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CONTENTS

	Page
Title page.....	i
Editorial Board.....	ii
Notes to Contributors:.....	iii
Contents:.....	vii
The Implementation of Administrative Reforms in the Public Bureaucracies of Less Developed Countries (LDCs): A Conceptual Approach. Joseph .E. Imhanlahimin and Andrew Orosanye	124
Demographic Factors and Motivation of Attendance Behaviour Among The Migrant Workers of the Nigerian Sugar Company, Bacita. Dr. B. Salawu	147
The Time Series Properties of Annual Earnings: The Case of Nigerian Quoted Firms Samuel B. Oludoyi	165
Conceptual and Perceptual Path of Cultural Power-Gender Philosophies Towards Entrepreneurial Management. S.L. Adeyemi (Mrs)	182
Health Seeking Behaviour of Rural Dwellers and The Spatial Geometry of Facility Location: A Case Study. Raheem, U.A	195
X Tourism Planning in Nigeria: A Case of Kwara State. Ahemd Y.A	212
The Constitution and Legislative Controls of Public Funds: The Nigerian Experience Wahab O. Egbewole	229
Nigeria and the Struggle for an African Representation on the UN Security Council A.M. Ashafa	243
Commercial Banks Credits and Poverty Reduction in Nigeria: A Calibration Analysis Gafar .T. Ijaya and Abdulrasheed Abdulraheem	26
A Comparative Study of Climate and Pest Outbreak in the Sub-Humid Part of Nigeria: A Case Study of Kabba, Kogi State, Nigeria Mrs Olanrewaju, R.M	276

TOURISM PLANNING IN NIGERIA: A CASE OF KWARA STATE

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Abstract

This paper examines the need for tourism planning in Kwara State of Nigeria through analysis of the State tourist resources with a view to highlighting the areas within the industry to focus upon. Whereas, in the local level, tourism is already a significant activity, it remains only where and how to concentrate future growth and make adequate planning for the industry. This study therefore identifies some bottlenecks and deficiencies such as; inadequate planning for physical development of facilities and infrastructures of the tourism industry in the state, poor awareness about tourism, as well as inadequate assistance by the government at the various levels. Thus, some suggestions are put forward in this work towards overcoming the problem of unimpressive tourist visits and low participation by both public and private sectors. It is our assumption that these suggestions will enhance the development of tourism in Nigeria.

Introduction

Tourism has been defined in various ways by different authors (Ozo, 1993; Ezema, 1993; Aliyu, 1998). Young, (1973), defines tourism as the past time of journeying from home to some other place, near or far. It contains many separate elements such as, transportation by air, sea, and land, food services, accommodation and entertainment for visitors, and the manufacture and sale of thousands of items, from souvenirs to jet aircrafts.

According to Pearce (1981), tourism is the relationship and phenomena arising out of the journeys and temporary stays of people travelling primarily for leisure or recreational purposes. Though the duration of these vary, for statistical purposes, a four-night minimum is commonly accepted for local tourism, while stays of twenty-four hours are universally recognized for

IJBSS Vol. 7 No 2 Dec. 2000

Y.A. Ahmed

international tourism (Aliyu, 1998).

The importance of tourism in every nation cannot be over-emphasised because its contribution to the global peace and social understanding is no less significant. While it promotes the peaceful co-existence between man and nature, tourism strives to maintain the natural assets and heritage, not only for the present but for generations yet to come.

Tourism accounts for 60% of all the "exports in the world" (Ezema, 1993). Catering for the travellers from abroad is so important that some countries depend on the industry for half of their foreign exchange earnings. This is one of the reasons why Ozo (1993), describes the industry as "one of the magic formulae for rapid development in many countries in Africa, Asia and Latin America." Africa "offers wide open spaces, a wealth of wildlife, spectacular scenery, and tribal cultures that have always fascinated arm chair travellers. Yet, apart from North Africa which has taken advantage of proximity to European generating markets, the continent's tourist potential is largely underdeveloped" (Boniface and Cooper, 1987).

