

## **Assessment of the Influence of Education on Tourism Development in Enugu State, Nigeria**

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This study investigated the influence of Education on tourism development in Enugu state. Special focus was on the relationship between environmental awareness and residents' commitment to tourism activities. Information for the study was basically from the questionnaire survey and participatory research method. The generated data were analyzed using descriptive statistics and an inferential statistic with one-way Anova adopted to test hypothesis one and students T-test adopted to test hypothesis two of the study. The result of the analyses revealed that there exist a significant relationship between people with formal education and people without any form of education in the study area ( $F(10,5) = 6.60, p < 0.5$ ) and that there exist a significant difference in the people involved tourism related activities and the people involved in non-tourism related ones, with the population of people involved in tourism related activities having a mean of ( $M=11.4$ ) while those involved in non-tourism related activities having mean of ( $M=38.56$ ) as  $t=(dt=15)=5.31$ , since  $t_{cal}(5.31) > t_{tab}(2.12)$  at the 15 degree of freedom (2tailed), the null hypothesis was therefore rejected. It was observed that the lower the level of environmental awareness, the lower the residents' commitment to tourism. Based on the above findings, it is recommended that all stakeholders and local people (residents) be involved in all the stages and processes of tourism development (planning, execution and benefit- sharing) and that environmental education be incorporated into the school curriculum in school within the state.

Keywords: tourism, environmental awareness, residents' commitment, economic growth, environmental education

### **Introduction**

Tourism is one of the biggest-growing industries on earth and its hegemony appears secure if the current rate of growth is maintained, World Tourism Organization (WTO, 2010).

Tourism is one of the main sources of internal revenue generation in the world today (Ajake & Amalu, 2012a; Hinch & Butler, 2007). Enugu state is one of Nigeria's tourists' destinations with its vested cultural and historic tourist's sites posing as a major attraction to most tourists visiting the region (Okpoko & Okpoko, 2002).

Tourism in recent times has been widely seen as one which has contributed tremendously to the economy of most destination areas, improving their foreign exchange, creating jobs, creating awareness, improving standards of living and contributing to image-building of destination areas, it is pertinent to note that most developing countries in the world today benefit so much from tourism without recognizing the real impact such tourism activities has on its economy based on the trickle-down nature of tourism benefits to its host (Okech, 2008).

Tourism remains one of the major beneficiaries of the changing profile of Nigeria in the present decade with the increasing population, increased government and private sector interest in rehabilitation and packaging of tourists' sites, improvements in infrastructural development in our cities, improvement of sanitary conditions of our cities, increased awareness on the importance of recreation during leisure time and improved income level among government and private workers, improved information on place and events around our cities. All these have resulted in greater demand for tourism services (Ajake et. al, 2010). Moreover, the liberalization of air transport and the development of good transport networks, the more effective operation of the internal market and new promotional technologies will all facilitate mobility and contribute to an increase in intra community tourism in terms of visitation, data-base and patronage pattern (Nwakonobi, 2007)

Tourism in Enugu State began as a phenomenon in the 1950s with the outburst and international recognition of the state's wealthy cultural enrichment and potentials that gave the state's cultural troops wide travelling experiences round the world (Okpoko, 2006; Uwadiogwu, 2002). Although, spectacular growth was not noticed until recently, Enugu State's tourism strength is based on its culture and tradition, natural,

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historic sites and caves such as the new yam festival “Iwa ji”, the masquerade festival “mmanwu festival”, the Ezeagu tourist complex, Opi lake complex, Ugwueme and Udi hills, Amagunze/ Akpawfu lake complex, Awhum waterfall, Milliken hills, The Ngwo waterfall, Ani Ozalla lake and shrine, Nike lake resort hotel and the Enugu state annual Cultural and Tourism fiesta which takes place in December of every year.

With hundreds of tourism-related enterprises present in the state, one expects that such venture contributes up to 40% of the State’s revenue generation and at least 20% of the total number of workers employed in the state. Although there is a dearth in data-base in this regards, the tourism industry stands as major sector influencing the economy of Enugu State, due largely to its patronage and numerous present dilapidated facilities and tourists ‘sites in local government areas in the state.

