

Community Development and Tourism: A Socio-economic Analysis of Tourism Impacts in Bauchi

Elochukwu A. Nwankwo

Department of Archaeology and Tourism, University of Nigeria, Nsukka

E-mail: elochukwu.nwankwo@unn.edu.ng

Phone number: 08037558675

Matthias U. Agboeze

Department of Adult Education and Extra-Mural Studies, University of Nigeria, Nsukka

E-mail: matthias.agboeze@unn.edu.ng

Phone number: 08065127050

Abstract

Community development and tourism have been functioning as amongst global perfect merge for economic and general development of communities. Tourism over the years has distinguished itself as one of the major tools for income generation and poverty alleviation in both rural and urban areas in developing nations like Nigeria. Participation in tourism-related economic activities contributes immensely in the community development of localities or places. Hence, the central aim of community development is to positively affect lives and standard of living of a people. Localities with equitable tourism potentials stand a better chance in maximizing the contributions of tourism to their economic lives by actively initiating and participating in various tourism businesses; small and large scale businesses. This paper surveyed Bauchi town in Nigeria, with the above premise in mind and ended up studying the economic impacts of tourism on community development in Bauchi, degree of participation by the community and the role of the community towards tourism development in the area. At the end, it was discovered that tourism related businesses dominates economic related businesses in the area, virtually all social classes of people in Bauchi participate in one or more tourism-related businesses and finally, active participation of the community aid the development and sustenance of tourism in the area.

Keywords: Community Development, Tourism, Economy, Impact.

Introduction:

Development can be seen as "...the general improvement in economic, social and political conditions of the whole society in terms of reduction or elimination of poverty... and unemployment within the context of a growing economy" (Openjuru, 2004:11). Community development is "a process of enriching the social, economic, political and educational life of a geographically demarcated area often through the process of actions, community education and development education" (Javis, 1990; in Imhabekhai, 2009: 3). "Community development has been a veritable tool in the process of national development" (Abiona, 2009:11). Anyanwu (1992) was of the view that community development initiates a change for better living in a community. He furthered by saying that such change should be deliberate and induced through community efforts. "A nation can have high rate of investment and external reserve while a majority of the people in the nation suffer from poverty. It therefore, means that there could be quantitative changes in investment and Gross National Product (GNP) while the people are poor" (Abiona, 2009:9). Community development "...underscores the new 'multiple' approach by which a complex of experts jointly seek to tackle a variety of problems or provide a variety of services- education, recreation, medical etc.- to meet with some of the emerging problems caused by dynamic economic system of the community" (Ezeh, 1999 :17)

"The problem of developing ...communities is now of major concern in the development planning of developing countries" (Anyanwu, 1992, 21). The search for economic reliance of dwindling economy has continued through time. Nations seek for reliable economic base for their economies on a progressive and sustainable scale. Tourism has been observed as one of the viable economic sectors that have the needed muscle to carry a nation's economy out of the poverty pit (Liu, Sheldon and Var, 1987). Cooper, Fletcher, Fyall, Gilbert, and Wanhil (2005) noted that tourism generates millions of jobs on yearly basis and by so doing minimizing the unemployment level. It was equally observed that "tourism, the world's largest industry, has the ability to harness its power in the developed world and became a force for poverty reduction and aid in the development process in developing economies, while being respectful to the customs, cultures and environment of the local communities" (Kennedy & Dornan, 2009;183). Tourism aids community and regional development by way of generating supply of needed revenue and foreign exchange through tourists' visitations to tourist destinations (Dickenson *et al*, 1996; Kennedy & Dornan, 2009). Tourism responds to the standard of living of a people via income generation and distribution (Agboeze & Nwankwo, 2013). "Tourism has become the mainstay of the local economy and it is integrated closely with the other components of local development planning that the

community has identified, which include agriculture, research and cultural preservation” (Harris, 2009:128). It was also observed that “in the latest decade, tourism has arisen as an innovative development tool for the developing world” (Zhao, 2009:169).