Nigeria, in spite of being the most populous country in Africa, with enormously blessed tourist resources, lags far behind many African countries in terms of tourist inflows and earnings. In his maiden speech at the 15th edition of the World Tourism Day in September, 1998, Patrick Aziza, a retired Major General and the former Minister for Commerce and Tourism, observed that the World Tourism Organisation (WTO) has created a global awareness of the importance of tourism, not only for economic development and international understanding, but also to worldly peace and universal observance of human rights and fundamental freedom for all without discrimination against race, sex, language and religion. This is a major reason why Nigeria cannot ignore the upliftment of the tourism industry.

The major aim of this paper is therefore to examine the degree of development achieved in the age long tourism planning, with the accompanying objectives of carrying out an analysis of various Kwara State tourism resources. The study also identifies possible areas of development in the tourist industry.

THE STUDY AREA: KWARA STATE

Kwara State was created on the 27th May, 1967 as one of the twelve states that replaced the former four regions (the northern, western, mid-western and Eastern) of the country. It consists of 16 local government areas namely: Asa, Baruten, Edu, Ekiti, Ifelodun, Irepodun, Ilorin-East, Ilorin-south, Ilorin-West, Others are; Isin, Kaiama, Moro, Offa, Oyun, Oke-ero and Patigi. The population figure of Kwara State is put at 1.5million (NPC, 1991) and is made up of Yoruba, Nupe, Bariba and some other minor ethnic groups. The state covers an area of about 32,500sq.km and it is situated between latitudes 11° 7' and 11° 45' north, and 2° 45' and 6° 40' east longitude. The state has River Niger as its natural boundary towards the northern and eastern margins and shares a common internal boundary with Niger State in the north, Kogi State in the east, Oyo, Ondo and Osun States in the south; and an international boundary with the Republic of Benin in the West. With this unique attributes, Kwara State is situated about half-way between north-west and South-west and consequently, the state is regarded as a 'gate-way' between the northern and southern parts of Nigeria.

Kwara State is made up of a plain land mass. The prominent land-forms which provide spectacular scenery, include Sobi hill in Ilorin, Owu falls in Owa-Kajola in Ifelodun Local Government Area, and so forth.

The climatic and vegetation patterns coupled with sizeable expanse of arable and fertile soils, make the state another 'food basket' of the nation. The wide variety of crops such as yam, cassava, sugar cane, fruits, beans, rice and vegetables are well suited for cultivation across the state, while climate and vegetation of Kaiama and Baruten Local Governments Areas are suitable for cattle rearing.

Kwara State is an entity with unique cultural diversity. This is manifested in the ethnic composition of all the sixteen local government areas. The culture of the state is as diverse as the people themselves. There are various traditional festivals that are held all over the state throughout the year and some of these festivals attract tourists from all nooks and crannies of the country

and from the world over. Some of the festivals are religiously-inclined and some are in form of rituals, while others are for social purposes. For example, the 'Awon', 'Moremi', and 'Onimoka' festivals are held annually at Moro, Offa and Oyun Local government areas respectively. While 'Egungun', 'Sango' and 'Orisa Oko festivals' are held in Ifelodun, Irepodun and Moro local government areas respectively, either to mark the beginning or the end of a climatic season.

Tourism in Kwara State

Among the several fascinating tourist potentials in Kwara State are historical relics, natural land features, fascinating sceneries, historical monuments and a galaxy of other attractions. The types of different features mentioned here and their locations as well as their descriptions are presented in Table 1/ Fig 1.

However, most of the above fascinating historical relics, cultural monuments, museum as well as other land features are yet to be fully developed in the state. For instance, the "Okuta-Ilorin" where Ilorin town got its name is located at a remote area of Asaju compound at Idi-Ape, Ilorin has not received necessary attention. The first Friday Congregation Mosque built at about 1831 by Alfa Alimi at Jin-ji compound, Agoo-market in Ilorin is in a hidden location, and many tourists come all over the country to worship in the sacred mosque. The Fanga Island is another beautiful panoramic view\ in Jebba and a good picnic environment along Ahoyaya falls, this area could be an asset for tourists attraction in the future if well developed.