Thousands of tourists travel to Enugu State every year to enjoy the cultural fiesta and other attractions that make Enugu State a widely recognized tourist destination. With the increasing number of hotels, beverage outfits, restaurants, packs, recreation centers and the dedicated interest of the government of the state to improve the city’s state of infrastructure and sanitation conditions, Enugu State is said to be a very good holiday destination.

In contrast, environmental aspects (noise, dirty towns and villages, among others) tend to be rated as being in the average among visitors visiting Enugu State. Visitors are increasingly concerned with environmental issues, particularly in Enugu State and in Nigeria as a whole. These poor environmental activities that distract visitors to the area have seriously been blamed on the lack of environmental education and awareness creation that could help change the attitude of most residents on the type of environmental activities that are tourism friendly (Agnes, 2004; Milan, 2008; Cole, 2006).

Environmental education is a learning process that increases people’s knowledge and awareness about the environment and associated challenges, develops the necessary skills and expertise to address the challenges, fosters attitudes, motivations and commitments to make informed decisions and take responsible actions within the environment (Ajake, 2006).

The most critical aspect for visitors is the degradation of roads and a host of other environmental activities that discourage potential visitors to the area. Tourism has evolved of late and now encompasses a range of possibilities, from rural tourism to adventure holidays, including ecotourism, agro-tourism, etc, all of which are related in some way to the environment. As a result, the environment itself has become a key tourism resource (Ajake et

al., 2009; Bhatia, 2006). Secondly, and equally important, is the fact that, the quest for tourism is growing by the day and with the steady and rapid growth of most cities in the country today, in-terms of improvement in their infrastructural, sanitary and improved information and reformation of their tourism-base, Enugu state stands a great challenge if it must make a mark in the tourism sector.

By the same vein, however, one of the dangers facing many emerging tourism destinations in the country today is that, they may well sacrifice their environment for the sake of the economic needs that lie behind the people’s quest for survival. Still, these new destinations have an advantage in that they can offer tourist services in surroundings (new layouts) that are less exploited and less degraded.

Both factors - the diversification, which has resulted in the environment becoming a resource and the competition posed by rival destinations with better-preserved environments - represent a challenge to the growth of the tourism industry in Enugu State (Aref & Ma’rof, 2008; Ajake & Amalu, 2012b).

However, studies by Aniah et al. (2009); Ajake et al. (2010) shows that; lack of environmental education has seriously led to low commitment to tourism by residents in most developing cities of the world. Most of the residents are unaware of the impact of a good environment to the sustainable development of tourism. As such their activities on the environment greatly discourage tourists from visiting the area. Proper environmental education could help to educate the residents on the importance of a good environment to the sustainable development of tourism. The absence of either formal or informal knowledge on environmental education strategies has posed a devastating threat to the growth of the tourism industry in the state and lack of awareness creation on the benefits and significance of tourism has influenced residents’ commitment to tourism development which is supposed to guide the local residents on the type of environmental activities that are tourism friendly. This study therefore investigates the environmental awareness status of the people and their involvement and commitment to tourism.

### **Environmental Awareness and Residents’ Commitment to Tourism Development**

Effective implementation of tourism programs depend on the full support of local actors, which also depends on a certain level of education, awareness raising and training in the relevant areas. Environmental education awareness has been identified as a key area in working towards sustainable tourism development (Aref et al., 2010). Once

awareness is raised, the necessary values and attitudes, skills and behavior can be developed. Environmental education is a learning process that increases people's knowledge and awareness about the environment and associated challenges, develops the necessary skills and expertise to address the challenges, fosters attitudes, motivations and commitments to make informed decisions and take responsible action (Aremu, 2001; Amalu et al., 2012). The components of environmental education are: i). Awareness and sensitivity to the environment and environmental challenges; ii). Knowledge and understanding of the environment and environmental challenges; iii). Attitudes of concern for the environment and motivation to improve or maintain environmental quality; iv). Skills to identify and help resolve environmental challenges.

