

## Historicity of the Potential Capacity and Values of Tourism Sites of Kwatarkwashi Mountain in Zamfara State

Mas'ud Bello, Ph.D, Taofiki Aminu, Ph.D & Ahmed Ibrahim  
Department of History and International Studies  
Faculty of Humanities  
Federal University Gusau  
Zamfara State

Correspondence Author & Email: Mas'ud Bello, Ph.D, [masudbello2@gmail.com](mailto:masudbello2@gmail.com)  
Mobile Phone: 08080960466

### Abstract

Fundamentally, tourism industry with reference to its potential capability and values in yielding flourishing socio-cultural heritage, spiritual and economic advantages have not been properly explored in Nigeria, specifically in Kwatarkwashi town in Zamfara State. This might have probably arisen from poor awareness and non-commitment attitude of government, lack of economic consciousness and poor sensitisation of the host community. Normatively, tourism is a subtle and complex multidisciplinary area of studies identified with leading roles in theology, archaeology, history, geography, socio-cultural, economic, political and religious development. In geographical realities, Kwatarkwashi is situated on a concentric igneous and sedimentary rocks formation with varied springs (*Ruwan Kura*- meaning water Jurassic), caves and mountainous features. The study largely approved that Kwatarkwashi has the potentials for establishment of enviable tourism historical sites like the *Baura* (autochthonous wrestling) cultural activity with the ability to engendering demand locally for infrastructural accretion. It also has the tendency for consumption of local products in tourists' accommodation, restaurants and food markets among others. However, the study recommends that Kwatarkwashi tourism industry has the potential capacity and values to enhancing demand for agriculture; fisheries and food processing; promotion of light manufacturing products, viz; garment industry, handicrafts and goods and services from the informal sector. Of greatest challenges affecting Zamfara State, tourism industry would have the propensity to dissuade unwarranted competition for mono-economic of oil; discourage armed banditry, farmers-herdsmen wrangling through provision of employment; incomes for individual, host community, State, domestic and international investors to Nigeria. Methodologically, the study adopted the use of synthesised primary and secondary sources using SPSS data interpretation. Information were extracted from male and female inhabitants of Kwatarkwashi rocks/mountain and town which covered one hundred (100) respondents selected across the various units.

**Key Words:** Historicity, Potential, Capacity, Values, Tourism Sites

**DOI:** 10.7176/JTHS/60-04

**Publication date:** June 30<sup>th</sup> 2022

### 1.0 Introduction

This study is a chequered history of the potential capacity and values of Kwatarkwashi rocks/Mountain and its' environ in Zamfara State with the view to spawn viable and enviable socio-cultural, political and economic advantages. This has the tendency to remedy lingering competitiveness in mono-economy of oil that has continued to engender violent crises and instabilities in the country, particularly in Zamfara State. Kwatarkwashi town is situated on a concentric igneous and sedimentary rocks formation with varied caves and mountainous features that has the potentials for establishment of enviable tourism historical sites for revenue generation, if judiciously harnessed. Of the vantage, the site has the possibility to dissuade unwarranted competition for oil, armed banditry, farmers-herdsmen dissipating pugnacities and tendency to generate incomes for individual, community, State, investors and Nigeria at large. Bankole, (2002) and James (2014) accentuate that in most countries of the World, like Dubai, Singapore, Brazil, Japan, China, U.K and U.S among others, tourism sites has fundamentally been a provenance for job opportunity and revenue. It has been taken a veritable and sustainable component of their national budgets due to unbridled travelling and visitations by tourists within and beyond their shores (Ibid). Tourism enormous contributions in job creation, accommodation and recreation centres, hospitality and other opportunities can never be undervalued. These benefits in addition make the ancient Kwatarkwashi Mountain a tourism site in Zamfara State not an exception because of its endowed advantages within the socio-economic and political milieu and beyond.

According to Okpolo and Okpolo, (2002) tourism is a complex and pervasive phenomenon which touches all aspects of man and society, cultural, social, historical and physical environments. Tourism in its subtle and complex nature is a multidisciplinary area of studies identified with leading roles in theology, archaeology, geography, management, socio-cultural, economic, political and religious development. Apart from bolstering supports for economic advantages, it involves massive interaction of people demanding wide range of services, facilities and inputs which generate opportunities and challenges to the host services (Lickrich, 1991: 9-11;

Bharway 2006: 7-10). Comparatively, Nigeria tourism industry is characterised by low capacity utilisation despite the fact that tourism is described as the fastest growing industry at the global level. As upheld by Ekeke and Olori, (2020), the wide expansive movements of people through flattening of countries borders' by unbridled travelling and visitations to tourism areas is highly unprecedented. Report by the World Economic Forum (WEF, 2019) affirmed that Nigeria is occupying 129<sup>th</sup> position out of 140 nations evaluated (Ekeke and Olori, 2020). Arising from that, this indicated lacked of responsiveness to tourism which requires more proactive consideration to morphing tourism industry of Kwatarkwashi Mountains and vicinity for profiteering and improving human well-being.

However, the inherent shortcomings arise from radical neglect left the Kwatarkwashi site unexplored by Federal, State and Local governments, private individual and international investors. It is worthy to note that active investment on tourism industry has the tendency to enormously influence Zamfara State to harness the neglected potential on tourism areas for its values (Bandado, 2022). More importantly, it possess the determination to discourage Nigerians from mono-economy of oil, and stalling of farmers-herders violent conflicts that snowballed to armed banditry, Gender Based Violence (GBV) among others. In its holistic operation, it is a sophisticated form of complementing government through domestic and international investment as services and employment providers (Okpoko & Okpoko, 2002: 21).

Noting its' aesthetic values, Sahalu (1991) extolled that Kwatarkwashi rocks/site is an ideal place for tourists' excursion, sight-seeing, picnicking, bird view and relaxation. It is pertinent to note that visitors to Kwatarkwashi rock have the tendencies to see the "Baura" dance which offers some magical tinge. In fact, the Madacci old settlement has the predisposition and inclination for revival of conducive environment for tourists to enjoy the natural breeze and the serenity and countenance derives from the natural vegetation and caves of the area. Apart of the mountainous site, Tsafe (2020) extrapolated that Baura activity is one of the most acceptable aspects of traditional culture that revolved around traditional wrestling sport among strong and valiant men. On the other side of Kwatarkwashi rocks/mountain, a village called Kira/Kura is naturally endowed with spring water known as 'Ruwan Kura' (meaning water Jurassic) that consistently comes beneath the rock cave. The spring water is pure and stainless, but hardly dry-off even during the intensity of dry season (Sahalu, 2019:19 and Fieldwork, 2022). It has the socio-economic potentials for its revivification for tourists' attraction for cultural history, activities and as well for income generation for Zamfara State. Therefore, tourism challenges in Zamfara like some States in Nigeria is at its lowest ebb and have not receive much attention in comparison with developed and other developing countries of the World.