The Essie Museum houses thousands of unique stone images that were found in 1775. This imagery is the biggest collection in Black Africa – most of the stone images are now broken into pieces as a result of poor maintenance from weathering activities. Other area, among tourist centres that need proper care, is the spectacular natural water fall found in Owa-Kajola in Ifelodun local government area of Kwara State. Even though different governments in Kwara State have tried to maintain adequate planning and developments of this "wonder in the wilderness" the spirit of commitment is not maintained. Although some local government areas in Kwara State have been

...ing to develop tourist industry in their areas, the realization of
is dream has remained elusive. This is one of the reasons why
is paper examines relevant issues in the industry. In particular,
seeks to analyze the following issues:

...at has been the areas of focus by State/Local Governments to
rism development?

...at is the contribution of corporate bodies and private
ividuals to the development of tourism in the state?

...at are the identifiable obstacles to the development of tourist
stry in Kwara State?

...can these be resolved for a developed tourist industry in
a State?

...ers to the above questions are discussed in the subsequent
ns.

Table 1: Some Tourist Attractions and Festivals in Kwara State.

	TYPES	DESCRIPTION	LOCATION
HISTORICAL RELICS.	OKUTA-ILORIN	Is the clue to how Ilorin got its name (stone for sharpening metal tools- Ilorin).	ASAJU COMPOUND IDI - APE, ILORIN.
	ALFA ALIMIS MOSQUE AND RESIDENCE.	A sacred mosque and residential place of Alfa Alimi which was built in about 1831. The mosque was the first that was used for Friday - congregational prayer, and where people believed that prayers never denied the worshippers.	JINJI COMPOUND AGOO MARKET ILORIN.
HISTORICAL MUSEUMS	OLOFA'S PALACE, OBA'S TOMBS - ONIMOKA - SHRINE, EBO - OKUKALE, RECREATION CENTRE AND MOREMI.	An attractive ancient and modern palace. Dead Kings rest here. Onimoka is also a shrine of a remarkable event in Offa. This is a monument erected for the remembrance of a dedicated railway Engineer - Mr. L. Hewson around 1917. Modern recreation centre for relaxation for both kiddies and youths. Moremi a reknown annual festival in Offa.	OFFA
JEBBA HISTORICAL TOURIST ATTRACTION AREAS.	MUNGO-PARK CENOTAPH THE WRECKAGE OF MUNGO PARK'S SHIP	The monument was erected in Jebba in the memory of the European explorer who died in one of his explorations. Mungo Park's boat - "Day Spring" capsized and perished, below New Bussa. It was recovered and reserved at Jebba.	JEBBA JEBBA

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JEBBA HISTORICAL/ TOURIST ATTRACTION AREAS	JUJU ROCK	A fearsome rock to the travellers. Mungo Park's ship also wrecked at the rock's foot on October 7 th , 1857.	JEBBA
	HISTORICAL CEMENTARY	Some British colonists were buried here. The First Chief Judge of Northern Nigeria Justice Alastan Davidson was buried here in 1901.	JEBBA
	JEBBA COLONY, FANGA-ISLAND, AHOYAYA - FALLS.	Both colony and Fanga Island are beautiful Panoramic view places in Kwara State. Also good for picnic. Ahoyaya falls is not well developed but could be a future asset.	JEBBA
ESIE MUSEUM	MUSEUM	The Museum houses thousands of unique stone images that were found in 1775 in Esie South East of Ilorin. Esie Imagery is the biggest collection of its type in Black Africa.	ESIE
OWU FALL	SPECTACULAR NATURAL WATER FALL	Is located about 7km from Owa-Kajola and about 117km from Ilorin. The fall is referred to as, "wonder in the wilderness" and compares with the Niagara falls in the U.S.A. for its scenic.	OWA-KAJOLA IN IFELODUN L.G.A
HISTORICAL RELICS	SHEHU MOSQUE, ALIMI'S	Kuo-Village is in Asa Local Government Area. The first mosque built by Alimi was found here before he later settled at Ilorin. Visitors come all over Nigeria to this legendary mosque.	KUO-VILLAGE
FISH POND	NINGURUME FISH POND	Some mysterious fishes were said to be found in this pond, some with Ear-rings and Beads. This made the villagers worshipped and offered sacrifices to the pond.	BARUTEEN L.G.A.

