism industry comprises several sectors that work together to facilitate travel and provide services to visitors. These sectors include:

Hospitality: involves accommodation such as hotels, restaurants, resorts, and guesthouse, catering to tourist lodging needs(Coltman 2020).

Transportation: encompasses airlines, cruise lines, railways, buses, and other modes of transport facilitating the movement of tourists. Attractions: included tourist destinations, landmarks, theme parks, museums, and other places that draw visitors.Travel Agencies: assist in trip planning, offering services like booking flights, accommodations, and tours.Tour Operators: Organize and provide guided tours, often including transportation, accommodation, and activities. Food and beverage: Restaurants, cafes, and local eateries contribute to the overall tourism experience.Entertainment: involves events, shows, and nightlife options that enhance tourists recreational opportunities.Travel technology: platforms and apps that aid in trip planning, booking, and navigation.

Impact of tourism industry on poverty eradication:

Dada(2021) is of opinion that the impact of tourism industry on poverty reduction is a multifaceted topic with both positive and negative dimensions.**Employment Opportunities:** Tourism can create a direct and indirect employment opportunities, particularly in hospitality, transportation, and related sectors. This contributes to income generation and poverty reduction.**Income generation:** Tourism activities can lead to increased income levels for individuals and communities. Local businesses, artisans, and service providers benefit from the influx of tourists.**Entrepreneurship and small Businesses:** Tourism often fosters entrepreneurship and the development of small businesses. Locals may establish enterprises catering to tourists , furthering diversifying the economy.**Infrastructure development:** The tourism industry can drive improvements, including transportation, sanitation, and utilities. Enhanced infrastructure benefits both tourists and local residents, improving overall living conditions.**Cultural preservation:** Tourism can contribute to the preservation of local cultures and traditions. Communities may find economic value in maintaining their unique cultural heritage, leading to cultural conservation.**Community involvement:** Community based tourism initiatives empower local communities by involving them in decision making processes and ensuring that they directly benefit from tourism activities.**Negative impacts:**

Environmental degradation: Uncontrolled tourism growth can lead to environmental degradation, impacting ecosystems, wildlife, and natural resources. This, in turn, affects local communities that depend on these resources.**Community commodification:** Over-commercialization of local culture to cater to tourist demands may lead to the commodification of traditions, potentially diluting their authenticity and significance.**Inequality and leakage:** Tourism revenue doesn't always evenly distribute among local communities. Leakage occurs when a significant portion of income leaves the destination due to foreign-owned businesses or imported goods.**Seasonal Employment:** In some cases, tourism-related jobs may be seasonal, leading to fluctuations in income for those reliant on the industry. **Social disruption:** Rapid tourism development can cause social disruption, impacting local lifestyles, community structures, and social dynamics(Goyang 2018).

The impact of tourism on poverty eradication can vary depending on factors such as the scale of tourism development, the level of community involvement, and the sustainability of tourism practices. Responsible and sustainable tourism planning that considers the needs and aspirations of local communities is essential for maximizing the positive impact on poverty eradication and promoting inclusive growth. It's crucial to address any negative impacts that tourism may bring, such as environmental degradation, cultural commodification, and social disruptions. Effective management and regulation are necessary to ensure that tourism development is balanced and benefits the local population while preserving the destination's natural and cultural assets. Tourism often provides income for local communities through the sales of goods, services, and handicrafts. This income can contribute to poverty reduction by improving the economic of individuals and communities, the demand

from tourists can drive investments in infrastructure, such as roads, airports, and utilities. Improved infrastructure not only benefits tourists but also enhances the overall quality of life for local residents. Tourism can stimulate the growth of small businesses, including restaurants, souvenirs shops, and local markets. This can empower entrepreneurs, fostering economic development at grassroots level.

Types of poverty eradications:

Poverty eradication involves various approaches aimed at alleviating or eliminating poverty. Some of the types of poverty eradication include:

Economic growth: promoting overall economic development to create jobs and increase opportunities (Lewis2019).

Education: Investing in education to enhance skills, knowledge, and employability, breaking the cycle of poverty.

Social Safety nets: Establishing social welfare programs, such as cash transfers or food assistance, to support vulnerable populations.

Healthcare access: improving healthcare services to address health-related challenges and reduce the economic burden of illnesses(jhingan2018).

Micro finance: providing small-scale financial services to empower individuals, particularly in developing regions, to start or expand small businesses.

Infrastructure development: Building essential infrastructure like roads, water supply, and electricity, which can stimulate economic activities and enhance living conditions.

Agricultural development: Supporting sustainable agricultural practices to improve food security and create income opportunities for rural communities

Empowerment programs: initiatives that empower marginalized groups, especially women, through skills training, entrepreneurship support, and equal opportunities.