Aref and Redzuan (2009) in their study found out that educational awareness towards environmental protection and conservation requires knowledge, understanding, and the change of attitude by each individual and more commitment to tourism. Awareness about the role and importance of environmental issues is considered being a core factor in sustainable development, management and commitment to tourism.

In a study conducted by Beeton (2006) to ascertain the relationship between environmental awareness and commitment to tourism revealed that most operators in the tourism industry are quite aware of the importance of a clean and beautiful environment to the tourist, thus these tourism operators struggle as much as possible to be environmentally friendly. In another study by Tosun, (2006) on the relationship between environmental awareness and residents' commitment to tourism found out that most cities in Brazil have environmental awareness programs on radio and television that help to create awareness to the residents on the need to keep a clean and safe environment that will attract the tourists to their cities.

In a study conducted by Okech (2008) to ascertain the relationship between environmental awareness and tourism commitment, it was discovered that there existed a significant relationship between environmental awareness and residents' commitment to tourism. He also noted that Ghanaians were turning to the use of music to urge fellow Ghanaians to change from the attitude of littering, disposing of waste indiscriminately and all forms of bad environmental practices to actions that would promote good sanitation and cleanliness so as to help attract tourists into the area.

Offiong (2001) in a study noticed that environmental public awareness strategy has been

designed by the Government of Cross River State to support the conservation and sustainable management of the natural resources of the tourists' sites in Cross River State while improving socio-economic benefits for the local population and making the local population more committed to tourism. Environmental education, awareness and training plays a significant role in encouraging and enhancing people's participation in activities aimed at conservation, protection and management of the environment, essential for achieving sustainable development. Environmental education and awareness programs need to be addressed to both the professional sector and the general public and should inform them about the direct and indirect impacts of tourism, the causes and effects, the global and local issues, the immediate and long-term issues and good practices in the area.

In a study to investigate the influence of environmental education awareness and resident commitment to tourism, Ashe (2005) conducted a study in Malaysia, using 2630 inhabitants selected from 12 communities, made up of 1350 males and 1280 females. Data was collected with the aid of a structured questionnaire. Pearson's Product Moment Correlation Coefficient was used to test the hypotheses that were formulated. Results of the findings revealed a significant relationship between environmental awareness and that residents were committed to tourism. He also noted that bill boards, advertisement and publicity of the radio were used by Malaysian government to sensitize its citizens to the need for a clean and proper environment that will be friendly to tourists.

Ashley (2000) conducted a study on environmental awareness and residents' commitment to tourism. It was discovered from the study that the private sector was the main actor in creating awareness on the need to be environmentally friendly, as well as provide necessary information on environment tourism in the area. He equally observed that providing necessary information about sustainable tourism issues, encouraged people to conserve biodiversity and cultural heritage.

Environmental education and awareness-raising include the processes for increasing mutual understanding between relevant parties, including joint and innovative approaches for dealing with tourism and environmental issues. It is quite important to raise awareness within the academic sector responsible for training and research on issues regarding sustainable tourism. In line with the above statement, Assante et al. (2008) study in Greece revealed that environmental awareness is included into the curriculum of schools so as to keep learners abreast of the importance of quality environment and tourism.

In another related study Blake et al. (2008) carried out a study on environmental awareness and residents' commitment to tourism in Beijing- China. He found out that a public awareness strategy has been designed by the government to support the conservation and sustainable management of the natural resources, while improving socio-economic benefits for the local population.

### **The Study Area**

Enugu state lies approximately between latitudes 6° 21'N and 6° 30'N and longitudes 7° 26'E and 7° 37'E of the Equator and Greenwich Meridian respectively. Located in the south-east geopolitical zone of Nigeria, Enugu State is an inland state with its capital in Enugu city. It covers an area approximately 12, 727 square kilometers and has a population of 3,257,298 (2006 census). Enugu State derives its name from the capital city, "Enugu" (top of the hill) which is regarded as the oldest urban area in the Igbo speaking area of Southeast Nigeria. Enugu State shares borders with Abia State and Imo State to the south, Ebonyi State to the east, Benue State to the northeast, Kogi State to the northwest and Anambra State to the west. Enugu, the capital city of Enugu State, is approximately 2½ driving hours away from Port Harcourt, where coal shipments exited Nigeria.