Sources: (i) Author's compilation, 2000.

(ii) Kwara State Tourism Board, Ilorin – 1996.

Research Methodology

The methodology for this work is both descriptive and analytical. The descriptive survey used is based on employment of sample survey. A sample survey is an examination of a population to make inferences about the population under study, and such are used in the applications as problem solving and programme

evaluation (Bogue, 1981). Thus, the method of data collection for this study is by questionnaire administration, in order to solicit information from the respondents. In this case, a sample survey method described above is utilized in the process. About 0.5% or 450 people among the total population (532,088) of the study area is sampled using simple random technique, to afford every member an opportunity to participate. In all, 450 questionnaires were distributed and assessed for a period of about two (2) months.

Apart from this, the researcher uses an on-the-spot observation of areas of study, and assessment of facilities and infrastructures (where available) were also carried out. This in all, provides background information that complements other data obtained from other sources described later in this work.

On the other hand, the analytical method used in this study was based on the information obtained from the descriptive sample. All information collected is analysed using simple statistical tools, mainly central tendency, all which are analysed in section of this paper.

Nature of Data Required and Sources

Several visits were made to different study areas where tourism industries are established. For each area that is delineated and assessed for the exercise such as; Ilorin, Jebba, Offa and Omu-Aran (See Fig. 1), both the population and concentration of tourism features were taken into consideration (See tables 2 & 3). In otherwords, sampling method is used basically because tourist sites are not evenly spread out within the state. Even where they are found, they are not yet well established. In the same vein, both primary and secondary sources of information gathering used in order to solicit for information. In the former, on-the-spot assessment method is used where the researcher did not only see things for himself but interviews were also conducted among various segments of people in the study areas. Interviews were conducted among government officials, ranging from attendants to tourism officers (T.O.), Local Government Secretaries, and members of both private and public organizations. On the whole, four hundred and

fifty (450) questionnaires were distributed among four-specific study areas for extraction of relevant information. These include Ilorin, Jebba, Omu-Aran and Offa.

Analytical Framework

This study used descriptive and inferential methods in analysing our findings in this work. To this end, the data collected were analysed accordingly, using simple central tendency statistical tools, notably, simple percentage, tabulation and cross tabulation as well as pie-charts). (See Fig. 2 and 3).

Table 2: Sample Population

PERCENTAGES						
AREAS	NUM. OF QUESTI-ONNAIRE S	RESPONSE FROM TOURISTS	RESPONSE FROM NON-TOURISTS	TOURIST	NON-TOURISTS	CUM %
ILORIN	150	102	48	22.7	10.6	33.3
OFFA	100	54	46	12.0	10.2	22.2
JEBBA	100	62	38	13.8	8.4	22.2
OMU-ARAN	100	48	52	10.7	11.6	22.3
TOTAL	450	266	184	59.2%	40.8	100.0

Author's Compilation, 2000.

Table 3: Tourism-Related Facilities that are demanded by Respondents in Some Study Areas of Kwara State.