It is therefore, the hope of this study that the prospects and future of tourism business in Kwatarkwashi in Zamfara State in particular depends largely on the available opportunities and challenges being charted and exploited. More apposite, this thus requires maximum functioning, exploration and utilisation of tourism site for radical profit maximisation, redemption for human benefits, and other recreational values.

### 1.1 Zamfara in Historical Perspective

It is essential to construct the history of Kwatarkwashi town to avert incomprehensible expedition and analysis of one of the tourism sites/areas of Zamfara State. However, available traditions of origins pointed, and as well credited their provenance to veteran hunters whom military and gallantry dispositions had influenced the foundation of Kwatarkwashi. As a matter of fact, available sources revolved around the push and pull theoretical postulations of migration.

Firstly, the theories are expressed within the purview of the synthesised pull and push forces. To corroborate the theoretical forces, Braun (2004:4-5) affirms that people tend to be pulled to areas of prosperity and pushed from areas of decline or infrastructural deficit. More also, Momtaz (2012:186-194) accentuate that the push factors attribute to the negative characteristics operating at the centre of origin, where pull factors identify the positive characteristics at the centre of destination. In other words, Bresse (1966: 72-79) avows that the push emanated from deteriorating conditions in rural areas forcing migrants to seek a livelihood in towns, and pull is exerted by the towns to attract rural migrants because of desired and increasing opportunities.

In expression of the theoretical assertion, the push force claimed that, people's migration was a synthesis of some veteran hunters that are Muslim and non-Muslim generically refers to as Maguzawa in Hausa local parlance, or invariably pagan. These people are poised, attracted and reinforced by pull factor that operates within the purview of socio-political and economic situations that permitted their settlement in the new abode in what later became Kwatarkwashi. Besides, it is also affirms that some of the hunters are invariably, or largely pushed (push force) from the forces that emanated from the ill-conditions in their ancestral home or centre of migration either in Borno or Katsina as extrapolated (Abubakar, 2017 cited in Sahalu, 2019: 15-17). Explicitly, the push force reiterates that people of Kwatarkwashi linkage to migration emanated from the search for suitable and sustainable area for constant supplies of animals as was the occupation during the pre-colonial times. The historical assertion claimed that a veteran hunter and his acolytes migrated from Borno to Katsina after series of intermittent stoppage for relaxation and reinvigoration of their strength. The migrants had a short respite in Dungai in few years and later

migrated to Dakura, a development that led to the establishment of Kwatarkwashi. Quite number of evidences illustrated the viability of the vegetation and its conduciveness, and hunting expedition supported by defensive physical features for human protection against external aggression.

Secondly, 'Kwatarkwashi' was established in the 14<sup>th</sup> century as one of the ancient towns since antiquity in Hausaland. Though, the authenticity of the date could not be ascertained due to problem associated with historical documentation and chronology in the pre-literate period. Most significantly, the history of the town is associated with the famous Kwatarkwashi rock located in the eastern part of Gusau, the capital city of Zamfara State created in 1996. Etymologically, the name of the town was derived from its first ruler called 'Kwatashi,' meaning- 'something which women put their belonging' (Tsafe, 2020:14). He was reported to have founded the town with his coteries of veteran hunters who migrated from the east in search of habitable area for ceaseless animals hunting. Other tradition arguably suggested that, from Borno they travelled down to the west until they reached a place called 'Kwatarkwashi rock (Sahalu, 2019)'. Suggesting from the analysis, it has been the tradition of people since antiquity to settle on rocks or mountainous area for protection of their territoriality (Oguntomisin, 2017: 90-122). It was claimed that the famous Kwatarkwashi rock or mountain must have reinforced settlement of people on the surrounding land. Up to this present moment, it is difficult to separate the history of the town from the popular rock not only because of its face-value, but protection against aggressors. As a result of vicissitude of time and changes over the years, it was this henceforth Kwatarkwashi became the name of the town associated with the mountain. At the centre of the top of Kwatarkwashi mountain was a hollow settlement of the first migrants' old community called 'Madacci,' probably older or a contemporaneous of Yandoto community in Tsafe area of Zamfara State (Adamu, 2021). It was averred to have been older than Kwatarkwashi, but its inhabitants in 1997 migrated to Kwatarkwashi and settled in Kagara (Sabon Madacci) due to lack of water supplies arising from the desiccation of the environment where Madacci was located (Suleiman and Sanusi, 2021). Madacci settlement is a location for tourist's visits because of the nature of the settlement in terms of natural attractions, historical antiquities and the cave like nature of the hill top settlement. On the hill-top were evidences of occupational activities of the people ranging from dyeing, wood carving and blacksmith among others. The area became a large community with quite a number of people that settled mainly for its protection and development. It in a later period possessed the military might and political capability to defend herself (Ammani, 2018).

Politically, Kwatarkwashi began to feel the influence of the Katsina traditional Sarauta system as a result of the 19<sup>th</sup> century jihad orchestrated and spearheaded by Shehu Usmanu Danfodiyo. Through this, Kwatarkwashi become one of the vassal areas of Sokoto and Sarauta (Kingship) system heavily influenced by the torment of the jihad scholars. In a short while, the British onslaught on Kwatarkwashi conquest converted her into District under Sokoto Emirate, however, still again under the Sokoto Province, (Shafi'u, 2004). Also fundamental, the settlements and its outlying communities and villages of Kwatarkwashi encompass Sankalawa, Kurmi, Tofa, Ribe, Dashi, Gulubba and Tazame among others (Tsafe, 2020:23). These areas are coordinated and ruled by a Sarki (King), and as well as assisted by council of elders assigned with responsibilities designated and delegated by the ruler. Other groups that assisted the king in execution of his duties included the Iskoki cult. Administratively, Kwatarkwashi was the main centre of civilization in Kastina Al-Garb area. It gave birth to another large settlement which subsequently known as Tsafe when Gemen Dodo was defeated in a kingship contest, and left with the hope to establish his own settlement (Sahalu, 2019 and Tsafe, 2020).

