AN ASSESSMENT OF TOURISM PATRONAGE PATTERN IN KADUNA STATE, NIGERIA

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FEBRUARY 2013

DECLARATION

I hereby declare that this thesis was written by me and is a product of my research effort. It has not been presented in any previous application for any degree or diploma. All quotations are indicated and the sources of information are acknowledged by means of references.

Joseph Martina ----------

Date

CERTIFICATION

This thesis entitled An Assessment of Tourism Patronage Pattern in Kaduna State, Nigeria by Joseph Martina meets the requirement for the award of the Degree of Master of Science (Geography) of Ahmadu Bellow University and is approved for it contribution to knowledge and literary presentation.

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DEDICATION

This research is dedicated to my mother Mrs Janet Joseph for her love, care contribution and my brother Mr Christopher Joseph who is always there for me.

ABSTRACT

The study is an assessment of tourism patronage pattern in Kaduna state, Nigeria. The objectives of the study are to explore and develop inventory of tourism centres in Kaduna state, examine tourism patronage and activities of these centres socio-economic characteristics of the staff and tourists in the tourism centres and to identify problems of these centres. The study utilized primary data by means of questionnaire instrumentation. A total of 310 questionnaires were used for the survey. Eight centres being the popular tourists centres in the study area were selected for this study. These are General Hassan Usman Park, Arewa House, Kamuku National Park, Nok Museum, 5th Chukker, Matsirga Water Fall/Fanswan Resort, National Museum and Trappco Ranch Resort. In accordance with the objectives, the study reveals that patronage of the centres are occasionally visited by tourists due to the economic status of the people most of the people that visit the centre are the upper class people. Besides, so many people also go for tourism due to research or studies. Also the study shows that some centres are not for generating revenue rather they are for historical and Research purpose while some centres are not connected with good road network. The study recommended effective management of the tourism centres, accessility of roads to such centres and ensuring security of life and property in this tourism centres. There is need for co-partnership in terms of management between government and private sector and for the public to see tourism as the most attractive recreational activity that one can enjoy to ease off his or her psychological tension.

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CHAPTER ONE
INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Tourism patronage is determined by many factors, including availability of infrastructures, security, economy and the popularity of the tourists site. Tourism which is the backbone of many nations economy cannot thrive in an environment of insecurity(Suleiman 2011). Tourism is an attractive activity which is important to the lives of many people, it was lamented that it has direct and sometime indirect effect on human life (Hall, 1996). Many international and individual scholars have this.(UN, 1992; IUCN ,1994; Page 1995, Wall and Mathieson, 2006 and Suleiman 1996 and 2010).

United Nations (1992) defined tourism as the sum of the phenomena and relationship arising from the interaction of tourism, business, suppliers, host government and host community in the process of attracting and hosting this tourism and other visitors. Similarly IUCN (1994) defined tourism as a travel undertaken to relatively undisturbed natural areas to study, admire and enjoy the landscape, beautiful scenery or wild animals and plants and any existing historical sites or cultural artifacts. However, Page (1995) defined tourism as recreation on the move, engaging in activity away from home in which the travel is at least part of the satisfaction sought. Also Suleiman (1996) maintain that tourism is as old as rock, adding that it started with the early man, and that when Adam and Eve moved out of the garden of Eden in search of shelter and food unknown to them they were involved in tourism. This is because tourism is movement of people in quest for pleasure. Furthermore, Davidson (1998) sees tourism as the

movement of people outside their normal routine for business, pleasure or personal reasons.

The world tourism organisation (2002) defined tourism as "the temporal, short term movement of people to destination outside the places where they normally live and work and include all movement that do not last more than a year". Also according to Wall and Mathieson (2006) "Tourism comprises the activities of person travelling for not more than one consecutive year for leisure, business and other purpose not related to the exercise of an activity remunerated from within the place visited.

In broader sense, tourism can be viewed as the desire to enjoy leisure in a different environment. The area which is perhaps beautiful and which has a good climate. It is recreating outside the person's usual environment which is deliberate and planned for the purpose of pleasure, business trips, trips made to visit friends or relatives are also part of tourism, the attraction of seeing famous painting, places and buildings are also important factors of tourism (Suleiman, 2010).

In some countries, tourism is a viable source of revenue which forms great part of their economy. Countries like Kenya, South Africa, Croatia, Israel among others depend to some extent on it as a source of foreign exchange earnings. They realized substantial percentages of their revenue from tourism for example Israel 30 – 50%, Kenya 60 – 70%, South Africa 15 – 30% and Croatia 20% is generated annually. (Wikipedia 2010).

There are two categories of tourism; domestic and international tourism. Domestic tourism is performed within the territory of the country but outside one's usual place of abode. It may have different objectives such as visit to places of interest, leisure trips and excursion (Suleiman, 2010). While international tourism is a journey which

takes one outside the borders of ones country for purpose other than employment. International tourism could be active or passive tourism.

Recently, countries of the world both developed or developing are appreciating the importance and contribution of tourism to their economy, social and cultural development. This is supported by Alabi (2005), who lamented that, "more than before, nations of the World have become increasingly more aware of the immerse benefit derivable from tourism and are vigorously developing their tourism industry". The improvement of tourism industry Worldwide has increase as more countries in the world are investing more in the industry, it was reported that there has been improvement on the way parks are manage Okeyoyin (2009). And this has motivated interest to increase the number of tourists visit IUCN (1986) and Poole (1971). Tourism have profound impact on people, their society, economy and environment. Socially one of the most immediate benefits of the tourism industry is its ability to create employment that caters for both skilled and unskilled labour. Being a labour intensive industry, it has the potentials to create more jobs per unit of investment than any other industry especially for women and ethnic minority groups. Fransllali (2006)Wrote on Environmental tourism who indicated that when properly developed and managed can serve as a mechanism for protecting natural environment, preserving historical, archeological and religious monuments, stimulating the practice of local culture folk-lores traditions, arts and craft and cuisine. Economically tourism brings many benefits to the private sector through the generation of foreign revenue, financial return on investment, taxation on tourists products and linkages to other local industries such as agricultural and fishing (Franslalli, 2006).

In Nigeria, Kaduna state is blessed with a wide range of tourist attractions sites located in all the local government areas. The sites include the Emir of Zazzau's palace, ancient city of Zaria surrounded by the rein of 15th century, queen Amina seat in Turunku; the over 2,500 years ancient Nok civilization, Lord Lugard hall, General Hassan Usman Katsina park, the Lugard foot bridge; the national museum; Arewa house; the beautiful kagoro hill; Kamuku national park; Trappco ranch resort; 5th Chukker; Tukham; Afan festival; Durba cultural festival and numerous others which abound all over the state with net work of road across the state reaching these tourist sites.

The tourism attractions of a geographical area are assets to be reckoned with considering its socio-economic contributions (Marguba, 2002). Little or no attention is paid to this vital sector and researches on this subjects matter are scarce most especially in Kaduna state. This is further substantiated by Orga and Kuku (2008) who opined that tourism industry is one of the industries that both developed and developing countries are establishing because of the immense benefit derivable from them.

The research is on the patronage of Ecotourism sites in Kaduna state because the area is endowed with tourist attraction sites which are spatially distributed. Examples include the Kamuku national park, Matsirga water fall and Kagoro hill. The uniqueness, beauty and relevance of these natural features necessitates the study of these patronage pattern with the view to arousing the interest of both individuals and government for proper documentation and development.

1.2 STATEMENT OF THE RESEARCH PROBLEM

Nigeria has seven national parks and one game reserve located in different states in Nigeria. It also has historical centres and museum which attract tourist from within and

other countries. Kaduna state is among the seven states because it has Kamuku national park and other historical centres and museum.

Alozie (1990) found out ways to facilitate the development of tourism sector in Jos North local Government area with a view to proposing a plan for tourism development in the area and a design for a selected site. Usman (1989) carried out a similar study on planning for tourism development. He proposed planning strategies for the development of tourism in Jema'a local government area. He also recommended a design for a tourism centre at Matsirga water fall Kafanchan while Unekwuojo (1999) worked on the effects of parks on recreational activities. The author findings was to examined the nature and effects of parks as recreational activities on the people in Kaduna metropolis.

Alfa (1990) studied on tourism development in Niger state and proposed an improvement of a tourist centre for Gurara water fall Minna. Zoakah (2003) also researched on transport implication on tourism development in Kano. She examined the relationship between transport and tourism development with emphasis on Durbar festivities in Kano metropolis.

Generally, these studies came up with findings that treated planning and development of tourism and tourism sites while others dealt with the effects and transport implication on tourism. In this work, the interest of the researcher is to assess the patronage pattern tourism sites in Kaduna state. The state is one of the most oldest State in Nigeria, and incidentally a home to many socio-economic activities (Education, commercial, industrial and tourism). These activities as have been explored by both private and government agencies are found to contribute to the development of the state

economy. However, tourism has received less attention compared to the other activities like agriculture and transport. Although tourism site can be identified in nearly all the local government areas of the state with the potentials of generating income as well as job opportunities, This is yet to be properly documented and as it is done in other countries like Israel, Kenya, South Africa and China. These countries make huge amount of money from tourism, whereas in Nigeria especially kaduna, significant amount of money is lost annually because of inadequate documentation and development of the activities in tourism centres. Furthermore, due to insecurity of life and property people find it difficult to go for tourism.

Other problems include poor management and planning, inadequate method of creating awareness and so poor patronage. To the best of the researcher's knowledge, none of the-afore mentioned researchers have addressed the assessment of the patronage of tourism as point in focus.

1.3 AIM AND OBJECTIVES

The aim of this research is to assess the patronage level of tourism centres in Kaduna state.

The aim was achieved through the following objectives:

i. To explore and develop inventory of tourism centres in Kaduna state.

ii. Socio economic characteristics of the staff and tourists in the tourism centres.

iii. To examine tourism patronage and activities of these Centre's.

iv. Identify problems of these Centre's and make recommendation.

1.4 JUSTIFICATION OF THE STUDY

The tourism industry being a labour intensive industry, the second largest labour employing industry worldwide has received little or no attention even as a vital sector of the economy. Also researches on this subject matters is uncommon especially in Kaduna state. Due to the closure of textile industries in Kaduna, many people are rendered jobless, thus the tourism industry in Kaduna if fully developed and properly managed would create job opportunities for people and generate revenue for the development and improvement of the physical, social and economic aspects of the entire state. The findings of the study will highlight the patronage of tourism centres and the possible problems associated with it in Kaduna state which shall form the basis of attracting more tourists. The study will draw the attention of both government and interest groups to begin to see the possibility of re-building tourism into lucrative industry in the state.

CHAPTER TWO
LITERATURE REVIEW

2.0 INTRODUCTION

Tourism is defined as a multi-dimensional and multifaceted activity which touches on many lives and many economic activities. Tourism is a complex phenomenon and therefore difficult to find an underpinning coherence of approach for the definition.

Tourism has in recent years manifested itself as a buoyant industry and encompassing a complex network of businesses which provide jobs, foreign currency earning, aids the redistribution of income and accelerates the generation to tax revenue. According to United Nations Commission on Sustainable Development (UNCSD) (1999) travel and tourism is the World's largest industry and creator of jobs across national and regional economies. Internetworking Technology Tracking (INTT), New England Foundation for Arts (NEFA), International Union for the Conservation of Nature (IUCN) research shows that in 2000 travel and tourism regenerated, directly and indirectly 11.7% of G.D.P and nearly 200 million jobs in the world wide economy. These figures are forecasted to total 11.7% and 225 million respectively in 2010.And Job generated by travel and tourism were found to spread across the economy.

There are different types of tourism these includes

Active Tourism: Is the inbound foreign tourist to any country, in other word active tourist to Nigeria is that foreigner who comes into Nigeria for specified purpose of tourism and who within the time spend in Nigeria expend currency (Franklin, 1993).

Passive Tourism: is the outbound tourist especially Nigerians travelling abroad and through such journeys export foreign currency to their destination.

Other types of tourism include the following:

Medical Tourism: This is a journey embarked on with mixed medical and holiday intentions (Suleiman, 2010).

Religious Tourism: These are different types of journey embarked on for religious purposes like pilgrimage to Jerusalem by Christians and to Saudi Arabia (Mecca) by Muslims.

Scientific Tourism: These are associated with educative excursions, scientific journeys or conferences and meetings.

Social Tourism: This is a tourism organized for the less privileged such as pensioners or low income workers (Franklin 1993).

Recreational Tourism: This type of tourism has to do with holiday and leisure; people want to get away from the stress of everyday life to beaches, mountain and scenic country side.

Cultural Tourism: This has to do with people traveling in order to see the cultural heritage of their own country or those of foreign countries.

Dark Tourism: This type of tourism involves visits to dark sites such as Battle ground and scenes of horrific crimes.

Agritourism: Is a style of vacation that normally takes place on a farm or ranch. This may include the chance to help with farming and ranching during the visit.

Ecotourism: This is a type of tourism which involves visits to national parks, game reserves, sanctuaries and wetland areas.

This chapter intends to discuss the theoretical and concept of tourism and development, role of transport in tourism, role of government in tourism, history of tourism centres in Nigeria.