However, many governments and private sectors have geared efforts towards investing in tourism due to its role in poverty alleviation. This is evident in the Pro-Poor Tourism (PPT) programme, STEP programme (Sustainable Tourism-Alleviating Poverty) by the United Nations World Tourism Organisation (UNWTO), including wide range of both regional and local initiatives. It was also observed that tourism-based approach to poverty alleviation has generated intense interest from various governments and development organizations, through various policy formulations (Scheyvens, 2007). For instance, Hawking and Mann (2007) noted that the World Bank has significantly increased its support to tourism related projects since 2000. The Asian Development Bank (ADB) is equally involved significantly in ensuring development through tourism by investing hugely in tourism projects in Mekong Sub-region (ADB, 2004). Besides, the United Nations World Tourism Organisation (UNWTO) has worked closely with various organized institutions towards investing in the needs of small and micro businesses. The PPT (Pro-Poor Tourism) assistance has also been enhancing tourism development and poverty alleviation. It is also of great importance to ensure amiable integration of the private sector establishments to this regard due to its domineering role in the micro business of various rural areas. This will equally ensure a holistic planning system (Harrison & Schipni, 2007; Spenceley & Goodwin, 2007).

Haris (2009) also observed that tourism is making much impact on the economy of Bario. He noted that the community combined effectively with various tourism managements to harness the economic implications of tourism. The study looked at the various typologies of tourism in Bario and their economic implications (Haris, 2009). The research also found out that pro-poor tourism and its economic impacts cannot be fully achieved without the combined efforts of the community, tourism managements, the private sector, the government and tourists (Suntikul, Baver, & Song, 2009). The United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) noted that planners and policy-makers in tourism must define the task of poverty alleviation through income levels above the poverty line for the greater number of the people. This is pertinent because if considered appropriately by policy makers, tourism will aid heavily in poverty alleviation (UNESCAP, 2003; Suntikul, Baver, & Song, 2009). This is indispensable because small tourism business has much direct effect on the lives of the local people through economic emancipation (Zhao, 2009). Previous studies have equally observed that small tourism businesses are faced with number of challenges in the various tourism destinations ranging from shortage of skilled staff, limited access to business expertise, minimal management training and lack of adequate capital resources for the business commencement and sustenance (Ateljevic & Doorne, 2004; Becton & Graetz, 2001; Page, Forber, & Lawton, 1999; Zhao, 2009). Zhao and Ritchie (2007) also noted in their studies that for tourism to empower the economy of the destination, there is need for utmost collaboration and effectiveness of destination competitiveness and local participation. Mowforth & Munt (2003), on the economic viability of pro-poor tourism in the destination area, noted that pro-poor tourism is an interesting idea towards economic sustainability as well as socio-economic, socio-cultural and environmental sustainability.

It is unfortunate that in spite economic relevance of tourism to national, regional and community development, tourism is still neglected in some major economies of the world more especially the developing economies where the role of tourism to nation building is yet to be appreciated and encouraged. Looking at the high rate of unemployment which is having devastating implications to the economies of these developing nations like Nigeria, one would believe that equitable income distribution would aid in alleviating this societal menace called poverty, hence “community development involves conscious acceleration of change in social, economic and technological spheres as well as planned social change in both rural and urban areas” (Imhabekhai, 2009; 5). This motivated this study on the economic impacts of tourism in Bauchi vis-à-vis community development in the area.

The Study Area

Bauchi is the capital city of Bauchi State in Nigeria. Geographically, the state lies between 9.3° and 12.3° north of the Equator, 8.5° and 11° east of the Greenwich Meridian. Bauchi state, as one of the states in the northern Nigeria, is bounded by eight states; Jigawa State, Plateau State and Kano State, to the West; Taraba State, Yobe State and Gombe State, to the North-East; and Kaduna State to the North-West. Bauchi State covers a total land area of 549,260 sq. km. which is about 5.3% of Nigeria’s total land mass (Bauchi State, 2004). “Bauchi state lies generally at an altitude of about 600m above sea level, being part of the central Nigeria high lands and Jos Plateau complex” (Unity Games, 2004;33). Bauchi has two distinctive vegetation zones; the Sudan Savannah and Sahel Savanna. The Sudan Savanna is the type of vegetation covering the southern part of Bauchi state, while the Sahel Savanna is found at the middle of the state as one move from the southern to the northern part of the state. Also the southern part of the state is mountainous as a result of the continuation of the Jos-Plateau, while the northern part is generally sandy (Bauchi State, 2004). Moreover, the kind of vegetation