On the socio-religious perspective, prior to the emergence of the 19<sup>th</sup> century jihad reformists, the people of Kwatarkwashi were heathen or pagans known as Maguzawa. The crucial factor that stimulated the choice of Kwatarkwashi as a settlement for religious practice was the rocky and mountainous nature of the town. Obviously, the existence of mountain and granites that dominated the area has confirmed these rocks are associated with the pre-Islamic religious practices in Hausaland when spirits (Iskoki) were worshipped. These are considered to have direct bearing to influence human affairs, because of this, the Kwatarkwashi rocks become associated with the Iskoki worship and religions festivals (Shafiu *et al*, 2004). Kwatarkwashi, however seemed to have emerged as a centre of Magiro worships for spirit of the ancestors which was one of the most ancient and powerful religions cult of Hausaland often known as 'Kakan Tsafi' (Grandfather of fetish practices). The centre of this cult in Kwatarkwashi is the rock of Dungai. Besides Magiro, there is the religious festival of Baura. All these were the ancient religious activities and festival of Kwatarkwashi prior the advent of Islam. With the 19<sup>th</sup> reformists activities, the worshipping and veneration of inanimate objects and spirits were condemned, and extant Islamic practices were reformed (Anene and Brown, 1966) in Kwatarkwashi (Last, 1977: 57-61).

It should be noted that there was a controversy regarding whether the 19<sup>th</sup> century reformist movement led by Shehu Usmanu Danfodiyo resulted to conquest of Kwatarkwashi. In contradiction, the secretary of Kwatarkwashi Emirate Council, Alhaji Muhammad denied such speculation. He averred that; "no, he did not attack us at all, but after his death, his disciples commenced the war of 'Gawa' kuke,' - meaning, where do you belong? This disposition coincided with when the jihadists combed the area to identify those that are Muslims and those refused to accept Islam. He accentuated that, "when Muhammadu Bello came to us, he realised that the majority of our people were Muslims and the traditional ruler was also a Muslim." It was based on the affirmation that

Muhammadu Bello had no reason to attack us, and he left without fighting Kwatarkwashi.”The informant also emphasised that,“when they left Katsina, proportional number of us were Muslims, while some insignificant numbers were pagans.” It should be noted that up to this contemporary period, there are no pagans in Kwatarkwashi community as exemplified by Ammani (2018) cited in Sahalu (2019). This illustration indicated the extent at which the spread of Islam has created unprecedented development in Kwatarkwashi town.

## 1.2 Statement of Research Problem

It is apposite to construe mountains or invariably rocks are one of the aesthetic appreciative natures of human settlement. The surrounding scenery has the capability to provide beautiful natural ambience for inspiration and relation. It is one of the most exotic natural igneous rock formation in Nigeria with amiable shape and size that is amazingly beautiful by climbing its presents both physical and adventurous moments of joy (Sahalu, 2019:4). The offers plenitude of socio-cultural and economic potential benefits when maximally utilised for tourism attraction site activities. The ancient Kwatarkwashi Mountain in Zamfara State seems to lack these features due to government lackadaisical attitude of different successive administrations, fragility of the State, poverty ridden and pervasiveness of corruption among others.

Connecting from the above, Zamfara State tourism sector has been neglected by distinct successive government since the creation of the State in 1996. The sector has been suffocated and hence could not contribute significantly to the State’s economy as it is supposed and anticipated. Plethora of tourism sites of significant economic interests are spread across the Zamfara State whose potential benefits are capable of motivating rapid urbanisation, motivate economic reliance and reduce dependence on Nigeria Federation grants if properly harnessed and tapped. The tourism sector if properly developed will also reduce social tensions in the state through recreational services.

The Ministry of Culture and Tourism was created and charged with the responsibility of preserving, developing and providing all aspects of culture and tourism. A tourism policy was drafted for the State as an offshoot of the National Tourism Policy of Nigeria (Aniah, 2006). Studies from available empirical evidence from stakeholders and policy makers indicated that existing tourism potential areas in Zamfara State has witnessed speedy decline of tourists’ influx, ranging from 5,103 in 2008 to 2,549 in 2011. This is largely due to the fact that, most of the potential tourism areas or sites have not been provided with adequate facilities that attracts tourists’ attention.

Although, numerous researches have been conducted but specifically focused on identifying destinations attractiveness and aesthetics nature of the environment. There also exist a gap knowing tourist potentials capacity and values of some natural and ancient Kwatarkwashi mountain in Zamfara State. However the mountain is not only historical, but its attractiveness in term of shape and size cannot be undervalued in aspiration for revenue generation and meaningful development. Above all, it has some wild animals that could attract tourists, the spiritual affiliation of the people as well as international investors for visitation.

## 1.3 Justification of the Study

Firstly, the justification of the study is an examination of the historicity of the potential capacity and values of tourism sites of Kwatarkwashi Mountain in Zamfara State see Appendix 1 - 3. It is purported to bring pristine transformation not only to the face-look of the State, but for extension of the frontier of peace in Zamfara State and Nigeria as a whole. The justification of the study serves as synergy to complements government efforts in mitigation of crimes from the grassroots through the provision of employment opportunities. In addition, it is to entrench tourism activities towards creation of employment opportunities as well strengthening of human capacity building in the study area.

Secondly, the justification of the study apart from empowerment of people, it is to demystify and bring to consciousness the spiritual, socio-cultural and economic potentials of the tourism site of ancient Kwatarkwashi mountain. It is for documentation of the earliest history of the people, community and as well evaluates how the tourism sites will facilitate and spur income generation to the State and the nation at large. The impact of these will have the tendency to reduce the scourge of armed banditry, farmers-herdsmen conflicts, thuggery, juvenile delinquency, and robbery among others.

Thirdly, to introduce and create strong synergistic relations between government and tourism sites towards crime de-escalation and mitigation in Zamfara State. It has the potential to also help the policy makers, government stakeholders and legislature to design a policy statement that will enable tourism and international investors. However, the study justification will influenced the tourists to acquire new knowledge of the tourism sites and to stimulate host and the Zamfara State towards achieving meaningful development. It is to promote new character, behavioural and intellectual moulding in identifying the cosmopolitan potentials and values of Kwatarkwashi Mountain. In other words, it is to stimulate the host community to develop new knowledge and strategic actions toward meaningful and enviable developments.

