ANALYSIS OF THE EFFECTS OF SOCIO-ECONOMIC CHARACTERISTICS ON TOURISM HABITS AMONG RESIDENTS IN KADUNA METROPOLIS

BY

BASHARIYA MUSTAPHA BABA

M.SC/ENV-DESIGN/03834/2008-09

A THESIS SUBMITTED TO THE SCHOOL OF POSTGRADUATE STUDIES, AHMADU BELLO UNIVERSITY ZARIA IN PARTIAL FULFILLMENT FOR THE AWARD OF A MASTER OF SCIENCE IN TOURISM AND RECREATIONAL PLANNING

DEPARTMENT OF URBAN AND REGIONAL PLANNING

AHMADU BELLO UNIVERSITY, ZARIA

NIGERIA

OCTOBER, 2015

Declaration

I declare that the work in the thesis entitled "**The a**nalysis of the effects of socio-economic characteristic on tourism habits among residents in Kaduna metropolis**"** has been performed by me in the Department of Urban and Regional Planning under the supervision of U. F. Yaya and J. E. Okoje.

The information derived from the literature has been duly acknowledged in the text and a list of references provided. No part of this thesis was previously present4d for another degree or diploma at any university.

Bashariya Mustapha Baba		**October, 2015**
Name of Student	**Signature**	**Date**

CERTIFICATION

This thesis titled "**The analysis of the effects of socio-economic characteristic on tourism habits among residents in Kaduna metropolis"** by Bashariya Mustapha Baba meets the regulations governing the award of Masters Degree of Ahmadu Bello University, Zaria and is approved for its contribution to knowledge and literary presentation.

…… Date:……..

TPL U. F. Yaya

(Chairman, Supervisory Committee)

…… Date:……..

A.S. Usman

(Member, Supervisory Committee)

…… Date:……..

TPL U. F. Yaya

(Head of Department)

…… Date:……..

Prof. Kabir Bala

(Dean, Postgraduate School)

DEDICATION

I dedicated this thesis to Allah Almighty for the opportunity he granted me to accomplish this task. I also dedicated it to my beloved Husband (J. M. Lawal), and my children (Amina, Mustapha and Hameeda). I also dedicated it to my Father and Mother as well as my beloved brothers and sisters. I owe all of you so much as far as my success in this project is concern.

ACKNOWLEDGEMENT

I wish to express my gratitude ad appreciation to the entire staff of Urban and Regional Planning Department, Ahmadu Bello University, Zaria for their enormous contribution towards the completion of this thesis. Sincerely I am indebted to you all.

To my supervisors (U. F. Yaya and J. E. Okoje), I say thanks a lot for your wonderful supervision. You indeed provided useful insight and helpful suggestions which assisted greatly in the attainment of success in this thesis. Sincerely I owe you o much and will remain grateful to you as fr as this thesis is concern.

I also wish to acknowledge Prof. M. B. Yunusa for his kind assistance. I also wish to thank Dr. S. Maaruf for his useful suggestions, inputs and guidance. To Mr. Sunday Ojibo I say thanks a lot for making time to vet the draft questionnaire and for your useful inputs and encouragement towards the attainment of success in thesis.

I cannot but to sincerely extend my profound appreciation to Professor J. B. Kaltho, Professor M. B. Yunusa, Professor, Adamu Ahmed, Mal. A. S. Usman, and Mr. Sunday Ojibo for your great contributions particularly during seminar presentations. Your observations and suggestions tremendously improved this thesis. Indeed I cherish you all.

My profound gratitude and appreciation also go to my employer, NDE, Kaduna State for their cooperation and support.

To my class mates particularly Rukaiyat Raji, Sulaiman M. Darazo (Chairman), Damina B. Gyuk, Abubakar Sani, Adamu Daniel, Zainab Haruna, Zainab Zakari, Otaro Oludayo, Madu Chimalex, Gideon Sachi, Mustapha Mubdiyu, Kanu Kingsley, Kingsley Ononobo, Aisha Abubkar, and Adah Paul (Baba Idah), as well as others too numerous to mention; I say thanks for the encouragement. May Allah allow us to meet again at another ‘level’. You were so great indeed, and in fact, your

memories will linger us on for life. Also to Rabi Mamman, you were indeed a friend and a great motivator. Thanks for contributing to the success of this thesis.

Finally, and most importantly, I give honour and adoration to the Almighty Allah for His projection and guidance.

ABSTRACT

The research aims at determining the effects of socio-economic characteristics as well as the level of participation of the residents in Kaduna metropolis in tourism with a view of identifying the hindering factors that determines their tourism habits and making recommendations for suitable tourism participation. A structured questionnaire was designed, validated and administered through cluster sampling procedure. The review of literature was made on determinants of tourism and its inter-related activities. The results from the analysis of the data provided by the respondents revealed that the residents were involved more in local travels as compared to international tours. From the test of association between selected variables with tourism habits, variables like ethnic group, religious affiliation, financial capability, work schedule were the significant determinants of tourism habits among the residents to improve tourism participation, the study outlined some recommendations which included; funding by Government through creation and implementation of policies that will support tourism participation financially, construction and maintenance of good roads, improved security, awareness programmes on the importance of tourism and its participation.

TABLE OF CONTENTS

Titles		Pages
Title Page……		
Declaration……..		i
Certification……		ii
Dedication……		iii
Acknowledgement……		iv
Abstract……		v
Table of Contents…….		vii-viii
List of Tables……		vii
List of Figures……..		viii
List of Plates……		ix
Chapter One		
1.0	Introduction……..	1 – 2
1.1	Background of the Study…….	3 – 4
1.2	Statement of the Research Problem……	4 – 5
	Research Questions…….	5
1.3	Aim……..	5
1.4	Objectives…….	5
1.5	Significance of the Study…….	5 – 6
1.6	Scope and Limitation……	6
1.7	Definitions of Terms……	6 – 7

Chapter Two

2.0 Literature Review……. 8

2.1 Introduction……..... 8

2.2 Concept of Tourism…….. 8 – 10

2.3 Types of Tourism…….. 10 – 13

2.4 The Roles of Tourism in Economic Development…….. 13 – 15

2.5 Overview of Tourism Development in Nigeria……... 15 – 16

2.6 Places of Attraction in Kaduna…… 16 – 21

2.7 Determinants of Tourism Habits……. 21 – 24

2.8 Effect of Socio Economic characteristics…… 24 – 31

2.9 Global Patterns of Tourism……31 – 36

2.10 Constraints to Tourism Participation…… .36

2.11 Lesson Learned in Literatures……37

Chapter Three

3.0 Methodology……. 38

3.1 Introduction……38

3.2 Research Design…… 38

3.3 The Study Area……. 38

3.4 Relevant Data and Sources…… 39

3.5 Survey Instrument……. 39-40

3.6 Sampling Frame and Size……. 40 - 41

3.7 Sampling Technique……. 41

3.8 Data Analysis…… 41 - 42

3.9 Significance Level…… 42

3.10 Chi-Square Test…… 42

Chapter Four

4.0 Data Presentation and Analysis……. 43

4.1 Introduction……43

4.2 Characteristics of Tourism Patterns of Respondent……. 43 – 46

4.3 Determinants of Tourism Habits…….. 46 – 53

4.4 Analysis of the Constraints to Tourism Participation…….. 53 – 55

Chapter Five

5.0 Summary of Findings, Conclusion, Implication of Findings and Recommendations 56

5.1 Introduction……56

5.2 Summary of Findings…… 56 – 58

5.3 Major Findings…….. 58

5.4 Implications of Findings……...58 – 59

5.5 Conclusion……. 61

5.6 Recommendations……61 - 62

References……63 – 65

Appendix……..66 - 68

LIST OF TABLES

Title **Page**

Table 2.1: Word's Top Tourism Earners……. 34

Table 2.2: Top 25 Airport for Total Passengers…….. 35

Table 3.1: Research Population…… 38

Table 3.2: Types of Data Required and Sources…….. 39

Table 3.3: Districts and Randomly Selected Wards in the Study Area…… 40

Table 3.4: Sample Population Size…… 41

Table 3.5: Structure of Sampling Design…….. 41

Table 4.1: Distribution of Respondents Based on the Nature of Trips……. 44

Table 4.2: Distribution of Respondents Based on Frequency of Trips……. 45

Table 4.3: Distribution of Respondents Based on the Destination of Trips……. 46

Table 4.4: Classification of Respondents by Age Ranges……. 46

Table 4.5: Classification of Respondents by their Highest Educational Qualifications… 49

Table 4.6: Classification of Respondents based on the Income…….. 49

Table 4.7: Classification of Respondents by their Religious Affiliations…….. 50

Table 4.8: Classification of Respondents by their Marital Status……... 51

Table 4.9: Summary of Chi-Square Test on Determinant of Tourism Habits in Kaduna Metropolis…… 52

Table 4.10: Constraint to Tourism Participation by Respondent……. 53

Table 5.1 Specific findings and its recommendation……..….60

LIST OF FIGURES

Fig. 2.1: Map of Kaduna State…….. 21

Fig. 2.2: Tourism Segmentation……... 30

Fig. 4.1: Classification of Respondents by Gender……. 48

Fig. 4.2: Classification of Respondents by their Occupations…… 51

LIST OF PLATES

Plate 2.0: Benard Fagg Tourist Site…… 17

Plate 2.1: Elephant in Kamuku National Park…… 18

Plate 2.2: Polo Rider at Fifth Chukker…….... 18

Plate 2.3: Kaduna State House of Assemble (Lord Lugard Hall)…… 20

Plate 2.4: Mosque as Both a Motivator and Barrier of Tourism……. 32

Plate 2.5: Historical Relics as a Motivator……..… 32

Plate 2.6 Wide Life Attraction as a Motivator……. 33

Plate 2.7 Recreational Site as a Motivator…… 33

CHAPTER ONE

1.0 Introduction

Tourism is defined as a composite of activities, services, and industries that delivers a travel experience to individuals and groups travelling fifty miles (about eighty kilometres) or more from their homes for purposes of pleasure. Tourism is travel for recreational, leisure or business purposes. The World Tourism Organization defines tourists as people who "travel to and stay in places outside their usual environment for more than twenty-four (24) hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

In 1941, Hunziker and Krapf defined tourism as people who travel "the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity." In 1976, the Tourism Society of England's definition was: "Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes." In 1981, the International Association of Scientific Experts in Tourism defined tourism in terms of particular activities selected by choice and undertaken outside the home. The terms *tourism* and *travel* are sometimes used interchangeably. In this context, travel has a similar definition to tourism, but implies a more purposeful journey. The terms tourismand touristare sometimes used pejoratively, to imply a shallow interest in the cultures or locations visited by tourists.

In recent times tourism is one of the largest industries that has contributed to the socio-economic growth of many countries especially countries were tourism is the main stay of her economy, World Tourism Organization (WTO, 1998) However, despite the fact that that

industry is a vehicle for promoting cultural exchange that enhance international understanding and goodwill among the diverse peoples of the world, it is also a catalyst for enhancing many country destination employment opportunities, foreign exchange and infrastructural facilities (ESCAP, 2002). Tourism in Africa has been seen as a means of enhancing economic growth and development (Kester,2003) as well as launching the image of the continent to the outside world (Gbadel, 2007).

Today, the tourism industry has contributed in the Gross Domestic Products (GDP) and experts in many developing countries has been improving overtime. A document by WTO (2009) shows that there has been tremendous growth of about 4% the level of international tourist arrivals in Africa, in spite of the global economic meltdown that has affected tourist arrivals to many developed countries. Today, records have shown that about 2.5% of the GDP in the region is attributed to tourism industry that has generated about 5.5% of all employment in the region (Karreen, 2008). In Nigeria, about 8.1% of the GDP has been generated from the tourism sector as a result of the 2007). These potential ranged from natural to manmade such as the table mountain, colourful folks, beautiful landscape, overwhelming serenity and agreeable climate welcoming fun seekers to the highlands of Nigeria (Larry, 2005). Today, the level of tourist arrivals in Nigeria is quite commendable especially during the festival periods in which all the cultural artifacts and other attractions in Nigeria are usually paraded (Eja, 2010).

However, it has been observed that in spite of the laudable tourism attractions in Nigeria which has made the region a natural paradise where most fun-seekers wish to visit, the level of tourist inflow in most of these potential sites Nigeria still pose problems (Aniah, 2006). Beside, lack of adequate empirical data has hindered policy makers and other stakeholders on the viability of most of the existing tourism destinations in Nigeria.

1.1 Background to the Study

Over the last two decades, there has been a sustained growth of tourism as both an activity and industry. According to Cooper, J. Fletcher, D. Gilbert, S. Wanhill, (1993) tourism was the world's most important industry in terms of export earning next to oil and motor cars by 1990. Tourism has been remarkable in its resistance to adverse economic and political conditions. The World Tourism Organization defines tourists as people who "travel to and stay in places outside their usual environment for more than twenty-four (24) hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. Tourism is the stay of one or more nights away from home for holidays, visits to friends or relatives, business conferences or any other purpose except such things as semi-permanent employment.