2.1 THEORITICAL FRAMEWORK ON TOURISM

There is increasing number of scholars who have theoretical approaches to the study of tourism. The tourism phenomenon has been said to form a significant modality through which transnational modern life is organized" (Franklin and Crang 2001) and as having the ability to help population to "re-imagine themselves" (Hollinshead, 2004).

Tourism sites and experiences are used merely as the context for studies often driven by positivist industry authority. In their opinion positivist discusses and a commitment in empiricism qualification, neutrality, objectivity, distance, validity and reliability continue to be the appropriate makers of the authoritative voice in much tourism research (Pritchard and Morgan 2007).Jamal and Everett (2007) confirm that the business or functionalist applied approach has dominated tourism studies and the economic externalities camp (The industry oriented aspect) some what overshadowed the impacts internalities camp (the social and cultural aspects.

Sociology sees tourism mainly delved into separable life world at a distance from a non-tourist life world (Franklin 2007). Travel through the lens of social services has according to Hannam Sheller and Urry (2006) been a black box a neutral set of technologies and processes predominantly permitting forms of economic, social and political life that are seen as explicable in terms of others, more causally power processes. On the other hand, Anthropology for instance has its own point of view-treating tourism as one of many culture phenomenon (Nash and Smith 1991). They further confirm that

through an anthropological lens tourist are seen as sight seers or leisured travelers, taking part in the touristic process and making an impact on host societies. Franklin (2007) states that there has been something "quintessentially geographical about tourism" thus predisposing tourism as a spatial phenomenon. Mitchell and Murphy's (1991) see the environment as the totality of tourism activity incorporating natural elements and society modifications of the landscape and resources. Subsequently attentions has been drawn largely to the structure of seaside resorts tourism-environmental models and resource allocation, the urban-tourism realm and to social and destination developments. The consequential implication to tourism theory are that our understanding of tourism has become fetished as a thing a product, a behaviour but in particular an economic thing (Franklin and Crang 2001).The academic endeavours in the field seem to follow the lead of the social sciences and more into what Tribe (2004) call "New" tourism research or what Ateljevic, Pritchard and Morgan (2007) describe as the critical turn in tourism studies.(Franklin, 2004) asserts that tourism is not just what tourist do at tourist sites it is also how they come to be created as tourist, as a self ordering as well as an ordered traveling culture. From this stand point; tourism can be linked to a variety of globalizing effects such as place making cosmopolitism and consumerism. Tourism has become an important ordering of modernity as well as global society resulting in a array of ordering effects.Hollinsherd, Ateljevic and Ali(2009) for instance present tourism as an agent of charge-a "world making agent" that makes, remakes, but also demakes places. It is what they call an "angle of vision" that reveals the many things tourism does (or involved in) and also what it is or can be.

We are born into a world that is at once natural, social and cultural (Crotty, 1998) but that is not to say that people are born "tourist" the understanding of a "tourist" is created as shared historically, socially and culturally. Although one can argue that we are born everything as a scene of possibilities to be manifest. It is what we bring into our focus that shapes our seeing. Tourism is interlinked with many things and most importantly, it is inseparable from our every day activities and experiences. Tourism is not necessarily an "ephemeral aspect of social life" (Hannam 2007) but is as others have argued with the field (Edensor 2007, Franklin 2003) constitute of every day life. Crang's (2004) view that tourism transforms and produces places and with Hollinshead's notion that tourism not only routinely makes world but also demakes and remakes them. It also support Van Der Druim (2007) he offers a new out look on processes of ordering in tourism hence contributing to the canon of knowledge about how tourism works, how it is performs and it produces space. This also agree with Urry's (2006) rejection of the view that places are authentic entities always there waiting to be visited by tourist instead, places have a multitude of meanings depending on our readiness to see them and perform them. Marguba (2002) sees tourism activity in a national park or any other protected area as serving a self-financing mechanism and hence as a tool of conservation. This will only be possible, however if the level type and management of tourism are appropriate. Okehi O. (1998) sees tourism as a word derived from tour which means journey out of home during which several places are visited. He said that touring could be for several reasons ranging from official, touring/traveling for the purpose of recreation. Linus (1994) studied the contribution of road transport to tourism development in plateau state. His aim was to identify and assess the problems hindering the contributive role of

road transportation in tourism development in plateau state. Peter and Thaddeus (2006) examined the eco- tourism potential in Nigeria and how it could be employed in the economic development of rural communities. Sinclair 1998: Shah and Gupta (2002) said that developing countries of Asia, Latin America and Africa net foreign exchange earnings has been significantly improved through the contribution of tourism. a study by the world tourism organization (1998) indicated that it was common in tourist countries to get between 10-25 percent of their fiscal revenues from tourism with the possibility that the proportion may go up to 50 percent for smaller and specialized tourist countries such as Bahamas. All these benefits accruable from the tourism indicate that accessibility to them is imperative this is in order to save travel time and cost and also to ensure comfortability and satisfaction in the patronage of the tourist sites.

Factors have been found to influence the patronage include cost, distance, social discrimination and accessibility (Nash 1975 and Lewis 1977) prominent scholars like Mitchell two important factors influence the pattern of patronage facilities tourist site inclusive. The two factors according to them are accessibility and time spent in reaching a particular facility or location in space. The important of accessibility is rooted in the immense contribution it can have on socio-economic development. According to international federation of Arts council and culture agencies India Fiji Community Cultural Association (IFCCA 2008) both tangible and intangible tourist site can play a role in the development of local communities. Therefore working at the preservation of the tourist sites contributes to strengthening a common sense of identity within a community. Thus heritage as a common past is a source of the community identity, through the recognition of the past their preservation helps in the preparation for the

future. India Fiji Community Cultural Association (IFCCA 2008) further stressed that the impact of heritage on local communities is not only immaterial it can become very concrete as soon as local actors are involved in the preservation and promotion processes. Tourist sites when well managed can become a tool to share experiences, exchange know-how and to integrate local communities into international networks. Invariably when it is linked to tourism, heritage can also become a direct source of income both at the individual and corporate levels. Affirming the importance of accessibility, Onibokun (1973) and Nadar (1979) pointed out that the reason why people choose to travel in space is to obtain an opportunity which s available at a location different from the point of origin of the trip maker. Accessibility a very crucial factor that influence patronage of tourist sites relates to the ease of overcoming some forms of frictions in terms of physical, distance, time cost, monetary and inconvenience cost of a combination of these.

According to Morril (1996) in rural areas access to economic activities is determined with a frame work of elements of accessibility, is probably as a result of this that Ikporukpo (2002) conceptualized accessibility in terms of the ability to get to a place quickly and cheaply and the availability and affordability of a utility. Again some scholars have established a strong link between accessibility and distance to which people have to make use of facilities (Moseley 1979 and Peterson 1980) in this case distance may be considered in various perspective such as physical distance , monetary distance and time distance. Babadoye and Fadamiro (2003) sees distance as a factor militating against the length of travel. To them the volume of trips to a particular location, say a tourist sites, decreases as the distance increases. This view was also

upheld by Omiunu and Onokerhoraye (1995) in their transport study of Benin City. They observed that more people travel shorter distances in their services at a particular location while few people travel further because of the incidence of cost.

2.2 THE CONCEPT OF TOURISM

The concept of tourism is perceived differently by different people. According to (Hall, Williams Lew 2004) they propose that in order to conceptualize tourism adequately, academics need to go beyond the economic and appreciate the relationships of tourism, leisure and recreation with other social practices. While Franklin (2004, 2007) portrayed tourism as creating an ordering effect that involves organizing humans and non humans, document, texts, physical devices, architectures and many more. Tourism therefore cannot be merely a business activity, it is link with objects, systems, machines, bureaucratic processes, sites, photo graphs, desires visitors and local.Tourism has been viewed as a business or an industry, Xiao and Smith (2006) in their recent historiography of tourism research confirm that tourism academic is still dominated by the positivist-this limit the ways we approach research and the type of knowledge we produce. Tourism has been largely studied and defined by the means by hierarchical opposition such as self/other, tourist/host same/different, work/play, ordinary/extra ordinary, origin/destination, work/leisure (Johnston 2001, Picken 2006). Moufakkir (2010) said "we meet ordinary people in tourism. This is why tourism is called an agent of peace if we enter a country with an open heart and mind; it will be difficult not to appreciate what we have in common and what makes us different.

Tourism is created on the role of researchers in the process of making knowledge. In support Urry (1990) claim that we are tourists most of the time whether we like it or

not (in our pursuits to promote peace for example), then tourism theory can induced been enriched by pondering the being of tourism, peace may be inter-connected with tourism more than we think. Tomas (2010) have argue that tourism has the potential to tell us more about the ways we "are" in the world, how we make sense of things, how we conceptualize, how we act, what motivate our actions, what drives us to do certain things and not others. Tourism is conceived as commercialized hospitality. The focus is on the visitor component (Cohen 2010) the tourist role. Its proponents conceived the touristic process as a commercialized of the traditional guest-Host relationship through which strangers were given a temporary role and status in the society they visited. Tourism is seen as an expression of basic cultural themes. The emphasis here is on the deeper cultural meaning of tourism. Rejecting the general "ethic" approach to tourism (Nash 1991) its advocates are trying to reach an "emic" understanding of its culture, specific, symbolic meaning that is based on the views of the vacationers themselves. The program implicit in such an approach would eventually do away with tourism as an analytic concept and would lead to a comparative study of different culture – specific varieties of travel. Tourism can be seen as a modern variety of traditional pilgrimage. This perspective focuses on the deeper-structural significance of modern tourism and identifies it with pilgrimages in traditional societies. This concept identifies tourism as a form of the "sacred journey" brings the study of tourism even closer to that of the pilgrimage (Cohen 2010).

Ferreina et al (2005) sees tourisms as one of the activities with the greatest potentials in the world. For its growth, potential and as a product that can be only consumed on locally.

2.3 TOURISM AND DEVELOPMENT

Tourism is an extremely important economic activity which may place a decisive role in development of areas. Tourism brings about boosting of the natural and historical-cultural potentials of most depression regions. The tourism sector is also an activity that is characterized by the enormous possibilities that have to produce direct, indirect and induced effects in an economy whether through employment or through the dynamics of other companies already established. Chris et al (1993) add that tourism is an activity sector with increased expression and value to national and regional economics and primarily it's developed through services provision that are linked whether to the needs expectations demands and wishes of tourist customer or to the activities that key develop at destination. Murphy (1997) opined that governments are responsible to identify tourism as a possible way to achieve economic development given the employment scarcity in the traditional sector of economy. They also argue that developing tourism is able to produce an integrated destination area scenario environment able to attract and support the load that same attraction can pull in the future. In other word it means to develop human and relational capabilities that combined with the capabilities of the very natural resources and buildings, are able to create in an environment to host the visitors, so that they feel comfortable when they enjoy a different scenario this brings about fast earner of foreign exchange and one of the most effective redistribution factor in international development Chris et al (1993).

Tourism serve as a labour intensive as it is common with most personal service industries for developing countries with surplus labour. Tourism in an attractive preposition for industrialized countries. Tourism provides an effective means of

generating employment opportunities in regions where there is little industrial development. In general, labour in most production industries has its importance on tourism as labor absorbing qualities can not be over looked. There is also a predominance of women and young people among those employed in tourism related establishments. This bring with it implications for both the segment of the labour market that is faced with such employment opportunities and are likely wages rates that are associated. This job opportunity brings about poverty alleviation among the populace. Chris et al (1993).

Tourism Provide Job Training: The development of travel and hospitality skills in the local labour market will not make large demands on educational resources. The pattern of employment in the accommodation sector is heavily weighted towards those with only a rudimentary education. Thus education profile has both a positive and negative implication for tourism as a development option. On the positive side, it means that the labour force for tourism development can be mobilized relatively quickly. The training can be undertaken on the job which means that unit of labour can be brought in quickly from either unemployed or as is often the case in developing countries from agricultural and fishing industries. This implies that tourism provide opportunity for the workers to be trained educationally this brings about development in the country. Tourism brings about the establishment of multitude of industries.

Tourism is a composite industry product which has strong linkages with many sectors of the economy. It is strength of these linkages which determine the value of the out put, income and employment multipliers associated with tourist expenditure. As a result of many industries this bring about economic development in the country in terms of employment opportunities as well improved the standard of living of the citizens.

Tourism serves as protectionism. The very nature of tourism as an export industry means that foreign countries do not see it as a serious threat to the level of employment in their own countries.

Thus tourism tend to escape the danger of being singled out for protectionism or trade retaliation except as part of a general macro-economic policy which restricts foreign exchange allowances to correct balance of payment problems. It is often the existence of foreign exchange restriction in many of developing regions of the world that explains the relatively slows rates of growth in interregional tourism. Tourism bring about development through pricing flexibility, many developing countries are dependent upon the world price in primary agriculture product for their foreign exchange receipt. The prices are determined in world commodity markets and are not within the control of the industrial producing country. Tourism provides a source of foreign exchange which subject to some degree of control by the host country. However, tourism is also highly price competitive Chris et al (1993).Tourism serves as a catalyst for development; tourism is an amalgamation of goods and services which constitute the holiday experience. Tourism makes use of natural infrastructure much of the tourism attraction of a country may focus on its climate, environment and scenery. In this way economic value can be derived from resources which might have limited or no alternative use.