Fourthly, of paramount to the justification is the ability of the study to provide viable literature to complement existing and previous studies, particularly for individual, government and corporate organisations. In a nutshell, it is a base record for other researchers who may be willing to embark on similar studies on tourism potential and values in different areas or localities. Lastly, the study will in the long-run serves in redirection of government policy toward the creation of formidable policy statement for the development of the State. This also has the ability to discourage youths from restive activities through newer opportunities provided by tourism values in Zamfara State.

#### 1.4 Aim and Objectives of the Study

The broad aim of the study is to investigate the 'Historicity of the Potential Capacity and Values of Tourism Sites of Kwatarkwashi Mountain in Zamfara State.' The specific objectives of the study are:

1. To examine the historical forces leading to the establishment of Kwatarkwashi town;
2. to demystifies the consciousness of the spiritual, socio-cultural and economic potentials capacity and values of the tourism site of Kwatarkwashi will leads to development of Zamfara State;
3. to entrench tourism industry activities for creation of employment opportunities, recreation centres as well as strengthening of human capacity building in the study area;
4. to introduce and create the strong synergy between government, investors and tourism host towards elimination or de-escalation violent crimes and conflicts in the State;
5. to explore the constraints of ancient Kwatarkwashi Mountain and the strategies in extending the frontier of development of tourism industry in the State and Nigeria as a whole, and;
6. to identify the prospects of the potential capacity and values of tourism site of Kwatarkwashi town of Zamfara State.

#### 1.5 Research Questions

1. What are the historical forces that led to the establishment of Kwatarkwashi town?
2. How has the consciousness of spiritual, socio-cultural and economic potentials capacity and values of the tourism site of Kwatarkwashi will aid the development of Zamfara State?
3. What are the likely factors for entrenchment of tourism activities for creation of employment opportunities, recreation centres as well as strengthening of human capacity building in the study area?
4. How has the creation of strong synergy between government, investors and tourism host will eliminate or de-escalate violent crimes and conflicts in Zamfara State?
5. What are the constraints of tourism site of the ancient Kwatarkwashi Mountain and the strategies towards extending the frontier of development in the State and Nigeria as a whole?
6. What are the likely prospects of the potential capacity and values of tourism site of Kwatarkwashi town of Zamfara State?

#### 1.6 Literature Review

This is a treatise on *International Recommendation for Tourism Statistics 2008* (United Nations Publication, 2010), documented by United Nation (United Nations). It extrapolates tourism as a temporary or short-term movement away from the place where a person normally lives and works. The study exemplifies tourism as a subset of travel, such as tourism trips, visits, and as well introduces the different forms of tourism. It added that tourism does not usually always involve staying away from home, but involves people travelling outside of their home area as visitors who take part in excursions. Other aspects of the study constitutes the needs for tourism; tourism's expenditure; economic benefits of tourism activities; productive activities of tourism; employment in tourism industry; and tourism and its relationship with macro-economic industries. The study does not have direct linkage to tourism sites in Zamfara State, therefore its ideas could be adapted to the area under study with the potential to attract visitors from far and distance places. This is because it has the propension for visitors or excursionist to benefits from all ramification of human endeavours as well provenance for income generation to the government and tourism development. Besides, the Zamfara State tourism sites is an historic and beehive of many potential tourists within and beyond with the tendency to mitigate dissipating violence conflicts in the ungoverned areas.

Often apposite is the study by Pender and Sharpley (2005: 2-14) on *The Management of Tourism* compartmentalised into two segments; managing the tourism system; and accommodation of managing tourism quality. Other aspects of the study entail tour operation; tourism distribution; tourism business and marketing; ethics and crisis management in tourism area. Of ultimate importance is how tourism areas of Cyprus have culminated in development of hotels and its position in revenue generation. It is a distinct phenomenon study that provides a synergistic submission that makes it a holistic one on management of tourism in Cyprus. Fundamental in the study includes how the natural landscape features which people find attractive and interesting have the desire for visitation. These included peaceful lakes where they can walk, rugged mountains they can



climb or beaches they can relax on. For instance, the landscape of Wales and the rest of the United Kingdom contain many natural features which people visit from Mount Snowdon to Lake Windermere to Cheddar Caves (Pender and Sharpley, 2005). In fact, Zamfara State has its similitude natural landscapes of advantage to the State and Federal government in attraction of foreign investors. Although, provides the crucial value of landscape of which its benefit will be driven to courage economic diversification and as well discourage government's overbearing romance on mono-economic of oil revenues.

Quintessential is the study conducted by Mason (2003:27-29), *Tourism Impact, Planning and Management*. It is a constituent of some key perspectives which includes; tourism growth, development and impacts; theoretical perspective on tourism development; tourism planning and management issues and players; tools and techniques in tourism planning; and future of tourism etc. It also explicates on theoretical postulations for establishment and development of tourism which its idea could be adopted in pragmatic way for the current study on Zamfara State tourism areas. Often underscore is how tourism has stimulates social change and transformation with Ayers rock which became prominent symbols of modern Australia. Some of the inherent social changes arising from establishment of tourism notably are: transport changes; leisure time changes; tourist destination changes; recreation/tourism activity changes. Therefore, the study is indispensable to tourism studies in Zamfara State as it is highly exquisite and supports construction and reconstruction history of the area. More germane, specifically as it possesses the potential for creation of peace and harmonious relations in abound ungoverned areas in Zamfara State.

Another study coordinated by Coleman, Simon and Elsner (1995: 15-21), *Pilgrimage: Past and Present in World Religions* demystify the typology of tourism areas in the World with specific references to the holy lands. The Holy land acts as a focal point for the pilgrimages of many religions such as Judaism, Christianity, Islam and the Baha'i faith. Pilgrims contributed an important element to long-distance trade before the modern era, and brought prosperity to successful pilgrimage sites and economic phenomenon unequalled until the tourist trade of the 20<sup>th</sup> century. In manifestation of tourism area, it demonstrates that Agric-tourism is a style of vacation which is normally on farms. Again is the Agric-tourism area is often practiced in wine growing regions in Italy and Spain. Other tourism sites as exemplified in the study includes; archaeological tourism, cultural tourism, disaster tourism, adventure tourism, drug tourism Atomic tourism, medical tourism and wildlife tourism among others. The vantages of the foregoing study could help to derive an analysis of complex phenomena on Zamfara States historical sites for documentation, leisure and revenue maximisation.