found above is conditioned by various climatic factors that determine the rate of rainfall received in Bauchi. Bauchi has a kind of rainfall ranging from 1300mm per annum in the south and 700mm per annum in the extreme north. This pattern of rainfall in the area is necessitated by the fact that in the West African sub-region, rains generally comes from the north as they are carried away by the south westerlies. This has led to the progressive dryness towards the north, culminating in the desert condition in the far north (Bauchi State, 2004).

Methodology

Significantly, both qualitative and quantitative methods of research were used which helped in the independence of data collection and subsequent data analysis. Bryman (2006) noted that the combination of qualitative and quantitative methods has been notable in the recent years since it adds to adequate testing among data gotten from both qualitative and quantitative research methods. Research instruments were administered on traders, workers and other benefactors from tourism-generated jobs in the area. One hundred and fifty (150) questionnaires were distributed with only one hundred and seventeen (117) questionnaires returned. Fourteen (14) invalid questionnaires were disqualified, leaving only one hundred and three (103) valid questionnaires for data analysis. Also from the qualitative aspect of the research, sixteen (16) informants were engaged in an individual in-depth interview, including field observation. Frequency distribution and percentages were used in the descriptive and explanatory methods of data analysis.

Findings:

Demographic distribution of people involved in the tourism-generated economic activities in Bauchi.

Table 1: Demographic characteristics of participants in tourism-related economic activities in Bauchi.

<p>Gender Female- 33% Male- 67%</p>	<p>Marital Status Unmarried- 44.7% Married - 55.3%</p>
<p>Level of Education No education- 32.6% Primary education- 35.2% Secondary education- 24.4% Post-secondary education- 7.8%</p>	<p>Age Distribution 15 to 24yr- 10.2% 25 to 34yr- 31.1% 35 to 44yr- 33.6% 45 to 54yr- 4.4% 55 to 64yr- 6.1% 65yr+ - 4.6%</p>

It is very significant at this juncture to discuss the findings on the demographic information as envisaged in Table 1 above, under the following headings; gender, age, marriage, and level of education. Gender wise, while 33% of the respondents were female, 67% were males. That does not mean that majority of males are more in business in Bauchi, but the percentage of females were restricted for religious reasons. Considering the inherent religion (Islam) in the area and respect for ones culture, majority of females could not be accessed. Majority of females are less educated and engage mostly in small scale businesses. Results show that majority (34%) of the respondents involved in tourism-generated economic activities are within age range of 35-44 years. More than a quarter (31%) of the respondents is also within 25-35 years age range. For the others see Table 1. This has shown that the major work force in Bauchi is within the ages of 25-44 which comprises of 64.7% (31.1% + 33.6%) of the total work force in the area. 4.1% of the entire work force are ageing and can not contribute much to the work force of the area. Majority of people in this category do not engage in serious economic activities while some of them who are educated are not at the managerial level of some of the economic activities. This notion is equally applicable to those within the age range of 55-64 who dominates 6.1% of the entire work force in the tourism-related economic activities in Bauchi. Participants ranging from ages 15-24 who occupies 10.2% of the workforce are mostly children who help out their parents, relations and friends in their various economic activities, while some of them are under apprenticeship. Minimal number of them in this category has their own business or working to be paid either salary or wages.