Nigeria has a lot to offer for tourism because it is richly endowed with ecological physical, cultural and human resources and a range of unique species of tropical wildlife. In Nigeria the essential and optional components of tourism products are available in abundance. These essential components include transportation (conveying visitors), accommodation (providing shelter, security and comfort), and sustenance (food and beverages). On the other hand, the optional components are recreation facilities (swimming pools, tennis courts, indoor games; entertainment facilities (theatre, cinema shows); historical and scenic attractions, favorable climate and shopping facilities (Kerg, 2004) All these are available in the 36 states of the federation, including the Federal Capital Territory (FCT), Abuja, Nigeria.

There are differences in tourism habits among individuals because the factors that influence tourism habits are different and are closely linked to models of consumer behavior in tourism. Hence, no two individuals are alike, as differences in attitudes, perception and motivation have an important influence on travel habits. Attitudes depend on individuals

perception of the world. Perceptions are mental impressions of, say, a place and are determined by many factors which include family and work experiences. However, attitudes and perception in themselves do not explain why people travel but rather, it is the inner urge which initiate travel demand (travel motivators). These may be a combination of needs and desires, availability of time and money, or images, perception and attitudes.

1.2 Statement of the Research Problem

Studies on tourism habits of individuals in developed countries have mainly emphasized demographic and socio-economic characteristics such as income, education, employment, residence type, age, race, gender, marital status, family size and work period as determinants (Ashworth and Dietvorst 1995). Also, John (1991) and Pearce (2004) have identified cultural and demographic factors as more important in the formation of habits in the third world countries. This understanding has influenced planning and development of leisure facilities and destinations. However, Observation in Kaduna has revealed that residents in Kaduna have habits towards tourism than what is expected. These determinants of tourism habits are generally poorly understood in newly developing tourism countries like Nigeria, where there is not much difference in the demographic and socio economic characteristics of the different occupational groups to give and appropriate explanation to differences, studies are required to help understand which characteristics determine motives and pattern of tourism habits of different occupational groups.

Thus, what constitutes the determinants of tourism habits of the residents of Kaduna metropolis is the gap in knowledge that the study attempts to fill. This sets the basis of this study which seeks to identify and compare the destination and pattern of tourism habits of the residents of Kaduna metropolis in terms of domestic (national) and international travels.

It will also to look at the tourism habits among the different occupational groups within the study area.

Based on the above, this study is designed to explore the pattern of tourism habits in Kaduna. The study therefore, seeks to answer the following questions.

1. What is the level of engagement of the residents of Kaduna in Tourism?
2. What is the pattern of tourism of the resident of Kaduna?
3. What are the factors influencing these patter of tourism habits?

1.3 Aim

The aim of the research is to analyze the effect of socio economic characteristic on tourism habits of residents of Kaduna metropolis with a view to identifying the factors responsible for habits among the different occupational groups and the implication for tourism.

1.4 Objectives

1. To examine the effects of socio-economic characteristic on the tourism habits of residents of urban centres.
2. To determine the pattern of tourism habits among residents of Kaduna metropolis in relation to local and international trips
3. To identify the factors influencing tourism habits among the residents of Kaduna metropolis.
4. To draw out the implications of findings for tourism management and to make recommendations for improving tourism participation.

1.5 Significance of the Study

In Nigeria, tourism is a new field of study and as such not much attention has been given to the analysis of habits and patterns among people participating in it. Therefore, this research is a contribution which will guide planners in the provision of appropriate tourism facilities.

The findings of this research will enable tourism planners and other decision – making bodies understand their roles and enable them participate fully in boosting tourism. It will broaden awareness on tourism more especially in Nigeria. It will also provide a reference point for both local (national) and international tourism data, which will optimize compatible tourism plans.

1.6 Scope and Limitation

The scope of this research is to establish the pattern of tourism habits within Kaduna metropolis. A research on pattern of tourism habits may include other aspects such as places of patronage, available facilities, resources availability, components of the destination such as ancillary services, amenities etc. But the focus of this research is to establish pattern based on frequency of travel, determinants of tourism habit as well as the challenges faced by residents within Kaduna. The research is limited to assessing the habits of residents within Kaduna metropolis consisting of Kaduna North, Kaduna South, part of Chukun and Igabi Local Government Areas.

1.7 Definition of Operational Terms

The following terms ad concept upon their operational value were defined and described for this study:

Pattern:- A regular or repetitive form, order or arrangement. (Microsoft Corporation, 2009).

Habit:- An act acquired by experience and performed regularly and automatically. Habits include mannerism; A habit is influenced not only by elements that bring the behavior. It is also an acquired pattern of behavior that often occurs automatically. (Wikimedia foundation, inc. 2010).

Tourism:- According to Kotler et al (2006) tourism is the stay of one or more nights away from home for holidays, visits to friends or relatives, business conferences or any other purpose except semi-permanent employment.

Leisure:- It is one's discretionary time spent in non-compulsory activities, time spent away from cares and toils. Because leisure time is free from compulsory activities such as employment, running a business, household chores, education and other such day-to-day stresses, not including eating, and sleeping, it is often referred to as "free time". This category is for leisure activities such as those which one voluntarily spends away from such stresses, so called 'down time activities'. The distinction between leisure and compulsory activities is not strict, as compulsory activities (yardwork and gardening, for example — which circumstantially might on another day be a stressful demanding need) may be done for pleasure as well as for long-term utility (Wikimedia foundation, inc. 2010)

Destination:- A destination area is a place having characteristic which is known to a sufficient number of potential visitors to justify its consideration as an entity, attracting travel independent of the attraction of other locations (Mathieson 2006). The natural and human made features, infrastructural characteristic, economic structures and the attributes of the host population of destination are of interest.

CHAPTER TWO

2.0 Literature Review

2.1 Introduction

In order to put this research into context, different literatures were reviewed in tourism and interrelated areas in this chapter. Both the theoretical framework and empirical studies were covered for which the review of concepts, types, determinations as well as constraints to tourism participation. The global pattern of tourism and places of attraction of tourism in Kaduna were thoroughly reviewed.

2.2 Concept of Tourism

From the recommended definition of terms, the United Nations (UN) Statistics Commission and the World Tourism Organization (UNWTO) (1991), defined tourism to includes the activities of people traveling away from their usual environment for leisure Business and other purposes. The source further stressed that the activities of these 'Visitors' includes:- Purchasing goods and services;-Traveling to, from and within a destination and-Affecting various ways of the natural and social environment. The word 'visitor' as explained by the body and understood by the researcher is any person traveling to a place other than his usual environment for less than 12 months and whose main purpose of trip is other than the exercise of any activity remunerated from within the place visited. The visitors within the scope of the definition can be seen to be tourism which is a subject of a traveler who undertakes this between two or more localities within their country of usual residence (domestic tourism) or outside their country of nationality (outbound) (cit). The critical

distinction here is that the visitor is away from his/her designate environment to other area different from where they normally live, work and conduct other day to day activities. The implication of this is that these activities involve the demand for services from various sectors of the economy thereby providing for the component travel inputs which qualifies it as an industry (Inskeep: 1999).

Tourism is one concept that may not really invoke the desired passion and attraction among Nigerians. The reason for this could be the high level of poverty prevalent in a country where the people live from hand to mouth and have little left for other secondary activities like tourism. However, Tourism is not an issue that is limited to Nigeria but is a language of the international community where people save money in order to visit places of attractions to fulfill their dreams.

According to Andah (1990), tourism connotes the mobilization of a people's cultural and natural resources, especially those aspects which make people unique from others. In essence, the mobilization and packaging of the uniqueness of a people for others to appreciate and admire represents tourism. Tourism is educative, informative, entertaining and is as well as an economic venture.

Okpoko (1990) on the other hand, adopted the definition of the American Heritage Dictionary (1982) which succinctly defined tourism as the practice of traveling for pleasure, and again, as the business of providing tours and services for tourists. This definition also corroborates that given by Andah (1990), giving credence to the fact that tourism has to do with pleasures, visiting places of interests which of course, will be educative and entertaining. The Dictionary meaning also added the economic or business aspect of tourism with its emphasis on providing services for tourists. In another dimension, the Encyclopedia Britannica (1981) defined tourism as traveling for recreation or the industry

involved in guiding and accommodating tourists. On his part, Olokesusi (1987) defined tourism as the movement of people within or outside a state or nation for leisure, sports, education, religious, conferences or health reasons.

Hoivic and Heiberg (1980) looked at tourism from internationally accepted definition as temporary movement of visit, the purpose of which include leisure (recreation, holiday, health, study, religion and sports), business, family, mission, meeting, e.t.c. A common feature of these definitions is that tourism involves temporary movement of people from one destination to another. Such movements must be aimed at achieving some defined objectives and could be within the country or across the international boundary. This movement could be made by individuals or groups and tourists are often interested in discovering places, sites, things that offers attractions, social and psychological comfort.

2.3 Types of Tourism

In 1994, the United Nations classified three forms of tourism in its Recommendations on Tourism Statistics:

- Domestic tourism, involving residents of the given country travelling only within this country.
- Inbound tourism, involving non-residents travelling in the given country.
- Outbound tourism, involving residents travelling in another country.

`

2.3.1 Leisure Travel

Leisure travel was associated with the Industrial Revolution in the United Kingdom – the first European country to promote leisure time to the increasing industrial population. Initially, this applied to the owners of the machinery of production, the economic oligarchy, the factory owners and the traders. These comprised the new middle class. Cox & Kings was the first official travel company to be formed in 1758.

The British origin of this new industry is reflected in many place names. In Nice, France, one of the first and best-established holiday resorts on the French Riviera, the long esplanade along the seafront is known to this day as the Promenade des Anglais; in many other historic resorts in continental Europe, old, well-established palace hotels have names like the Hotel Bristol, the HotelCarltonor the Hotel Majestic–reflecting the dominance of English customers. Many leisure-oriented tourists travel to the tropics, both in the summer and winter. Places of such nature often visited are: Bali in Indonesia, Colombia, Brazil, Cuba, the Dominican Republic, Malaysia, Mexico the various Polynesian tropical islands, Queensland in Australia, Thailand, Saint-Tropez and Cannes in France, Florida, Hawaii and Puerto Rico in the United States, Barbados, Saint Maarten, Saint Kitts and Nevis, The Bahamas, Anguilla, Antigua, Aruba, Turks and Caicos Islands and Bermuda.

2.3.2 **Winter Tourism**

Although it is acknowledged that the Swiss were not the inventors of skiing it is well documented that St. Moritz, Graubünden, became the cradle of the developing winter tourism: Since that year of 1865 in St. Moritz, many daring hotel managers choose to risk opening their hotels in winter but it was only in the seventies of the 20th century when winter tourism took over the lead from summer tourism in many of the Swiss ski resorts. Even in Winter, portions of up to one third of all guests (depending on the location) consist of non-skiers. Major ski resorts are located mostly in the various European countries (e.g. Andorra, Austria, Bulgaria, Bosnia-Herzegovina, Czech Republic, France, Germany, Iceland, Italy, Norway, Poland, Serbia, Sweden, Slovenia, Spain, Switzerland), Canada, the United States (e.g. Colorado, California, Utah, Montana, Wyoming, New York, New Jersey, Michigan, Montana, Vermont) New Zealand, Japan, South Korea, Chile, Argentina, Kenya and Tanzania.

2.3.3 **Mass Tourism**

High rise hotels such as these in Benidorm, Spain, were built across Southern Europe in the 1960s and 1970s to accommodate mass tourism from Northern Europe. Mass tourism could only have developed with the improvements in technology, allowing the transport of large numbers of people in a short space of time to places of leisure interest, so that greater numbers of people could begin to enjoy the benefits of leisure time.

2.3.4 **Adjectival Tourism**

Adjectival tourism refers to the numerous niche or specialty travel forms of tourism that have emerged over the years, each with its own adjective. Many of these have come into common use by the tourism industry and academics. Others are emerging concepts that may or may not gain popular usage. Examples of the more common niche tourism markets include:

2.3.5 **Sustainable Tourism**

There are a myriad of definitions for Sustainable Tourism, including eco-tourism, green travel, environmentally and culturally responsible tourism, fair trade and ethical travel. The most widely accepted definition is that of the World Tourism Organisation. They define sustainable tourism as: "tourism which leads to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential Ecological processes biological diversity and life support systems."

In addition they describe the development of sustainable tourism as a process which meets the needs of present tourists and host communities whilst protecting and enhancing needs in the future (World Tourism Organisation 1996).

Sustainable tourism can be seen as having regard to ecological and socio-cultural carrying capacities and includes involving the community of the destination in tourism development

planning. It also involves integrating tourism to match current economic and growth policies so as to mitigate some of the negative economic and social impacts of 'mass tourism'. Murphy (1985) advocates the use of an 'ecological approach', to consider both 'plants' and 'people' when implementing the sustainable tourism development process. This is in contrast to the 'boosterism' and 'economic' approaches to tourism planning, neither of which considers the detrimental ecological or sociological impacts of tourism development to a destination.

However, Butler (2006) questions the exposition of the term 'sustainable' in the context of tourism, citing its ambiguity and stating that "the emerging sustainable development philosophy of the 1990s can be viewed as an extension of the broader realization that a preoccupation with economic growth without regard to it social and environmental consequences is self-defeating in the long term." Thus 'sustainable tourism development' is seldom considered as an autonomous function of economic regeneration as separate from general economic growth.