The work of Shackley (2001: 1-2), "Sacred Heritage Sites: Balancing Meaning with Management," in *Tourism Recreation Research*. The study extolled the various challenges incurred from the establishment and management of tourism sites. It is of great important because it elucidated challenges ranging from lack of flourishing transportation, insecurity, government ineptitude and policy, capital intensive, accommodation constraints (hotels) and the host behaviours toward tourists or visitors. The submission of the study is adequate and good exemplary ideas could be deduced to underscore some of the inherent problems of the tourism sites of Zamfara State. Some of the indispensable solutions proffered include proactive government intervention (capital and security), and mainstreaming of the hosts to create a conducive environment for human interaction. This seems to be an amiable hallmark of development and management of tourism sites in provision of requisites potential for growth of the State and Nigeria as a whole.

The work of Amolu *et al*, (2015:32) is *Assessment of Tourists' Patronage of Obudu Mountain Resort, Cross River State, Nigeria* with specific impact on season tourism and how visitation and patronage of tourists on the mountain resort areas varies across the regions of Nigeria. The study also emphasised that tourism is an event-based activity that has more uniqueness of activities or events in a destination. The greater the number of people expected to visit determines money spend money time within the area. The study hereby recommends that for the tourism industry and mountain resort to observe more patronage, more cultural and traditional events should be hosted and organized within the resort. The study is very important to the current study on Kwatarkwashi tourism site that is naturally endowed with numerous cultural activities such as Baura among others. This will help to attract more visitors and provide the local people with tourism support services and more opportunities to improving their economic status. Furthermore, effective tourism project could create positive attributes to destination areas such as; provision of employment opportunities, foreign exchange and revenue generation, protection of natural environment, and delivery of quality visitors experience. However, Amolu *et al* (2015), apparently did not show which seasonal period and what local activities attract more patronage and yield more profit and opportunities in the areas. Some of these are among some of the gaps by which some cultural activities in Kwatarkwashi will revamp.

In addition, Ngozi (2018), investigated *the Challenges of Tourism Promotion in Nigeria: The Case of Religion*. It is a treatise on the role of religion and insecurity on the tourism industry in Nigeria, despite the immense benefit of the industry to Nigeria's economy. The study affirmed that tourism can easily be challenged at the slightest hint of social unrest emanating insecure nature of the country. It emphasised that opportunity to participate in religious festival is provided by tourism. More vantage to the analysis is that tourism creates means of social

interaction and opportunities for encounters in natural, social and cultural environments. It is assumed that religion in tourism is to bring people together with the mission of not only dealing with religious issues, but also to disseminate peaceful messages. This has the ability to prevent persistent religious crises that occurred and threatening the annual celebration of Nigerian traditional festivals. In 2012, the Afan festival, also known as Kagoro Day in Southern Kaduna, was put on hold. This event being the largest and most popular ethnic festival in Northern Nigeria is normally held on the 1st of January. Up to this contemporary period, the festival is still awaiting serious resuscitation towards better and secured tourist attraction area. However, Ngozi's work neglected the role of socio-cultural activities such as traditional dance groups; hunter celebrations and outfit; and tradition festivals for entertaining visitors. It is based on the shortcomings that this current study will fill the inherent gaps.

The study conducted by Al-Amin (2013: 32) examined *Ecological Comparison of the Tourism Resort of Wengen (Switzerland) and Obudu (Nigeria)*. They are blossom resort areas that attracted quite a number of tourists from different part of the World. The two resorts centres share similar characteristics of topography and climate, but with different developmental history. A comparison carried out on ecological interactions between the two resorts brings out the potentials and problems of each resort. The study of ecological comparison of the two areas is aimed at finding the status of the environment in terms of soils, flora, fauna and the human factors of land use, population and recreational facilities. The study is hope to assists in driving cognate factors that will be of supportive measures to realise the potential benefits of the areas which is assumed to influences Kwatarkwashi tourism area.

Ekeke and Olori, (2020) interrogated *Nigerian Tourism Industry and Global Competiveness: Constraints and Opportunities*. It analysed mostly the Nigerian position on tourism competitiveness as well as its constraints and possible opportunities. The study reiterates that Nigerian tourism industry is characterised by low capacity utilisation despite the fact that tourism is described as the fastest growing industry at the global level. Based on travel and tourism competitiveness, report by the World Economic Forum (WEF, 2019) affirmed that Nigeria is occupying the 129<sup>th</sup> position out of 140 nations evaluated. The result indicated that more needs to be done in tourism industry especially in Kwatarkwashi among others that has been left unexplored by government, investors and private individual. Engaging Zamfara State and Nigerian government will enormously discourage Nigerians from mono-economic of oil as a service and employment providers.

Asogwa (2012), studied *The socio-cultural significance of Argungu international fishing and cultural festivals in Nigeria*. In social perspective, the festival season at Argungu tourism area has also become a period of great excitement, pageantry and general license. Such cultural sidelines specifically serve to enliven the atmosphere and bring forth the best and most relaxed moods in everybody. Apart from symbolising the general feelings and patterning of the Kebbawa community, the Argungu festival guarantees a considerable amount of psychological satisfaction and peace of mind to many people. The study on Argungu fishing festival will serve as leeway on tourism area Kwatarkwashi area of Zamfara State. It should be noted that more than 4,000 persons have secured jobs on a seasonal or permanent basis with the fishing festival committee. Most of these employees engaged as labourers or officials for specific entries to the festival. And prizes won by individual participants in the festival have proved to be of enormous economic value and are invested usually in marital, religious or occupational obligations.

