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AN ASSESSMENT OF NIGERIA'S TOURISM POTENTIALS AND THEIR CONTRIBUTION TO SOCIO-ECONOMIC DEVELOPMENT OF NIGERIA: SPECIAL FOCUS ON KWATARKWASHI HISTORICAL MOUNTAIN

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ABSTRACT

This Paper examines the contribution of Tourism potentials to the economic development of the country with special focus to the relevance of the famous Kwatarkwashi historical mountain. The paper makes a critical analysis of the strengths and weaknesses of the tourism potentials in Nigeria and major factors responsible for its poor performance over the years. It highlighted the position of Zamfara State government in its drive to developing tourism potentials of the state and also examine in critical terms some of the factors that hinders the development of the sector for efficiency. The paper adopted mixed research method of literature review and field interview with a view to ascertaining factual data that may be relevant to this work.

KEYWORDS:

Tourism Potentials, Socio-Economic Development, Kwatarkwashi Historical Mountain.

Introduction

Tourism industry is one of the potential economic sectors which drives the national economic development agenda of many giant nations in the globe. According to the (United Nations 2017), since 1995, the tourism sector has expanded significantly with the number of international tourist arrival in Africa doubling from 24 million in 1995-1998 to 48 million in 2005-2008 and increasing to 56 million in 2011-2014. The sector is competing favorably with other critical economic sectors such as oil, solid mineral and agricultural export economy. (United Nations 2017) provides that, tourism export revenues more than tripled, increased from \$14 billion in 1995-1998 to \$41 billion in 2005-2008 and rising to \$47 billion in 2011-2014. According to same statistics tourism export revenues per arrival increased from an average of \$580 billion in 1995-1998 to \$850 in 2005-2008 and remained unchanged in 2011-2014.

On the African perspectives however, tourism has continue to play the leading role in the development of the continent's economic development agenda. According to the (United Nations 2017), Africa's tourism sector has shown strong growth, doubling from 6 percent in 1995-1998 to 13% in 2005-2008 but with more volatility following the global financial crises (2008/2009). Tourism export revenues peaked in 2012 and also appear to be more resilient to shock than any other financial flows such as foreign direct investment or remittances.

According to the statistics, between 2011-2014 the highest number of international tourist arrivals was recorded in Egypt (9.9 million), Morocco (9.8 million), South Africa (9.2 million) and Tunisia (6.8 million). These four countries accounted for 64 percent of all international tourists arrivals in Africa in 2011-2014 (United Nations 2017). In terms of the contribution of tourism to the economic development of the African continent, evidences have shown that, as at 2016 the sector's direct and indirect contribution to the continent's GDP had increased to \$73 billion and is forecast to rise to \$121 billion by 2026 and in terms of growth, the annual average rate of growth to tourism direct contribution to real GDP was 2.6 percent in 2011-2015.

Despite this giant step of growing the tourism industry in Africa, Nigeria's story is a sad one especially with the sector performing as low as it has performed in some countries like, Republic of Niger, Benin, Kenya and Angola. The contribution of the tourism to the GDP of Nigeria is as small as 2% in 2014 despite the increasing

IJETRM

International Journal of Engineering Technology Research & Management

calls for diversification of the economic indicators to strengthen national development. As argued by (Henry 2014), the contribution of tourism to Nigeria's GDP from government revenues generated via levies on the hospitality sector (which includes registration and other charges) is put at 1.149 million in 2004 while in 2009 100 million is generated. The tourism industry in Nigeria contributed the sum of N1.232 billion in 2011.

Tourism industry in Nigeria can be more effective and reliable than the oil industry if the government is more alive to developing the sector. As at now, the potentials are not only utilized but heavily under-tapped due to multiple factors principals among them is growing insecurity and poor funding by the government. States Like Plateau, Bauchi, Cross River, Akwa Ibom and Zamfara with these abundant tourism potentials in Nigeria are not supported by the government at the center to develop them to the international standard while even those attractions owned and managed by the Federal government are completely neglected.