Tourism in China has greatly expanded over the last few decades. The emergence of newly rich middle class and an easing restriction on movement by the Chinese authorities are both fueling this travel booms. China has become one of the world's most watched and out bound tourist markets (Wikipedia2010). According to the world tourism organization, in 2020, China will become the largest tourist country and the fourth largest

for overseas travels in terms of total out bound travel spending in 2010. It is currently ranked fourth in foreign earning through tourism and expected to be fastest growing in the world in economic development from 2006 – 2015 (Wikipedia).While Israel stands out among the world due to its tourism facilities and also a religious country where people all over the world go for Christian pilgrimage. Tourism contributes thirty to fifty percent of the GDP of the country (Wikipedia2010).

The tourism facilities in Africa is high, it has great impact on countries like Kenya, South Africa, Mali and Gambia. Also findings have confirmed that tourism constitute over 10% of total export in some African countries. In support of this it was said that tourism contributes 10 - 30.5% of the total exports for these countries respectively Salihu (2008). The beauty of Kenya's beaches, favourable climate, the unique biological and cultural diversity and frequently favourable exchange rates all added to its attraction for the foreign exchange in Kenya. It was reported that Coastal tourism accounts for sixty to seventy percent of the total income from tourism industry. It was further confirmed by Nderu, (2008) that tourisms earning accounts for approximately fifty percent of the GDP. South Africa on the other hand is a popular tourist destination with around 860,000 arrivals per month of which around 210,000 is from outside the African continent. A revenue equaling between 15 to 30 percent of GDP are gotten from tourist visit in to the country (Wikipedia2010).

2.4 ROLE OF TRANSPORT IN TOURISM

Tourism is a manifestation of movement from one place to another. Transportation provides the possibility for most of these movements. Transportation is an integral part of tourism; and conveyor of tourists to different tourists' destinations and

activities. The more accessible a tourist resource is the more it is able to attract tourist. It is not only the distance that is important in tourism but the comfort and expenses involved in the process of travelling to these destinations also count. The transport system as it applies to tourism has its own package, all of which must function properly to be able to achieve the tourism goal. These package induces transportation-infrastructure, transportation main facilities, comfort in the process of travelling or journey and reception at the frontier. Franklin (1995).

There are major modes of transportation associated with international tourist's movement such as the air transport, train (railways), cruising boats and automobile. Others are motor-cycles, horses, donkeys, bicycles all of which are generally used in the process of domestic tourism.

In general the visitor's choice of mode of transport is affected by the following:

- Distance and time factor
- Status and comfort
- Safety and utility
- Comparative price of service offered
- Geographical position and isolation
- Range of service offered
- Level of competition between services. The influences upon modal choice will vary from one visitor type to another. Visitor types are not longer homogeneous as previously assumed. Business travel will prefer air rather than by charter Christ et al (1993).

2.4.1 AIR TRANSPORT

Air transport has proved the most successful means of transportation for tourism the rapid expansion in tourism has assisted the rapid technological improvement in air transportation.

2.4.2 SEA TRANSPORT

Sea transportation was associated with explorers and traders. Sea transportation is not only a slow process for the tourist who moves on every tight schedules but rather too cumbersome. Sea transportation has its on advantage to tourism and that is linked with holiday cruises. Holiday cruise is a special package programme provided for specific categories of tourists, principally aristocrats who wish to spend most of their holiday abroad. There has been growth in tourists patronage related to the cruising industry Peisley (2006).

2.4.3 RAIL TRANSPORTATION

The rail system is basically involved in international and transnational travels. It used mostly by families and students tourists. The train system serves as an alternative for the class of tourists to visit the country side. It is much cheaper and makes the remote tourist destination more accessible than the air transport Franklin (1993).

2.4.4 ROAD TRANSPORTATION

Road transport has been one of the most prominent transport systems in tourism especially after the Second World War. Invention of motor cars coupled with the provision of good roads automobile tourism is one of the most famous aspect of tourism

today in both developed and developing nations of the world. Franklin (1993).Transport is an integral part of much recreational behavior both as an aid to access to recreational opportunities and as a recreational activity in its own right progressive reduction in the relation cost of travel and in the frictional effect of distance have dramatically increased the demand for recreational trips, in particular the growth of car ownership has extended both the distances travelled and the range of recreational foci (Smith et al (1991).Transportation serves as a catalyst for economic development which tourism inclusive without efficient transport modes tourism patronage will be difficult for tourists.

2.5 ROLE OF GOVERNMENT IN TOURISM DEVELOPMENT

Government has a vital role to play in the development of tourism industry in the country. The tourism industry in Nigeria have suffered set back during the military regime until the democratic era when the former president Chief General Olusegun Obasanjo has tourism as one priority areas for development. The federal government role in tourism is to provide leadership for the total industry as an economic force in the nation. The government is to formulate medium to long term tourism policy and plan for tourism development and regulate tourism activities through legislation, registration and classification, monitor performance in quality, safety and targets. Government will facilitate tourism development by providing the economic infrastructure, regulatory, fiscal and political environment that encourages investment and orderly growth. The government is to ensure the promotion of the country as a tourist destination (NTDMP, 2006).The government has supported the growth of the tourism industry by the effort made through the formation of presidential council on tourism ministry of tourism, culture and national orientation, Nigeria tourism development cooperation, national

council for arts and culture. National commission for museum and monument, national gallery of art and national institute for hospitality and tourism. These bodies are responsible for the formulation of tourism policy and monitor its implementation. The federal, state, and local government also encourages tourism through security this will promote the marketing of the tourism industry from domestic to international level.

2.6 HISTORY OF TOURISM CENTRES IN NIGERIA

Nigeria a tropical country is highly diverse both in ecology and culture. Many ecological zones of the country provide various natured-based tourist attractions. The multiplicity of cultures provide various cultural heritage-based tourist facilities. The richness and diversity of the country's culture are themselves a manifestation of the socio-cultural differences among the over 250 ethnic in the country (Michael, 2002). The first planned effort to develop tourism in Nigeria was the establishment of the Nigeria Tourist Association in 1962. The formation of decree No54 of 1976 which provided the first general policy framework for the development of the industry. The decree established the Nigerian Tourists Board (NTB) this emphasized the provision of facilities and encouragement of tourism participation. In the 1990's compressive policy emerged by amending decree no 54 decree no 81 leading to the establishment of the Nigeria tourism development corporation. The N.T.D.C is the main tourist agency in charge of overall promotion, marketing and co-ordination of tourism activities in Nigeria. The main thrust of the 1990 policy was to generate employment of tourism-based enterprises, accelerate rural-urban integration and foster socio-cultural unity among various groups in the country (Michael 2002).Nigeria available tourist resources can be divided into four

broad categories. The national parks and game reserves, forest reserved and plantation, scientific, cultural and historical resources.

National Parks and Game Reserves: They are made up of man-made natural tourist attractions comprising flora and fauna. They are protected as natural parks game reserves, sanctuaries wetland and zoological gardens.

There are eightnationals' parks in the country:

- Yankari Safari and Resort Bauchi
- Kainji National park Niger
- Old Oyo national park Oyo
- Cross river national park cross river
- Lake Chad national park, Borno
- Gashaka Gumti national park Taraba
- Kamuku National Park Kaduna.Yankari and Kanji national park stock variety of species of large mammals such as elephant, lions, jackals, hippopotamus, antelope and species of birds, fish and reptiles. We have Borgu game reserve Zugurma game reserve.

2.6.1 FOREST RESERVED PLANTATION

Forest reserves and plantations give the tourist opportunity to admire unique plants and trees and provide a good setting for camping. Olokemeji (Oyo state) the first forest reserve in Nigeria was established in 1990. Today there are more than 1000 forest reserves spread all over the country but only a few actually developed.

2.6.2 SCENIC RESERVES

There are four broad types of scenic beauty spot can be identified. These include spectacular hills, water falls, springs and beaches. Some of the notable hills are Shere hills (Plateau) Mambila Plateau (Taraba) the rolling hills of Okigue (Imo) Obudu hill (Cross River).There are water falls these include kurafall in (plateau state) Gurara water fall (Niger) and Erin (Oyo).Warm springs include the Wiki warm spring Enemba (Benue) Lamurde (Taraba) and Ikogosi (Ekiti). One interesting aspect of Ikogosi spring is the meeting point of the warm water and the cool water from the non-warm spring. There are many beaches in Nigeria these include Bar Beach, Mayegun Beach and Lekki Beach (Lagos) Oguta and Nikelakes (Imo), kanji and Marmara crocodile pond (Niger).

2.6.3 CULTURAL AND HISTORICAL RESOURCES

There are rich and varied cultural and historical resources widely spread in the country. Cultural attractions are activities based on people's way of life expressed as religions beliefs, colourful festivals, dances, songs art works and great movements. The cultural assets which are among the most fascinating in Nigeria include Oyo festival (Lagos) Kano, Katsina Durbar Argugu Fishing Festival (Kebbi) Olofin Festival in Idanra (Ondo). There are museum that are well stocked with historic artifacts all over the country. Historical resources are the Oba's and Emirs palaces found all over the country from the north to the south. The institutional framework for tourism development and management includes the federal ministry of culture and tourism, state ministries responsible for tourism, the national council of culture and tourism, the Nigeria tourism development cooperation (NTDC), the Local Government Tourism Committees. The private sector participation in the tourist industry is done under the federation of tourism

association of Nigeria (FTAN) (Michael 2002).Nigeria is richly endowed with tourist resources very little have been done in terms of foreign exchange earning and tourist movement. This is as a result of lack of emphasis and commitment by successive government, inconsistent policies, Ignorance of the scientific practical approach to tourism planning and development insufficient funding and shortage of the well trained personnel necessary for sustainable and growth of tourism and above all political instability. The necessity to achieve the development of a viable tourist industry must have made the current democratically elected government to inaugurate technical committee in 2000 to develop and prepare a national tourism master plan for the country (Michael, 2002).

CHAPTER THREE
STUDY AREA AND METHODOLOGY

3.1 STUDY AREA

Kaduna state is located between latitude 9^0 2"^{N} 11^o 33"^{N} and longitude 6° 10"^{E} and 8° 50"^{E} of prime meridian (Fig. 3.1). The state occupied a land mass of about 48, 473.2km^2. (African Atlases Nigeria 2002).

Kaduna state is bounded in the north by Kano, Katsina, Zamfara States in the west by Niger State, to the east by Bauchi State and in the south by Nasarawa and Plateau States (Fig. 3.1 and 3.2).

3.1.1 SCOPE OF THE STUDY

The study intends to assess the patronage pattern of tourism centres in Kaduna State. Kaduna State is made up of 23 local government areas all endow with tourism sites. However, the study was based on 8 tourism centres in 5 local government areas namely Jaba, Zangon Kataf, Birnin Gwari, Igabi and Kaduna North Local Government Area.

The rationale for selecting the five local government areas is based on the earlier reconnaissance survey carried out by the researcher, which shows that the selected five local government areas have tourism centres and relevant literature on their centres. Besides, the tourism centres in this selected areas are the ones developed and functional.

3.1.2 CLIMATE

Kaduna state experiences a tropical continental climate with distinct seasonal variation (Adejuwon, 1998). The climate changes from cool to hot dry and humid to wet.

These two seasons reflect the influence of tropical continental and maritime air masses, which blow over the entire country (Gbuyiro 1998). The state seasonality is pronounced with the cool to hot dry season being longer, than the rainy season (Adefolaw, 1986a). The hamattan is pronounced between November and March and is always cool, dry and dusty accompanied by strong wind blowing from north-eastern Sahara region. The maritime air mass that blow from the Atlantic Ocean brings rainfall which varies in distribution due to the location of places from south to the north of the state. Temperature also from the north to the south . The hottest month is March and April while the coldest months are December and January (Adejuwon, 1998).

More over the spatial and temporal distribution of the rain varies over the state decreasing from an average of about 1530mm in the south east to about 1015mm in the northeast. The raining season normally starts from April increasing gradually to its peak in August and decline by September and October. During the remaining season, humidity is constantly more than 60% at mid-day and approaches 100% at night. The insolation is constantly high through the season, although a lot is lost through reflection and absorption by thick cloud cover. High storm intensities (ranging from 60mm/hr) plus the nature of the surface run off build up the good network of medium sized river system in the area. (Adejuwon, 1998).This variation in rainfall also affect tourism patronage because tourism is seasonal mostly preferred in dry season from October to march. (Adejuwon 1998).

3.1.3 RELIEF

The relief of the state consist mainly of the Precambrian rocks of the basement complex (Barbour, 1982) The topography constitutes a rolling low land generally below

610 meters above sea level. This comes about by the prolonged denudation of the basement complex rocks which underline on the area (Thorp, 1972). The area consists of biotic gneisses and older granites. In the southern corner younger granites and batholiths are evident. The weathered profile is rich in red clay in many areas which are mined for construction purpose, while granite is commonly quarried (Thorp, 1972).