### 1.7 Conceptual Framework

**Tourism:** Expressively, tourism is about a temporary or short-term movement away from the place where a person normally lives and works. The tourist intends to return home at the end of the visit and duration of visit may be extended from just one night up to one year. Most tourist trips are taken as holidays lasting one or two weeks but many business trips last only one night and 'gap year' students might be travelling for several months (Cooper, Fletcher, Gilbert, & Wanhill, 1993). For examples, tourism usually, but not always involves staying away from home, but people travelling outside of their home area are called day visitors who takes part in excursions. However, tourism is not only related to leisure although most tourism activity takes place during leisure time. Most significantly, people become tourists for other reasons including businesses, visiting friends and relatives, education purposes and health purposes. In a nutshell, tourism is now a global industry involving hundreds of millions of people in international as well as domestic travel each year. The World Tourism Organization estimated (WTO, 2002: 1-5) that there were 698 million international travelers in 2001, approximately amounted to 10 per cent of the World's population.

**B. Potential:** The possibility that something will develop and become real. Invariably, it is an ability or quality that can lead to success or excellence. Generally, potential refers to a currently unrealised ability or, it arises in systems with parts that exert forces on each other of a magnitude dependent on the configuration or relative position.

**C. Values:** Literally, value means something that is useful, desirable and that which has some worth. Technically, values are broad cultural principles comprising ideas about what most people in a society consider to be desirable. Human daily lives are greatly influenced by values because it is on them that norms are based. For example, value deals with aesthetic of appreciating a material or object, or invariably physical features in an environment. In life,

human beings learn most of the basic values from sources like family, friends, mass media, rocks/mountains, caves, streams/rivers etc, within a specific environment of a society. These values became part of human and personality of the society's unique set of values. Values are simply shared ideas and are good desirable by people in a given society.

**D. Site:** A site refers to any place, large or small, where there are to be found traces of ancient human occupation or activity. Artefacts' are the usual clue to a site. There are millions of sites on the earth; some are as large as cities while some are as small as the spot where mountain or rock lies. Some sites are clearly and historically more important than others depending on how much information the site can provide in answer to some questions or problems. In relations to tourism site, for example a tomb may be valueless if concerned with questions of trade or the problem of the origin of a temple (Hurst, 1998: 186-190). Again, site includes cementaries, cave and rock shelters as well as abandoned human settlements of great antiquity.

### 1.8 Research Methodology

To attain a comprehensive understanding of the phenomenon under discourse, numbers of methodologies were employed, adopted and utilised study. Structured and unstructured interview were used to debrief information regarding the potential values of tourism area of Kwatarkwashi. This encompasses surveying and videoing of the mountainous areas, spring water (in Kura caves), caves, and settlements within the geographical milieu of Kwatarkwashi rocks/mountains and town. In the conduct of oral interview during the fieldwork, the indigenous languages of the study area notably; Hausa, Fulani and English were utilised for better comprehension and interpretation. The information were extracted from male and female inhabitants of Kwatarkwashi rocks/mountain and town which covered one hundred (100) respondents selected across the various units. This was possible because many of the inhabitants who had deserted the centre area of the mountain still utilises it for farming due to suitability of the land.

To ascertain set objectives, data for the study were collected through Focus Group Discussions (FGD) and questionnaires formulated on tourism area are specifically on potential capability and values of Kwatarkwashi rocks/mountains. The method of data analysis used was carried out using Statistical Package of Social Science (SPSS) windows version 25.0; descriptive data were presented as simple frequencies and percentages. In addition, piecing through the methodological process, large preponderance number of respondents' were served with for questionnaires and supported to facilitate the truism of fact and easy administration. This was assisted by temporary incorporation of research assistances that is acquainted with every nook and crannies of the area through snowball technique or sampling. This system strategically aided the collection of data on the area of study with strict restriction to Kwatarkwashi tourism site. Besides, some valuable information was collected outside the area of study.

### 1.9 Research Design

For reliability of data collected, the researchers engaged in different times in series of visitations to Kwatarkwashi community, mountainous area, water spring caves, caves, inhabitants, viz; ruler and subaltern chiefs. This was achieved fundamentally mainly for critical examination of the possibility of spawning sustainable conducive haven for tourism and revenue maximisation to Zamfara State and Nigeria as a whole. The appropriateness of the design was driven towards achieving cognate result of the objectives for improving and engendering development to tourism industry of Kwatarkwashi in Zamfara State.

### 1.10 Research Instruments

To administer the research instruments, five (5) questions were formulated with allotted grading system, using 1 to represent a poor grade, 2 to represent a weak grade, 3 to represent an average grade, 4 to represent a good grade and 5 to represent an excellent grade.



**Five (5) Formulated Questions for Potential Capacity and Values of Tourism in Kwatarkwashi, Zamfara State**

S/N	SCORE	Responses	Frequency	Percentage	Remarks
	Potential Capacity and Values of Tourism's Instrument				
1	The consciousness of spiritual, socio-cultural and economic potentials capacity and values of the tourism site of Kwatarkwashi will aid development of Zamfara State.	Yes  No			
2	The likely factors entrench that will tourism activities for creation of employment opportunities, recreation centres as well as strengthening of human capacity building in the study area.	Yes  No			
3	The creation of strong synergy between government, investors and tourism host will eliminate or de-escalate violent crimes and conflicts in Zamfara State.	Yes  No			
4	The constraints of tourism site of the ancient Kwatarkwashi Mountain and the strategies towards extending the frontier of development in the State and Nigeria as a whole.	Yes  No			
5.	Likely prospects of the potential capacity and values of tourism site of Kwatarkwashi town of Zamfara State.	Yes  No			
		<b>Total</b>			

**1.11 Sample and Sampling Techniques**

The sample comprised of one hundred (100) respondents selected from Kwatarkwashi town which comprise of farmers, quarry workers, civil servants, traditional ruler and subaltern chiefs among others. To validate reliability of the study, snowball sampling or technique was adopted and used for debriefing data.

## 1.12 Discussions

**Table 1**

S/N	SCORE	Responses	Frequency	Percentage	Remarks
	Potential Capacity and Values of Tourism's Instrument				
1.	The consciousness of spiritual, socio-cultural and economic potentials capacity and values of the tourism site of Kwatarkwashi will aid development of Zamfara State.	Yes	92	76.6	Approved
		No	28	23.4	Disapproved
		<b>Total</b>	120	100	

**Source: Fieldwork, 2022**

From the table 1 above, it revealed 76.6 percent of respondents approved that the consciousness of spiritual, socio-cultural and economic potentials capacity and values of the tourism site of Kwatarkwashi will aid development of Zamfara State. Though, there is a variation with 23.4 percent of the respondents that do not approve the potential capacity and values of tourism site of Kwatarkwashi in yielding development to the State. In comparison, the 23.4 percent of the respondents affirmed that the establishment of tourism industry in Kwatarkwashi has the tendency to contaminate their spiritual, socio-cultural life, and disproportionate economic system. The pollution will also tend towards re-direction of their well-being; however, this is insignificant to the benefit that will accrue when established with 76.6 percent approvals. According to Zaei and Zaei (2013:12) "tourism can positively contribute to the maintenance of a natural environment by protecting, creating or maintaining national parks or other protected areas. This study emphasized on tourism sector and its impacts on the economy, environment, politics and the socio-cultural being of the host community."