2.3.6 **Ecotourism**

Defining "Ecotourism" a has proven to be a difficult task given all the different players attempting to define it. People tend to define things in terms that are beneficial to themselves, hence the variety of definitions. There are however several workable definitions currently in wide use. The International Ecotourism Society defines Ecotourism as: "responsible travel to natural areas that conserves the environment and improves the welfare of local people". The Australian Commission on National Ecotourism Strategy calls it: "nature-based tourism that involves education and interpretation of the natural environment and is managed to be ecologically sustainable" (Butler, 2006).

2.4 **The Role of Tourism in Economic Development**

Tourism is one of the most flourishing and emerging industry in the world with the international receipt growing by over 10 percent over the last ten years, while international tourism expenditure amounted to over US$52billion in 2003 (WTO, 2004). Despite its potential of creating many employment opportunities and foreign exchange in any economy, it is also a means of enhancing each country destination's infrastructural facilities as well as promoting cooperation and understanding among people all over the world. Tourism has become a means by which many countries, especially the developing countries, improve their income base and at the same show case their traditional heritage.

Tourism in Africa continent has been seen as a means of enhancing economic growth and development (Kester, 2003) as well as launching the image of the continent to the outside world. According to Christie and Crompt (2001), the contribution of tourism industry in the gross domestic products (GDP) and exports in many African countries has been improving overtime. As identified by WTO (2004) report, there has been significant growth in the level of international tourist arrivals in Africa. The World Travel and Tourism Council (WTTC) also put the value of USS39.6billion as the amounted that was generated in 2003 from economic activities in the travel and tourism industry in sub-Saharan Africa. The report also shows that about 2.5% of the GDP in the region is accounted for by tourism industry that has generated about 5.5% of all employment in the region.

However, in spite of Africa's potential in tourism, the continent's tourism endowments have been underdeveloped and underutilized. WTO (2004) report indicates that Africa has attracted less than 5% of international tourist arrivals in 2004, and had received less than 3% of international tourism receipt. Africa in 2001 received about 27.7million international tourist arrivals and got an international tourism receipts of US$11.7billion (Naude and Saayman, 2004), which implies that 3.7 arrivals per 100 of population that is compared

poorly with the world average of 11 and the 44 per 100 in Europe. Furthermore, despite African potentials in tourism industry, there are limited empirical studies on issues concerning the hypothetical subject matter in the continent. This is the reason why Christie and Crompton (2001) opined that the lack of appropriate empirical studies on tourism in Africa is what contributed to the inadequate policy guidance to the industry.

2.5 Overview of Tourism Development in Nigeria

Nigeria covering a total of 923768km 2 along the West African Gulf of Guinea is an important centre of biodiversity of tropical rainforest, coastal plains, mangrove and the Savannah zones geographically with a population of about 150 million people. The fact also remain that the country is mono-economy based in petroleum oil generating over 80% of the nation's foreign exchange and employing very labor force as the agricultural sector which the predominant occupation of Nigerians. Tourism in Nigeria is still in its infancy considering the large accumulation of resources which are yet untapped and the institutional structure which is yet to be regulated to compete favorably with other fast growing tourism destinations. Successive governments have tried in their very best to put the industry in the national economic map out sector could not meet up with the exclusive listing. Even though rich in ecotourism and business tourism potentials and constrained by figurative and factual analysis to plan development, the political will and legislation are far from regulating the industry to keep abreast with both the national tourism policy and master plan implementation programme in line with the United Nations Framework on sustainable tourism development efforts. The interest in tourism by the Nigeria's government started way back in the 1960s with the Obasanjo's regime in 1976 establishing the Nigeria Tourism Board (NBT) now Nigeria Tourism Development Corporation (NTDC) via Decrees No. Degree No. 54 of 1976 reviewed to Decree No. 86 of 1991 and giving it a "preferred sector" status respectively. Master Plan on tourism development in Nigeria started way 1982 with a

tourism development policy first rolled out in 1990. To further consolidate the quest for quality service delivery in the tourism, industry, the government crated the Federal Ministry of Tourism and Culture to actualize the dream of catching up with the global train in tourism development. The Government of Nigerian in her quest to diversify the economy and the tourism industry in particular decided to take some measures towards promoting the travel and tourism sectors. These measures include the establishment of the Presidential Council on Tourism, Federal Ministry of Tourism and its Departments and Agencies with same at the States' level and Local Tourism Committees which falls in line with the provisions of the National Tourism Policy (NTP) of 2005, the Nigerian Tourism Development Corporation (NTDC) of 1992 and the Nigeria Tourism Development Master Plan and the National Tourism Council, harnessing tourism resources and diversifying such to compete favorably with other major economic sector given its socio-economic and cultural wellbeing cannot be over emphasize.

2.6 **Places of Attraction in Kaduna**

2.6.1 **The Ancient Nok Culture**

The Nok Settlement is located in Jaba Local Government Area of the State. The settlement is within a rock-shelter where remains of granaries are still noticeable. The Nook settlement was where the first famous terracotta figurine tagged "Nok Terracotta" was found. This gave rise to the Nok Culture which is over 2,500 years old and one of the most significant and best known cultures in Black African region today. It is well known that Nok finds have been made in as far as Katsina-Ala in the South East as well as in Kagara. This is thus, a reflection of early civilization and also an indication of a wide spread of people in the central region. The Nok site was actually brought to lime light by the untiring effort made by a British Archaeologist, Benard Fagg who was employed by the Nigerian Government in the 1940s. Fagg lived at the Nok site where he carried out sporadic exploration of these

artefacts. Remain of his house, which is well preserved till today and also serves as a tourist attraction (Bull, 1995).

Plate 2.0 Benard Fagg Tourist Site



Source: WTTC 2002

2.6.2 Kagoro Hills

Situated in Kagoro town near Kafanchan in the southern part of the State, the hills form a long range, with tall trees and rocky places at the base. On one part of the hill, there are hill top settlements with the following facilities and infrastructures: Clinic, School, Churches, etc. The Hills influence the weather of the area making the area to enjoy temperate climate similar to that of the Jos Plateau. The area is good for rock climbing, hunting safaris, mountaineering and has very beautiful sceneries for picnics and relaxation. The scenery of Kagoro Hills is indeed one of the most beautiful natural attractions in Kaduna State.

2.6.3 Kamuku National Park

The park is located north-west of Kaduna near Birnin Gwari in central-western Nigeria. The terrain is largely flat, rising gradually eastwards to the Birnin Gwari Ridge, which forms part of the eastern boundary. The vegetation is Guinea Savanna with, in places, some transitional Sudan Savanna elements. Dominant tree species of the park include Isoberlinia doka, Terminalia avicennioides and Detarium macrocarpum. Also common are Danellia oliveri, Nauclea latifolia, Acaciaspp., Lophira lanceolata, Parkia biglobosa, Prosopis Africana and Isoberlinia tomentosa. Elaeis guineensis is common in riparian forests that line small, seasonal rivers. Together with the Forest Reserves in this area the park represents one

of the best remaining blocks of Sudan-Guinea Savanna vegetation in the country's protected-area system.

Plate 2.1: Elephant in Kamuku National Park



Source: WTTC 2002

2.6.4 Fifth Chukker Polo Resort

The fifth Chukker resort blends seamlessly with its natural surroundings set on 130 hectares of land; it also offers world-class sports entertainment in a casually elegant environmnent. Fifth Chukker is undoubtedly one of the finest facilities in the country to play and observe the dramatic and artistic sport of polo.

Plate 2.2: Polo Rider at Fifth Chukker



Source: WTTC 2002

2.6.5 Kaduna National Museum and Monument

This magnificent edifice is where artifacts from all parts of the country are kept depicting Nigeria's artistry. The museum is located along Ali Akilu Road in Ungwan Sarki, Kaduna. The museum has in its collections both Archaeological and Ethnographic materials ranging from terracotta figurines of human and animals from the famous Nok culture area dated to about 2,500 years ago, as well as arts works and crafts of both prehistoric and contemporary societies. Also found in the museum are building structures constructed with the Hausa

traditional architecture of mud and thatch. The museum is a fascinating building recommended to Tourists.

2.6.6 **Arewa House**

This house was a residence of Sir Ahmadu Bello, Sardauna of Sokoto and the former premier of the Northern Region, and the first Chancellor of ABU, Zaria. The house is located on Rabbah Road off Ali Akilu Road, Kaduna. After the assassination of the premier following a coup d'etat in 1966, the house was then taken over by Ahmadu Bello University, Zaria in 1979 and was transformed to a centre for Historical Documentation and Research. The centre has a well-equipped Research Library, an Archive and Exhibition Galleries. Also found in the centre is a magnificent Hall for Conferences, Seminars, Workshops etc. Above all, a well-preserved history of Northern Nigeria can be found in the centre recommended for visiting research students and workers.

2.6.7 **Gamji Park**

Gen. Hassan Usman Park is situated at the end of Swimming Pool Road, Kabala-East, Kaduna. The entrance point to the park is from Kofar Gamji, which is the main gate of the park. The park was used as a garden during the periods of colonial and Northern Administrations. The park occupies an area of about 7,000 meters. It has a natural setting of trees, mangrove, orchard and dotted small islands from river Kaduna that flows majestically beside it. A mixture of modern and traditional architectural designs and sculptures further enhances the beauty of the landscape with assorted fine flowers and palm trees. The park has been given a face-lift and has been developed into a tourist's relaxation and leisure area.

2.6.8 **Lord Lugard Hall**

Lugard Hall was named after Sir, Lord Fredrick Lugard - the first Governor General of Northern Protectorate (1900 - 1908). The building was used as the House of Assembly and

House of Chiefs during the First Republic. During the second Republic (from 1979 - 1983), the hall still retained its administrative status where it was also used as the House of Legislature. In the current administration, the Lugard Hall is still used as the Kaduna State House of Assembly Chambers. The building is a magnificent and monumental structure, which is fascinating and attractive to tourists.

Plate 2.3: Kaduna State House of Assemble (Lord Lugard Hall)



Source: WTTC 2002

2.6.9 Zaria City Walls

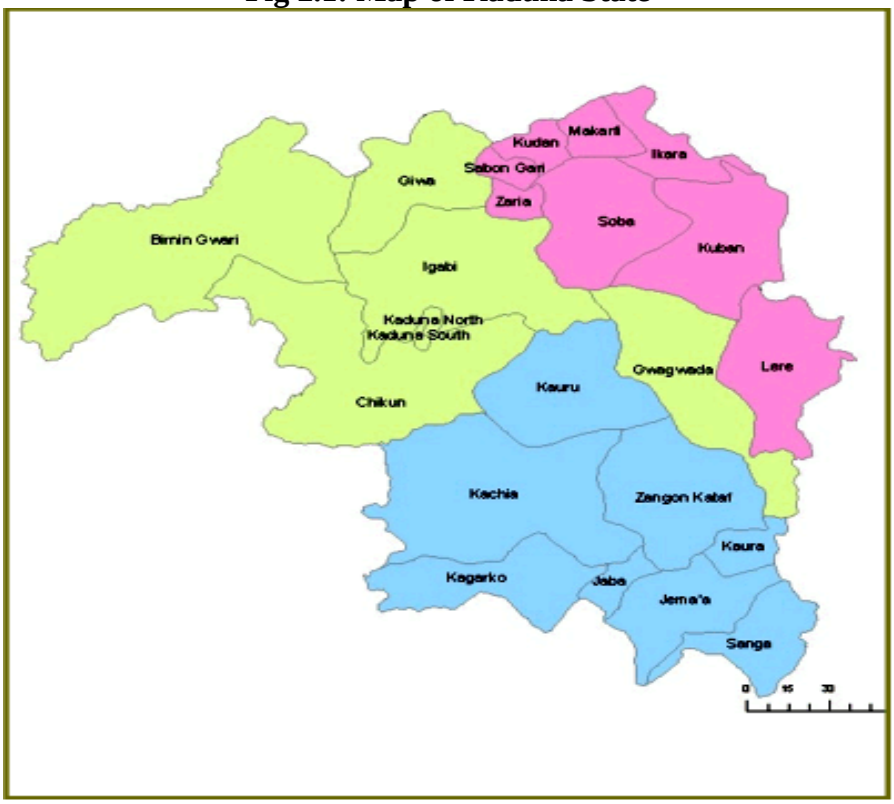
These walls circumnavigate Zaria City and are between 14 and 16 Kilometres long with eight beautiful and magnificent gates leading into the city. The walls were built with mud and with the sole aim of providing security to the growing invading forces, which were frequent in the area during pre-colonial period. The story of the Zaria City walls is actually a little obscure, but what is locally believed and accepted is the fact that the original Zaria City walls were named after Amina, the older daughter of Bakwa Turunku who was the 22nd ruler of Zaria. The Zaria City walls remain one of the most impressive monuments among the cities of Northern Nigeria and a good tourist attraction.