3.1.4 SOIL

The soils in the state are typical red brown to red-yellow tropical ferruginous soils. The soils in the upland areas are rich in red clay and sand but poor inorganic matter and soil nutrients. This does not support intensive agriculture except with continues manuring. Soil within the water logged area (fadama)are richer in Kaolinitic clay and organic matter, very heavy and poorly drained characteristics of vertisols. The laterite and granite are suitable for building but the soil water logged and marshy when it rains, and dries out with crack during the dry season. Recently erosion occurred due to loss of vegetal cover, compaction from trampling by grazing animals and acidification/alkalinization from application of chemical fertilizer.

3.1.5 DRAINAGE SYSTEM OF THE STATE

Kaduna state is mainly drained by two rivers. River Kaduna and river Gurara, which are sourced at Kwal on the north central Jos plateau and is one of the largest tributaries of river Niger. The water table is quite high and wells are sunk so deeply to reach the water table. Kaduna state is endowed with many drainage. These rivers serve important function with regards to tourist attractions these rivers include ninzom water in sanga local government area, kajim natural pond in kaura local government area,matsirga

water fall in zangon kataf local government area(Kaduna State Tourist map).these water bodies have influence on tourism in the study area

3.1.6 VEGETATION COVER OF THE STATE

The natural vegetation in Kaduna state varies from the north to the southern part of the state. In the south in the Guinea savanna vegetation made up of scattered trees and woody shrubs. The trees have long taproots, thick barks and shed their leaves in dry season to survive the long dry season. In the northern part of the state is Sudan savanna which is made of grasses that have durable roots such that even when they dry up or are burnt during the dry season at the onset of rainfall they sprawl again. This variation in vegetation occurs as a result of the amount of rainfall received in the area, this decreases from southern part to the northern area of which some areas are protected as reserved example Afaka forest, Nimbia forest and some Orchard are found along rivers.

3.1.7 AGRICULTURE

The physical location of Kaduna state indicates a lot of agricultural potentials. The low land nature of the state makes farming increased through the soil are fragile and not rich, they thereby require the application of fertilizer or manure to increase their fertility. Crops cultivated in the state ranges from food crops to cash crops. Food crops include maize, guinea corn, millet, yam Cassava, Soya beans, groundnut while cash crop include Ginger, Cotton etc.

Livestock grazing is common in the state. Many people raises animals for consumptions and for sale.

3.1.8 ECONOMIC ACTIVITIES

There are many economic activities going on in the state. Kaduna is the second largest commercial town after Kano in the north,. There are economic activities going on in the state for example industrial, educational, hospitality.

Some of the active industries include Nigeria National Petroleum Corporation, Nigeria brewery plc, Nigeria flour mill, Nigeria bottling companies, Peugeot Nigeria automobiles etc.

There are a lot of trading activities in Kaduna state. The present of various markets such as Abubakar Gumi, Central market, Kasuwa mata and general market Kafanchan all help n boasting the trading activities in the state.

Transportation is especially not left behind in helping economics activities. A lot of Government and private transport companies are found in Kaduna state some of these transports goods and people within and outside the state.

Agriculture also contributes to the economic activities of the state. Many indigenes of Kaduna state are subsistence farmers and some are commercial farmers farming cash crops such as cotton, groundnut, ginger etc.

3.1.9 POPULATION OF KADUNA STATE

Kaduna state is one of the most densely populated states in Nigeria. This is as a result of the liberal nature of the state that it accommodates all kinds of people. It has a population of six million, one hundred and thirteen thousand five hundred and three (6.113, 503) the state capital, Kaduna has an estimated population of 1.3 million according to the 2006 population census.

Some of the major ethnic groups in the state includes: Hausa, Fulani, Baju, Ham, Gbagyi, Koro Kaninko, Gure, Kurama, Atyap, Ikulu, Aegorok Adara, Atakad, Chawai, Kagoma, Kahugu Nimzo and Numana (Tourist guide, n.d).

The physical setting of the state have given the state an upper hand to serve as tourist destination for both domestic and international tourists due to its tourist attractions centers found all over the state.

3.1.10. TOURISM SITES IN KADUNA STATE

Kaduna State is endowed with enormous tourism centres. All the 23 local government areas have impressive tourists attraction whose economic viability are yet to be fully tapped.

The tourism endowments of Kaduna State include the Nok terracotta sites, Nok Museum, Matsirga Water Fall, the Kagoro Hills, the Kamuku National Park, the Queen Amina City Walls, Tomb of Bakwa Turunku, St Bartholomew Zaria, General Hassan Katsina Park, the Lord Lugard Hall, Arewa House, National Museum, Trappco Ranch Resort 5th Chukker and many cultural festival (Tourist Guide n.d).

Kaduna State has not fully achieved much in tourism but there is progress in tourism through the creation of Ministry of Culture and Tourism. The ministry is responsible for organizing cultural activities e.g. hosting of Nafest 2009. It also monitors all the tourism centres in the state.

The above mentioned tourism centre are owned by Government, private individuals and some are in partnership with the government.

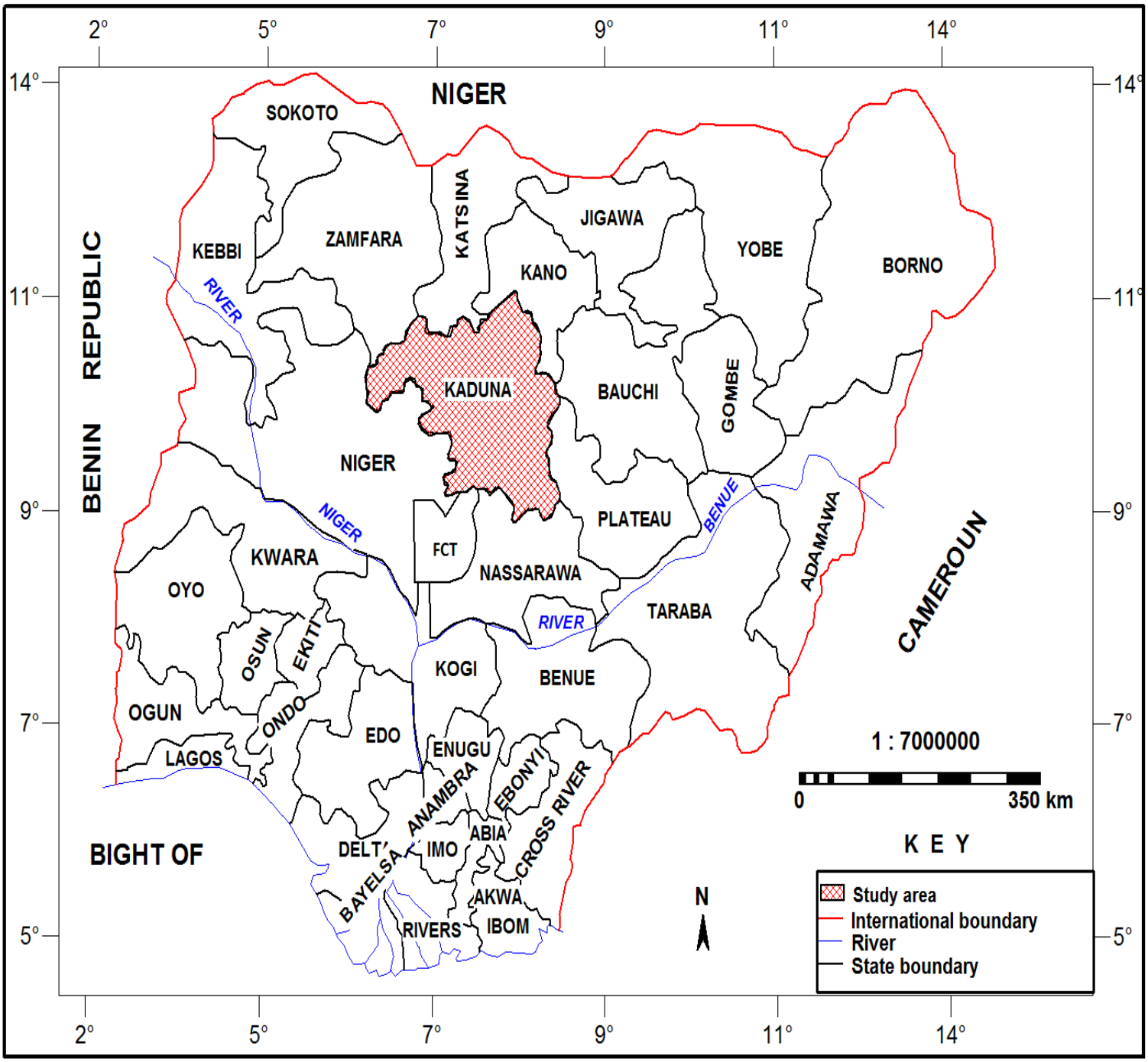


Figure 3.1: Nigeria Showing Kaduna State

Source: Field Survey, 2011

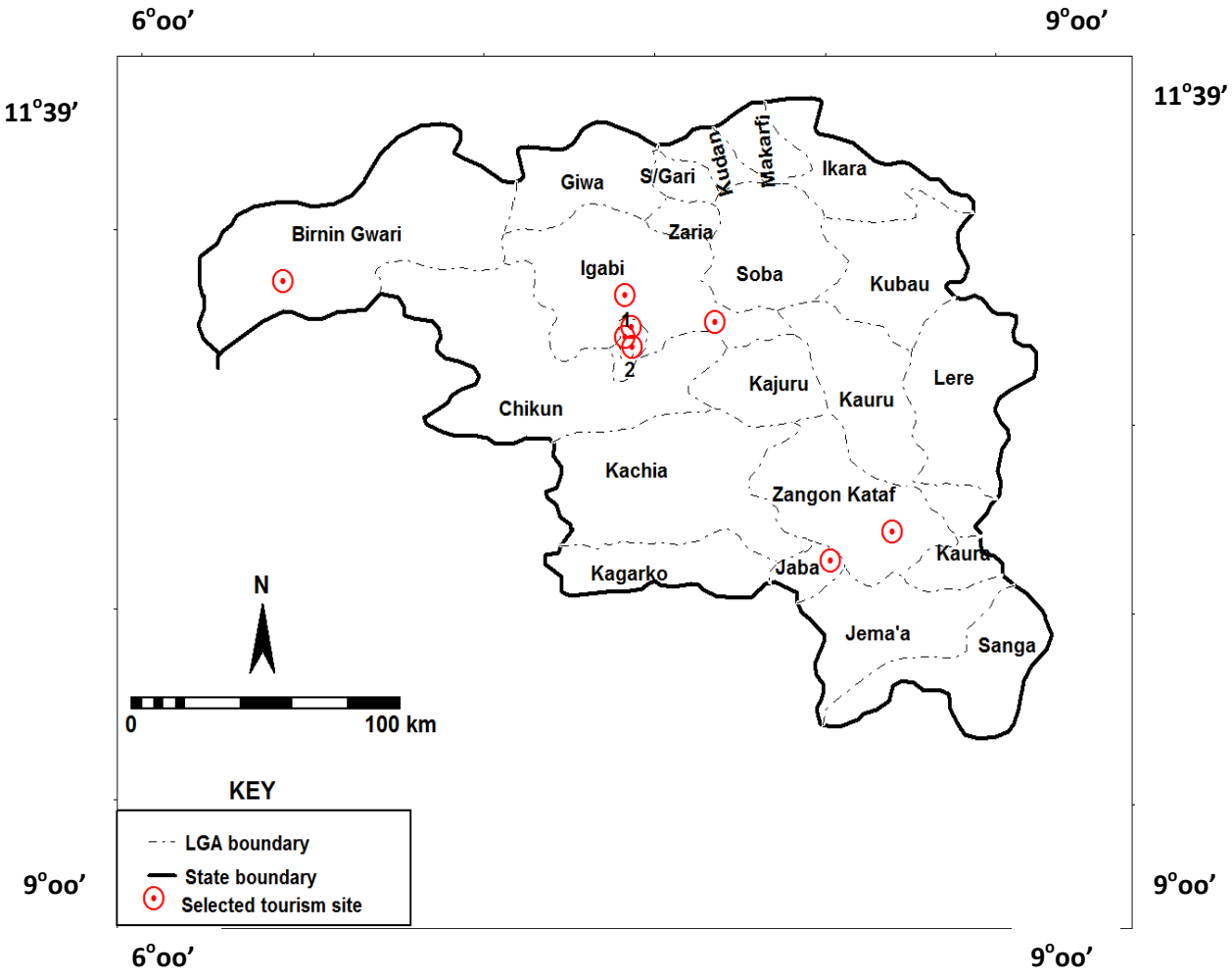


Figure 3.2: Kaduna State showing the selected Tourism Sites

Source: Field Survey, 2011

3.2 METHODOLOGY

3.2.1 Reconnaissance survey

A reconnaissance survey of tourism centres was undertaken in order to identify and have a background knowledge of the tourism sites within Kaduna State (Table 1). Eight centres were selected for in-depth study and proper data collection. Some centres are connected with good roads, there are natural features, game in the centre. The methods used to collect information for this study will include primary and secondary sources.

SOURCES OF DATA

3.2.2 Primary Sources: -This was obtained through the administration of three hundred and ten (310) questionnaires. Two sets of questionnaire were designed and administered. Set "A" questionnaires to staff of tourism centres and set "B" to the tourists. The set "A" questionnaires solicited information on patronage level, transport cost to the tourism centre entrance fee, money realize annually and available Game in the park.