**Table 2**

S/N	SCORE	Responses	Frequency	Percentage	Remarks
	Potential Capacity and Values of Tourism's Instrument				
2.	The likely factors that will entrench tourism activities for creation of employment opportunities, recreation centres as well as strengthening of human capacity building in the study area.	Yes	96	80	Approved
		No	24	20	Disapproved
		<b>Total</b>	120	100	

**Source: Fieldwork, 2022**

Table 2 also demonstrated the likely factors that will entrench tourism activities for creation of employment opportunities, recreation centres as well as strengthening of human capacity building in the study area. The results indicated that 80 percent of the respondents approved that establishment of tourism activities have the potential capacity and values to

Provide job opportunities, recreation centres, protection and human capacity building in Kwatarkwashi and Zamfara State at large. Considering the 20 percent of disapproval, the result of the respondents depicted expressively that establishment of tourism area of Kwatarkwashi does not have the ability to provide the necessary social infrastructural and human capacity development. The studies carried out by Zaei and Zaei (2013) averred that "it is a well-known fact that tourism is a sector that can contribute to the economic growth of a region. Moreover, tourism produces social benefits to the region, i.e. small and medium-sized enterprises' development, creation of new jobs, improvement of infrastructure etc." In other words, Mason (2003) advocated the fact that "tourism is now a global industry involving hundreds of millions of people in international as well as domestic travel each year. The World Tourism Organization estimated (WTO, 2002: 5-7) that there were 698 million international travelers in 2001 (this amounts to approximately 10 per cent of the world's population)." This is particularly of importance to the redundant youth in the State, expressed in the usual dictum that "an idle hand is a lazy-man devil workshop."

**Table 3**

S/N	SCORE	Responses	Frequency	Percentage	Remarks
	Potential Capacity and Values of Tourism's Instrument				
3.	The creation of strong synergy between government, investors and tourism host will eliminate or de-escalate violent crimes and conflicts in Zamfara State.	Yes	77	66.4	Approved
		No	39	33.4	Disapproved
		<b>Total</b>	116	100	

**Source: Fieldwork, 2022**

Table 3 illustrate 66.4 percent of respondents that vouched for the creation of strong synergy between government, investors and tourism host in elimination or de-escalation of violent crimes and conflicts in Zamfara State. It is upholds that creation of synergy variables above have the possibility to eliminate or de-escalate violent crimes and armed banditry that has become pervasive in Zamfara State. More also, the respondents asserted that potential capability and values of tourism in Kwatarkwashi could be derived when all concern and pertinent components are judiciously utilised through government and tourism host community involvement. In addition, 33.4 percent of the respondents disapproved that the potential capability and values of tourism area of Kwatarkwashi in elimination and de-escalation of violent conflicts and armed banditry through government and host community involvement. To assuage the approved 66.4 percent, International Recommendations for Tourism Statistics (2008), explicated that “at the level of international organizations, tourism has increasingly been viewed as a promising area of economic activity that could become a structural part of poverty alleviation and sustainable development in addition to its previously recognized role in fostering the global competitiveness of international trade, wealth creation and regional development.”

**Table 4**

S/N	SCORE	Responses	Frequency	Percentage	Remarks
	Potential Capacity and Values of Tourism's Instrument				
4.	The constraints of tourism site of the ancient Kwatarkwashi Mountain and the strategies towards extending the frontier of development in the State and Nigeria as a whole.	Yes	94	85.5	Approved
		No	26	23.6	Disapproved
		<b>Total</b>	110	100	

**Source: Fieldwork, 2022**

Table 4 illustrated 85.5 percent of the respondents that approved that the constraints of tourism site of the ancient Kwatarkwashi Mountain and the strategies towards extending the frontier of development in the State and Nigeria as a whole. The approved result has the propensity to manifest the potential capability and values of tourism site by extending the frontier of development through addressing the inherent constraints. Some of these constraints encompass poor awareness of the host community on tourism, lackadaisical attitude of government, poverty ambience, overbearing attention on mono-economy and fragile nature of the State among others. Inversely, the 23.6 percent respondents disapproved the potential benefits and values that could be accrued from tourism industries. Identifying with the constraints has the potential capability and values towards development of Zamfara State. In corroboration of the fact, Pender and Sharpley (2005) contends that “tourism stimulate the development of airlines business and travelling agents, State parks, tour operators, heritage attraction, camping and caravan sites, guest houses, catering and other commercial enterprises.” Tourism is one of the greatest World industries that attract humongous visitors both within and outside the host community. Connecting from the above, Christie, Fernandes, Messers and Twining-Ward (n.d) explained that “tourism is an effective development tool. When tourism’s environmental, social, and economic and other constraints are addressed, tourism energizes economies. They added that with the full knowledge that tourism is a complex

sector with tentacles into a myriad of other economic activities, all of which require careful management, countries with tourism assets are fully justified in deciding to prioritize tourism as a development tool.