2.6.10 Emir of Zazzau's Palace

This Palace is situated inside the ancient city of Zazzau. It was built of mud also with traditional expertise typical of Hausa architectural design. The Palace is surrounded with high walls with beautifully constructed gates. One of the gates is the main entrance gate while the other gate separates the residential area of the Emir and his family from his emirate offices. The Palace, with such beautiful Habe Traditional Architectural Design,

projects a sheer grandeur of beauty and elegance of the traditional Hausa culture of the Zazzagawa. The palace is simply fascinating and irresistible to witness.

Fig 2.1: Map of Kaduna State



Source: WTO 2004

2.7 Determinants of Tourism Habits

While an individual may be motivated to travel, the ability to do so will depend on a number of factors related to both the individual and the supply environment (Christ et al 1993). These factors can be termed determinants of tourism habits and represent the 'parameters of possibility' for the individual. A certain level of discretionary income is required to allow participation in tourism, and this may be influenced by such factors as job type, lifecycle stage, mobility, level of educational attainment and personality. Even within the developed world, many are unable to participate in tourism for some reason. The determinants of tourism habits can be divided into three groups;

- Travel propensity

- Lifestyle factors
- Lifecycle factors

2.7.1 **Travel Propensity**

Travel propensity is a useful measure of tourism in a particular population. It is the share number of the overall population, who makes at least one trip during a given period of time. Broadly, travel propensity for a particular population will increase with characteristics such as:

- **Income;** the most useful measure of the ability to participate in tourism is discretionary income; that is the income left over when tax, housing and the basics of life have been accounted for.

- **Level of urbanization**; The physical growth of urban areas as a result of global change. The higher the level of urbanization, the more the social infrastructures which will encourage tourism participation.

- **Education levels**; Education broadens horizons and stimulate the desire to travel. The better informed a person is the more his or her reach to tourism participation.

- **Mobility levels (such as car ownership)**; The ability for one to move from one place to another with ease, personal mobility provide door to door freedom, one can carry tourism equipment such as tents, boats fishing tools etc.

- **Large family size**; With increase in family size, other responsibilities tend to creep in, such as children school fees and additional mouth to feed.

- **Increasing age**; With increase in age, most people tend to lose interest in youthful habits such as dark and adventurous tourism. They tend to engage in leisure Tourism such as travelling to play poker, golf etc

2.7.2 **Lifestyle Factors**

1. **Income and Employment**. Income and employment are closely linked and exert important influences upon both the level and the nature of tourism demanded by an individual.
2. **Paid Holiday Entitlement**; It tends to ease financial pressure off people and encourage them to make out time for tourism participation.
3. **Other Lifestyle Factors include:**
   - Culture/Gender; Certain cultures prohibit people from moving at specific times, and restrict them from being at certain places e.g. local festive periods in Nigeria.
   - Religion; Most religions tend to encourage trips to various destinations e.g. Visiting ancient /historic grounds i.e. pilgrimage.

The propensity to travel, and indeed the type of tourism, is closely related to an individual's age. While the conventional measurement is chronological, 'domestic age' better discriminates between types of tourism habits and levels of travel propensity. Domestic age refers to the stage in the lifecycle reached by an individual, and different stages are characterized by distinctive holiday and levels of travel propensity.

2.7.3 **Domestic age and tourism habits**:

1. **Childhood**: At this stage decisions are taken for the individual in terms of holiday taking, for instance by the age of 10 or 11 some children take organized holidays with school or youth groups.

2. **Adolescence/young adulthood**: At this stage the preoccupation is for independence, socializing and a search for identity. Typically, holidays independent of parents begin at around 15 years, constrained by lack of finance but compensated by having few other commitments, no shortage of free time and a curiosity for new places and experiences. This group has a high propensity to travel, mainly on budget holidays using surface transport and self-catering accommodation. Here the priority is simply to 'get away' the destination is unimportant.

3. **Marriage**: Marriage represents the first 'crisis' in terms of unscrambling the preoccupations, interests and activities of an individual. Preoccupations turn to establishment and lifetime investments. Before the arrival of children, young couples often have a high income and few other ties, giving them a high travel propensity, frequently overseas. The arrival of children represents the second 'crisis', which coupled with the responsibility of a home may mean that constraints of time and finance depress travel propensity. Holidays become more organizational than geographical, with domestic tourism, self-catering accommodation and visiting friends and relatives increasingly common.

4. **Empty nest stage**: As children grow up, reach the adolescence stage and begin to travel independently, constraints of time and finance are lifted from parents and their travel propensity increases. This is often a time for long-haul travel – the cruise market typically comprises this group.

5. **Old Age**: The emergence of early retirement at 50 or 55 years is creating an active and mobile group in the population who will demand both domestic and international travel. In later retirement, lack of finance, infirmity and often the loss of a partner act to offset the increase in free time experience (Christ et al 1993).

2.8 Effects of Socio Economic Characteristics of Tourism

The demographic changes we are witnessing in recent decades represent an increasing concern at European and global levels, demonstrated by the fact that many demographers and economists have drawn warnings, concerning some alarming demographic trends, with negative effects on many economic branches , including tourism, like:

- reduced fertility and birth,
- increased inequalities between age groups
- the aging of the population,
- increased external migration.

Studies show that the aging of the population will increase in Europe and will increasingly affect the economic and social life. Developments expected by the year 2060 for each Member of the European Union and their implications are discussed in the recent Report on the Aging Population, report prepared by the General Directorate for Economy and Finance of the European Commission and the Economic Policy Committee (Mazilu and Marinescu, 2008).

Data from the European Commission's report show an increase, at European level, in the share of population of 65 years and older, from 17% in 2008 to 30% of the total in 2060. The report provides for Romania an increase in the share of population of 65 years and older from 15% in 2008 to 35% in 2060.

According to the projections, Romania is in the process of demographic aging.

This age group will have high needs in terms of health and social services. It is about care arrangements on the one hand, and the provision of specific facilities for people no longer working, but who have requirements regarding education, culture and accommodation for

leisure. At all levels listed above, the social and health costs will increase because of the old people's pressure on the active population, more reduced in number.

Considering the fact that now, after Romania's EU accession, a process of opening labour markets will take place gradually it is possible that the mutations that appear to exceed the projected trends and the decline to be amplified. All this clearly shows that the results of population forecasts developments are of considerable importance for all planning processes and that in future they will have to be taken into account.

Hospitality and tourism represent a profession, and understanding of hospitality and tourism are skills that require specialized training and experience. However, many people are involved in this phenomenon directly or indirectly and need to know basic principles.

It is very difficult to quantitatively identify needs for future workforce in the hospitality and tourism sector in Romania. Currently, a large number of people who have completed a training program or university go to find a job abroad. Also, a large number of people who have begun their career in one of the big international chains after finishing school leave Romania after several months of practical experience. It is estimated that less than 20% of high school or university graduates specialized in tourism with programs of interest work in the hospitality and tourism sector in Romania.

The records on the number of personnel leaving abroad and their level of training do not exist. Also, there are no records on the average duration of their stay. Also, there are no records about the duration of their absence. A rough estimate of the number should be between 10 and 20% of those with basic education in tourism and a diploma offered by one of the existing high schools offering training programs in tourism.

What the hospitality sector needs in particular is trained staff and not university graduates with theoretical training. In the year 2008, employment resources in Romania (population aged 15-64 years) were 15.05 million persons, up 100 thousand compared to 2002. Employment rate was in 2007 of 58.8%, without notable changes to the figures of 2002, being well below the 70% target set by the Lisbon strategy for all European Union for 2010. In qualitative terms, however, there is a significant progress: the number of employees was in 2007 with almost 500 thousand higher than in 2002, reducing employment in agriculture properly. The share of highly educated people of the total employment Romanian Economic and Business Review – Vol. 5, No. 1161 (from 11% in 2002 to over 14% in 2007) and those with secondary education (from 62.9% in 2002 to about 65% in 2007) increased, which was reflected in sustained growth in labour productivity. At the same time the labour market unbalances widened, with some sectors or professions workforce shortages. Employment resources are reduced because of the current retirement age (less than 58 years for women and 63.5 for men), significantly lower than age limit of activity. Youth unemployment remains high, around 21%. Overall, we notice that Romania has untapped potential labour resources at a rate of about 30%, which creates premises for solving partially and on a short term some of the problems created by labour shortages. There is also a definite trend for more efficient use of human capital on the labour market.

Figures on migration (immigration and emigration of legal permanent) have not been, after 1995, statistically significant (around 10-15 thousand less per year). Instead, temporary migration for work abroad, mainly to EU countries in the West, is expected in spring 2008, to be of about 2 million.

This is, in particular, about the young adults who, if they decide to become residents of those countries by naturalization, will seriously affect the balance of age and birth

preliminary contribution. We should take into account the fact that, while maintaining a significant gap between the living standards and prospects for professional and personal achievement in the country, the attraction of temporary or permanent emigration will remain strong, taking into account the needs of the more developed partner countries in the EU facing the same problems of demographic aging and birth rates decrease.

2.8.1 **Mobility**

The concept of mobility implies instructive, cultural and tourist movement, as well as international cooperation and exchange. Mobility provides an open communication with other societies and cultures, which includes knowledge, tolerance and diversity mutual respect. In addition to social learning through intercultural approach, mobility facilitates the exchange of ideas and enriches experience. Economic and geo-demographic segmentation (also called descriptive segmentation) helps to define a profile of the segments described above, using other segmentation criteria. Descriptive segmentation is most easily achieved; data can often be obtained without effort from the statistical yearbook and other publications, or from research institutions against a small cost.

Although descriptive segmentation is useful in the decisions on the choice of advertising and selecting channels, in most cases the demographic profile of the customers can not be an adequate basis for the management of an effective marketing campaign on its own. This is because people having similar economic and demographic characteristics are often very different in terms of motivations, desires, behaviour, purposes for practicing tourism and so on.

For example, demographic variable “age”, taken in isolation, tells us virtually nothing about a potential tourist. It is certainly expected that tastes and preferences Demographic, social, economic and geographic features – shaping factors of the tourist market 162 in terms of

tourism for people with different ages to be significantly different. Also, there will be differences between married and unmarried persons, between those with children or without.

The main demographic and socio-economic criteria used by experts in tourism market segmentation are described in (Figure 2.2):

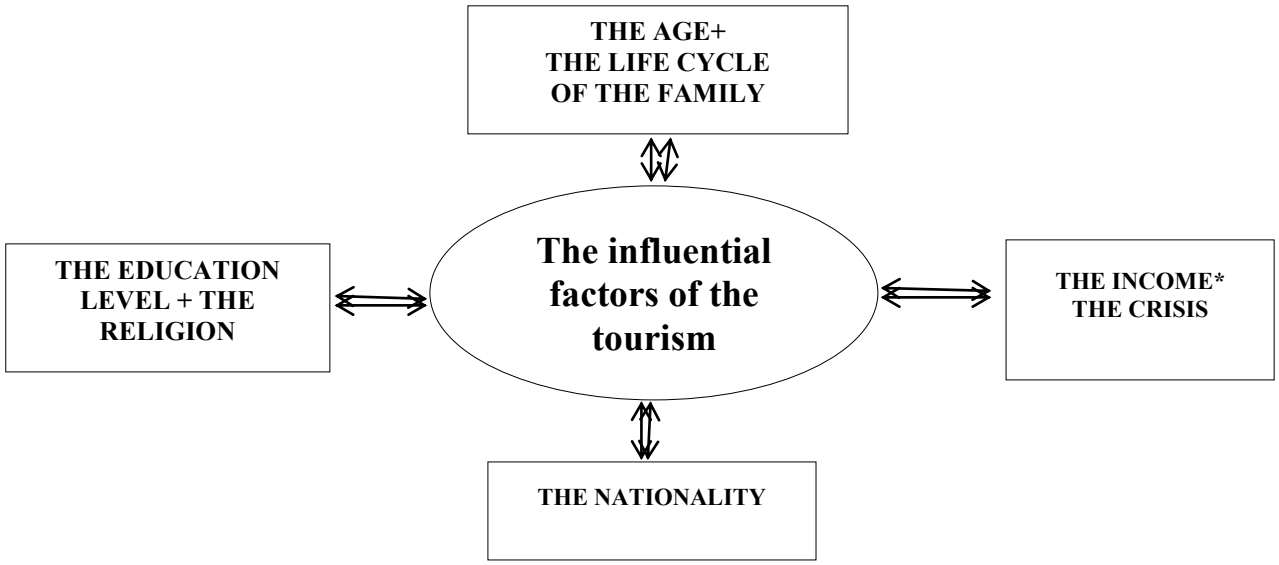
- Age,
- Family Life Cycle,
- Income,
- Education level,
- Nationality,
- Religion.

The influential factors of the tourism segmentation (the author's adaptation)

For the first two criteria listed above (age and family life cycle) we present here a Finnish tourism segmentation, implemented in 1994 by Gallup-Media Institute of Finland. Thus, tourism segments described following the study were:

- "the video games generation", aged between 12 and 14 years, it is about children who strongly influence parents' choices regarding destinations and vacation activities;
- "the generation of consumption", aged 15 to 24 years, is a segment consisting of adolescents and young people, mostly unmarried;

Fig. 2.2 Tourism Segmentation



Source: Romanian Economic and Business Review – Vol. 5, No. 1163

- "the wealth generation", aged 25-34, some of them married but without children or with one child, usually aged up to 7 years;
- "the suburban generation", aged 35 -44 years, formed, in general, of couples with children between 7 and 15 years;
- "the generation of social change", aged between 45 and 54, a segment consisting of couples without children or whose children have already left the house parents;
- "the war and lacks generation"; made up of people aged between 55 and 64, retired couples or single pensioners;
- "the seniors", that segment of the elderly over 55 years.