Moreover, marriage wise, the majority of people that are engage in tourism-generated economic activities in Bauchi are married since they dominate 55.3% of the entire population while the unmarried occupies the remaining 44.7%. This is because those who are married are more settled to engage in various economic activities due to the increase family responsibilities. In most cases both husband and wife engage in the joint ownership of some business activities in the area. Considering the level of education, the workforce is distributed as thus; No education- 32.6%, primary education- 35.2 %, secondary education- 24.4% and post-secondary

education-7.8%. This shows that the majority of the people in the tourism-generated economic activities in Bauchi are averagely educated. This majority who engaged in various petty and small-scale businesses in the area did not have any formal education but are endowed with business acumen to thrive in various economic activities. Most of them with no or minimal formal education which possess 67.8% (32.6% + 35.2%), are engaged as casual workers in various tourism-generated economic activities in the state. The diminutive percentage of the participants in tourism-generate economic activities (7.8%), are mostly the highly educated who occupies various managerial positions in tourism-related establishments.

Business Characteristic of the Population

Table 2: Features of the Business.

<u>Business activities:</u>		<u>Nature of participation</u>	
Hotel and related establishments-	15.4%	Self-employed-	38.3%
Fast-food joints-	6.9%	Privately employed-	46.4%
Restaurants-	16.1%	Publicly employed-	15.3%
Bar-	4.2%		
Transportation-	13.3%	<u>Amount on investment (N)</u>	
Hawking-	3.5%	1,000 and below-	29.3%
Tourist sites-	6.7%	1,000 to 10,000-	33.9%
Ministries & Boards-	12.3%	10,000 to 20, 000-	15.7%
Travel Agencies-	4.2%	20,000 to 100,000-	12.3%
Tour Operation-	3.5%	100,000 and above-	8.8%
Others-	4.3%		
<u>Origin of business</u>		<u>Average monthly income (N)</u>	
Start-up-	49.2%	3000 and below-	9.3%
Inherited-	2.8%	1,000 to 5,000-	12.3%
Purchased-	6.4%	6,000 to 10,000-	14.8%
Employed-	41.6%	11,000 to 20,000-	27.3%
		21,000 to 100,000-	19.4%
		100,000 and above-	16.9%
<u>Length of operation</u>		<u>Use of technology</u>	
Less than one year-	9.2%	None-	32.9%
One to five years-	21.6%	Telephone-	25.6%
Six to ten years-	30.9%	Computer-	18.4%
More than ten years-	38.3%	Internet-	10.9%
		Vehicles-	12.2%
<u>Seasonality</u>			
Seasonal-	31.4%		
Non-seasonal-	68.6%		

In Table 2 above, the study considered various degrees of employees that are employed in the tourism-related economic activities in Bauchi. Take for instance, from the tourism-related businesses studied, 15.4% of the total employment was in hotels and similar establishments. These include hotels and related establishments that provide lodging accommodation to guests. Most prominent amongst these hotels is the Zaranda Hotel which has about 185 guest rooms. There are many other hotels including various guest houses like the Police Officers' Mess Guest house, Focus Guest In, etc. These hotels and guest houses provide varying degree of accommodation and comfort in guests to Bauchi, with various levels of income earners given considerable attention. However, Fast-food Joints occupies 6.9% of the total tourism-related businesses considered in the study. The Bar is amongst the least tourism-related economic activities (4.2%) due to the nature of religion and culture of the people which forbid opening of bars along the streets.

The few bars in the area are found at the Army Barracks, Igbo quarters and other secluded environments. Tourism ministries and boards control about 12.3% of the total employees or earners in the tourism-related economic activities in the area. These include various people employed in the Ministry of Culture and Tourism, Nigeria Tourism Development Cooperation (NTDC), State Tourism Board, Local Government Tourism Committees, etc. Moreover, 13.1% of those earners in the tourism-related economic activities include various hawkers or itinerant traders who are involve in mobile business in Bauchi to provide various goods and services to the comfort of guests to Bauchi.

Furthermore, by the origin of the business, the study considered how various degrees of income earners got involved in the tourism-related economic activities in Bauchi. It was gathered that 49.2% of them were the initiators who are initial entrepreneur of their various businesses. 2.8% of them inherited theirs either from parents, relations of friends, who might have started the business originally. 6.4% of these income earners in tourism-related economic activities purchased the business after it must have been initiated and started by someone else. They purchased them and share in the vision of the pioneer owners of the business. 41.6% of these benefactors in the tourism-related economic activities were employees in the various public and private sector establishments that provide tourism-related services in Bauchi.