3.2.3 SAMPLING FRAME AND TECHNIQUES

According to the 2006 population (census), Kaduna State has a total population of six million one hundred and thirteen thousand five hundred and three(6,113,503).this constitutes the study population.

SAMPLE SIZE

A total of three hundred and ten (310) sample size was used for the study .This choice is supported by krejcie and morgan (1970) who opine that for a population size of one million and above ,a sample size of 382 is relevant for effective generalization of finding.

The sampling technique used was systematic random sampling. The researcher administered the questionnaire to the eight centres i.e the tourist staff and the tourist.

Table 1: Name, location and staffing of the tourism centre in Kaduna state

	Name of tourism centres	**Location**	**No staff**	**1-2%**
1	General Hassan Usman Park	Kaduna North in Kabala Doki	42	8
2	Trappco Ranch Resort	Igabi L.G.A near Airport	18	4
3	5th Chuker Resort	Igabi L.G.A along Jos road	20	4
4	Matsirga Water fall/Fanswan resort Center	Z. Kataf at Madakiya	18	4
5	Kamuku national park	Birningwari LGA near Birningwari	152	15
6	Ancient Nok	Jaba L.G.A at Nok	16	4
7	National Museum	K. North U/Sarki	158	15
8	Arewa House	K. North U/Sarki	75	7
	Total			61

Source: Field Survey 2011.

A total of three hundred and ten (310) questionnaire administered while two hundred and ninety three questionnaire were returned well answered, these were used for the research.

Out of these two-hundred and thirty-two (232) were administered to the tourists in different tourism centres while sixty-one (61) was administered to the workers in the

tourism centres. This was carried out by the researcher and two trained assistance in each tourism centre. The questionnaire was administered within the period of eight weeks (8 weeks).8th September to 27thOctober 2010.

The set "B" questionnaire was administered to the tourists as they come in to the tourism centre. The questionnaire was to solicit information on frequency visit to the tourism centre, to determine the level of satisfaction with the services rendered, name of areas they come from, rating of the parks and the problems faced in the tourism centres.

Secondary Sources:- Secondary information was obtained from Kaduna state ministry of culture and tourism, books, journals, magazines internet, news papers and articles, maps and other relevant literature to provide information about the study area and information that could assist in the development of the literature review.

3.3 Data Analysis

The information collected from the interview was summarized by the use of tables and percentages calculation was used to summarise the result for discussion.

CHAPTER FOUR
PRESENTATION AND ANALYSIS OF DATA

4.1 INTRODUCTION

This chapter is concerned with the analysis of data collected from the field on tourism patronage pattern of selected tourism centres in Kaduna State. The study assessed the socio-economic characteristics of tourism workers, perception of their awareness educational qualification of tourism workers, money realized annually from these centres, the purpose of the centres, level of satisfaction of service rendered, where from and how often do they visit the centre and when. This was carried out and the analysed result was presented and discussed.

4.1.1 STATISTICS OF WORKERS IN TOURISM SITES

The National Museum, General Hassan Usman Park, Arewa House and Kamuku National Park are the largest tourism centres in Kaduna State. This is because going by number of staff as a criteria for assessment they exhibit 24.4%, 13.1% and 11.5% respectively see table 4.1.

Table 4.1: Sampled of workers at the eight tourism sites

Tourism Centre	**No of Respondent**					
	Total	Male	%	Female	%	Total %
Arewa House	7	4	6.6	3	4.9	11.5
General Hassan Usman Park	8	5	8.2	3	4.9	13.1
Trappco Ranch Rsort	4	3	4.9	1	1.6	6.5
5th Chukker	4	3	4.9	1	1.6	6.5
National Museum	15	10	16.3	5	8.1	24.4
Kamuka National Park	15	11	18.1	4	6.9	2.5
Nok National Museum	4	3	4.9	1	1.6	6.5
Matsirga Water Fall/Fanswan Resort	4	4	6.6	0	0.0	6.6
Total	61	43	70.5	18	29.5	100.0

Source: Field Survey 2011.

4.1.2 SOCIO-ECONOMIC CHARACTERISTICS OF STAFF AND TOURISTS IN THE TOURISM CENTRE

Table 4.2: Age distribution of respondents

No. of Respondents

Age	Workers	%	Tourists	%
Below 20years	7	11.5	57	24.6
21-30years	16	26.2	75	32.3
31-40years	23	37.7	57	24.6
41-50 years	11	18.0	34	14.7
Above 50 years	4	6.6	9	3.8
Total	61	100	232	100

Source: Field survey 2011.

It was also found out that majority of the working staff are between the ages of 31-40 years as represented by 37.7% while above 50years are 6.6% as represented. However 32.3% of tourists are within age bracket 21-30years of age while 3.8% of tourists fall above 50years.

This goes to show that tourism workers are within their active age in service as well as the tourists which goes to show that young people are mostly engage in tourism than the older ones.

4.1.3 Level of Education

Table 4.3: Distribution by level of education

No. of Respondents

Educational Level	Workers	%	Tourists	%
Primary	1	1.6	-	-
Secondary	14	23.0	70	30.2
OND/NCE	20	32.7	26	11.3
HND/Degree	24	39.4	98	42.3
Masters	2	3.3	32	13.7
Doctorate	-	-	6	2.5
Total	61	100	232	100

Source: Field survey 2011.

The study shows that 39.4% of the workers are HND and First degree holders while 1.6% are primary levers in the same way 42.3% of tourists are HND and First degree holder while 2.5% of tourists are Doctorate holders.this implies that majority of the workers and tourist are educated,this brings about better service delivery in the tourism centers, also most people that are involved in tourism are educated .

4.1.4 Type of Tenure

Years of service	**No of Respondent**	**Percentage (%)**
1-5 years	27	44.3
6-10 years	21	34.4
11-15 years	10	16.4
16-20 years	2	3.3
Above 20 years	1	1.6
Total	**61**	**100.0**

Source: Field Survey 2011.

Information from the interview conducted shows that there are both permanent and casual staff. It also shows that 44.3% of the workers have been working in the centre for 1-5years while 1.6% of the workers have been working in the centre above 20years as shown in table above. This implies that this tourism center have been in existence for a very long period of time, thus have been serving some economic functions such as source of livehood for the tourism workers and there is a tendency that its economic benefits also contribute to the areas where they are located.

Table 4.1.5: Tourism Awareness

Workers perception of tourism and awareness	Yes	%	No	%	Total	%
Awareness	55	90.2	6	9.8	61	100
Road connectivity	44	72.1	17	27.9	61	100
Equipped with facilities	20	32.8	41	67.2	61	100

Source: Field Survey 2011.

The study shows that 90.2% of the tourism workers respondent that people are aware of these tourism centres while 9.8% of the respondents said people are not aware of these tourism centres, similarly , 72.1% respondents shows that the centres are connected with good road network while 27.9% show that the centres are not connected with good road network and 67.2% of the tourism centres are not equipped with facilities while 32.8% are equipped with facilities. This implies that most of the tourism centres are not equipped with modern facilities. This may result in the low patronage of the these tourism centres.

Table 4.1.6: Level of satisfaction at tourism centres

Level of Satisfaction	**No of Respondent**	**Percentage (%)**
Highly satisfied	7	11.5
Moderately satisfied	31	50.8
Satisfied	21	34.4
Not satisfied	2	3.3
Total	**60**	**100.0**

Source: Field Survey 2011

The study shows that 50.8% of tourism workers are moderately satisfied with the service rendered while 3.3% of tourism workers are not satisfied with the service rendered. This implies that there is moderate satisfaction in tourism centres and 82.0% of the tourism centres are owned by government, while 18.0% are owned by individuals. This implies that government ownership of tourism centre may not provide the necessary infrastructure capable of attracting tourists. This may necessitate the need for wealthy private individuals who will invest in tourism industry in order to avoid the probable neglect of the industry due to excessive government ownership.

Table 4.1.7: Percentage of daily patronage

Daily Visit to Centres	**No of Respondent**	**Percentage (%)**
No visitation	20	32.8
1 – 50 people	27	44.3
51 – 100 people	11	18.0
101 – 200 people	2	3.3
Above 200 people	1	1.6
Total	**61**	**100.0**

Source: Field Survey 2011

The research shows that (44.3%) 1-50 people visit the centre on daily basis these centres are Gamji Gate, Arewa House and National Museum while 1.6% visit the centre daily. The study shows that 67.2% are moderately patronized, while 13.1% are highly patronized. The result shows that some centre record more tourists than other centres. This implies that tourism centers within the metropolis are patronized more than those further away from the capital city because of distance, security and other services found in the city.

Table 4.1.8: Percentage of weekly patronage

Daily Visit to Centres	No of Respondent	Percentage (%)
No visitation	10	16.3
1 – 50 people	27	44.3
51 – 100 people	7	11.5
101 – 200 people	8	13.1
Above 200 people	9	14.8
Total	**61**	**100.0**

Source: Field Survey 2011

Table 4.8 shows that 44.3% of 1-50 people visit the tourism centres on weekly basis while 11.5% shows that 51-100 people visit the centre on weekly basis. This implies that there is moderate patronage of the tourism centre in the state. The implication of this finding is that the tourist centres are not un-patronized 1-50 people having the highest support the fact that the centre enjoy patronage of tourist. This patronage contributes to the continue survival of this tourist centre ,ideally the patronage is suppose to be more than what is obtainable at the moment.

Table 4.1.9 Time for tourists patronage

Time of Visit	No of Respondent	Percentage (%)
Festive period	13	21.3
Public holiday	8	13.2
January – March	11	18.0
April to June	4	6.5
July – September	5	8.2
October – December	20	32.8
Total	**61**	**100.0**

Source: Field Survey 2011

Table 4.9 shows that 32.8% of workers have more tourists in October to December while 6.5% of workers have less patronage in April – June. This implies that tourism patronage is seasonal mostly during dry season and festive period. this is probably because during this period there is ease of movement during the dry season. Besides different festivals are held during this period such as Christmas and sallah holidays. During the holidays children are on break from schools and parents will use this opportunity to visit the tourist sites with their family members

Table 4.1.10 Entrance Fee

Charges	**No of Respondent**	**Percentage (%)**
50 – 100 naira	37	60.6
200 – 500	15	24.6
600 – 1000	9	14.8
Total	**61**	**100.0**

Source: Field Survey 2011

The study shows that 60.6% of centre charge between 50-100 naira while 14.8% charges between 600-1000 naira. This variation of charges arise as result of ownership of the tourism centre. Government tourism centre are cheaper compared to private tourism centres. The lowest is General Hassan Usman Park and the most expensive is Trappco Ranch Resort. This could be because the private owned tourist centres are profit oriented while the government owned centres are mainly not for profit making purposes.

Table 4.1.11: Money allocation to centres

Allocation	No of Respondent	Percentage (%)
50 – 100 thousand	-	-
200 – 300 thousand	-	-
400 – 500 thousand	-	-
600 – 700 thousand	-	-
800 and above	46	75
Nothing	15	25
Total	**61**	**100.0**

Source: Field Survey 2011

The study shows that 75% of the tourism centres received allocation from government from 700-800 thousand naira monthly or annually, while 25% do not receive allocation from the government. This implies that majority of the centres are own by government. It implies that those government owned centers are not adequately funded are likely to suffer financial problem and inefficiency.

Table 4.1.12: Annually income generated by the centres

Income Generated	No of Respondent	Percentage (%)
Less than 100,000	11	18.0
100,000 – 500,000	26	42.0
500,000 – ₦1,000000	12	19.7
More than ₦1,000000	10	16.4
Nothing	2	3.3
Total	**61**	**100.0**

Source: Field Survey 2011

The study shows that 42.6% generate 100 – 500,000 thousand annually while 3.3% generate nothing since some centres are not income generating. This findings implies that centres that cannot generate revenue may not be able to function effectively.

The government tourist centres for instance are usually faced with poor government funding. When this problem of poor government funding is combined with the problem of non revenue generation the problem of poor service delivery manifests.

Table 4.1.13: The role of the centres

Role Play	**No of Respondent**	**Percentage (%)**
Generation of revenue	2	3.3
Historical purpose	8	13.2
Educational purpose	3	4.9
Scientific purpose	1	1.6
Recreational purpose	11	18.0
All of the above	36	59.0
Total	**61**	**100.0**

Source: Field Survey 2011

Table 4.13 shows that 59.0% of the centres plays the following role in generation of revenue, historical purpose, educational purpose, scientific purpose and recreational purpose while 1.6% for scientific purpose. These tourism centres are significant in terms of provision of social amenities, employment opportunity and security to the immediate environment. This implies that this tourism centres are very vital in national development.

4.1.14 Management of the Tourism Centres

The study shows that 78% of workers said that these centres will be improved through funding from government and individuals. Workers should be sent for training and workshop relating to tourism to improve their skill for better management and performance. Individuals should invest on tourism. The eight tourism centres will be analysed individually.

4.2.1 Tourists in the Eight Tourism Centres

This section intends to discuss the finding of the eight centres collectively especially those parameters or characteristics that are similar or common to the centres. However features that are specific to some centres that cannot be collectively discussed are treated separately.