In Zamfara state for instance, there are over 20 tourist attractions which can earned the state more than N30 billion per annum if the government is ready to making them attractive for the local and international tourists. One of these tourist attractions is the famous Kwatarkwashi Mountain. The mountain which is located in Kwatarkwashi district of Zamfara State is one of the longest mountains in West Africa. The mountain during pre-Islamic period is considered to be the site of "Iskoki" (Spirit). History has shown that, a powerful spirit was said to have resided on the mountain which finally attracted some hunters to visits the place from time to time leading to the establishment of Kwatarkwashi Town. Even presently record has shown that, there are significant number of wild animals such as eagles, monkey, tiger and other ruminant animals residing in the different caves located within the mountain. There are also evidences of some art works exhibited to demonstrate the unique nature of how the ancient city of Kwatarkwashi looks like in the 17th and 18th centuries while the popular annual display of "eagle catch" which was inherited by the people is maintained till around late 70s (Babangida 2019). Estimate has shown that, if the government can secure the mountain and develop it to the international standard, it can secure direct and indirect contribution of about N1.5 billion naira to the country's economy.

This very historical mountain has not only being under-utilized but abandoned in the hand of the local people and sometimes history students from University and Colleges who visited the place for purpose of excursion and site visit only.

The objective of this paper is to bring to the public attention variety of potentials that are hidden in the Kwatarkwashi mountain and its historical development from the ancient time to the present and also explained the extent of its neglect to the under-development of the tourism industry in Zamfara state and Nigeria as a whole. The paper adopted mixed methodology of literature review and purposive interview to enable the writer access information that will be of immense help to the work.

An Over-view of Nigeria's Tourism Potentials

World Trade Organization in 2014 argued that, Tourism and Hospitality industry is one of the greatest but under invested assets with market worth \$50 billion but has \$203.7 billion of un-tapped potentials which represent four times the current level (Dakare 2017). As for the number of tourists investors for Africa WTO noted that, there will be 77.3 million visitors in Africa by the year 2020. This represents an annual growth rate of 5.5% over the decade which is above the global growth rate of 4.1% (Dakare 2017).

Tourism provides an alternative to life hence developed and developing nations are counting on to the tourism to securing reliable alternative sources of export revenue to develop infrastructures and ensure economic stability among people. The contribution of tourism to the economic development of the developing nations like Nigeria is enormous hence, it is the only economic industry that accommodated much of the skills and un-skilled labour as well as guaranty stable employment opportunity to the citizens. As argued by (Dakare 2017), tourism industry is one of the sustainable labour intensive industries which engages both skills and un-skilled labour with potentials of creating more jobs per unit of investment than the oil industry. Beyond that, if handled properly, tourism industry has the potentials of protecting the ecosystem, natural environment and historical artifacts. As to the states and local government levels, tourism provides sources of incomes to both the government and people as well as increases or boost taxation hence tourist visitors are liable to paying get-pass and levies.

Nigeria's tourism environment in particular is one of the most favourable and attractive for tourist visitors from any parts of the globe. It has one of the most favourable climatic weather, with good vegetation, quality airspace as well as friendly culture and people. Evidently however, the nature of the tourism potentials available in Nigeria is supposed to make the country one of the leading tourist's attractive states in Africa. But because these potentials are under-tapped, the country is performing as low as poor countries like Republic of Nigeria, Benin, Togo and even Gambia (Sulaiman 2019).

The tourism potentials of Nigeria are so attractive that, they can be made to compete with other tourists attractions around the globe. Few among the attractions that are of strategic importance to mention in this paper include: Tinapa business tourism resort at Calabar, Cross River National Park, Afikpo Caves, the slaves routes at both Cross River and Akwa Ibom States, river cruising and sea sports fishing from Calabar, Obudu Ranch Resort Akwa Ibom, Golf and leisure resort and Trail of Mary Slessor activities (Tourism Master Plan 2006)

Unfortunately for Nigeria these vast potentials of tourism are not properly tapped for reasons of lack of seriousness from the part of the government as well as policy neglect. (Dakare 2017) argued, Nigerian tourism industry is under-performing due to lack of planning, inadequate infrastructure and growing insecurity. States like Plateau, Bauchi, Lagos etc have all lost tourists appeal as a result of insecurity and inadequate infrastructure with tourism assets lying under invested and wasted. Not only these challenges, (Asabe 2018) argued on the other hand that, Nigerian tourism industry is under performing because of poor transport services by roads, air and sea, kidnapping for ransoms and religious extremism popularized by the Boko Haram terrorists.

Not only international tourists, even the indigenous people of Nigeria are not interested in developing tourism by themselves because of the poor conditions of things as highlighted earlier. (Dakare 2017) argued further, even those privilege Nigerians who takes annual holidays prefer travelling abroad for vacation than doing it in Nigeria. A National patronage survey conducted in 2014 reveals that less than 20% of Nigerians who spent their holiday abroad had visited the Obudu Cattle Ranch or the Yankari Game Village while more than 50% of the regular visitors to these resorts are foreigners.