**Table 5**

S/N	SCORE	Responses	Frequency	Percentage	Remarks
	Potential Capacity and Values of Tourism's Instrument				
5.	Likely prospects of the potential capacity and values of tourism site of Kwatarkwashi town of Zamfara State.	Yes	89	74.2	Approved
		No	31	25.1	Disapproved
		<b>Total</b>	120	100	

**Source: Fieldwork, 2022**

Table 5 indicated 74.2 percent approved of the likely prospects of the potential capacity and values of tourism site of Kwatarkwashi town in bring the development to Zamfara State. Conversely, the 25.1 disapproved the prospects on the basis that tourism potential capability and values has the tendency to pollute their primordial loyalty to their society. It contends that prospects have the predisposition to nurture pristine crimes and social life typology not ubiquitous to the tourism host community, Kwatarkwashi. However, the insignificance of the inherent constraints identifies could be addressed in the face of overwhelming tourism meaningful developments. These will influence in achieving the expected prospects of tourism as enjoys in most tourism attraction sites of the developed countries of the World. Again, in comparison to other tourism sites of the World, Kwatarkwashi is characterised in all ramifications with similar magnitude of physical features, settlements and serenity of the environment a good haven. In support of analysis on Kwatarkwashi tourism sites, Christie, Fernandes, Messers and Twining-Ward (n.d) upholds that "tourism's main comparative advantage over other sectors is that visitor expenditures have a "flow-through" or catalytic effect across the economy in terms of production and employment creation. For instance, during the construction phase of tourist accommodation and services, tourism creates jobs in that sector. If the country is sufficiently developed, the investment can generate demand locally for furniture and furnishings, and even for capital equipment." In a nutshell, tourism also generates a demand for transport, telecommunications and financial services. Through consumption of local products in tourist accommodation, restaurants and food markets, and through the additional expenditures outside the accommodation, tourists stimulate demand for agriculture, fisheries, food processing, and light manufacturing products, such as the garment industry, as well as for handicrafts and the goods and services of the informal sector (Christie, Fernandes, Messers and Twining-Ward, n.d: 2-3).

### Conclusion

The paper examined the history and the potential capacity and values of Kwatarkwashi Mountain as a tourism site in Zamfara State. It traced the history of Kwatarkwashi and its' environ in Zamfara State with the view to spawn viable and enviable tourism site that will influences socio-cultural, political and economic advantages. It revealed that the tourism site of Kwatarkwashi has the tendency to remedy lingering competitiveness in mono-economy of oil, farmers-herdsmen violent crises and other instabilities in the State. Historically, Kwatarkwashi town is situated on a concentric igneous and sedimentary rocks formation with varied mountainous and other physical features with the potentials for an enviable tourism and revenue generation, if adequately harnessed. Derived from the study, tourism main comparative advantage over other sectors is that visitor expenditures have a "flow-through" or catalytic effect across the economy in terms of production and employment creation. By and large, during the construction phase of tourist accommodation and services, tourism creates jobs in that sector. And if effectively established in Kwatarkwashi, the investment has the potential capability and value to generate demand locally for infrastructural developments among others. As revealed from the study, tourism has the tendency for consumption of local products in tourist accommodation, restaurants and food markets, and through the additional expenditures outside the accommodation. The tourists will also stimulate demand for agriculture, fisheries, food processing, and light manufacturing products, such as the garment industry, as well as for handicrafts and the goods and services of the informal sector.

## DECLARATION OF CONFLICTING INTERESTS

The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

## FUNDING&ACKNOWLEDGEMENTS

The authors wish to acknowledge the financial support of the tertiary Education Trust Fund of the Federal Republic of Nigeria, the efforts of the Federal university Gusau, through the Centre for Research, Innovation and Development in facilitating the entire process of this research work and all other stake holders that contributed immensely in the conduct of this research work.

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### **Oral Informants**

Fieldwork was carried out on the mountainous area by the principal researcher, co-researchers and number of research assistants. Augmenting the fieldwork was the Focus Group Discussion on numbers of informants who contribution can never be undervalued in the general discourse of the potential capability and values of Kwatarkwashi rock/mountains in Zamfara State.

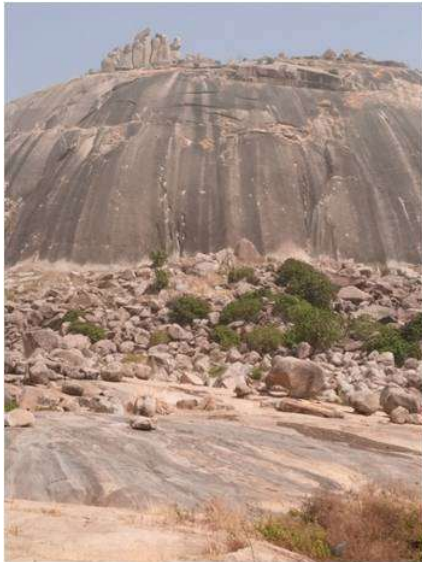
Oral interview with Mal. Sulaiman Ibrahim, 20 years and Mal. Sanusi Ibrahim, 39 years, on Kwatarkwashi mountain, 08/01/2021. We are indeed grateful to the two informants who worked on the rock/mountains as quarry labourer. Quite a number of information was debriefed from them regarding the potential capacity and values of the tourism site of Kwatarkwashi Mountain and caves.

Oral interview with Mal. Ahmed Adamu, farmer of cereal crops on Mudaci land settlement on rock/mountains in Kwatarkwashi, Zamfara State, age 60 years, 08/01/2021. He reported that Madacci community was a pre-jihad community, established prior Kwatarkwashi town and was probably a contemporaneous of Yandoto town in Tsafe area of Zamfara State. Part of the reasons advanced for their migration to Kwatarkwashi was necessitated by unavailability of water supply arising from the natural desiccation of the area.

Oral interview with Dr. AbdullahiBandado, Veterinary officer, Kwatarkwashi, Zamfara State, age 35 years, 03/03/2022.

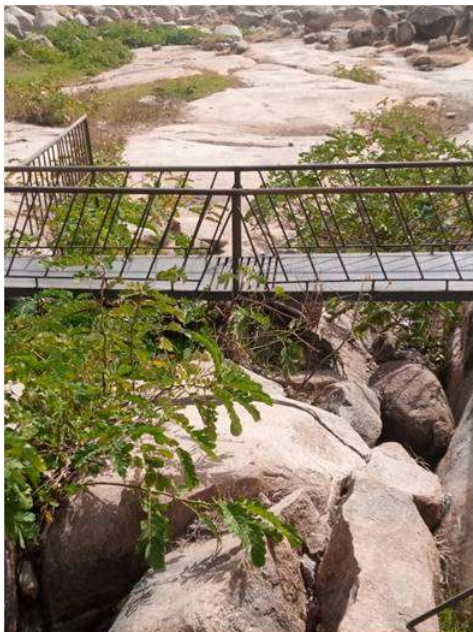
### List of Appendixes

#### Appendix 1



Kwatarkwasshi Mountain

#### Appendix 2



Mountain Stair Case

### Appendix 3



A Canopy under-construction on top of the Mountain