The state is located in a tropical rain forest zone which means that it has a tropical savanna climate. The climate is humid and this humidity is at its highest between March and November. For the whole of Enugu State the mean daily temperature is 26.7 °C (80.1 °F). As in the rest of West Africa, the rainy season and dry season are the only weather periods that recurs in the state.

The average annual rainfall is around 2,000 millimeters (79in), which arrives intermittently and becomes very heavy during the rainy season. Other weather conditions affecting the state include Harmattan, a dusty trade wind lasting a few weeks of December and January. Like the rest of Nigeria, the state is hot all year round. Enugu State is enormously endowed with tourist resources, facilities and potentials. These abound in natural features likes, caves, waterfalls, springs and hills, as well as man-made features like hotels, telecommunication and transportation outfits, galleries, and monumental or archeological collections.

The State's cultural performances and recent technological developments/ innovations also hold attractions for tourists and considering the fact that Enugu state had in the past been a leading tourists' destination owing to its rich cultural heritage and

with attractive nature of its numerous historic sites, the researcher deemed it necessary to undertake this study.

Main tourist attractions in Enugu State include the Nike Lake Resort, "Mmanwu" festival, Iva Valley Coal Mines, Milliken Hill, Enugu Zoo and Garden. The city owes its geopolitical significance to the discovery of coal in 1909 by a team of British geologists. The discovery of the solid mineral in the area brought about the emergence of a permanent cosmopolitan settlement which influenced the construction of a railway line to link the Enugu coal fields with the sea port in Port Harcourt for the export of the mineral.

The state is predominantly occupied by the Igbo ethnic group, which has two important annual Igbo traditional festivals; the New Yam festival and the Masquerade "Mmanwu" festival. The new yam festival also known as 'iwa ji', is held between August and October marking the harvesting and feasting of the new yam. The yam is a root vegetable that is the staple crop and a cultural symbol for the Igbo people. The "Mmanwu" festival takes place in November and features various types of masquerades. This festival is held at the Nnamdi Azikiwe stadium, Enugu as a parade of carnival-like masquerades that are accompanied by music and it is supported by the Enugu Council of Arts and Culture. Other notable festivals in Enugu include the Enugu Festival of Arts which was established in 1986.

### **Methodology**

The research design for this study is an ex post facto survey design since this is a survey study with the aim to observe the effects of what has already occurred as pointed out by Ndiyo (2005).

This study was aimed at finding out and interpreting the relationship between environmental education awareness and resident commitment to tourism in Enugu State. Thus, taking the survey nature into consideration, this study design requires large sample in-order to draw valid inferences, which can be affectivity generalized to the parent population of the study area as at the time of this study (March, 2012).

Both primary and secondary sources of data were used for this study, with the primary data comprising of a questionnaire survey and participatory research method (PRM) and the secondary source comprising of information from books, documentaries, records which were sourced from government establishments, libraries and the internet.

The study population comprises of mostly house-hold heads or adults (from 18 years old and above) residing in the study area, these people considered to be in better positions to supply dependable information based on their experiences and participation in environmental education issues and tourism commitment.

Two sampling procedures (purposive and stratified random sampling techniques) were employed for selecting the sample for this study. Foremost, Enugu Metropolis (Enugu south, Enugu north and Enugu east local government area) and Ezeagu Local Government area were purposively selected for this study due to the perceived high rate of tourism activities in these local government areas.

Stratified random sampling technique was then used to ensure that the sample used for the study is an actual representation of the entire population. With a reconnaissance survey of the area under investigation, all the road, street and foot-path within the local government area under investigation were written on paper and further tossed and four of such raps chosen randomly from each of the four local government area to make-up the study location and a visit to all house-hold whose house number falls within the even numbers and where the houses had no numbering, all houses that was located or fell on the researcher's right hand side was visited and the head of such house-hold administered with the questionnaire.