Table 4.2.1: Statistics of tourists at tourism site

Tourism Centre	No of Respondent	Percentage (%)
Arewa House	27	11.6
5th Chukker	10	4.3
General Hassan Usman Park	52	22.4
Kamuku National Park	40	17.2
Matsirga Water Fall & Fanswan Resort	22	9.5
National Museum	48	20.7
Nok National Museum	18	7.8
Trappco Ranch Resort	15	6.5
Total	**232**	**100.0**

Source: Field Survey 2011

4.2.2 Tourists Occupation

Tourism Centres	Students	Civil Servant	B/Men	Applicant	Total	%
General H.U. Park	24	10	6	12	52	22.4
Arewa House	15	3	4	5	27	11.6
Kamuku N. Park	14	10	18	3	40	17.2
Matsirga Water F./Fansuwa	10	3	4	5	22	9.4
Trappco Rench Resort	6	4	2	3	15	6.4
Nok Museum	7	4	7	-	18	7.7
5th Chukker	-	3	7	-	10	4.3
National Museum	23	7	9	7	48	21.0
Total	**99**	**41**	**57**	**35**	**232**	**100**

The research reveals that 42.7% of tourists are students while 15% of tourists are applicants. This implies that majority of tourists to these centres are students because excursion is part of tourism and students normally go for excursion as part of their academic work. It was observed that with exception of mainly General Hassan Usman Park where other categories of tourists visit for recreation and leisure purposes other tourists centres are dominated by researchers and students for academic purposes. Thus the reason for high students patronage cannot be far-fetched.

Table 4.2.3: Duration of time spend in the tourists centres

Tourism Centres	**Few Hours**	**One Day**	**2-3 days**	**1-2 weeks**	**Total**	**%**
General H.U. Park	34	13	3	2	52	22.4
Arewa House	21	3	1	2	27	11.6
Kamuku N. Park	18	10	9	3	40	17.2
Matsirga Water F./Fansuwa	13	5	3	1	22	9.4
Trappco Rench Resort	10	-	2	5	15	6.4
Nok Museum	16	2	-	-	18	7.7
5th Chukker	-	-	4	6	10	4.3
National Museum	23	16	8	1	48	21.0
Total	**135**	**49**	**28**	**20**	**232**	**100**

The study shows that 58.1% of the tourists spend few hours at the tourism centres while 8.6% of the tourist spends one or more days in the centre. This reveals that majority of the tourists who visit these centres are living within the study are and most tourists go to these centres for leisure. The brief time spent in the centres shows that the patronage patterns is within the metropolis.

Table 4.2.4: Distance travel to tourism centres by tourists.

Tourism Centres	**Less than 200km**	**201-400km**	**401-600km**	**Above 600km**	**Total**	**%**
General H.U. Park	28	2	9	13	52	22.4
Arewa House	17	5	3	2	27	11.6
Kamuku N. Park	20	11	5	4	40	17.2
Matsirga Water F./Fansuwa	13	3	4	2	22	9.4
Trappco Rench Resort	12	2	-	1	15	6.4
Nok Museum	13	-	1	4	18	7.7
5th Chukker	4	2	1	3	10	4.3
National Museum	37	-	5	6	48	21.0
Total	**144**	**25**	**28**	**35**	**232**	**100**

Table 4.2.4 shows that 62.0% of the tourists (144) travel less than 200km to the tourism centres while 10.7% of tourist (25) travel 201-400km to tourism centres. This implies that majority of the tourists prefer a short distant tourism centres. It also reveals that most of the tourists are within the tourism centres.

Table 4.2.5: Trip to the centres

Tourism Centres	**Tourist Alone**	**Tourist with Friends**	**Tourist with Family**	**Total**	**%**
General H.U. Park	22	24	6	52	22.4
Arewa House	14	7	6	22	11.6
Kamuku N. Park	10	22	8	40	17.2
Matsirga Water F./Fansuwa	5	10	7	22	9.4
Trappco Rench Resort	5	7	3	15	6.4
Nok Museum	5	10	3	18	7.7
5th Chukker	2	3	5	10	4.3
National Museum	10	25	13	48	21.0
Total	**73**	**108**	**51**	**232**	**100**

Table shows trip to the centres i.e do tourists visit alone or go with friends or family members. 108 respondents (46.5%) visit with friends, 73 respondents (31.5%) visit alone while 51 (respondents (22%) visit with family members. The implication is that people visit the tourists centres with friends this could be because most of the centers are for sight seeing and relaxation. The frequency of visiting alone was low probably because people would not want to be alone in such places as the fun and happiness would be missing.

Table 4.2.6: Where tourists come from

Tourism Centres	**Within the State**	**Outside the State**	**Outside Nigeria**	**Total**	**%**
General H.U. Park	41	11	-	52	22.4
Arewa House	17	6	4	27	11.6
Kamuku N. Park	22	8	10	40	17.2
Matsirga Water F./Fansuwa	15	5	2	22	9.4
Trappco Rench Resort	10	5	-	15	6.4
Nok Museum	13	4	1	18	7.7
5th Chukker	5	2	3	10	4.3
National Museum	29	11	8	48	21.0
Total	**152**	**52**	**28**	**232**	**100**

Table shows where tourists visiting the eight tourism centres come from. 152 tourists (65.5%) are from within the state 52 tourists (22.4%) outside the State while 25 tourists (12.1%) come from outside Nigeria. This implies that highest patronage is from Kaduna State, followed by people within Nigeria. If tourism is to contribute economically towards the development of Kaduna State and Nigeria in general there is need for attracting patronage of these tourists centres from outside the country.

Table 4.2.7: Purpose of visit by tourists

Tourism Centres	**Educational**	**Excursion**	**Leisure**	**Recreation**	**Sight Seeing**	**Total**	**%**
General H.U. Park	-	3	6	19	24	52	22.4
Arewa House	16	6	-	-	5	22	11.6
Kamuku N. Park	7	6	3	10	14	40	17.2
Matsirga Water F./Fansuwa	-	1	7	3	11	22	9.4
Trappco Rench Resort	-	4	9	-	2	15	6.4
Nok Museum	11	4	-	1	2	18	7.7
5th Chukker	-	-	5	4	1	10	4.3
National Museum	8	22	2	4	12	48	21.0
Total	**42**	**46**	**32**	**41**	**71**	**232**	**100**

Table 4.2.7 shows the purpose of visit by tourists. Sight seeing purpose has the highest (30.6%) while 13.7% are for leisure. This implies that although people visit the tourists centres for many reasons. Majority visit for nature viewing and sight seeing purpose mainly. This highest patronage for sight seeing purpose supports the earlier finding that General Hassan Usman Park has the highest patronage because of its natural scenery which attract visitation for sight seeing purpose.

Table 4.2.8: Preferred tourism centres by tourists

Tourism Centres	Game Reserved	Natural Scenery	Sporting & Games	Socio-Cultural	Total	%
General H.U. Park	26	17	6	3	52	22.4
Arewa House	10	5	4	8	22	11.6
Kamuku N. Park	17	15	5	3	40	17.2
Matsirga Water F./Fansuwa	8	9	4	1	22	9.4
Trappco Rench Resort	5	6	3	1	15	6.4
Nok Museum	4	3	5	6	18	7.7
5th Chukker	-	1	7	2	10	4.3
National Museum	20	15	5	8	48	21.0
Total	**90**	**71**	**39**	**32**	**232**	**100**

Table 4.2.8 shows that 38.7% (90) of tourists preferred game reserves areas while 13.7% (32) tourists preferred socio-cultural centres. This implies that majority of the tourists preferred game reserves and natural scenery places like Kamuku National Park, General Hassan Usman Park and Matsirga Water Fall/Fanswan Resort are the game reserve and natural scenery of the state tourism centres such centres should be given more attention to attract tourists. This is why tourists centres that have these features have high patronage.

Table 4.2.9: Time for tourism ventures

Tourism Centres	January to March	April to June	July to September	October to December	Total	%
General H.U. Park	9	4	2	37	52	22.4
Arewa House	6	3	2	16	22	11.6
Kamuku N. Park	10	5	3	22	40	17.2
Matsirga Water F./Fansuwa	5	3	1	13	22	9.4
Trappco Rench Resort	3	2	1	9	15	6.4
Nok Museum	4	2	4	8	18	7.7
5th Chukker	2	2	1	5	10	4.3
National Museum	2	2	1	43	48	21.0
Total	**41**	**22**	**16**	**153**	**232**	**100**

Table 4.2.9 shows that 65.9% of tourists (153) go for tourism ventures between October to December while 6.5% (16) tourists go for tourism ventures in July to September. This implies that tourism is seasonal preferred mostly in dry season and it also corresponded with festive period of the year. These centres have their peak of tourists visit in the dry season than in the wet season.

Table 4.2.10: Patronage of tourism centres

Tourism Centres	Daily	Weekly	Monthly	Occasionally	Total	%
General H.U. Park	12	8	4	28	52	22.4
Arewa House	4	3	1	19	22	11.6
Kamuku N. Park	3	10	-	27	40	17.2
Matsirga Water F./Fansuwa	2	3	4	13	22	9.4
Trappco Rench Resort	-	2	3	10	15	6.4
Nok Museum	-	1	1	16	18	7.7
5th Chukker	-	4	2	4	10	4.3
National Museum	20	5	5	18	48	21.0
Total	**41**	**36**	**20**	**135**	**232**	**100**

From the table the highest patronaged is General Hassan Usman Park has 52 tourist (22.4%) this is followed by National Museum 48 (17.2%) and Kamuku National Park 40 (17.2%) visitors respectively while Trappco Ranch and 5th Chukker had least. In terms of temporal patronage, National Museum has the highest daily 20 while Matsirga has the lowest 2 visitors. For weekly patronage General Hassan Usman Park has (8) the least is Nok (1). In case of monthly National Museum (5) in the case of occasional General (28), Kamuku (27) Arewa House (19) National Museum (18) and Nok Museum (16). This implies that these centres are patronized occasionally because tourists go to tourism centres at the time they are free or during public holidays that is why the patronized is low or poor.

Table 4.2.11: Expenditure on Travelling, Food, Accommodation, Purchasing by Tourists at Arewa House

Traveling	**No of Respondent**	**Percentage (%)**
500 and below	24	88.9
5001 – 10,000	3	11.1
Total	27	100.0
Food		
500 and below	25	92.6
1001 – 20,000	2	7.4
Total	27	100.0
Accommodation		
5000 and below	26	96.3
5001 – 10,000	1	3.7
Total	27	100.0
Purchasing		
5000 and below	25	92.6
5001 – 10,000	2	7.4
Total	**27**	**100.0**

Source: Field Survey 2011

The study showw that 88.9% of to tourists spend N5000 and below on transport while 11.1% of the tourists spend N5001-10000 naira on transport, 92.6% of tourists spend N5000 and below on food during visit while 7.4% of the tourists spend N1001–N20,000 on food during visits, 96.3% of tourists spend 5000.00 and below on accommodation while 3.7% of the tourists spend N1001-N20,000 on accommodation while 92.5% of tourists spend 5000-and below on purchasing while 7.4% of tourists spend 5000-N10,000.00 on purchasing. This implies that majority of tourists to Arewa House live within the state based on their spending on transport, food, accommodation.



Plate 1: Cultural war weapons at Arewa House at the Museum Gallery



Plate 2:Research Library at Arewa House



Plate 3: Traditional Attire at Arewa House at the Museum Gallery

4.2.12 **Management of Tourism Centre**

The study shows that 86.0% of the tourists suggest that qualified staff should be employed to manage the centre. Tourism workers should be allowed to undergo training and conferences to enhance their skills for better services. The publicity of the centre is necessary for people to patronize.

Table 4.2.13: Expenditure on Travelling, Food, Accommodation, Purchasing by Tourists at 5th Chukker

Traveling	**No of Respondent**	**Percentage (%)**
500 and below	3	30
5001 – 10,000	1	10
Above 20,000	6	60
Total	10	100.0
Food		
5000 and below	1	10
5001 – 10,000	1	10
1001 - 2000	6	60
Above 20,000	2	20
Total	10	100.0

Accommodation		
5000 and below	1	10
5001 – 10,000	3	30
Above 20,000	6	60
Total	10	100.0
Purchasing		
5000 and below	8	80
5001 – 10,000	1	10
Above 20,000	1	10
Total	**10**	**100.0**

Source: Field Survey 2011

The study shows that 60% of tourists spend 50,000 on travelling while 10% of tourists spend N5001.00-N10,000, 60% of tourists spend N1001-N20,000 on food while 10% spend 5000 and below to 5001-N1000 on food, 60% of tourists spend N10,000-N20,000 on accommodation while 10% tourists spend 500.000 and below on accommodation and 80% of tourists spend 500,000 and below in purchasing while 10% of tourists spend above 20,000 in purchasing. Based on the amount of money spent it shows that majority of the tourists are within the environs probably due to the fact that less money is spent on food, transport, accommodation and purchasing.

4.2.14 Management of Tourism Centre?

The study shows that 70% of tourists suggests that individuals and government need to partner together to promote tourism patronage in the state through the media by publicity. The centre should be equipped with modern facilities to attract tourists to visit. Tourism workers should be allowed to go for training and workshop for better services this can be achieved through organizing of workshop and conferences on matters relating to tourism by individuals and government.