The level of education is important, especially for some types of tourism such as the cultural tourism. People with elementary or middle education are particularly motivated by the desire to rest and fun when they travel, while people with higher education levels have often reasons related to status, prestige or self-fulfillment (more details can be found in the

chapter regarding the conduct of tourists). The tourist attracted by the cultural tourism is often an educated person, with morality, who requires high quality services. The tourist guide for such groups is highly skilled, aware and directly interested in the preservation and the respect for natural tourist landscape.

Tourism as the other activities of the national economic cycle has built in time a market of its own, defined by factors with specific occurrence and determined by the economic, social, political, geographical and motivational nature. The diversity of market variables and the variety of the materialization forms of the tourist market factors limit the possibility of thorough knowledge of it, the risk of entering the tourist market without a prior analysis being great as well (Mazilu, 2004).

2.9 **Global Patterns of Tourism**

Tourist destinations like fashion are constantly changing. Backpacking through Europe gave way to major theme parks in developed countries which in turn gave way to all inclusive resorts in the sunny Caribbean. So where will tourists go next? Examining statistics and looking at why tourists travel to world regions may answer that question (WTO, 2004)

2.9.1 **Regional Travel**

Regions, although uniquely separate from their surrounding areas, are not necessarily independent. Regions are connected through a variety of means both natural and human-made. For example a river does not simply stop at a region's boundary, or when an animal migrates they do not stop at an imaginary regional boundary. Likewise, humans and manufactured products cross imaginary regional boundaries every day. The most significant connector between regions is travel. Travel within a region is known as intra-travel, while travel between regions is known as inter-travel.

In order to study travel patterns, it is easiest to group like regions together. The five major travel regions recognized by the World Tourism Organization are: Europe, Asia and the Pacific, America (including the Caribbean), Africa and the Middle East. Each of these regions has their own motivators for tourists to come and spend their time and money.

2.9.2 Some Motivators and Barrier of Tourism:

Politics and religion can both be a barrier and a motivator to travel to the Middle East and other tourism destination a lot of people (Muslim) travel to Mecca for religious obligations especially during the Hajj period. Although political instability tends to act as a barrier to tourist destination, in that people tend to shy away from unsecured areas.

Plate 2.4 Mosque as both a Motivator and Barrier of Tourism



(**Source: WTO 2004)**

Culture and historical relics can be a motivator to travel to Europe, historically Europe and the Americas receive the most visitors and the most money from tourism. Tourism has flourished in these areas because of their "head start". Europe's rich cultural and historical activities bring many tourists to visit.

Plate 2.5Historical Relics as a Motivator



(Source: WTO 2004)

Experiencing wildlife close up a motivator to travel to Africa, a lot of tourist flow into Africa for its abundant wide life attraction. Although, Africa and the Middle East lag far behind the other global regions. These two regions are troubled with war, extreme poverty, drought, inhospitable climate and security issues. Priorities in these regions are not with developing tourist facilities but with basic necessities.

Plate 2.6 Wide life attraction as a Motivator.



(Source: WTO 2004)

City excitement is one of the many reasons for tourists to come to the Americas, the Americas offer a variety of experiences for tourists from sandy beaches and warm water in the Caribbean, wilderness and beauty of Canada to the urban landscape of the United States. The Asia and Pacific region is emerging as a new global destination but because of the distance and time required to travel, it has become a deferred destination (a someday destination).

Plate 2.7 Recreational Site as a Motivator



(**Source: WTO 2004)**

Some of the tourism destinations are listed in Table 2.1

Table 2.1 world's Top Tourism Earners, 2004

	Destination	**$ in Billions (US)**
1	United States	64.3
2	Spain	39.6
3	France	36.6
4	Italy	31.2
5	Germany	23.1
6	United Kingdom	22.7
7	China	17.4
8	Turkey	13.2
9	Austria	14.0
10	Australia	10.3

Source: World Tourism Organization, 2004.

Statistics that tell the story of global tourist patterns can be found everywhere: from tourism revenue by world region, to airline arrivals and departures, to the number of hotel rooms to car rentals. Study table 2.2 below and keep in mind the factors that can affect global destinations.

Table 2.2 Top 25 Airports For Total Passengers, 2005

Rank	CITY (AIRPORT)	TOTAL PASSENGERS
1	ATLANTA, GA (ATL)	85 907 423
2	CHICAGO, IL (ORD)	76 510 003
3	LONDON (LHR)	67 915 403
4	TOKYO (HND)	63 282 219
5	LOS ANGELES, CA (LAX)	61 489 398
6	DALLAS/FT WORTH AIRPORT, TX (DFW)	59 176 265
7	PARIS (CDG)	53 798 308
8	FRANKFURT (FRA)	52 219 412
9	AMSTERDAM (AMS)	44 163 098
10	LAS VEGAS, NV (LAS)	43 989 982
11	DENVER, COLORADO (DEN)	43 387 513
12	MADRID (MAD)	41 940 059
13	NEW YORK, NY (JFK)	41 885 104
14	PHOENIX, ARIZONA (PHX)	41 213 754
15	BEIJING (PEK)	41 004 008
16	HONG KONG, CHINA (HKG)	40 269 847
17	HOUSTON, TX (IAH)	39 684 640
18	BANGKOK (BKK)	38 985 043
19	MINNEAPOLIS/ST PAUL, MN (MSP)	37 604 373
20	DETROIT, MICHIGAN (DTW)	36 389 294
21	ORLANDO, FL (MCO)	34 128 048
22	NEWARK, NJ (EWR)	33 999 990

23	SAN FRANCISCO, CA (SFO)	32 802 363
24	LONDON (LGW)	32 784 330
25	SINGAPORE (SIN)	32 430 856
26	PHILADELPHIA, PA (PHL)	31 495 385
27	TOKYO (NRT)	31 451 274
28	MIAMI, FL (MIA)	31 008 453
29	TORONTO (YYZ)	29 914 750
30	SEATTLE, WA (SEA)	29 289 026

Source: www.airports.com **July 2006**

Many of these above airports are **gateways**, meaning that they function as a hub to various other regions. Some passengers will stay at a particular airport, while other passengers use the airport as a transfer point to catch a connecting plane to another region. Using a variety of statistics patterns about tourists global destinations can emerge. Many motivators (leisure, recreation, business) and barriers (fear and access for example) can affect global patterns.

2.10 Constraints to Tourism Participation

Tourism constraints are a systematical presentation of barriers that exist between a person's desire toparticipate and actual participation. Constraints are no longer considered the factors that influence participation in that it does not necessarily lead to ones participation (Bull 1995).

Time and cost related constraints rank the most frequent and powerful constraints on tourism participation generally. More so gender constraints emanating from several studies (Brooker 2008) have come to the common conclusion that women face more intense constraints than men and this result mainly from that of time.

Furthermore spatial barriers such as travel distance and physical barriers such as fitness may tend to hinder tourism participation. There are 3 categories of tourism constraints;

2.10.1 **Intrapersonal constraints;** It includes negative individual psychological state and other characteristics of the individual that interact with personal preferences e.g. self- esteem and perceived physical skills.

2.10.2 **Interpersonal constraints;** Emanates from interaction and relationship among individuals.

2.10.3 **Structural constraints;** It intervenes between tourism preferences and participation.

2.11 Lesions Learned from Literatures

Summary of the experience learnt from the literature review is thus:

1. The review of concept of tourism helped the researcher to fully understand what tourism is, and it related activities.
2. The review of the role of tourism also assisted the researcher to appreciate the potential role of the study are as regard to tourism.
3. The overview of tourism in Nigeria helped the researcher to understand the concern of the Nigeria government towards tourism development in the country over the years.
4. The review of places of attraction in Kaduna State gave the researcher an inside of the tourism sites in the State.
5. The review of determinant of tourism habits aided the researcher to understand the major influencing factors of tourism participation.
6. The review of effects of socio-economic characteristics of tourism habits helped the researcher to understand its demographic and economic implications to tourism habits.
7. The review of constraint to tourism participation gave the researcher an insight to the barrier that exist in tourism participation.
8. Furthermore the review of literature assisted the researcher to develop the research instrument (questionnaire etc.) for the study.

CHAPTER THREE

3.0 METHODOLOGY

3.1 Introduction

The methodology for this research was developed based on the following stages; research approach, type/sources of data required, survey instrument methods of data collection, sample techniques, methods of data analysis, Significance levels and data chi-squares (x2) test.

3.2 Research Design

The survey method was the adopted tool for the study because it provides the most accurate and comprehensive means for determining behavioural patterns (MAPC 1979). In this context, it enables the researcher to effectively isolate variables for study in addition to providing the means for obtaining direct answers to the complex questions which arise in the process of analyzing behaviour and habits. In tourism studies, surveys can give the researcher an insight into what motivates tourism behaviour, what influences tourism participation, and the level of preference on tourism destination.

Table3.1Research Population

Districts	POPN NPC 2006	Projected POPN 2011
Kawo	393,015	466,779
T/Wada	248,288	294,888
Doka	559,289	664,260
Makera	235,311	279,476
Barnawa	216,941	257,658
Total	**1,652,844**	**1,963,061**

Source: Field Survey (2011)

3.3 The Study Area

The study was carried out in the districts of Kaduna metropolis namely Kawo, T/Wada, Doka, Makera and Barnawa. (Fig) and the description of districts.

3.4 Relevant Data and Sources

In conducting researches, numerous types of data are required in providing the necessary information on the situation at hand and expectations on the issue under investigation. The relevant data, the accompanying variables and sources of information are all very important to the researcher. Information on the study are and characteristics of participants with variables ranging from maps, age, sex, occupation level, frequency of travel as well as validated sources are required to facilitate the research. Below is a table with the summary of the relevant data that were utilized.

Table 3.2 Type of Data Required and Sources

S/N	Relevant Data Required	Variables	Source
1.	Information on the Study Area	Map of the Study Area	Ministry of Land and Survey
2.	Demographic information of the populace of the study area	Age, Sex, Mobility, Income, Religion, Marital Status etc.	Questionnaire
3.	Information on the socio-economic characteristics of the population	Occupation, education employment level, mode of transportation	Questionnaire
4.	Information on tourism habits of the populace in the study area	Type of tourism participation, frequency, destination, place of visit etc.	Questionnaire
5.	Information on constraints to tourism participation	Age group of target POP:18 and above, cost, time, gender, marital status etc.	Questionnaire

Source: Field Survey (2011)

3.5 Survey Instruments

The survey instrument were the questionnaire and secondary sources data:

a) **Questionnaires**: This method is chosen because it is very effective in seeking views of people about a particular issue that concerns them, it is also have advantage of time, cost and coverage as well as offering multiple choice response (see draft questionnaire in the appendix), the instrument is designed to obtain personal data of people such as age, income, sex, discipline, cultural characteristics of the population, type of tourism engaged in, employment level and status. The questions developed

were fixed i.e. a yes or no answer, or open ended whereby the respondent write his opinion.

b) **Secondary Sources**: Secondary sources of information on past records of participation on tourism as well as its pattern were used. Others sources included books on tourism, unpublished materials and internet sources.

3.6 Sampling Frame and Size

3.6.1 Sample Size

The metropolis is made up of five districts (clusters), while each district is made up of a number of wards (see table 3.2). The wards were numbered serially and a random sample of two was taken from each district. In order to select household to be administered with questionnaire, a systematic sampling method was adopted in which every 5^{th} house was selected. Furthermore, random sampling method was employed in the selection of the respondents (in the case of compound houses). Overall, there are 1,963,061 residents in the districts within the metropolis and 393 questionnaires was administered based on a 0.02% sample size.

Table3.3Districts and the Randomly Selected Wards in the Study Area

Districts	Wards	Wards(Selected)
Kawo	Hayin banki (Rafin guza), Dalet Barracks, Air Force Base, Ugwan Sarki, Ungwan Dosa, Badarawa/Malali, NDA/Ungwan Kanawa, Abakpa	Ungwan Sarki, Ungwan Dosa
T/Wada	Badiko, Bakin Ruwa/Ungwan Muazu, Asikolaye, Ungwan Sanusi, Kurmin Mashi, Sabon Gari, Kabala West/Kinkino/Kudendan	Ungwan Sanusi, Badiko
Doka	Ungwan Kudu, Gabasawa/Kabalan Doki, Ungwan Rimi, Ungwan Munchi	Ungwan Rimi, Ungwan Kudu
Makera	Kakuri, Nasarawa, Ungwan Romi, Gonin Gora, Trikania, Ungwan Mission	Kakuri, Ungwan Romi
Barnawa	Narayi, Ungwan Sunday, Ungwan Boro, Lowcost, Television, Kamazon/Rido, Sabo	Sabo, Television

Source: Field Survey (2011)

Table3.4Sample Population Size

Districts	POPN NPC 2006	Projected POPN 2011	0.02%
Kawo	393,015	466,779	93
T/Wada	248,288	294,888	59
Doka	559,289	664,260	133
Makera	235,311	279,476	56
Barnawa	216,941	257,658	52
Total	**1,652,844**	**1,963,061**	**393**

Source: Field Survey (2011)

3.7 Sampling Technique

The questionnaire was administered in five districts of Kaduna Metropolis (only adult residents i.e. 18 years and above), on a random sampling basis wards was selected from each district (table 3.2), which was aimed at seeking the opinion of the residents of the metropolis.