This was done in each of the four local government areas until 50 house-hold heads were administered with the questionnaire in each of the four chosen streets in the area, where there was no husband, the wife or any person up to or above the aged of 18 years old was administered with the questionnaire. Although, there were cases where the researcher had to go beyond the chosen street to further administer the questionnaire to ensure that the targeted population of study was reached, such cases was noted to be very insignificant to attract a distraction of the original sample plan. In all fifty copies of the questionnaire were correctly completed and collected making up a total of 800 copies of questionnaire duly filled and collected by the researcher from the four local government areas under the study.

For the benefit of precision and accuracy, the field survey instrument was pretested with the aid of a reconnaissance survey to the area where the study instrument (questionnaire and check-list) was administered to some randomly selected respondents which took place a week before the actual field survey exercise. This exercise helped the researcher have a good understanding of the study area and

also helped to pre-test the research instruments in-terms of possible challenges and expectations.

The sample for this study consisted of 800 people, 367 (45.88%) males and 433 (54.12%) females, who were randomly selected from the study area. Their ages ranged from 18 to 54 years.

### ***Study hypotheses***

#### *Hypothesis one*

Ho: There is no significant relationship between people that have attended formal education and those who have not attended any form of education in the study area.

#### *Hypothesis two*

Ho: There is no significant difference between people involved in tourism and non-tourism related job in the study area.

### **Results and Discussions**

#### ***Attitude of the people towards their environment***

From the study's reconnaissance survey of the study area, it was discovered that the environmental status of the area is very poor in that most people does nothing or less to maintain or sanitize their environment. A further investigation into reasons for this sort of attitude was carried out with the aid of a participatory research appraisal where interview was conducted with people, elders and groups in the area. It was discovered that this attitude of the people being careless and less-concerned about the state of their surroundings or environment is major prompted by their crave for business and money in that their major interest is how to amass wealth without taking due consideration of the environment they live in and the effect it has on their health.

The study investigated the level at which the state of environmental education influenced resident's commitment to tourism activities with special interest on how educational level of the people influences their perception towards their environment and commitment to tourism. This quest had made the researcher to investigate the people's educational status; this was done to help the researcher examine the rate at which the people educational status may have influenced their attitudinal level towards their environment.

Table 1 has clearly shown the outcome of this investigation on the study population where it is discovered that most of the people (32%) in the area are with no form of education and a few number

(33%) had acquired a non-formal kind of education with only (35%) of the total study population of the people in the area has acquired a formal kind of education. With this result, one can see and state clearly that the people's orientation must have had a

major significance on their attitude towards their environment as the people grow up to inherit a principle of "money is power" forgetting and not considering the fact that "health is wealth".

Table 1. Educational status of respondents.

Study area	Ward	Education status						Total
		Formal education	% of people involved	Non-formal education	% of people involved	No-education	% of people involved	
Enugu Municipal	1	17	34	24	48	9	18	50
	2	15	30	22	44	13	26	50
	3	18	36	16	32	16	32	50
	4	22	44	12	24	16	32	50
	Total	72	36	74	37	54	27	200
Enugu South	1	20	40	10	20	20	40	50
	2	18	36	16	32	16	32	50
	3	23	46	12	24	15	30	50
	4	28	56	16	32	6	12	50
	Total	89	50	54	27	57	28	200
Enugu East	1	24	48	18	36	8	16	50
	2	16	32	15	30	19	38	50
	3	20	40	17	34	13	26	50
	4	18	36	16	32	16	32	50
	Total	78	39	66	33	56	28	200
Ezeagu	1	15	30	15	30	20	40	50
	2	6	12	16	32	28	56	50
	3	12	16	17	34	21	42	50
	4	6	12	20	40	24	48	50
	Total	39	20	68	34	93	46	200
Overall Total		278	35	262	33	260	32	800

### *The People's involvement in tourism activities*

The study also investigated the people's commitment to tourism, the researcher in a bid to capture the people's interest in tourism, had to examine the involvement of the study population in tourism and non-tourism related activities in the area. Considering the real nature of tourism benefits which has a trickle-down or multiplier effect on its host community, the researcher tried as much as possible to stream-line the difference between these two groups by considering the activities with direct benefit from tourist patronage like; Transportation, hotel jobs, drinking joints and restaurants being classified as tourism related activities while the non-tourism

related activities are those which did not have direct contact with the tourists like; civil service, artisans and traders.