Table 4.2.15: Expenditure on Travelling, Food, Accommodation, Purchasing by Tourists at General Hassan Usman Park.

Traveling	**No of Respondent**	**Percentage (%)**
500 and below	47	90.4
5001 – 10,000	4	7.7
Above 20,000	1	1.7
Total	52	100.0
Food		
5000 and below	51	98.1
Above 20,000	1	1.9
Total	52	100.0
Accommodation		
5000 and below	51	98.1
Above 20,000	1	1.9
Total	52	100.0
Purchasing		
5000 and below	52	100.0
5001 – 10,000	-	-
Total	**52**	**100.0**

Source: Field Survey 2011

The study show that 90.4% of tourists spend 5000.00 and below on travelling while 1.9% of tourists spend above 20,000 during traveling to General Hassan Usman Park, 9.8% of tourists spend 5000.00 and below on food while 1.9% of tourists spend above 20,000.00, 98.1% of tourists spend 5000 and below on food while 1.9% of tourists spend N20,000 on food, 98.1% of tourists spend 5000.00 and below on accommodation while 1.9% tourists spend above 20,000 on accommodation and 100% of tourists spend 5000 and below on purchasing. This implies that majority of the tourists to General Hassan Usman Park spend less on travelling, food, accommodation and purchasing

because they live within the tourism centre. This accounts for it been the highest patronized centre in all the tourism centres in the study area.



Plate 4: Lordlugard Bridge at General Hassan Usman Park



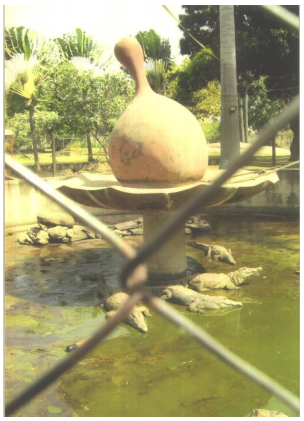


Plate 5, 6: The Crocodiles Viewing site at General Hassan Usman Park



Plate 7, 8: The Tortoise site at General Hassan Usman Park



Plate 9: The Ostrich Site at General Hassan Usman Park



Plate 10: The Swimming Pool Site at General Hassan Usman Park

4.2.16 Satisfaction and Security Level at Tourism Centre

The study shows that 82.7% of tourists have been to other tourism centres while 17.3% of tourists have not been to any of the tourism centre, 76% of tourists are satisfied with service rendered in the centre while 23.1% are not satisfied, 92.3% of tourists are satisfied with levied charge on tourists while 7.7% are not satisfied, 88.5% of tourists feel secure in the cause of travelling while 11.5% of tourists do not feel secure and 84.6% of tourists have no encountered problem in the centre while 15.4% of tourists have encountered problem. With the above result it shows that majority of the tourists have visited other tourism centre and are satisfied with service rendered and levied charge on tourists and majority of the tourists feel secure in the cause of travelling to centre and majority of tourists have not encountered any problems.

4.2.17 Management of Tourism Centre

The study shows that 80% of tourists suggest that tourism cookers should go for training in courses related to tourism. More animals should be added to the centre. There is need for more tourists guide to direct the tourists in the centre these will encourage

more tourists. It was also suggested by the tourists that when the centre are equipped with facilities, security of life and property are done it will encourage patronage of the centre.

4.2.18 Expenditure incurred by tourists on travelling, food, accommodation, and purchasing at Kamuku National Park

	No. of Respondents	%
Travelling		
500 and below	20	50
5001 – 10,000	11	27.5
10,000 – 20,000	5	12.5
Above 20,000	4	10
Total	40	100.00
Food		
500 and below	22	55
5001 – 10,000	9	22.5
101,00 – 20,000	2	5
Above 20,000	7	17.5
Total	40	100.00
Accommodation		
500 and below	23	57.5
5001 – 10,000	98	20
101,00 – 20,000	4	10
Above 20,000	5	12.5
Total	40	100.00
Purchasing		
500 and below	26	65
5001 – 10,000	5	12.5
101,00 – 20,000	7	17.5
Above 20,000	2	5
Total	40	100.00

Source: Field Survey 2011

The study shows that 50% of tourists spend 5000 and below in travelling while 10% of the tourists spend above 20,000 in travelling and 55% of tourists spend 501-10,00

on food while 5% of tourists spend 10100-20,000 on food, 57.5% of tourists spend 5000 and below on accommodation while 10% of tourists spend 101,100 – 20,000 on accommodation, 65% of tourists spend 5000 and below on purchasing while 5% of tourists spend 20,000 and above on purchasing. The above results shows that majority of tourists to Kamuku National Park come from within the environs base on their spending, on transport, food, accommodation and purchasing. This reveals that this centre are patronized by the local people or people within the environs, this may be as a result of poor transport network and the constant attack of people by arm robbers on the way.

4.2.19 Management of Tourism Centre

The study shows that 85% of tourists suggest that tourism workers should go for training on courses relating to tourism for better service. There should be more tourists guide in the centre to lead tourists in the centre. The tourism centre should always organize conferences and workshop to tourism workers for better services to encourage tourists to patronize the tourism centres. The study also found out that 70% of tourists suggest that the road to Kamuku National Park should be tarred and filled properly for ease movement, Federal Road Safety workers should patronized the road always to check drivers that over speed on the road. Security should be ensured in the tourism centre.

4.2.20 Expenditure by Tourists on Travelling, Food, Accommodation and Purchasing at Matsirga Water Fall/Fanswan Resort.

	No. of Respondents	%
Travelling		
5000 and below	10	45.5
501 – 10,000	3	13.6
101,00 – 20,000	5	22.7
Above 20,000	4	18.2
Total	22	100

Food		
5000 and below	15	68
501 – 10,000	4	18
101,00 – 20,000	2	9.0
Above 20,000	1	1.5
Total	22	100
Accommodation		
5000 and below	16	72.7
501 – 10,000	2	9.1
101,00 – 20,000	3	13.7
Above 20,000	1	4.5
Total	22	100
Purchasing		
500 and below	16	72.7
5001 – 10,000	2	9.1
101,00 – 20,000	1	4.5
Above 20,000	3	13.7
Total	22	100

Source: Field Survey 2011

The study shows that 45.5% of tourists to Matsirga Water Fall/Fanswan Resort spend 5000 and below in travelling while 13.6% of tourists spend 500100-10,000 on travelling whil3 68% of tourists spend 5000 and below on food while 5% spend above 20,000 on food, 72.7% of tourists spend 5000 and below on accommodation while 4.5% spend above 20,000 on accommodation, 72.7% spend 5000 and below on purchasing while 4.5% tourists spend 10,100 – 20,000 on purchasing. The results shows that majority of the tourists are within the environs base on the amount spend on travelling, food, accommodation and purchasing. This shows the patronage pattern is within the locality this could be as result of distance many do not like to go for a distance place for tourism venture.

4.2.21 Management of the Tourism Centre

The study shows that 90% of tourists suggest that tourism workers should go for tourism related courses for better services, the management of tourism centres should always organize conferences and workshop for their workers for better services and the salary of the tourism workers should be improved, better home take pay will enhance better service.

4.2.22 Expenditure by Tourists on Travelling, Food, Accommodation and Purchasing at National Museum.

	No. of Respondents	%
Travelling		
5000 and below	37	77
5001 – 10,000	6	12.5
101,00 – 20,000	2	4.2
Above 20,000	3	6.3
Total	48	100
Food		
5000 and below	39	81.1
5001 – 10,000	3	6.3
101,00 – 20,000	5	10.5
Above 20,000	1	2.1
Total	48	100
Accommodation		
5000 and below	35	72.9
5001 – 10,000	8	16.6
101,00 – 20,000	3	6.3
Above 20,000	2	4.2
Total	48	100
Purchasing		
500 and below	25	52
5001 – 10,000	8	16.6
101,00 – 20,000	5	10.4
Above 20,000	10	21
Total	48	100

Source: Field Survey 2011

The study shows that 77% of the tourists spend 5000 below on transport, while 4.2% of tourists spend 10100 – 20,000 on transport, 1.1% of tourists spend 5000 and below on food while 2.1% spend above 20,000 on food, 72.9% spend 5000 below on accommodation while 4.2% spend above 20,000 on accommodation, 52% tourists spend 5000 and below on purchasing while 10.4% tourists spend 10,000 – 20,000 on purchasing. The results shows that majority of the tourists to the National Museum are within the environs base on their spending on transport, food, accommodation and purchasing this shows that the patronage pattern is within the state few people come from outside the state.

4.2.23 Management of the Tourism Centre

The study shows that 80% of tourists suggest that the centre should maintain and preserved historical and cultural arts of the country. The centre should encourage their staff to go for in service training in course relating to tourism. There should be publicity of the National Museum in media. It was also suggested by tourists that the centre should have constant electricity supply for easy movement. Security should be ensured in National Museum this will encourage tourists to patronize the place. Excursion should be compulsory for students especially secondary school this will encourage patronage of this tourism centre in the state National Museum inclusive.



Plate 11: Ceramic Site at National Museum

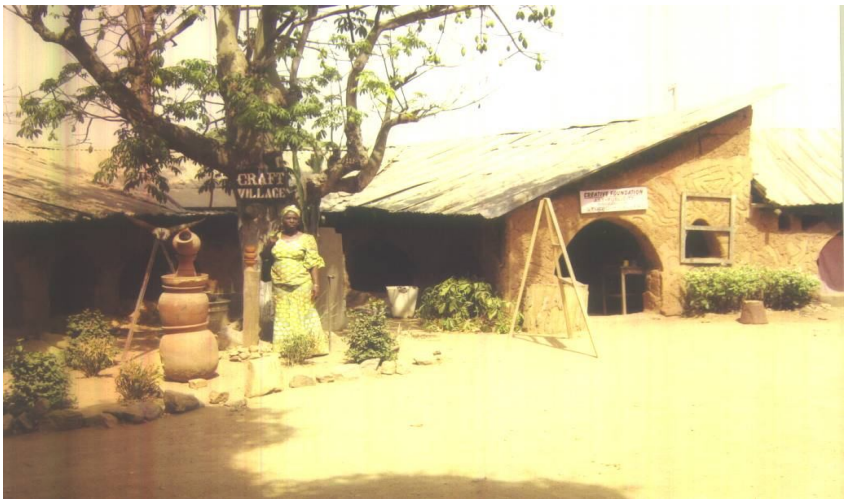
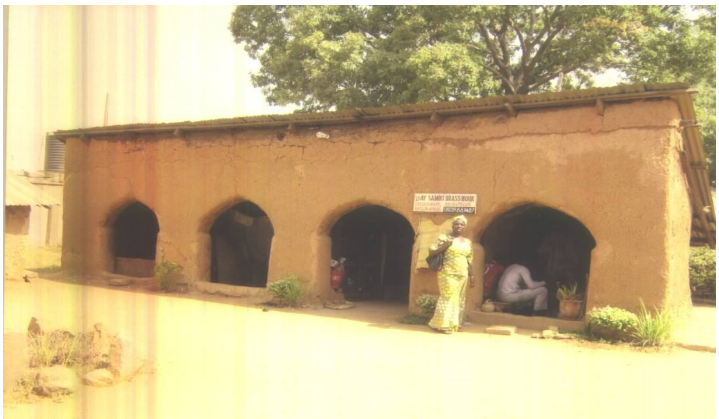


Plate 12: Pottery Site at National Museum



Plate 13: Brass Work Site at National Museum



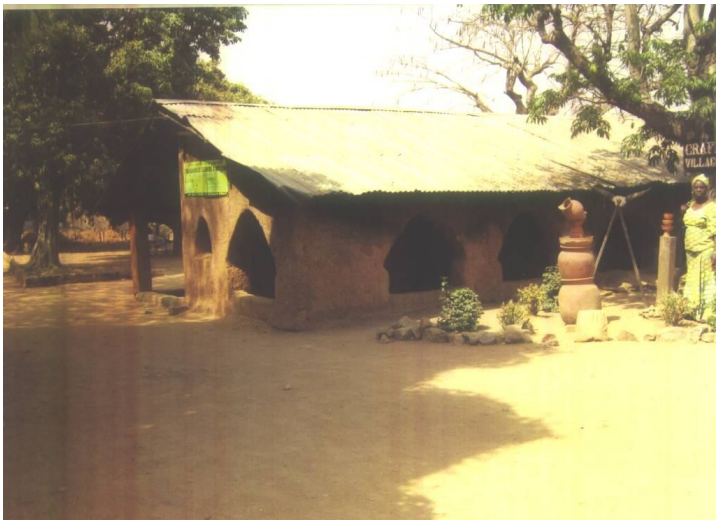


Plate 14: The Scenario of the National Museum

4.2.24 Expenditure by Tourists on Travelling, Food, Accommodation and Purchasing at Nok Museum.

	No. of Respondents	%
Travelling		
5000 and below	12	66.7
50100 – 10,000	2	11.1
101,00 – 20,000	3	16.7
Above 20,000	1	5.5
Total	18	100
Food		
5000 and below	11	61.1
50100 – 10,000	2	11.1
101,00 – 20,000	4	22.2
Above 20,000	1	5.6
Total	18	100
Accommodation		
5000 and below	13	72.2
50100 – 10,000	-	-
101,00 – 20,000	3	16.7
Above 20,000	2	11.1
Total	18	100

Purchasing		
500 and below	14	77.7
50100 – 10,000	2	11.1
101,00 – 20,000	1	5.6
Above 20,000	1	5.6
Total	18	100

Source: Field Survey 2011

The study shows that 66.7% of tourists spend five thousand and below on travelling to Nok National Museum while 11.1% of tourists spend ten thousand one hundred to twenty thousand naira on traveling, 83.3% of tourists spend five thousand and below on food while 5.6% of tourists spend ten thousand to twenty thousand naira on food, 77.7% of tourists spend five thousand and below on accommodation while 5.6% of tourists spend ten thousand to twenty thousand on accommodation and 83.3% of tourists spend five thousand and below on purchasing while 5.6% of spend ten thousand to twenty thousand on purchasing. The above result shows that majority of tourists lives within the tourism centre base on their spending, the centre is not patronized by people far away from the centre.