Table3.5Structure of Sampling Design

Districts	Target Population	Data Required
Kawo T/Wada Doka Makera Barnawa	Out of a total of 1,963,061 residents in Kaduna metropolis, 393 questionnaire was randomly distributed based on a 0.02% sample size.	Demographic Data such as Age, Sex etc. Socio-economic Data such as Family Size, Income, Occupation etc. Leisure habits Data such as type of tourism engaged in, frequency etc.

Source: Field Survey (2011)

3.8 Data Analysis

The study made use of both the descriptive and quantitative method of analysis. Descriptive analysis such as frequency distribution, mode, means, was used to analyze the socio-economic characteristics of respondents and Habits, Chi square was used to establish the relationship between the variables in the study area such as age, income, occupation, type of

tourism engage in and its frequency. It was used in comparing domestic (local) vis a vis international travels.

3.9 Significance Level

The test of significance determines whether the difference is significantly greater than a chance difference resulting from sampling error. It is usually made at a pre-determined or pre-selected probability level. The most commonly used level of significance in researches are the 0.05 and 0.01 levels.

3.10 Chi Square (x2) Tests

The Chi-square test is a non-parametric test and is used in testing hypothesis when data involved in a study are in nominal form. If the chi square tests significance value is less than 0.05 level of tolerance the significance relationship is established, but if otherwise no significant relationship is established.

$$X^2 \sum \frac{(\text{observed frequency} - \text{expected frequency}/0.5)^2}{\text{Expected Frequency}}$$

The test of significance determines whether the difference is significantly greater than a chance difference resulting from sampling error. It is usually made at a pre-determined or pre-elected probability level. The most commonly used level of significance in researches are the 0.05 and 0.01 levels. In this work, 0.05 significance level was adopted.

CHAPTER FOUR

4.0 DATA PRESENTATION AND ANALYSIS

4.1 Introduction

The chapter presents results & explanations of the data for the patterns of tourism habits of residence of Kaduna Metropolis established from the study. Data generated was based on the survey carried out in Kaduna metropolis. The chapter is presented in two parts; part one covers the characteristics and patterns of travel, which include frequency of travel, nature of trips and destination among others. Part two examined the determinants of tourism habits of residence of Kaduna metropolis.

4.2 Characteristics of Tourism Patterns of Respondents

4.2.1 Nature of Tourism

In the context if this study, nature of trip was considered to mean the type of tourism the respondents engage in as well as the activities the participants do when they travel. The respondents engaged more in leisure trips (36.72%), followed by educational trips (10.00%), (see table 4.1) then medical trips etc. It is important to mention that most of the respondents engage in leisure trips visit to family and friends, adventurous trips, weddings, holidays, etc.) While away from home, the respondents engage in a lot of tourist activities such as shopping, site seeing, conference & workshops etc.

Most of these activities are to a large extent undertaken in a single trip. The funding of this study suggest that organizers of workshops, conferences and conventions often do integrate leisure activities in the programmes, so also participants often stay back for some days afterwards to relax and do some window shopping.

About 8.47% of respondents were found to have combined leisure with health trips. This is expected due to the poor state of medical facilities in the country. It also leads to subsequent

trips for treatment in the case whereby the need arise for further consultation and as such might be the reason for the high number of medical trips observed in the course of the study.

It is also observed that about 16.9% of the respondents engaged in educational tourism in and out of the country. This could be attributed to the fact that competition into schools especially the tertiary institutions where only about 10% of these who apply usually secure admission. Therefore, applicants travel here and there in search of admission. The Nature of trips of the respondents was established for the purpose of knowing the type of trips the resident of Kaduna metropolis engaged in and the reasons for taking such trips

Table 4.1: Distribution of Respondents Based on Nature of Trips

S/N	Nature of trips	No. of Respondent	%
1.	Leisure Trip	82	36.72
2.	Educational	60	10.00
3.	Leisure and Medical	30	8.47
4.	Medical	25	7.15
5.	Educational and Leisure	73	14.12
6.	Pilgrimage	36	10.1
7.	Sports	25	6.95
8.	Business	23	6.49
	Total	**354**	**100**

Source: Field Survey, 2011

4.2.2 **Frequency of Trips**: this relates to how often the respondents engage in travelling. The basis for generating data on frequency of trips was to enable the researcher determines the regularity of tourism trips. From the table 4.2, about 80% of the respondents have have taken between 1 to 2 trips annually. Further investigation revealed that most of these trips are for condolence, weddings and impromptu events that cannot be over looked.

Table 4.2: Distribution of Respondents Based on Frequency of Trips

S/N	Frequency of trips	No. of Respondent	Percentage
1.	Monthly	96	27.1
2.	Quarterly	149	42.21
3.	Bi-annually	63	17.7
4.	Others	46	12.99
	Total	**354**	**100**

Source: Field Survey, 2011

4.2.3 Destination of Trips

Destination of travels is very important to this study, in that it gives an insight of the preferable taste of tourist attraction and also a useful tool in measuring whether or not destination influence choices of tourism habit. It is surprising to discover that most of the trips made by the respondents were primarily leisure trips but ironically not to tourist attraction areas but to different locations within and outside the country for visit to family and friends, burial, condolence visit. It was also noted that most of the respondents are not aware of the tourist sites in other states within the nation.

It should be noted that there is a noticeable pattern in the destination of travel by the respondents when some cities were paired with some professions for example, civil servants visited cities such as Abuja, Lagos, Port Harcourt for workshops and conferences more than other cities. The analysis of travelling relating to choice of destination is summarised on table 4.3. The respondents participated predominantly in domestic travel 59.9% (see table 4.3). This might be attributed to low cost of transport and proximity of domestic travels.

25% of the respondents also participated in both domestic and international trips; this might be because most of the international airports are situated in other stats such respondents have to travel locally before taking off to their international destination. There is notable influx of young respondents into other countries for educational purposes e.g. Malaysia and

Dubai; this might be attributed to the frequent union members in our tertiary institutions where students spend four to five months at home. Security is also another problem that prompt parents to send their children abroad to a more secured environment for instance on 25/02/2013 in Nassarawa State University, there was student unrest due to poor hygiene condition on campus as such student stated a peaceful protest but unfortunately soldiers deployed to keep peace shot sporadically and killed a lot of students and some were hospitalized. Elite social class competition and poor state of education were also some of the problems highlighted by the respondents.

Table 4.3: Distribution of Respondents Based on Destination of Trips

S/N	Destination Trips	No. of Respondent	Percentage
1.	Domestic	212	59.9
2.	International	53	15.1
3.	Both	88	25.0
	Total	**353**	**100**

Source: Field Survey, 2011

4.3 Determinants of Tourism Habits

4.3.1 Age as a Determinant

Age influences the activities and destination of an individual as a tourist. Young people can (and often do) us their age as an excuse for social blunders and may want to experience adventure and visit new and exciting places. With age, traveller lend to become more passive, thus avoiding destinations or activities that are too physically demanding or that involved too much risk.

Table 4.4 Classification of the Respondents by age Ranges

Destination Trips	No. of Respondent	Percentage
Between 18 – 25 years	50	14.1
26 – 33 years	122	34.5
34 – 41 years	135	38.1
Above 41 years	47	13.3
Total	**354**	**100**

Source: Field Survey (2011)

From the data generated, it was observed that individuals within the age group of 18-25years travelled at least 3 times a year i.e. quarterly. The trips were largely for educational purposes (7.9%), more than half of these trips were domestic (11.3%). Respondents within the age group of (26-33years) travelled mostly for leisure 22.4% leisure trips here include visits to family and friends and ceremonies. Majority of these trips were domestic and was around neighbouring States e.g. Kano and Katsina only about 5.1% were International trips. These could be business trips, work related or medical check-up. The trips were mostly taken quarterly.

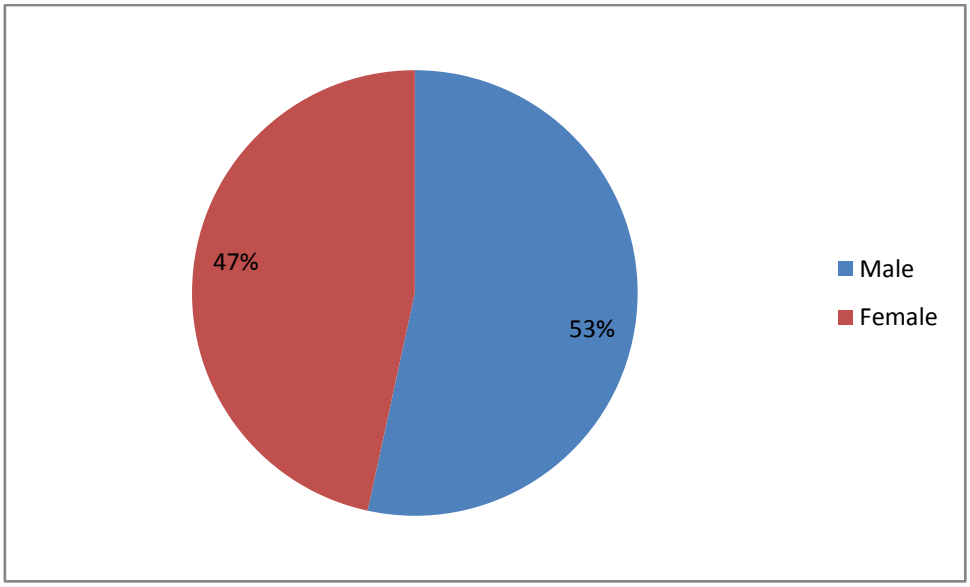
The age group of 34-41years has similar pattern with those of the 26-33 group, only slight difference in percentage was observed. However, Age group of 42 and above mostly participate in medical tourism these can be related to the State of medical facilities in the country, and individuals prefer to go abroad for major surgeries and treatments. Individual in this group who work in government parastatals within this group are high ranking Officers and engage in Official assignments that take them within and outside the country. The table shows that age group 34-41 engage more in International travels frequently which could be associated with the fact that they are financial buoyant and are travelling for business purposes i.e. buying and selling, Although, some could travel for relaxation or medical check-ups.

When one is really advanced in age (late adulthood), one tends to retire from engagements that are stressful to one' life like tourism activities. Inversely, at the peak of one's life, one is vibrant, curious and outgoing could engage in such activity as tourism.

4.3.2 **Gender as a Determinant**

Gender is a determinant of tourism because men are bread winners in most cases and as heads have the zeal and freedom to freely engage in tourism activity than the women, whom naturally, they have their God given role to take care of the home and children.

Fig. 4.1 Classification of the Respondents by Gender



Source: Field Survey (2011)

Figure 4.1 shows the distribution of respondents by sex 33% of the male respondents travelled for leisure while 28.2% of women travelled for the same purpose. The study however, showed that the leisure trip had element of other forms of tourism such as medical and to an extent business which included shopping. Most of the trips undertaken by the male respondents were domestic (42.9%. the female had the highest percentage for International travels compared to male. This reflects in the percent trend of women engaging in business and travelling to different countries such as China, Dubai and the UK.

4.3.3 Education as a Determinant

The level of education affects the type of new experience a person is willing to accept. Education tends to broaden peoples interest and thereby stimulates travel. People with a college or university education take more pleasure trips than those with high school education.

Table 4.5 Classifications of the respondents by their highest Educational Qualifications

Qualification	Frequency	Percent
Primary	25	7.0
Secondary	69	19.5
Tertiary	232	65.5
Others	28	7.9
Total	**354**	**100.0**

Source: Field survey (2011)

From table 4.5, 65.5%, of the respondents with tertiary education participated the most in tourism generally. Respondents with tertiary education had the highest number of both International and domestic travel with 15.0% and 50.8% respectively. This could be attributed to the fact that respondents with high level of education generally earn more money and are of higher status. Also, the better educated sector of the population generally forms an important part of senior management who are more mobile owing to business travel, they tend to see more place and also take their families to see those places.

4.3.4 Income as a Determinant

People of higher social classes generally travel extensively. Income not a major determinant of tourism travel. From the table 4.6, it was established that the low income earners travelled the most with (37.5%), this is very surprising because tourism involves spending money.

Table: 4.6 Classification of Respondents Based on Income As Determinant

Income	**Frequency**	**Percentage**
Low	170	48
Middle	120	33.89
High	64	18.1
Total	**354**	**100**

Source: Field survey (2011)

However, explanations for this may be that since tourism involves visit to friends and family, this will only cost them transportation, accommodation and feeding will be by the host or hostess.