Table 2 clearly shows the outcome of this investigation as it is noticed that most people in the study area (77%) are involved in non-tourism related jobs or activities while only (23%) of the total population are involved in tourism related activities in the area.

With a clearer illustration of the people's occupational structure in Figure 1, it is shown that the area under investigation has much interest for trading and other direct-wage activities with very little commitment to activities with multiplier or trickle-down nature in its wage generation like tourism.

Table 2. Level of tourism commitment of respondents.

Study area	Ward	Tourism commitment				
		Tourism related jobs	% of involved	People	Non-tourism related jobs	% of people involved
Enugu Municipal	1	16	32	34	68	50
	2	12	24	38	76	50
	3	19	38	31	62	50
	4	15	30	35	70	50
	Total	62	31	138	69	200
Enugu South	1	10	20	40	80	50
	2	8	16	42	84	50
	3	11	22	39	78	50
	4	7	14	43	86	50
	Total	36	18	164	82	200
Enugu East	1	4	8	46	92	50
	2	18	36	32	64	50
	3	10	20	40	80	50
	4	6	12	44	88	50
	Total	38	19	162	81	200
Ezeagu	1	15	30	35	70	50
	2	8	16	42	84	50
	3	10	20	40	80	50
	4	14	28	36	72	50
	Total	47	24	153	76	200
Overall total		183	23	617	77	800



Figure1. Employment status of the study population.

**Test of hypotheses**

*Test of hypothesis one:* The result of the test of hypothesis one using one-way Analysis of variance

showing the relationship between respondents with formal education and those with no form of education.

Table 3. Result of analysis of variance (hypothesis one).

	Sum of Squares	df	Mean Square	F	Sig.
Between groups	488.750	10	48.875	6.605	.025
Within groups	37.000	5	7.400		
Total	525.750	15			

The result in Table 3 reveals that;  $F(10, 5) = 6.60$ ,  $p < 0.5$  with this result, the null hypothesis is rejected. It therefore means that there exists a significant relationship between the people with formal education and those without any form of education as the number of people with informal and no form of education out-weighs those that have attended a form of formal education in the area.

Table 4. Result of t-test of those involved in tourism and non-tourism related activities (hypothesis two).

	N	Mean	Std. Deviation	Std. Error Mean	Cal. t	Tab. t
Tourism_jobs	16	11.44	4.381	1.095	5.31	2.12
Non_tourism_job	16	38.56	4.381	1.095		

The result in Table 4 shows that the mean value of people involved in tourism and non-tourism related jobs is as follows; The value indicates that fewer people are involved in tourism related jobs ( $M=11.4$ ) and more people are involved in non-tourism related jobs ( $M=38.56$ ). This further reveals that there is a significant difference in the population involved in tourism and non-tourism related jobs as  $t(df=15) = 5.31$ . Since  $t_{cal}(5.31) > t_{tab}(2.12)$ , at the 15 degree of freedom (2-tailed), we reject the null hypothesis and accept the alternative. This means that there is a significant difference in the number of people involved in tourism related activities and those who are not involved in tourism related activities as the number of those involved in non-tourism related jobs out-weighs that of those involved in tourism related jobs.