Using several indicators, Nigeria's performance in the development of tourism sector is very weak and meaningfully insufficient to support the nation's alternative revenue drive. The contribution of tourism to Nigeria's gross domestic product GDP is per below several other under-developed and developing countries in Africa. Tourism contributed par meaningfully to the economy of countries like Gamiba, Morocco, Tunisia and even Namibia. Generally, the contribution of tourism to Nigeria's GDP is 5% lower than the Africa's average, this is as demonstrated in the table below

Table 1: Tourism's Total Contribution to GDP in Selected African Countries

S/No	Countries	2014 % Share GDP
1	Gambia	21.8
2	Morocco	18.7
3	Tunisia	15.2
4	Namibia	14.8
5	Tanzania	12.9
6	Egypt	12.6
7	Kenya	12.1
8	Senegal	11.6
9	South Africa	9.5

IJETRM

International Journal of Engineering Technology Research & Management

10	Nigeria	3.2
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Source: Compiled by the Author from World Travel and Tourism Council (WTTC 2014)

Because of the poor performance of the tourism industry in Nigeria, the country is also the least among the ten top performing countries in Africa in terms of creating job and employment opportunities. This evident because even countries like Namibia, Gambia, Morocco and Tunisia are per on top of Nigeria with an average of 19.4, 18.7, 16.7 and 13.8 as against 2.8 for Nigeria. This is evident as demonstrated below:

Table 2: Tourism Contribution to Aggregate Employment in Selected African Countries

S/No	Countries	2014 %Share GDP
1	Namibia	19.4
2	Gambia	18.7
3	Morocco	16.7
4	Tunisia	13.8
5	Egypt	11.5
6	Tanzania	11.2
7	Kenya	10.6
8	Senegal	10.2
9	South Africa	10.1
	Nigeria	2.8

Source: Compiled by the Author from World Travel and Tourism Council (WTTC 2014)

One of the impacts of tourism industry world over is it attracts capital investment hence there is need for other complimenting facilities required by the tourist visitors. Facilities such as hotels, recreational centers, and sporting spots are all required and world over people privately invested huge capitals to sustain the industry and due to the growing insecurity and policy in consistency, Nigeria has recorded only 5% capital investment to tourism performing below countries like Gambia 8.2%, Tanzania 6.7%, Morocco and Kenya with 5.4% each. This is as demonstrated in the table below;

Table 3: Estimated Tourism's Contribution to Capital Investment 2014-2024

S/No	Countries	2014 -2024% Growth PA
1	Gambia	8.2
2	Tanzania	6.7
3	Morocco	5.4
4	Kenya	5.4
5	Nigeria	5.1

6	Senegal	3.8
7	Namibia	3.5
8	Egypt	2.9
9	Tunisia	1.2
10	South Africa	1.8

Source: Compiled by the Author from World Travel and Tourism Council (WTTC 2014)

Assessment of the Potentials of Kwatarkwashi Historical Mountain

Kwatarkwashi Mountain is located in an area called “Kwatarkwashi” presently an emirate council in Zamfara state. The mountain was named after the town which is along Gusau-Zaria express way. The mountain is also located 12 kilometers from Gusau the Zamfara State capital. The mountain is magnificent that many stakeholders in the tourism industry are clamoring for its profiling in the world record of the list of heritage sites because of its height, length and beautiful natural views. History has shown that, there is no exact estimation of its height and length even as explorers who visited the mountain centuries ago do not provided the estimation (Babangida 2019).

History has also shown that, the founder of the Kwatarkwashi town one “Abu Kwatashi” who is believed to be a member of the royal family from Katsina traced the present location of the town very habitable to reside along with other migrants because of the presence of the mountain (Sulaiman 2019). It was also attested that, over five hundred years after the town of Kwatarkwashi was founded, no city including Katsina could be able to attack or invade it because the mountain has provided strategic security cover to the warriors of the town who takes advantage of the hidden caves to defeat the invaders (Sulaiman 2019).

Forty years before now, it is historically confirmed by the residents of the town that, there are unquantifiable number of wild animals strategically residing within the mountain. They include hyenas, lions, and monkeys among others (Sulaiman 2019). The wild animals were basically used for security and also annual traditional festivals. Another account has it that, the residents make use of the wild animals or parts of their bodies for rituals.