4.3.5 Religion

It can be seen from the table above that Muslim tend to engage more in leisure tourism than other faith, this could be attributed to religious travels such as Hajj, Eid Fitir, Eid Kabir, Lesser Hajj, Eid Maulud etc. that the Muslims respondent are obligated to undertake.

Table: 4.5 Classifications of the respondents by their Religious Affiliations.

Religion	Frequency	Percent
Muslim	237	66.9
Christian	101	28.5
Others	16	4.5
Total	**354**	**100.0**

Source: Field Survey (2011)

From the table 4.7 it can be seen that religion is significantly a strong determinant of frequency of travel.

4.3.6 Tribe as a Determinant

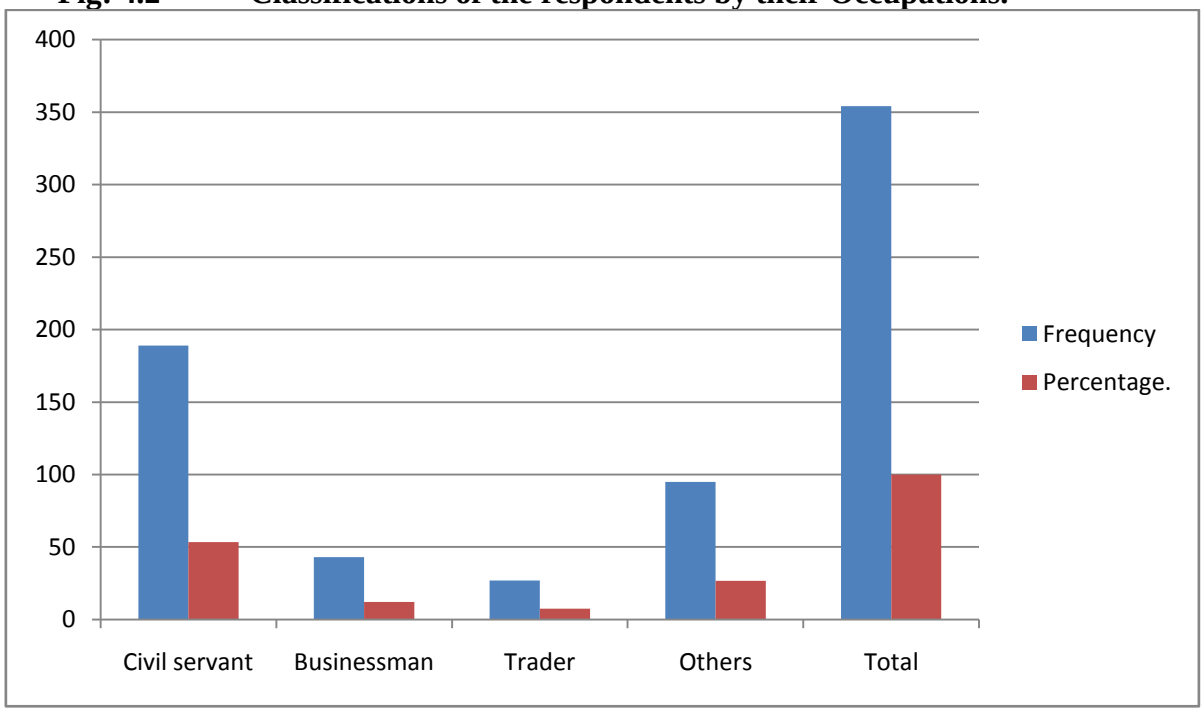
It was also observed that Yoruba respondents travel the most with 53.3%, this could be attributed to their cultural background which entails a lot of ceremonies. Another explanation might be compulsory visits to elders in the Yoruba clan.

4.3.7 Occupation as a Determinant

The respondents were of different occupational background. More civil servants were involved in the study, the nature of occupation of the respondents could not only influence their travel propensity by determining their income and holiday entitlement, but it could also

have an effect upon the type of holiday demanded as the mechanism of peer and reference group is felt. Civil servants engaged more in tourism this might be attributed to fact that civil servants have paid holiday which encourage them to travel a lot, also workshops and conferences are part of their sub schedule.

Fig: 4.2 Classifications of the respondents by their Occupations.



Source: Field Survey (2011)

4.3.8 Marital Status as a Determinant

From the above table, it can be seen that married respondents tend to engage more frequently in tourism than the other groups. The importance of this variable is its economic stand point towards tourism habits, life style and life cycle plays a major role in decision making in that, family decisions assigns roles to specify members of the family, and decision may be shared or made by one person. In this way family acts as a composite driving unite with different role to particular forms of tourism habits.

Table: 4.8 Classification of Respondents Based on Marital Status

Marital status	Frequency	Percentage.
Single	112	31.6
Married	210	59.3

Widow	25	7.1
Divorced	7	2.0
Total	**354**	**100.0**

Source: Field Survey (2011)

The married respondents had the highest number of International and Local trips, this could be because about 43.5% of the married respondents have a privately owned vehicle which is an important factor that promotes tourism participation and it provides door to door freedom as well as one can carry tourism equipment's such as tents, store, food stuffs etc. and will have all round vision for viewing.

Table 4.9 Summary of Chi-square test on Determinants of Tourism Habits in Kaduna Metropolis

Variables cross-tabulated with frequency of touring	Chi-square	DF	P-value
Age and Frequency tours	13.973	8	0.123
Gender and Frequency tours	7.289	3	0.063
Marital status and Frequency tours	11.216	9	0.261
Occupation and Frequency tours	16.609	9	0.055
Religion and Frequency tours	25.426	6	0.000
Ethnic group and Frequency tours	18.101	9	0.034
Education and Frequency tours	7.874	9	0.547
Income level and Frequency tours	20.276	15	0.162
Factors of determinants and Frequency tours	29.05	9	0.001

The test as summarized in the table 4.9 revealed that ethnic group, religion and other factors such as finance, family responsibilities, work schedule and some unspecified factors were some of the significant ($P < 0.05$) determinants of tourism habits. Though occupation tended to be close but the observed level of significance (0.055) is higher than the fixed level of 0.05 for the test. Thus age, sex, marital status, level of education and income were not found to be significant ($P > 0.05$) determinants of tourism in the study. The irony here is that

income level was not found to be significantly associated with tourism habits but finance is found to be a significant determinant.

The finding in this study is contrary to report by Hudson (1986), Gartner (1993) and Moscardo, (2001) where socio-demographic factors like age, gender, race, marital status, family size have been emphasized as the main determinants of tourism. However, the finding agrees with John (1991) and Pearce (2004) where it was reported respectively that socio-cultural factors like religion and finances were major determinants of tourism habits.

4.4 Analysis of the Constraints to Tourism Participation

The classification in the table shows that there are a number of variables that hinders tourism participation by respondents of Kaduna metropolis ranging from lack of adequate finance to insecurity problems.

Table 4.10 Constraints to Tourism Participation by Respondents

S/N	Constraints	No. Of Respondent	Percentage (%)
1.	Lack of Adequate Financial Resources	140	39.5
2.	Family Ties	69	19.5
3.	Poor Work Schedule	57	16.1
4.	Lack of Motivation	35	9.89
5.	Insecurity	23	6.40
6.	Visa Bureaucracy	20	5.65
7.	Others	10	2.82
	Total	**354**	**100.00**

Source: Field Survey (2011)

4.4.1 Lack of Adequate Financial Resources

In table 4.10 39.5% of the respondents were of the view that Finance to a large extent hinders the tourism participation, tourism is an expensive activity that requires a certain threshold before participation is possible, travelling for any reason especially engaging in

tourism activities involves money as such those with high financial resource will have more money to fend for the family and still engage in tourism. However those with low financial resources find it difficult to get the basic necessities of life letting alone having extra money for tourism activities.

4.4.2 Family Ties Responsibilities

The result that family responsibilities affects tourism habits holds true (with 19.5%) because with such family responsibilities, one's time is choked up, the income is overstressed and thus time and money for such tourism activities becomes limited (see table 4.10). Besides, when one is financially constrained, one has little or no money left for tourism engagements. Furthermore, if one's work schedule is tight, tourism habits are negatively affected, either there is no time or one is so worked up to go on tour.

4.4.3 Poor Work Schedule

16.1% of the respondents were of the view that poor work schedule was a constraint to their tourism participation (see table 4.10). The schedule of work does not correspond to school calendar of children especially those going to religious schools and also for polygamous families with large size.

4.4.4 Lack of Motivation

It is assumed that lack of motivation which is a constraint which the respondents agree affects their participation in tourism could be as a result of overwhelming socio-economic pressure that disables a breathing space for one to rest a bit. The time taken to engage in leisure could be used in other economic rewarding activities. Some people are naturally not the travelling type (.89%), they are not adventurous and thus do not engage in tourism trips (see table 4.10).

4.4.5 **Insecurity**

Most people are sacred of the current global insecurity situations. No part of the world is immune to natural and man-made disasters that are waxing higher day by day. This could limit people's movement as they fear they could be at the wrong place at the wrong time. Today, there are countless incidences of suicide attacks, plane crashes, earthquakes, hurricanes, tornadoes, flood etc. These could cause fear in the mind of people.

It is also true that insecurity situation affects tourism habits because the present insecurity situation in the country can discourage people from tourism, with the fear of being at the wrong place at the wrong time or even being at the right tourism site at the wrong time. People are nowadays more cautious of where they go to and where they relax. They show withdrawal attitude to tourism activities.

CHAPTER FIVE

5.0 SUMMARY, CONCLUSION, IMPLICATIONS OF FINDINGS AND RECOMENDATIONS

5.1 Introduction

This chapter presented the summary, conclusion and implication of major findings of the analysis of the pattern of tourism habits among residents of Kaduna metropolis.

5.2 Summary of Findings

Tourism has been recognized to be a major source of income to some countries' economies worldwide. Studies on tourism have reported that some socio-demographic characteristics are major determinants of tourism habits. Kaduna metropolis is characterized with urban nature which tended to encourage residents into tourism. The state has some features that attract tourism. However, it has been observed that the residents have different habits towards tourism. While in some sectors tourism is growing fast, in others the observation is relatively slow. This study therefore set out to investigate the motive and factors of these differential habits towards tourism among the residents of the metropolis.

To effectively analyze the effects of socio economic characteristics of tourism habits among the residents within the metropolis, a structured questionnaire was designed by the researcher and was validated and administered to 393 respondents who reside within the metropolis through cluster sampling procedure. A total of 354 out of the 393 of the administered questionnaire were found to have been completely filled and were used for the study. Variable investigated as determinants of tourism habits included age, sex, marital status, level of education and income per month. Others were ethnic group, religious

affiliation and other factors such as finance constraints, family responsibilities and work schedule.

The study was structured into five chapters. Chapter1 consisted of the background to the study, statement of the problem, aims and objectives of the study, justification and significance of the study, scope and limitation of the study. Chapter two is made up of the methodology, description of the study area, the type of data and survey tools used, the population, the sampling method and sample size along with the procedure for data analysis. Chapter three gave an overview of the determinants of tourism and its related activities. These included the concept of tourism, tourism motivation, types of tourism and determinants of tourism habits. The statistical analysis and interpretation of the findings from the analyzed data were presented in chapter four. The chapter is made up of the description of the demographic variables of the residents who were involved in the study servants, their opinion on the motivating factors and determinants of tourism habits within the metropolis.

The results from the analysis of the data provided by the respondents revealed that the residents were involved in local and international tours. From the test of association between the selected variables with tourism habits, variables like ethnic group, religious affiliation of the respondents and other factors such as financial capability, family responsibilities, work schedule and some unspecified factors were some of the significant determinants of tourism habits among the residents. Though occupation of prospective tourists was highly rated but it was not found to be statistically significant as a major determinant of tourism habit. Other socio-demographic factors not found to be major determinants of tourism habits among the residents were age, sex, marital status, level of education and monthly income.

But most of the respondents were of the opinion that increased financial capability could encourage tourism potential among the residents within the metropolis. Other factors pointed out by the respondents as possible enhancement of tourism habits among the residents were improved site attractions which could attract tourists. Improved security for persons in such tours and general improvement in the provision of infrastructural facilities for areas of such tourism were some of the other suggestions made by the respondents in the study.

5.3 Major Findings

The major findings of the study is stated thus:

- That residents in Kaduna metropolis engage more in local tourism as compared to international tourism
- That some socio-cultural factors such as financial capability, family ties, religious affiliation, work schedule etc were major determinants of tourism habits in Kaduna metropolis.
- That an increase in the disposable income of the respondents can help to improve their tourism habits
- That the issue of security of life and property will encourage tourism habits, as such the more secured they felt, then the more they may engage in tourism
- That leisure trips are the most frequent trips taken by residents of Kaduna metropolis.
- That finance acts as the major hindering factor of tourism habits in Kaduna metropolis

5.4 Implication of the Findings

Based on the findings in this study, the researcher discovered the following implications:

1. That effort is not been put in place to improve the sites for tourism within the country towards attracting more people to participate in tourism.
2. Government is not enhancing the economic capabilities of residents through policy formation and creation of enabling economic environment that will increase economic opportunities for residents within the metropolis and the state in

general,which will subsequently increase the financial capability and reduce constraints to tourism,since the people are not buoyant enough in terms of finance and even employment, it is difficult to participate in tourism, an increase in income and disposable income will reduce constraint to tourism.