Governance and institutional Reforms: Enhancing governance structures and institutions to promote transparency, reduce corruption, create an enabling environment for economic development(Smith &Johnson 2021).

International Aid and cooperation; Collaboration with international organizations and governments to receive assistance, share knowledge, and implement effective poverty alleviation strategies.

Tourism industry Contribution on poverty eradication.

Tourism creates direct and indirect employment opportunities, offering jobs in various sectors such as hospitality, transportation, retail, and tour operations. These jobs provide income and stable employment for local residents, helping to lift them out of poverty.

Tourism-related activities generate income for individuals, businesses, and the local government through various channels such as accommodations, dining, entertainment, and transportation. This infusion of income can positively impact the local economy and contribute to poverty alleviation.

Tourism can inspire entrepreneurship, with locals starting their businesses to cater to tourists' needs. These businesses can range from small guesthouses and restaurants to craft shops and tour operators, promoting economic diversification kotler(Bowen & Makens 2020).

Improved infrastructure not only enhances the tourist experience but also benefits local residents and communities. To accommodate tourists, destinations often invest in infrastructure development such as transportation networks, roads, airports, and sanitation facilities.

Tourism can contribute to the development of less-visited regions and rural areas, spreading economic benefits beyond major cities and tourist hotspots. Responsible tourism practices that involves and benefit local communities can lead to community development projects, such as schools, healthcare facilities, and clean water initiatives. These projects improve the quality of life for residents and contribute to poverty reduction (Ikwu2019).

Tourism can foster the preservation of cultural heritage and traditions, by valuing and showcasing local culture, communities can leverage their unique identity to attract tourists, generating income and creating a sense of pride. The tourism industry brings in foreign exchange through spending by international tourists. This foreign currency can boost a country's foreign reserves, which can be used for development projects and economic stability.Adejuwon (2019).

Methodology

This research work was limited to nine tourist attractions within the southern Nigeria which includes three from South West, three from South East and three from South-south. The questionnaires was randomly distributed to the respondents at the destinations (staff and residents). 150 questionnaires was structured and used to collect information from respondents from each case studies

The questionnaire was made brief and simple with the aim of generating the required and relevant information from the respondents concerned. The questionnaire was designed to allow respondents the opportunity to provide useful and varied information of importance to the study.

The sample size is the total available elements to select which represent the entire population. In this research the researchers purposively selected a total of 150 respondent's that is 50 in each geopolitical zones that make up the southern Nigeria.

Data collected was analyzed descriptively. The analysis was presented in descriptive form, and illustrated with appendixes in appropriate places. Frequency distribution table and simple percentage was used for data presentation. The table of the study was analyzed according to the order of the research questions drawn up from the respondents in the structured questionnaires. In analyzing the data collected, we made use of the simple percentage formula in calculating the percentage. The method of Data Analysis for this research study was the Descriptive Analysis. The researcher employed the use of chi square statistical techniques for the test of hypothesis, where findings was drawn,however it was manually imputed.Decision rule

- It states that if the level of significance is less than the chi-square ($Xc2 < X2c$), it means the hypothesis is accepted and if the level of Significance is greater than the chi-square ($Xc2 < X2c$), it means the hypothesis is rejected.
- It states that if the level of significance is less than the chi-square ($Xc2 < X2c$), it means the hypothesis is accepted and if the level of Significance is greater than the chi-square ($Xc2 < X2c$), it means the hypothesis is rejected(Awoseyin2019).

Results and Discussions

Objective one: Effects of restaurants establishments on job creation

Table one: Investigation whether respondents believe that the establishment of restaurants positively affects job creation?

Test of Hypothesis one:

Ho: There is no significant relationship between restaurants establishment and job creation.

Hi: There is significant effect of restaurants establishment and job creation.

Response	SA	A	D	SD	Total
1	75	65	8	2	150
.2	80	55	10	5	150
3	85	60	4	1	150
.4	90	55	3	2	150
.5	87	50	3	10	150
Total	417	285	28	20	750

Source: Field survey, 2023.