Away from the history, Kwatarkwashi Mountain is strategically important destination for the tourists because of some essential features that makes it attractive for the tourist visitors. In the first instance, the mountain has an attractive structural shape which is catchy to any visitor. Its structure beautifies the small town of Kwatarkwashi especially in the early morning hours before the sunrises. In the evening also, Kwatarkwashi town wears a very befitting look as the mountain cloudily shines with houses and others structures adapting to the shiny weather.

Miraculously however, the mountain has some historic caves hidden in to it which according to historical facts, some of these caves contain fresh waters that are used by some residents for ritual and medication purposes (Babangida 2019). In another account (Kabiru 2019) argued, there is one of the caves that has a trekking distance of about 2.8 kilometers deep inside the mountain (Babangida 2019).

Another annual traditional festival which characterized the people of Kwatarkwashi is the annual festivity of what they refer to in the traditional Hausa Language as “Kamun Maiki” (eagle-catch). According (Sulaiman 2019), this annual traditional festivity usually occurred when youths in their hundreds assembled on the mountain and strategically planned for the eagle-catch display. ‘they normally climbed on top of the mountain and developed various strategies and skills to catch the eagle. Those lucky among them normally tracked the eagle with the rope and tight it systemically and drove down the mountain. Every eagle catch is usually slaughtered and most a time the successful person(s) are coroneted with the title of the hero of the year’. This annual traditional festival of the Kwatarkwashi people attracted hundreds of people from within and outside the state who spent nights to witness the festivity. But in the word of (Sulaiman 2019) for close to forty years this

activity has been put to death hence traditional annual festivity of eagle-catch is no longer taking place in Kwatarkwashi”.

There are also presence of some art works developed to showcase the visuals of the past rulers heroes and heroines who played one significant role or the other in the development of ancient Kwatarkwashi town. These cultural artifacts and arts works are akin to the historic town of Kwatarkwashi as one of the most powerful town along the axis of Katsina and Zamfara kingdoms since 15th century. Though there is no designated places sacrifice for the display of these art works, the features symbolizes the works and existence of great men and women who made the town of Kwatarkwashi and famous mountain very popular in the history of the Hausaland (Kabir 2019)

The Challenges peculiar to Tourism Development in Zamfara

It is a common consensus among experts in the tourism industry that, the sector will continue to play lesser role in supporting the economic diversification of Nigeria if urgent actions are not taken to address critical challenges that hampers its development (Yari 2019). Major among these challenges include, poor budgetary funding, insecurity, infrastructural decay especially lack of access roads that links visitors to some of these tourists attractions in Zamfara as well strong image laundering (Yari 2019).

One of the most critical problems affecting tourism development in Nigeria is poor or inadequate funding by the government. This according to the experts is a clear demonstration of government’s lack of interest in strengthening tourism as viable alternative sources of funding. (Bayode 2003) argued, culture and tourism ministry is dormant and except for payment of salaries that is not regular sometimes, no capital project is ever being embarked upon because of paucity of funds.

In the case of Zamfara State however, very small amount of money is budgeted year-in-year-out to the tourism sector and to say the worst, not a single naira is released for the implementation of the capital component of the tourism budget. As argued by (Dahiru 2019) not even the money appropriated that is essentials if you look at the activities that are targeted by the government in its budget, you will realize that, nothing has demonstrated government commitment in making tourism a viable sector for the state. To add in to the argument, (Anka 2017) argued, the three years budget of the tourism ministry in Zamfara is a clear demonstration of government’s lack of seriousness to reviving the state tourism potentials. This is as demonstrated in the table below:

Table 4: Budget of Zamfara State Ministry of Culture and Tourism for the years 2015/2016/2017

Activity	2015		2016		2017	
	Approved	Actual	Approved	Actual	Approved	Actual
History Bureau	N20,000,000	0	20,000,000	0	20,000,000	0
Monuments	Tentative	0	Tentative	0	30,000,000	0
Zonal Museum	Tentative	0	Tentative	0	Tentative	0
Shelves & Showcases	N5,000,000	0	10,000,000	0	10,000,000	0
ZamfaraGallery @ AH	N5,000,000	0	5,000,000	0	5,000,000	0
Archeological Excav.	N15,000,000	0	Tentative	0	30,000,000	0
Historical Books & AM	N10,000,000	0	10,000,000	0	10,000,000	0
Archival Materials	N5,000,000	0	5,000,000	0	5,000,000	0
Zamfara History Project	N10,000,000	0	Tentative	0	20,000,000	0
4 Yrs Tourism Master Plan	Tentative	0	Tentative	0	Tentative	0