3. Infrastructural facilities like good roads, electricity and water in areas of site attraction seem to be poor conditions and hence, discourage tourism.

4. Security of life cannot be overemphasized. It is not enough to pay lip service to security issues. Government should be seen as actually securing life through preventive measure. This would increase tourism among the residents in the metropolis.

Table 5.1: Specific Findings and its Recommendations

S/N	FINDINGS	RECOMMENDATION
1	That some socio-cultural factors such as financial capability, family ties, religious affiliation, work schedule etc were major determinants of tourism habits in Kaduna metropolis.	Funding is one of the most important entities in tourism, the influence of government through creation and implementation of policies that will support tourism participation financially, may be through paying certain percentage of the expenses incurred of a tourist or taking care of some basic and necessary needs of a tourist such as accommodation, transportation or feeding will to a large extent encourage and motivate many people to participate in tourism.
2	That the issue of security of life and property will encourage tourism habits, as such the more secured they felt, then the more they may engage in tourism	Adequate security and establishment of peace will really pave way for active participation of people in tourism. Especially with the advert of book haram and kidnappings in the country that create worry in the minds of people, hence security is a factor worthy of consideration when engaging in tourism.
3	Work schedule is a major determinant of tourism habits in Kaduna metropolis	There is need for mutual understanding between government and private schools owners to design common schedules for the whole so as to avoid different holiday times for Children. This will reduce family ties that prevent most parents from partaking in tourism. Furthermore, families should unanimously decide on the most convenient common times for their annual leaves.
4	That residents in Kaduna metropolis engage more in local tourism as compared to international tourism and most of the local trips were not to tourist site (attractions).	Workshops, seminars and conferences should be organized by government and non-governmental organizations to create awareness on the importance and benefits of tourism which most people do not know.

Source: Filed survey (2011)

5.5 CONCLUSION

This study analyzed the pattern of tourism habits among residents of Kaduna metropolis. The result of the analysis of the data collected revealed that the residents were involved in local and international tourism. It was observed that the residents of the metropolis were more involved in local tourism than was obtained at the international level. Local tourism among the residents was observed to be between Kaduna state and other state and within Kaduna state. Major determinants of tourism habits observed among the respondents were those associated with ethnic group, religion, finance, family responsibilities and work schedule or the amount of time available for leisure. Age, sex, marital status and other such personal characteristics of the respondents did not show possible association with the potential for tourism among the respondents within the metropolis.

5.6 RECOMMENDATIONS

Based on the findings of this study, the following recommendation are given;

1. Construction and maintenance of roads by government will go a long way in promoting tourism participation; a typical example is the saminaka holiday resort which is situated in saminaka local government of kaduna state. It's a good tourist site for leisure tourism but due to the poor state of the road, only few tourist endeavor to visit, so government intervention will really promote its patronage as well as other tourist site with such problems.

2. Government should promote tourism amongst civil servants and residence of Kaduna metropolis through designing appropriate and convenient work schedule that will enable workers to partake in tourism frequently, these is because nature of work schedule in the country does not warrant most civil servants to actively participate in tourism, many

workers have schedule that requires them to work even in weekends not to talk of getting a work free weekday

3. Tourism whether active or passive relaxes the mind, and as such it has the tendency of affecting the well being or health status of residence of Kaduna metropolis there fore, government through collaboration with CSO's, CBO's and NGO's should encourage tourism participation.

REFERENCES

Agbaje-Williams, (1990), "North Western Yorubaland: Prospects for Tourism Development and Research", in Andah, B.W.(ed.), (1990), *Cultural Resource Management: An African Dimension*, Ibadan : Wisdom Publishers Ltd..

Andah, B.W. (ed.), (1990), *Cultural Resource Management: An African Dimension*, Ibadan: Wisdom Publishers Ltd.,

Areola, O. (1976), "Recreational Land Use in Nigeria", Nigerian Geographer NGJ, Vol. 19, No. 2. Adapted from Andah, B.W. (ed.), (1990), *Cultural Resource Management: An African Dimension*, Ibadan: Wisdom Publishers Ltd.

Archer, B and Fletcher, J.(1996) The economic impact of tourism is the Seychelles. *Annals of Tourism Research,* 23 (1), 32-47.

Ashworth, G. J. and Dietvorst, A.G.J.(eds) (1995). *Tourism and Spatial Tramsformations; Implication for Policy and Planning.* Wallingford, CAB International.

Ashley, C. (2000). *The Impact of Tourism on rural livelihoods; Experience in Namibia.* ODI Working paper No. 128.

Asoneshi Ibrahim, Samuel (2001) An Evaluation of the pattern of tourism in Plateau State, unpublished HND Project report, college of science and technology Kaduna Polytechnic, department of Catering and Hotel Management.

Brooker, M.(2002.) How to raise finance for the small hotel enterprise – a way forward. *Hospitality review*, 4 (1), 13-20.

Bull, A.1995. *The Economics of Travel and Tourism.* Harlow, Longman.

Buhalis, D. (2003). e*Tourism; Information Technology for Strategic Tourism Management* .Harlow, UK, Prentice – Hall.

Carney, D.(ed.) (1998) *Sustainable Rural Livelihoods;* what contribution can we make? London, DFID.

C. Cooper, J. Fletcher, D. Gilbert, S. Wanhill (1993) Tourism principles and practice, ELBS publication, London.

Eja, E. (2010). The role of private sector participate in sustainable tourism development in Cross River State, Nigeria. International journal of business and social sciences. Vol.2, No.2, pp.153-160.

Elechukwu, L.C. "Encouraging National Development Through Promotion of Tourism: The Place of Archaeology", in Andah, B.W. (ed.), (1990), *Cultural Resource Management: An African Dimension*, Ibadan: Wisdom Publishers Ltd.,.

Encyclopedia Britannica, (1981)

Ghadel, L (2007). Tourism and politics-policy and place. Chielster: Wiley.

Hansenn Kerg (2004) Application of weighted Matrix Models in assessing the implementation of spatial projects; Case study of Lithuanian Urban Development Programmes. *Journal of planning Literature,* Vol. *16*, No 2, 380-421, by sage publications, Inc.

Hoivik, T. and Heiberg, T. (1980), "Centre-Periphery Tourism and Self Reliance", in The Anatomy of Tourism, *International Social Science Journal*, Vol. XXX11, No. 1, UNESCO, Paris.

Howard Hughes (2000) Arts Entertainment and Tourism.

Isichei, E. (1976), *History of the Igbo People*, London: Macmillan Press Ltd.

John K. Dafu'us (1991) the pattern of tourism in Nigeria big cities (case study: Kano and Ibadan) unpublished HND Project report, college of science and Technology Kaduna Polytechnic, Department of Catering and Hotel Management.

Kareem, O. (2008). A panel data analysis of demand for tourism in Africa. Proceedings in the 14th Annual conference on Africa econometric society, Cape Town, pp.1-27

Kester, N (2003),Destination product and impact on visitors. Tourism Management,vol.21, No1, pp. 43- 52.

Kotler P., Bowen, J. T. & Makens J. C. (2006). Marketing for hospitality and tourism (2nd Ed.) U.S.A: Pearson prentice hall.

Microsoft Corporation (2009). Encarta dictionary.

Olokesuji, F. (1987), *The Constraints and Prospects of Tourism Development in Nigeria: The Case of Bauchi and Ogun States*, Ibadan: NISER.

Okpoko, P.U. (1990), "The Role of Cultural Resources in Tourism in Nigeria", in: Andah, B.W., (ed.), (1990), *Cultural Resource Management: An African Dimension*, Ibadan:Wisdom Publishers Ltd.,.

Pearce Boton (1991) Analysis of spatial pattern of tourism in New Zealand Unpublished thesis, universided de deusto dept social paychology and recreation

Template:NoteGoodin, Robert E.; Rice, James Mahmud; Bittman, Michael; & Saunders, Peter. (2005). "The time-pressure illusion: Discretionary time vs. free time". *Social Indicators Research***73** (1), 43–70.

Wiikimedia foundation, inc. (2010) Habit. Accessed on July 20, 2010 from http://wikimedia.org/wiki/habit

WTO (1998) Guide for Local Authorities on Developing Sustainable Tourism. http://www.world-tourism.org/cgi-bin/infoshop.storefront/ EN/product/1016-1

WTO (1999) Global Code of Ethics for Tourism in 1999 (an extension of the WTO ― Manila Declaration on the Social Impacts of Tourism‖ 1997) http://www.world-tourism.org/frameset/frame_project_ethics.html

WTO Commission for Africa, 2003: Specific Programme of Activities to Promote Tourism Development in Sub-Saharan Africa

WTO, 2001: The U.S. Travel Industry and International Tourism, Symposium on Tourism Services, World Tourism Organisation

WTTC (2002) _The Impact of Travel & Tourism on Jobs and the Economy – 2002 http://www.wttc.org.

iboku, J.O. and Jiboku,P. (2008) P.A."Poverty: Bane for Development in Nigeria", *African Journal of Arts and Humanities*

Mazilu M., Marinescu R., Perceiving Romania as a Sustainable Tourism Destination, published in the vol. Proceedings Book of the 4th World Conference for Graduate Research in Tourism, Hospitality and Leisure, organised by Anatolia Journal: An International Journal of Tourism and Hospitality Research, 22nd – 27th April 2008, Antalya, Turkey, ISBN 978-975-96260-4-4, pg. 320-330.

Romanian Economic and Business Review – Vol. 5, No. 1161(2007)

Mazilu M., - Ecotourism and Tourist Arrangements, Scrisul Romanesc Publishing House, Craiova, 2004.

Mathieson A. and wall G (2006), Tourism change, impact and opportunities pearson education limited, Edinburgh gate. Harlow, England.

Source: www.airports.com July 2006.

Source: World Tourism Organization, 2004.

DEPARTMENT OF URBAN AND REGIONAL PLANNING

AHMADU BELLO UNIVERSITY, ZARIA

ACADEMIC RESEARCH FOR M.SC TOURISM AND RECREATIONAL PLANNING PROGRAMME

SURVEY QUESTIONNAIRE

INTRODUCTION

This research questionnaire aims at collecting data from residents of Kaduna metropolis, the exercise is purely academic and the researcher _ BASHARIYA M. BABA an M.SC student of tourism and recreational planning, Ahmadu Bello University (A.B.U) Zaria is quite aware that information obtained through this medium is absolutely confidential and will treat it as such. Therefore, the need for sincerity and accuracy in giving information is vital for the success of the research. Thanks for your anticipated cooperation.

1. Indicate District (area)?_____

2. Age? a. between18 -25 ( ) b. 26 -33( ) c.34-41( ) d.42and above

3. Gender? a. Male ( ) b. female ( )

4. Marital status? a. single ( ) b. married ( ) c. widow d. divorced ( )

5. Occupation? a. civil servant b. businessman c. Trader

d. Others (please specify)_____

6. Religion? a, Muslim b. Christian c. others (please specify)_____

7. Tribe? _____

8. What is your educational qualification? a. primary( ) b. secondary( ) c. tertiary ( ) d. Others (specify)_____

9. What means of transportation do you use for tourism trips? a. private vehicle ( ) b. bike ( ) c. bicycle ( ) d. public transport( ) e. airplane ( ) f-plane ( ) g.( )

10. What is your monthly income? a. between 40,000 – 60,000 ( ) b. between 70,000 – 90,000 c. 100, 000 – 120,000 ( ) d. between 130,000 – 150,000 ( ) e. 160,000 and above ( )

11. What is the size of your immediate family? a.2-3 ( ) b. 4-5 ( ) c. 6-7 ( ) d. 8-9( ) e. 10 and above ( )

12. Do you travel? a. yes ( ) b. no ( )

13. If yes, where is your last destination? a. local ( ) b. international ( )

14. What did you do?_____

15. If no,

why_____

16. How often do you travel? a. monthly ( ) b. quarterly ( ) c. bi-annually ( ) d. others (please specify)----------

17. When last did you travel for tourism?_____

18. What motivates you to travel to a particular destination? a. medical ( ) b. educational ( ) c. leisure ( ) d. Others (please specify)

19. Do you travel with your family? a. Yes ( ) b. No ( )

20. If no, why_____

21. Are you entitled to annual leave? a. yes ( ) b. No ( )

22. Does your work place permits travelling when on leave? a. yes ( ) b. No ( )

23. If no, why?_____

24. What hinders you from travelling? a. family ties ( ) b. Financial constraints ( ) c. work schedule ( ) d. Others (please specify)----------

25. What can encourage you to participate in tourism?_____

26. How much are you willing to spend for tourism activities? a. less than N 50,000( ) b. between N60,000- N100,000 ( ) C.N100,000 – 150,000 ( ) d. Above N150,000

27. When you travel, what types of activities do you engage in? a. shopping ( ) b. site seeing ( ) c. conference/workshops( ) d. Others specify

28. In the last two years, please indicate

Destinations	**Length of stay**	**Reasons for travel**	**Expenses of travel**

29. Where would you want to visit when next you travel?_____

30. Why would you like to visit this particular destination?_____

31. How much are you spending now for tourism?_____