### Summary of Findings

The findings in Table 1 shows that the total number of the respondents with non-formal education (262 people representing 33%) and no-education status (260 people representing 32%) is more than the number of respondents with formal education (278 people representing 35%). This is to further show that without the non-formal education aid, most of the people in the area would be without any form of education and this will automatically impinge in the life style and altitude of the people on the long-run. Information on Table 2, also shows that most of the respondents are involved in non-tourism related activities (617 people representing 77%) of the total study population as against 183 people representing 23% of the total study population. This can also be traced to the fact that the people are not aware of the relevance of getting involved in the tourism industry since the tourism industry has been restricted to favor

*Test of hypothesis two:* The result of the test of hypothesis two using students T-test (one sample T-test) to test the difference between the mean of respondents that are involved in tourism related jobs and those that are involved in non-tourism related jobs.

only a few in the society. It is therefore observed that only few individuals among the respondents are involved in tourism related activities/ jobs (Transport services, hotel jobs, craftsmanship, tour guiding). Meanwhile it was also observed that with the few number of respondents with formal education, most of the people do not have basic knowledge of the environmental protection strategies and as such lacks awareness of their environmental status. Most of the people are involved in non-tourism related jobs owing to lack of fundamental knowledge of the essence of tourism development in the area and this has made the people unaware and uninterested in issues that have to do with the sanity of the environment.

From the focus group discussions (Participatory research appraisal) conducted in the area, It was further discovered that;

- i). The people within the study area lack basic knowledge of the essence of keeping and maintaining clean environment as little or nothing is done by the government of the area to sensitize the people on the effect of keeping a filthy environment. The people are not also encouraged by government to keep a clean environment as the major cause of health hazard in the area is the state of the waste disposal and the indiscriminate dumping of refuse around the area, as this is worsen by the inefficiency in the part of the government agency (Enugu State Waste Management Authority-ESWAMA) fails to dispose accumulated waste from designated waste bins in the area. This act has really affected the health standard of their environment as this has further reduced the environmental consciousness of the people.
- ii). Most of the people in the area are involved in non-tourism related activities which mean that their participation in tourism related activities is very minimal owing to the fact that the so called tourism



related jobs are seen as “non-sustainable” by most people and only few and mostly frustrated people are involved in them.

iii). The people do not know the importance, relevance or essence of tourism to their economy in that they don't know that tourism has a multiplier and trickle-down effect on the economy and well-being of its host as they have not felt its impact because of the low level tourism activity level in the area.

iv). The people lack basic knowledge on environmental protection techniques that may help protect and sustain the quality of their environment as little or no effort is geared towards enforcing the people towards a clean and healthy environment.

v). The people lack knowledge of tourism events and activities within the state as the people are not carried along by government in planning, execution and benefits sharing of the tourism proceeds.

## Conclusion

With the findings of similar studies by scholars, Ritchie (2003) in his study discovered that the dynamic external environmental influences inevitably influence the supply and demand of tourism products to satisfy the differing needs of a highly differentiated market where he adopted an “education first” perspective in tourism development.

Poon (1993) also concluded that, new tourism consumers or new tourists are remarkably different from the old homogenous mass tourists, stating that new tourist reflect more on a growing segmented trend towards the flexibility, involvement and participation of local people (host) in the tourism activities and products of destination areas and that the travel and tourism industry cannot afford to ignore the needs of market segments such as; Universities, colleges and various training institutes in the promotion and implementation of tourism products.

Since local communities often support events and activities which they know would be beneficial to them, it is then advised that government and all stake-holders especially the private sector and local people be involved in tourism development in their areas and much effort should be made towards sensitizing, informing and educating the local people on the essence of supporting and contributing to the promotion of the tourism industry with major emphases on making them understand how the industry would contribute to improving their standard of living and also making them understand the essence of keeping and promoting a clean environment to the over-all development of tourism in the state. This is to say that, the people should be made involved in all

stages and processes of tourism development or programs in the state.

Based on the above, it is pertinent to note here that education has a very important part to play in tourism development of any destination. The researcher therefore recommends that, effort should be made towards fostering special environmental education programs and workshops be organized within the state and public awareness strategies be improved and more emphasis be put in ensuring the improvement of the people's standard of living through the provision of tourism related jobs and good marketing and packaging mechanism must be put in place to ensure the promotion and marketing of the state's tourism potentials to the outside world to ensure more patronage and visitation of international tourists to the state. It is also recommended that the study of environmental education be incorporated into the school curriculum in primary, secondary and even tertiary institutions to help promote and create awareness of the essence of a green and clean environment in the state.

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