IJETRM

International Journal of Engineering Technology Research & Management

Eco Tourism Center	Tentative	0	Tentative	0	Tentative	0
Cultural Center Complex	Tentative	0	Tentative	0	Tentative	0
City Square	N10,000,000	0	10,000,000	0	500,000,000	0

Sources: ARDP Zamfara State Capital Budgets 2015, 2016 and 2017

Another critical challenge facing tourism industry in Zamfara is in-security. Since 2011, Zamfara state has been battling with series of social conflict including cattle rustling, armed banditry and human abduction. This negative development in the opinion of (Dahiru 2019) has scared away tourists and investors from visiting Zamfara state. From 2011 to date, not fewer than 3000 people were killed by the bandit's activities across the fourteen local government areas of the state. This is beside hundreds of thousands of houses and places of worships that were burnt ablaze by these bandits. Beyond the killings and destruction of properties, over 1000 people across the fourteen local government areas of Zamfara state have been kidnapped for ransom. As argued by (Anka 2017), no reasonable human being not even a white man from Europe and not an Arab from the middle east can think of visiting Zamfara state in the name of tourism with the global outcry on the number of people being abducted on the daily basis in Zamfara State.

Table 5: Some Recorded Cases of Human Kidnapping and Abduction in Zamfara State in 2018

S/No	Date	Incident(s)	Status
1	March 27 th 2018	2 Persons were kidnapped at Maradun	Released
2	Marc 30 th 2018	3 persons were kidnapped including a married woman at Kaura	Released
3	3 rd April 2018	6 people kidnapped in two villages of Zurmi local government including an 11 year old girl	Released
4	6 th April 2018	Over 10 People including the children of the Federal House of Rep member have been kidnapped at Gora Maradun	Released
5	10 th April 2018	A lecturer from the State College of Education was kidnapped on his way to Anka local government.	Released
6	17 th April 2018	Two women and six adult were aducated at Dankurmi and Magami Maru Local government	Not yet established
7	22 nd April 2018	Three blood relations were kidnapped along Birnin Magaji-Kaura Namoda road	Released
8	29 th April 2018	Four people including a married woman were kidnapped in Mashema and Rukudawa areas of Zurmi Local government	Not yet established
9	4 th May 2018	Two people were kidnapped along Kurar-Mota-Kango road in Bungudu local government	Not yet established
10	8 th May 2018	Two travelers were abducted along Bakura-Bimasa Road	Released

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11	11 th May 2018	Four people including two allies of the APC Zonal Vice Chairman of the Zamfara East were kidnapped	Released
12	12 th May 2018	A married and her two daughters were kidnapped in Kaura-Namoda	Released
13	15 th May 2018	3 women were kidnapped in two villages near Sabon Birni in Anka Locak government	Not yet established
14	22 nd May 2018	A lady and a student were kidnapped at Damba Hosuing Estate in Gusau	Released
15	25 th May 2018	Two people were kidnapped in Kaya area and Gidan Goga of Maradun area of Zamfara state	Released
16	27 th May 2018	A business man in Gummi was kidnapped	Released
17	27 th May 2018	The wife and children of the serving Commissioner of Zamfara state Ministry of Youth was kidnapped	Not yet established
18	29 th May 2018	Two households were kidnapped in Kaura and Kasuwar Daji areas of Kaura-Namoda Local government	Released
19	6 th June 2018	Six people were kidnapped along Dashi, Kura, Karazau	Not fully established
20	9 th June 2018	Three men were kidnapped along Kucheri-Kunchin Kalgo road in Tsafe local government area	Not yet established
	2 rd June 2018	Four people were kidnapped in Kwashabawa area of Zurmi Local government	Released
	9 th June 2018	Three persons including a Pregnant woman were kidnapped along Ajja Forest in Birnin Magaji Local government area of Zamfara	Released
	11 th May 2018	Six People were kidnapped along Faru village of Maradun Local Government	Not yet established
	29 th June 2018	Four People were kidnapped at Galadi Village in Shinkafi Local government area	Released
	6 th July 2018	Three People were abducted at Kunchin Kalgo Village in Tsafe Local government	Not fully established
	10 th July 2018	Five women were abducted at Kungurmi Village	Not yet established
	10 th July 2018	Nine people including three children and a woman were abducted along Mashema Village in Zurmi Local Government	Released
	11 th July 2018	Three persons were abducted at Gidan Goga village in Maradun Local government	Not yet established