The study equally x-rayed the time frame each of the employees/earners in tourism related-economic activities, have spent in those economic activities. It was revealed that 9.2% of them have just spent below one year within the period of the study; 21.6% have spent between one-five years, while 30.9% of them have spent between six-ten years in those tourism-related economic activities. Also, 38.9% of them have spent more than ten years in those economic activities. This statistics have shown that majority of those earners/employees in tourism-related economic activities wish to spend more time in those economic activities once started, which indicates the economic viability and sustenance of tourism-related economic activities. This is sacrosanct because the duration is measured in the level of comfort and economic viability based on the economic analysis of business success.

Also, the study considered the nature of participation of each individual in those tourism-related economic activities. To this regard, the study revealed that 38.3% of these employees/income earners are self-employed in their various business endeavors. 46.4% of them are employed in the private sector establishments while 15.3% of them are employees of various levels government ranging from the Federal through the State to the local governments. This finding has shown that the private sector contributes more in the engagement of staff in the tourism-related economic activities in the area. Also most of them are self-employed who also engages others as well to work for them as staff. Such development reacts favourably in the income generation and distribution in the destination.

The study also looked at the amount of investment those participants in the tourism-related economic activities have committed to those activities. To this regard, 29.3% of these income earners mostly hawkers and other small-scale traders, commit less than one thousand Naira (N1,000.00) as capital for their business. Most of them do not have shops or specialized equipments for their businesses. Greater percentage of people, about 33.9%, invested within the range of one thousand to ten thousand Naira (N1,000.00-N10,000.00) as capital for their businesses. Small-scale traders and hawkers are also in this group. They made use of small kiosks or shops along the streets or within the vicinity of various tourist sites. Small percentage of people, 8.8%, needed over one hundred thousand Naira (N100,000.00), for the commencement of their business. These group of people include various large scale traders and owners of various economic activities that demand huge capital investment like building of hotels, guest houses, restaurants, fast-food joints, etc. They made up only 8.8% of the entire population due to their level of capital investment.

In addition, the study surveyed the average income of various employees/earners in the tourism-related economic activities in Bauchi as shown in Table Two. This was necessary since income or profit level is among the major motivators to the sustenance of any economic activity. To this regard, a small percentage of the people, 9.3%, have their average monthly income not more than three thousand Naira (N3,000.00) per month. These include small itinerant traders among others. The greater percentage of the population, 27.3%, earns an average monthly income of not more than twenty thousand Naira (N20,000.00). These include small-scale traders, casual workers, security men in various hotels and other tourism establishments, etc. It is expected that some of them in this group who work with various government establishments would have their income upwardly reviewed due to the new minimum wage in Nigeria which will see the least employee in government establishments earn nothing less than eighteen thousand Naira (N18,000.00) only. Higher earners which is 16.9% of the total population, earn hundred thousand Naira (N100,000.00) and above. This later group include various skilled and experienced workers in hotels, government establishments, various management, etc. some of them in this group performs supervisory roles.

The study equally assessed the level of the use of technology in the various tourism-related economic activities in Bauchi. The greater percentage of the population, 32.9% do not make use of any form of technology in the running of their businesses. These include traders, small-scale traders, casual workers, laborers, etc. They make their earnings without any technological involvement. 25.6% of the population makes use of telephones to facilitate their economic activities, while 18.4% makes use of computers. 10.9% of them like those in hotels, travel agencies, tour operators, etc, make use of the internet in the facilitation of their economic activities. Also 12.2% of them make use of vehicle as well.

Finally, the seasonality of these tourism-related economic activities was also considered by the study. For instance, the available statistics has shown that 31.4% of the entire population has seasonal participation in

those tourism-related economic activities. These groups include laborers, casual workers, etc, who are always contracted when their services are needed and are disengaged afterwards. Also in this group are those small-scale traders or hawkers who trade during special festivals or events. Some of them are seen at the Yankari Park at the site of tourists/visitors, but they are not always seen in the park. In most cases, most of them use these tourism related-economic activities as their second or alternative economic activities. While the greater percentage of the population, 68.6%, are non-seasonal in their participation in those tourism-related economic activities in the area. These groups include government workers, hotel staff, staff and owners of various restaurant shops and fast-food joints, staff of travel agencies and tour operators, road transporters, etc.