	Items	Ilorin and Environs	Offa Areas	Jebba Areas	Omu-Aran Areas	Total
1	Public Park and Gardens.	58.4	40.7	35.5	30.0	154.7
2	Community Centres	65.5	60.5	27.7	28.6	182.3
3	Road-side walk-ways/walk-free ways	83.3	45.5	30.6	41.6	201.0
4	Sport Halls	60.5	35.8	21.2	28.9	146.4
5	Cycle ways/Ring Roads.	19.4	35.0	28.9	35.1	118.4
6	Libraries	35.6	27.0	41.5	60.4	164.5
7	Theatres and Cinema Halls	44.2	29.9	36.5	19.4	130.0
8	Swimming Pools	81.5	30.3	35.4	68.3	215.5
9	Museum/Galleries	60.0	71.4	11.8	18.6	161.8
10	Dance Hall	54.0	45.5	28.6	32.5	160.6
11	Open Space	55.4	38.2	42.2	29.9	165.7
12	Recreation Clubs'	30.8	54.4	68.5	51.5	205.2
	Total	648.6	514.2	408.4	444.8	2016.1

Author's Survey, 2000.

Results and Discussions

(a) Results

This research work focuses on the tourism planning in some selected areas having notable potentials for the development of tourism industry in Kwara State. These include Ilorin, Offa, Jebba and Omu-Aran areas of Kwara State (see Table 3). The field survey

carried out revealed that by degrees of their relative needs, 83 respondents (or 41%) of total requests in Ilorin environs) focused on attractive walk-free ways/Road side walk-ways as in advanced countries' cities of the world. At Offa, 71 respondents (or 44.8% of total respondents demanded for Community Centres and Museums/Galleries as their main priority in order to enhance tourism in their areas. In all the study areas, more than 10% of the respondents, especially the youths, favoured proper development of infrastructural facilities like, recreational clubs and swimming pools. These, they believed, would not only bring youths together but also served as source of income to the state through patronage of tourist sites in their areas.

At Omu-Aran and environs, 19 (or 11%) of total respondents demanded for archives' centers, where chroniclers, analysts, diarists, historians, biographers and antiquarians would have enough access to data collection and not only for Nigerians but other people all over the world. From the same result, 42 (or 25%) of total respondents from Jebba areas demanded for the development of Libraries/Archives since their services could enhance learning by all and sundry.

(b) Discussion

(i) The importance of tourism planning

It is necessary to plan for tourism development in Kwara State in order to enhance and preserve its resources, which are scattered in the State. To achieve this, there is the need to adopt planning process to be able to develop the industry in Kwara State. Therefore, tourism areas in the state must have either certain features or broad based activities, which shall arouse interests and motivate people to pay visits to the tourist attractions in the state. In order to achieve this, the following steps are the essential ingredients for proper planning process:

Background Analysis such as:

- (i) Natural features
- (ii) Histo-cultural features
- (iii) Tourism facilities and services
- (iv) Infrastructure on the land
- (v) Human resources (skilled and unskilled)

(vi) Land-use system.

Categorisation of tourism resources components viz:-

- (i) Modes of transportation.
- (ii) Volumes and pattern of visits per season (month/year)
- (iii) Geographical origin and destination.
- (iv) Tourism demography – age, sex, peculiar diseases to show the condition of a community to visit etc.
- (v) Market segments i.e. package tour, excursions
- (vi) Car hire services and so forth
- (vii) Length of stay or duration
- (viii) Usage of facilities on the ground

If all the above components are put together and used as a model in any of the study areas, no doubt, tourism development in Kwara State would be worthy of emulation by other States of the Federation.

(ii) Constraints on Tourism Planning

A lot of constraints are noted during the course of this work, and in a broad sense, notably, a lot of difficulties are posed where tourism is unplanned or ill-planned in any environment. Firstly, it is noted that there is paucity of data on tourism, and where data are available, there is shortage of trained personnel to man the data pool at local and state levels.

Other constraints include low patronage by the masses (Kwarans) to tourist centres.

Other dangers that tourism planning may face, if not well planned, are social hazards, health problems, spoilage of the environment, boom-bust cycle and the danger of enclavism, as well as demonstration effect, and poor image creation and so forth (Aliyu, 1998).