	11 th July 2018	Two persons were abducted at Gidan Dutsi	Not yet established
	14 th July 2018	Five persona were abducted along Kungurki-Kaura namoda area	Not fully established
	15 th July 2018	Ten persons were abducted at Kwashabawa area	Not yet established
	19 th July 2018	Three persons were abducted at Gidan Goga village in Maradun Local government	Not yet established
	26 th July 2018	Four people were kidnapped at Rukudawa area of Zurmi Local government area of Zamfara	Not yet established
	26 th July 2018	Five persona were abducted at Dankurmi Village of Maru Local government area of Zamfara	Not fully established
	30 th July 2018	Two people have been reported kidnapped along Damaga Village in Maradun Local government area of the state	Not yet established

Anas Sani Anka: International Journal of Advance Research 2018

In ability of the state to domesticate the 2006 Nigerian Tourism Development Master Plan to address the state peculiarity on mandate, policy thrust, institutional framework, funding among others has continue to make tourism development non-directional. As argued by (Sualiman 2019) with abundant tourism attractions, the state supposed to have Tourism Development Master Plan which serve as a guide for its operational management of the industry. Though even at the National level, the level of compliance with the 2006 National Tourism Development Master Plan is very low, but at least the state need to have its own policy guide so that it can leverage on the policy guides to articulate more options for sustaining tourism as

Lack of State Tourism Board is another challenges facing tourism development in Zamfara state. The 1992 National Tourism Act provided that, all the thirty six states in the Federal Republic of Nigeria are required to have a State Tourism Board. And by that act each state tourism board has the responsibility of assisting the NTDC in the development and promotion of tourism in its entirety to the development of the entire federation of Nigeria. The act also provides that, each local government area across the thirty six states of Nigeria shall also establish for themselves statutorily "local government tourism committee (LGT Committee) which has the responsibility of recommending to the NTDC and State Tourism Board a tourism project for integration in to the list of the Nigeria's tourism attractions,

Majority of the tourism centers in Zamfara are basically not known even to the state indigenes hence there is no concerted effort by the government to make them known to the people through effective public and media enlightenment. Though tourism department has been domiciled under the Ministry of Culture and Tourism, the funding of the ministry as indicated earlier in this essay is absolutely very poor making it difficult for the ministry to prioritize tourism as revenue adventure.

Another challenge is government lack of concern to actively engage private sector in tourism development. Though this challenge is not peculiar to Zamfara state alone, states are at liberty to seek for the active participation of the private investors in developing these tourism centers. In the views of (Yayale 2019), several private investors developed interest in partnering with the Kalale animal ranch, Kwatarkwashi Mountain and several other tourism centers in order to revive them for international tourist attractions. Various administrations since 1999 were so reluctant in fulfilling the partnership agreement with these investors for reason not very clear to the citizens and stakeholders. (Sulaiman 2019) on the other hand argued, at least three private investors have developed interest to making Kwatarkwashi Mountain one of the best tourism site in Nigeria but the previous administrations at a different points were so relaxed in making the partnership a reality.

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Way Forward

To change the old story of poor performance of tourism sector in Zamfara State, government needed to take the following urgent steps

- i) Set up a committee for the drafting of directional State Tourism Development Master Plan so that it can provide a multi-directional way for the government to understanding the factual tourism attractions and their unique potentials.
- ii) Government should prepare a legislative bill seeking for the establishment of Zamfara State Tourism Development Board and confer on it the power to revive and make tourism industry in Zamfara very vibrant in terms of revenue generation and employment opportunities.
- iii) Government should ensure adequate funding of the tourism sector through its annual statutory budget so that these tourism sites can be revived for effective utilization
- iv) Government should also develop strategic document that will create more windows for the private sector to participate in the development of tourism in Zamfara state
- v) Government should also improve its strategies in ensuring that, the insecurity affecting the state is managed to the minimal level that will give comfort to the tourists visitors.

Conclusion

From the discussion so far, it is established in a very clear terms that, tourism industry which is one of the most potential industry that is supposed to drive the revenue drive of developed and developing countries in the globe is grossly under-utilized making it one of the poorest performing industry that contribute very minimal to the nation's gross domestic product as well employment opportunities. Zamfara state on the other despites it huge tourism potentials has also neglected its role in reviving its tourism attractions like the famous Kwatarkwashi Mountain which should have serve as its huge sources of revenue apart from the monthly Federal Allocation. The poor funding, and lack of clear policies and master plan on tourism which contribute to the collapse of the tourism sector in Zamfara can be revived if government can be realistic in redesigning its policy direction toward reviving tourism as one its priority sectors.

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IJETRM

International Journal of Engineering Technology Research & Management

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