Business Involvement

Table 3: *Percentage of business involvement by both the local people and visitors to Bauchi.*

<u>Hotel & related Establishments</u>		<u>Ministries & Boards</u>	
Local people-	43%	local people-	88%
Visitors-	57%	visitors-	12%
<u>Fast-food joints</u>		<u>Travel Agency</u>	
Local people-	61%	local people-	64%
Visitors-	39%	visitors-	36%
<u>Restaurants</u>		<u>Bar</u>	
Local people-	73%	local people-	28%
Visitors-	27%	visitors-	72%
<u>Transportation</u>		<u>Tour Operation</u>	
Local people-	76%	local people-	52%
Visitors-	24%	visitors-	48%
<u>Hawking</u>		<u>Tourist Sites</u>	
Local people-	86%	local people-	75%
Visitors-	14%	visitors-	25%
<u>Others</u>			
Local people-	79%		
Visitors-	21%		

In this aspect of the study, the percentage of involvement in various tourism-related economic activities in Bauchi between the local people from Bauchi and their visitors, were measured to have a clear picture of level of involvement by each category. By visitor(s), the study refers to every individual or group of individuals who are participating in various tourism-related economic activities in Bauchi but not indigenous of Bauchi. Some of them came from the neighbouring states, some from other parts of Nigeria and others from outside the shores of Nigeria. Ascertaining the level of involvement of these categories of income earners in Bauchi, will help in measuring the economic impact of tourism in Bauchi.

However, in hotels and other related establishments, 57% of earners in this area are visitors as against 43% local people. This is because of the lucrative nature of hotel business in the area which has drawn much interest from visitors outside Bauchi. In fast-food joints, the local people were greater with 61% due to the much presence of local fast-food joints in the area. Most of the modern fast-food joints in the area were dominated by visitors. The opposite was the case at restaurants where the local people dominate with 73% as against 27% of the visitors. Then the much dominance of the bar business in the area by visitors with 72% is as a result of respect for the tradition and religion of the people. In transportation and tour operation, the local people dominate with 76% and 52% respectively as against the visitors 24% and 48% respectively. Another aspect of the tourism-related economic activities that has much dominance by the local people is the hawking business, with 86% dominance leaving visitor with a manageable 14%. This is because of the small capital involvement in most of the hawking businesses in the area and also for the fact that most of the local people live very close to their homes, and do not spend much on transportation and communication with their relatives. In most of the tourist sites, like the Yankari Park, the local people have an advantage over the visitors due to their propinquity to these sites in knowledge and distance. The study also revealed much dominance of the local people in the

employees of various Ministries and Boards in Bauchi with 88%. This is because, according to one of the informants, the local people are considered more in these tourism- related government jobs so as to involve them in the tourism development of the area and at the same time minimizing the rate of possible hostilities against tourism projects in the area by these tourism ministries and boards. Also 64% of the local people are found in the travel agency business in the area due to the fact that most of the travel agencies in Bauchi specialize in Mecca and other Muslim trips. Only few of the travel agencies do package tours to other parts of the world from Bauchi. Finally, other businesses also have dominance by the local people with 79% as against 21% being secured by visitors. This is made possible because, feeling at home would motivate many local people to engage in these businesses to earn a living irrespective of capital, income or stress level in the business. This is in contrast to the view of Harrison (1992) that poor people from the local community are always dominated against in the tourism economy by the local elites and foreigners.