(iii) The Need for Tourism Planning in Kwara State

It is noted through many visits to some local government areas in Kwara State, that some local governments have shown keen interest in tourism industry. For example, Ilorin East Local Government authority had one time sent some officers to Kano (Bagauda Lake Hotels) where the tourism school is located, and this is to promote the industry in the local government area of the state. However, many local government areas are yet to pay adequate attention to the promotion of tourism in their areas.

The question to ask, therefore, is "why do we need to

develop tourism planning in Kwara State? The answer to this is not far fetched. A considerable debate exists nowadays over the nature and extent of the impact tourism development may have on host communities (UNESCO, 1976). Tourism is no longer seen as only unreservedly beneficial, costs, as well as benefits, are now attributed to its development, (Young, 1973; Bryden, 1973). Tourism, as an integral part or specific sector of the general plan of economic development can only prosper within the context of the country's progress, even though it calls for its own particular policy. Hence, co-ordination between tourism planning and the general plan must be based on co-ordination of effect in all the sectors concerned. According to Foras (1973), "planning is the forecasting of the future needs". Planning is extremely a simple concept; it consists basically of a decision (today) on where the government or an organisation wants to be tomorrow and the selection of means and actions that will get it there. The planning of tourism of the national, state or Local Government level must be regarded as integral and therefore co-ordinated as a part of the country's general economic and social planning. Tourism is an emerging socio-economic activity in the present day global economy. There is, therefore, the need to plan for its development in Kwara State in general. The state, without doubt, is endowed with a lot of historical relics and attractive areas. These areas consist of certain features and resources which, if developed, can easily motivate visitors to visit the State's attractive centres. On the whole, therefore, Kwara State is generally acknowledged as the heart of tourism in Nigeria because of the variety, quality and potentialities of its tourist attractions. These attractions include both natural land-scape features, historic monuments and relics, fascinating sceneries a galaxy of cultural festivals, comfortable tourism accommodation facilities, and a warm and hospitality reception accorded by Kwarans to their visitors.

(iv) Roles of Private and Public Sectors in Tourism Development

The round peg must be put in the round hole. Thus, the private sector owes it as a duty to play a supportive role to

complement public sector's efforts and be very active in the tourism development areas like, holiday villages, recreational parks, festivals/cultural revival, transport, accommodation, promotion of package-tours and promotional materials in their areas of choice. The public sector, state or local government authorities too should not monopolise the development of tourism. In order to make planning of tourism possible in the state, there is need to specify aims for planning tourism development to include the following:

- To define short and long term objective, policies implementation procedures for developing tourism.

- To co-ordinate and control spontaneous development.

- To give suitable incentives to private sectors who are complementing the states' efforts in order to provide tourist facilities where necessary.

- To maximise socio-economic benefits (of investment and operation) through efficient planning, education, advertisement, and technical services to be developed.

- To guarantee that the sites chosen for tourist development are not occupied by other economic activities.

- To attract international finance and technical assistance towards tourism development and environmental preservation (Aliyu, 1998).

Conclusion

Tourism industry, in all its ramifications, is promising and richer than the petroleum sector. This is a popular belief among scholars, tourists, students and governments in Nigeria. Attempts were made to see how the tourism industry was being developed in Kwara State. While a measure of disparity was noticed among different areas or within local government areas, where some local government areas are giving more attention to the development of tourism industry, others are yet to develop an understanding of the industry in their areas. Also, where tourism sectors excelled, the on-the-ground tourist-related facilities were found to be ill planned or poorly maintained. Also, there is state of poor technology, less awareness on the part of the general public and poor implementation of government policies.

Suggestions are put forward as to how a well defined planning can speed up the promotion and development of tourism

in Kwara state. These are effective co-ordination and better tourism programme. Even where development follows the formulation of a plan, the planning process is not complete. As Kahner, (1976) puts it, "...a plan is static and planning must be dynamic". Therefore a well defined planning for tourism in this state is long over due.

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