4.2.25 Management of Tourism Centre

The study shows that 83.3% of tourists suggest that the Nok Teracco should be preserved and other historical site in tourism centre should properly be taken care of for future tourists. The workers should improve their skills through training in courses relating to tourism. Conferences and workshop should be organized to enhance better service in the centre. It was also found out that 77.7% of tourists suggest that the road to Nok National Museum should be tarred; security should be ensured in the tourism centre

this will encourage tourists to patronize. There is need for publicity of the centre so that people will be aware and patronize the tourism centre.

4.2.26 Expenditure Incurred by Tourists on Travelling, Food, Accommodation and Purchasing at Trappco Ranch Resort

	No. of Respondents	%
Travelling		
5000 and below	7	46.7
50100 – 10,000	5	33.3
101,00 – 20,000	2	13.3
Above 20,000	1	6.7
Total	15	100.00
Food		
5000 and below	12	80
50100 – 10,000	2	13.3
101,00 – 20,000	-	-
Above 20,000	1	6.7
Total	15	100.00
Accommodation		
5000 and below	12	80
50100 – 10,000	1	6.7
101,00 – 20,000	-	-
Above 20,000	2	13.3
Total	15	100.00
Purchasing		
500 and below	12	80
50100 – 10,000	2	13.3
101,00 – 20,000	1	6.7
Above 20,000	-	-
Total	15	100.00

Source: Field Survey 2011

The research shows that 47.7% of the tourists spend 5000 below on transport while 6.7% tourists spend 20,000 an above on transport, 80% tourists spend 5000 and below on food while 6.7% of tourists spend 20,000 above on food, 80% of tourists spend 5000 and below on accommodation, while 6.7% spend 20,000 above on accommodation, 80% of tourists spend 5000 and below on purchasing while 6.7% of tourists spend 20,000 above on purchasing. This implies that majority of the tourists to Trappco Ranch Resort are within the environs base on their spending on transport, food, accommodation and purchasing. This result in the patronage pattern the people that patronized the centre are people within the environs or state.

4.2.27 Management of Tourism Centre

The study shows that 90% of tourists suggest that government and individuals should partner together in the tourism industry. Tourism workers should go for tourism related courses for better performance. The centre should be equipped with modern facilities this will encourage patronage of the centre.

The study shows that tourists suggest that security should be ensured in the tourism centre. Road should be rehabilitated to encourage patronage. Tourists charge should be reduce during festive period to encourage tourists to patronized the centre.

CHAPTER FIVE
SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of Major Findings

The study assessed the tourism patronage pattern in Kaduna State. Eight tourism centres where used for the study. These centres are General Hassan Usman Park, 5th Chukker, Trappco Ranch Resort, Kamuku National Park, Nok National Museum, Arewa House, National Museum and Matsirga Waterfall/Fanswan Resort.

This study reveals that patronage of these centre are occasionally visited by tourists due to the economic status of the people. Most of the people that visit the centre are the upper class people that have at least more than average income to cater for their family and still have to go for tourism venture so many people also go for tourism because of research or studies this makes it compulsory for many to go for tourism in these centre that is why the patronage is low. The study also reveals that people are aware of the tourism centres but the patronage is poor because they don't see tourism as part of life so there is no interest towards the patronage of these centres. The study also shows that tourism patronage is seasonal, preferable in dry season or festive periods. This account for more tourists between September to March as the peak period of tourism venture. It reveals that these tourism centres have different purposes; as some are for revenue generation, socio-cultural, educational and recreational centres. The study shows that majority of people that visit or patronize the tourism centres are businessmen, politicians and high class people. They patronize these centres because they are suitable for business and political discussion as the areas are free from disturbances. The research shows that some centre don't have good accessibility especially Kamuku National Park,

Nok National Museum and Matsirga Waterfall/Fanswan Resort this may account for the low patronage. The study shows that the tourism centres found in the Kaduna metropolis are highly patronized more than those far away from the metropolis; this may be as a result of distance and insecurity of such centres. The research also shows that majority of the tourists feel secure and satisfied with the services rendered in the tourism centres because the workers are well experienced, so they are always there for better services delivery. The study shows that some centres are not equipped with modern facilities this also result to poor patronage. The research reveals that majority of the tourists go to the centres with their friends because of the privacy in the tourism centre. The research shows that tourists are satisfied with the levy charge on the tourism centres. The study shows that majority of the tourists to these centre have not encountered any problem of insecurity on their way to the tourism centre. This implies that there is security in the tourism centre.

5.2 Conclusion

The study reveals that the eight tourism centres have low patronage which implies that tourism is not part of people's life, this can also be attributed with the economic status of people. It also shows that majority of the tourism centres are owned by government few are own by individuals. Tourism industry is a lucrative business which individuals can established for revenue generating and job opportunity for the people within the environment. The study reveals that most tourists prefer natural scenery and game reserve area such centres should be given more attention to attract tourists to patronize the centre. The research shows that majority of the tourists prefer to travel to short distance tourism centres.

5.3 Recommendations

In view of these, tourism patronage in the state can be improved through good management of the tourism centres, accessibility of roads to such centres are to ensure security of life and property in this tourism centres in the state.

Public to view tourism as a recreations as well as social purposes and advertisement be intensified to the public to encourage patronage because those tourism centres are places where political issues are discussed.

The tourism industry should go into co-partnership in terms of management. There should be a co-partnership between the government and the private sector. Training should be intensified to tourism staff both senior and junior to enhance efficient service delivery.

There should be founding for the tourism centres from government and individuals to boost the tourism industry. Billboard of these tourism centres should be made available in all nocks and corners of the state. This will arose the interests of the people to visit the tourism centres.

Public to see tourism as the most attractive recreational activity that one can enjoy to ease off his or her psychological tensions.

APPENDIX

INTRODUCTORY LETTER

Department of Geography,
Faculty of science
Ahmadu Bello University,
Zaria.
August, 2011.

Dear Respondent,

This questionnaire is designed as part of a study on an assessment of tourism patronage pattern in Kaduna state, in partial fulfillment of the condition for the award of a Master degree in Geography, Ahmadu Bello University Zaria. This is purely an academic exercise. Any information given to me in respect of this research will be treated with the confidentiality it deserves. Your honest response to these issues will be quite appreciated.

Yours faithfully,

Martina Joseph.

Questionnaire for Tourism Workers

Instruction: Please tick (√) and write where applicable.

1. Questionnaire number ----------
2. Village/'Town ----------
3. State ----------
4. Age ----------
5. Sex: Male [ ] Female [ ]
6. Marital Status: Single [ ], Married [ ]
7. What is the total staff strength in your centre? ----------
8. Educational Level

Illiterate	[ ]
Primary certificate	[ ]
Secondary certificate	[ ]
OND/NCE	[ ]
HND/First degree	[ ]
Master	[ ]
Ph.D	[ ]

9. How long have you been working in the centre

1-5 years	[ ]
6-10 years	[ ]
11-15 years	[ ]
16-20 years	[ ]
21 and above	[ ]

QUESTIONNAIRE A

1. Are people aware of these tourism centres in the state?
   (a) Yes [ ]
   (b) No [ ]

2. Is the tourism centre connected with good roads?
   (a) Yes [ ]
   (b) No [ ]

3. Is the centre equip with all the facilities needed
   (a) Yes [ ]
   (b) No [ ]

4. What is your level of satisfaction with the service rendered in the centre?
   (a) Highly satisfied [ ]
   (b) Moderately satisfied [ ]
   (c) Satisfied [ ]
   (d) Not satisfied [ ]

5. Do you undergo professional training related to tourism through workshops or conferences?
   (a) Yes [ ]
   (b) No [ ]

6. Who owns the centre where you are working
   (a) Government [ ]
   (b) Private [ ]

7. How many people visit the centre daily ----------
8. How many people visit the centre weekly? ----------
9. Which time of the year do you have more tourist visit? ----------
   ----
10. How much do you charge for entrance to the centre? ----------
11. How much does the government allocate for the development and operation of this centre annually? ----------

12. What is the average income generated in the centre annually?
    (a) Less than N100,000 [ ]
    (b) N100,000 – N500,000 [ ]
    (c) N500,000 – N1,000,000 [ ]
    (d) More than N1,000,000 [ ]
    (e) Nothing [ ]

13. What is the average income generated in the centre annually?
    (a) Hundred of thousands [ ]
    (b) 1 million [ ]
    (c) unaccountable [ ]
    (d) Others specify ……..

14. Thick the role this centre is playing in national development
    (a) generation of revenue [ ]
    (b) historical purpose [ ]
    (c) educational purpose [ ]
    (d) scientific purpose [ ]
    (e) recreational purpose [ ]
    (f) all of the above [ ]

15. How will you rate the level of patronage of this tourism centre?
    (a) High Patronage [ ]
    (b) Moderate patronage [ ]
    (c) Low patronage [ ]

16. Mention 3 significance of the centre to the immediate environment
    ……
    …….
17. Suggest 4 possible ways which tourism patronage can be encourage in the state
    ……

18. Suggest ways to improved the management of the tourism centres in the state
    ……

Questionnaire for the Tourists

Instruction: Please tick (√) and write where applicable.

1. Respondent's number ----------
2. Village/Town ----------
3. Age ----------
4. Sex: Male [ ] Female [ ]
5. Marital status: Single [ ] Married [ ]
6. Family size, state the number accordingly

   Wives ----------

   Children ----------

   Relatives ----------
7. Occupation

   Civil servant [ ]

   Business [ ]

   Student [ ]

   Applicant [ ]
8. Income level

   Senior cadre [ ]

   Junior cadre [ ]
9. Educational level ……

QUESTIONNAIRE B

1. Where do you come from?
   (a) Within Kaduna state [ ]
   (b) Outside Kaduna state [ ]
   (c) Outside Nigeria [ ]

2. How frequently do you visit the tourism centre?
   (a) Daily [ ]
   (b) Weekly [ ]
   (c) Monthly [ ]
   (d) Yearly [ ]
   (e) Occasionally [ ]

3. How much time do you spend in the tourism centre
   (a) Few hours [ ]
   (b) 1 day [ ]
   (c) 2-3 days [ ]
   (d) 4-5 days [ ]
   (e) 1 week [ ]
   (f) 1 week plus [ ]

4. How do you make your trip to the centre?
   (a) You alone [ ]
   (b) You and your wife [ ]
   (c) You and your family [ ]
   (d) You and your friends [ ]

5. When do you go for your tourism ventures?
   (a) January to March [ ]
   (b) April to June [ ]
   (c) July to September [ ]
   (d) October to December [ ]

6. What distance do you travel to the tourism centre?----------

7. What are the purposes of your trip to the centre----------
   ----

8. How much do you spend during such visit on
   (a) Travelling [ ]
   (b) Food [ ]
   (c) Accommodation [ ]
   (d) Purchasing [ ]

9. Which tourist attraction do you prefer most?
   (a) Game reserve [ ]
   (b) Natural scenery [ ]
   (c) Sporting and games centres [ ]
   (d) Socio-cultural centres [ ]

10. Which of these centre in Kaduna state will you like to visit?
   (a) Arewa house [ ]
   (b) National park [ ]
   (c) Gamji gate [ ]
   (d) Matsirga water fall [ ]
   (e) Trappco ranch resort [ ]

11. Mention other places of interest do you visit among Kaduna state tourism centre?

   ---

12. What mode of transport do you use to the centre?.....
13. Have you been to any of the tourism centre in the state?
   (a) Yes [ ]
   (b) No [ ]
14. Are you satisfied with the service rendered in the tourism centre?
   (a) Yes [ ]
   (b) No [ ]
15. Are you satisfied with the charges levied on tourists?
   (a) Yes [ ]
   (b) No [ ]
16. Do you feel secured in the cause of travelling to this tourism centre?
   (a) Yes [ ]
   (b) No [ ]
17. Have you encountered any problem in the tourism centre?
   (a) Yes [ ]
   (b) No [ ]

18. Suggest ways that can be employed to improved the management of the tourism centre

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19. Suggest ways that can be employed to encourage tourism patronage in the state.

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