Conclusion

An increase in the household income helps in the quality of life of families. Hence “community development is concerned with the study of the value system and the structural functioning of a community” (Anyanwu, 1992; 25). Families are motivated to engage in various economic activities due to the expected income in the household as well as the desire to minimize level of concentration on some laborious economic activities like farming (McGehee & Kim, 2004). However, tourism has many positive economic impact on the economy of a region that does not undermine the negative tendencies of tourism in a place as noted by some studies (e.g. Ashworth, 1992; Rothman, 1998; Smith, 1989; Hall, 2000; Williams and Shaw, 1998; Marcouiller, 1997; Fredrick, 1993; Lewis, Hunt, & Plantinga, 2003; etc.). Contrary to this, the local community benefits more from Pro-Poor Tourism through the assimilation of western ideals of quality, sustainability and ecology which are embedded in community-based tourism (Neudorfer, 2006). This is because in Nigeria, “poverty is usually severe in rural areas, where social services and infrastructure are limited or non-existent” (Global Action on Aging, 2009;1). However, towards ensuring maximum utilization of economic potentials of tourism, some hints are necessary. Take for instance, there should be improved government policy to that effect. This particular study has shown that over 70% of income earners in tourism-related economic activities in Bauchi are powered by the private sector. The private sector should be protected by the government and other local authorities in Bauchi for them to invest in the economy. This is because the investment of the private sector makes more positive impact in the economic development of the local economy via Pro-Poor Tourism. This is pertinent because the government cannot pay every member of the society considering the fact that government impact on employment is concentrated mostly on the tourism ministries and boards in the state.

However, the impact of infrastructural and superstructural development in pro-poor tourism programme should not be undermined. These include provision of roads, efficient road network, medical facilities, adequate and reliable power supply, efficient security system, etc. One of the interviewees at Yankari Park noted that one of the major problems militating against their productivity is inefficient power supply. He lamented bitterly by insisting that their level of income would have been maximized tremendously if there were efficient power supply in the area. Also, roads to some tourist sites are dilapidated, with poor medical facilities in some remote areas in Bauchi. Improvement in the infrastructural base of Bauchi will encourage optimum use of tourism for poverty alleviation and income generation in Bauchi. There is also need for proper orientation and involvement of the local people in the management of some tourism projects or programmes in Bauchi. This is imperative because “...stakeholders must be fully informed and utilized in the design, planning and implementation of the tourism process” (Eze-Uzomaka, 2006;117) in the area. The local communities need to be adequately informed and involved towards ensuring development and sustenance of tourism projects in Bauchi since tourism development could be part of community development. This is because possible hostilities from the local community will not only destroy those tourism projects but will also defeat the aim of poverty alleviation, income generation and community development in Bauchi through tourism. Moreover, site development and awareness campaigns should be boosted by the relevant government authorities like the Nigerian Tourism Development Commission (NTDC), Ministry of Culture and Tourism Bauchi, Bauchi State Tourism Board, Local Government Tourism Committees, relevant NGO’s, etc. This will not only consolidate already developed sites in Bauchi but will also develop more tourist sites in Bauchi, thereby making way for more tourism-related economic activities in Bauchi. Proper awareness campaigns of these tourism sites will encourage tourist traffic in Bauchi and also the level of patronage on tourism-related economic activities in Bauchi. To this regard the government of Bauchi and Nigeria in general should make and implement policies that would encourage private sector investment and participation in the local economy. Suntikul, Bayer, and Song (2009) noted that favourable policies encourage foreigners to invest in the local economy and that their investments make much positive impact on such economies. Government through relevant authorities should ensure that foreigners who are not dubious are given appropriate motivation to participate in the development of the local economy. Such will

improve the private sector investment

Finally, the study has succeeded in evaluating the enormous contribution of tourism to poverty alleviation in Bauchi through involvement in tourism-related economic activities. Such evaluation revealed how tourism is impacting greatly on the provision of job opportunities and income earning options in Bauchi. The study is timed especially now that majority of the national economies are seeking for ways of alleviating poverty through the provision of job opportunities and other income earning options. This will equally reduce the high rate of social ills masterminded indirectly by unemployment. It is expected that adequate manipulation of the proffered recommendation will go a long way in increasing the potentials of tourism in income generation and poverty alleviation in Bauchi, Nigeria in general and other parts of the world where tourism viabilities to local, regional and national economic development is given utmost consideration. Hence, "community development is viewed as involving the improvement of a community's system of values, its structure, as well as the usages through which it functions and is maintained" (Anyanwu, 1992; 24).

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