Table two: Contingency table for hypothesis one

Cells	O	E	O-E	(O-E) ²	(O-E) ²
A	75	83.4	-8.4	70.56	0.846
B	65	57	8	64	1.122
C	8	5.6	2.4	5.76	1.028
D	2	4	-2	4	1
E	80	83.4	-3.4	11.56	0.138
F	55	57	-2	4	0.070
G	10	5.6	4.4	19.36	3.457
H	5	4	1	1	0.25
I	85	83.4	1.6	2.56	0.031
J	60	57	3	9	0.157
K	4	5.6	-1.6	2.56	0.457
L	1	4	-3	9	2.25
M	90	83.4	6.6	43.56	0.522
N	55	57	-2	4	0.070
O	3	5.6	-2.6	6.76	1.207
P	2	4	-2	4	1
Q	87	83.4	3.6	12.96	0.155
R	50	57	-7	49	0.859
S	3	5.6	-2.6	6.76	1.207
T	10	4	6	36	9
Total					23.826

X² calculated = 23.826

X² tab value of 5% level of significance=5%, = 0.05

Degree of freedom $= (row-1), (column-1) Df = (5-1), (4-1)$

$Df = (4), (3) Df = 4 * 3 = 12$

X^2 tab at 5% level of significance at $12 = 21.02$

Data Interpretation

From the analysis above x^2 calculated value is 23.826, This shows that x^2 calculated of 23.826 is greater than x^2 tabulated of 21.02

I.e x^2 calculated (23.826) $>$ x^2 tabulated of 21.02

Therefore, we reject the H_0 which states that there is no significant effect of restaurants establishment and job creation.

Objective two

Impact of tourists attractions on increased health care density.

Table three: investigation whether existence of tourist attractions contributed on increased health care density.

4.3. Test of hypothesis two:

Responses	SA	A	D	SD	Total
1	80	60	7	3	150
2	99	51	0	0	150
3	80	58	3	9	150
4	92	55	3	0	150
5	80	65	3	2	150
Total	431	289	16	14	750

H_0 : There is no significant relationship between tourist attractions and increased healthcare density.

H_1 : There is significant relationship between tourist attractions and increased healthcare density.

X^2 calculated = 33.083

X^2 tab value of 5% level of significance $\alpha = 5\%$, = 0.05

Degree of freedom $= (row-1), (column-1) Df = (5-1), (4-1)$

$Df = (4), (3) Df = 5 * 3 = 12$

X^2 tab at 5% level of significance at $12 = 21.02$

Table four: contingency table for hypothesis two

Cell	O	E	O-E	(O-E) ²	<u>(O-E)²</u>
A	80	86.2	-6.2	38.44	0.445
B	60	57.8	2.2	4.84	0.083
C	7	3.2	3.8	14.44	4.512
D	3	2.8	0.2	0.04	0.014
E	99	86.2	12.8	163.84	1.900
F	51	57.8	-6.8	46.24	0.8
G	0	3.2	-3.2	10.24	3.2
H	0	2.8	-2.8	7.84	2.8
I	80	86.2	-6.2	38.44	0.445
J	58	57.8	0.2	0.04	0.000
K	3	3.2	-0.2	0.04	0.125
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L	9	2.8	6.2	38.44	13.728
M	92	86.2	5.8	33.64	0.390
N	55	57.8	-2.8	7.84	0.135
O	3	3.2	-0.2	0.04	0.012
P	0	2.8	-2.8	7.84	2.8
Q	80	86.2	-6.2	38.44	0.445
R	65	57.8	7.2	51.84	0.896
S	3	3.2	-0.2	0.4	0.125
T	2	2.8	-0.8	0.64	0.228
Total					33.083

Interpretation

From the analysis above χ^2 calculated value is 33.083, This shows that χ^2 calculated of 33.083 is greater than χ^2 tabulated of 21.02

I.e χ^2 calculated (33.083) > χ^2 tabulated of 21.02

Therefore, we reject the H_0 which states that there is no significant relationship between tourist attractions and increased healthcare density.

Discussion of Findings:

This research finding revealed that there is significant effect of restaurants establishment and job creation. However, second hypothesis revealed that there is significant positive relationship between tourist attractions and increased healthcare density. However this findings are in agreement with Smith and Johnson (2021) whose research discovered that tourism industry plays a vital role on poverty reduction.

Conclusion

Based on the results of the research conducted, the conclusions obtained are that the tourism industry can contribute to infrastructure development. However, there are challenges such as environmental degradation, cultural disruption, and income inequality. The researcher also concluded that balancing economic gains with social and environmental responsibility is essential for maximizing the positive impact of tourism industry on poverty eradication especially in southern Nigeria..

Recommendations

Based on the findings of this research, the following recommendations are presented as follows:

- Implementing sustainable tourism practices, fostering community engagement and empowerment, promoting local entrepreneurship, and ensuring equitable distribution of benefits is recommended by all stakeholders.
- Governments, businesses, and communities should collaborate to create policies that prioritize social and environmental responsibility while harnessing the economic potential of tourism for poverty alleviation.
- Lastly, investing in education and skills development for local communities can enhance their capacity to participate in and benefit from the tourism sector.

Declaration

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Authors contribution: It has been discovered that research of this nature doesn't exist especially research works which focuses on the same hotels and restaurants as focused in this research.

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