
The Emergence of Ethnic Militia in the Niger Delta Region of Nigeria and Its Impacts on Revenue Generation in the Tourism and Hospitality Industry: A Critical Appraisal, 2009-2011

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Abstract. In recent times, tourism and hospitality industry has become a strong source of generating huge revenue for governments and private sector in many parts of the world and should be contributing to the well-being of citizens in the Niger Delta region of Nigeria. The Niger delta region is one of the most resource-endowed regions in the world but its citizens are among the poorest as there is a persisting paradox of a rich region inhabited by poor people. In view of this, governments have seen enough reasons to support and promote the industry in order to generate revenue for the benefits for the people. The emergence of ethnic militiae however negatively affected the revenue generation in the industry. Therefore, the central position of this study is to examine the emergence of ethnic militia and its resultant impacts on revenue generation in the tourism and hospitality industry with the view to critically re-assessing the phenomenon within the period, 2009-2011. To achieve the objectives of the study, one research question was formulated, and literatures related to the variables were reviewed. From the findings, alienation, oil based environmental degradation and government neglect engendered frustration which provoked the emergence of ethnic militia. In addition, the study showed that the protests and agitations that were hitherto peaceful degenerated into militancy, violence and kidnapping of tourists, particularly expatriates. As a result, the industry suffered low patronage and generated less revenue. Based on this, the study concluded that the emergence of ethnic militia during the period under review which culminated in the displacement of thousands of people, destruction of properties and other crimes impacted negatively on revenue generation in the tourism and hospitality industry. The study therefore recommended among others, that the Nigerian government should ensure that the social insecurity experienced by the people is solved through infrastructural development, job creation and provision of economic empowerment opportunities for thousands of youths in the region. Secondly, the national policy and programme should be targeted at inculcating into the rural populace wealth-oriented behaviours and values that will dislodge the feeling of deprivation, and alienation. Materials for this study were drawn from two sources, namely, primary and secondary sources. The strategy of content analysis was used to systematically analyse data in view of the historical cum contemporary nature of the study.

Keywords: Emergence of Ethnic Militia; Tourism and Hospitality Industry; Revenue Generation; Niger Delta Region

Introduction

With the attainment of political independence in 1960 came the clamour for another kind of independence, economic independence. Certainly, the country needed to design a new approach to survive the post-colonial erain order to attain economic sovereignty. The kind of economic independence being sought for was one that would result when individuals in the society jointly increased their capacity to deal with all critical economic issues surrounding them with the mindset to increase skills and capacity, greater freedom, creativity, self

discipline, responsibility and material wellbeing of the populace. With this quest, Nigerian scholars from diverse fields postulated several theories on how the country could become economically independent and sustainable. Fundamentally, the country was in need of a frontal attack policy on poverty, exploitations and oppressions to completely dislocate any bid for Britain, her erstwhile colonial master to economically re-capture the country.

Regrettably, nothing from the different postulations made any difference as the country showed very limited hope of the fulfilment of the promises of independence for a vast majority of its population. As a result, the country's economy became precarious and by extension, an economist's nightmare. Despite all efforts by government to embrace the reality as it were, the country's elite, most disturbingly, sacrificed opportunities to re-grow the economy. Most disturbing was the paucity of basic data to make sensible planning and projections. However, where data was available, it was grossly distorted. The consequence, in the words of Dotun Philips, a professor of economics and one-time director-general of the Nigerian Institute of Social and Economic Research, NISER, was "planning without facts". From this perspective, all plans for economic independence without accurate data worsened the state of the economy.

However, while introspecting on the way forward after the failure of the indigenous scholars from diverse fields to make a distinct breakthrough, the tourism and hospitality industry emerged and dramatically altered the Nigerian economy from being an economist's nightmare to one of fulfilled promises. With no more missed opportunities, Nigeria's tourism and hospitality industry became a pointer to sustainable development. As it were, since the tourism and hospitality industry was contributing positively to the global economy growth, Nigeria as a nation could not have been an exception. Besides, the industry markets has the potential to enhance lives in a sustainable framework through its incessant wealth creation, choice, innovation and competition (Ajake, 2015). Sustaining his argument, Ajake stated that the travel and tourism industry contains elements that facilitate it becoming a dynamic market force for sustainability in the future. In addition, Ajake states that the industry has the capacity to increase exports, bring in capital investment, boost economies (GDP) and create employment (whether direct or indirect) in the mainstream of the economy.

Accepting the foregoing as facts, Obalade and Dubey (2014) pointed out that tourism became recognized as a remunerative industry that could contribute positively to a country's GDP, citizens' quality of life and generation of employment. For this, tourism was rated the second largest industry in the world (Christine Ennew, 2003, cited in Obalade and Dubey, 2014). It is in this light that tourism has become recognized as a strong source of generating huge revenue for government, private sectors as well as to contributing to the wellbeing of citizens. In view of this, governments have seen enough reasons to support and promote the industry to keep generating revenue for the provision of socio-economic benefits for the general population. As a follow up to this assertion, Obalade and Dubey (2014) agree that tourism role has recently become more recognized as a potential industry that can contribute to a country's revenue, economic growth, balance of payments, and foreign exchange earnings. Besides, since the industry markets' potentials are enhancing lives in a sustainable framework through its incessant wealth creation, choice, innovation and competition, Ajake (2015) contends that the travel and tourism industry contain elements that can facilitate it becoming a dynamic market force for sustainability in the future.

From the foregoing, the identification of the tourism and hospitality as one viable sector capable of generating immense revenue and wealth for the attainment of economic independence cannot be over emphasized. It has not only grown and sustained the economy, but also aided investors in the industry all over the globe to make returns for their investments. What is more, the increasing growth of the tourism sector in the last couple of years has been an unambiguous acknowledgment that the industry is one of Nigeria's fastest growing industries. It is in line with the foregoing that stakeholders in the industry have said that the

sector can earn billions of dollars for the country per annum. Concurring, the Acting Director General of the Standards Organisation of Nigeria (SON), Paul Angya, said Nigeria was ready to take her share of the global trillion dollars tourism investments. According to him, as Nigeria diversifies its economy from oil, tourism and its related activities have become a strong source for huge revenue generation for the provision of infrastructural development and business expansion in the country.

According to Premium Times (2016), Nigeria earned 1.1 Billion Dollars from the tourism and hospitality industry in 2015. Prior to this earning, tourism was viewed as a virgin source of revenue generation, and indeed a vibrant sector that could contribute to the development of market-oriented economy. As a result, it has emerged as one of the world's major socio-economic sectors that have been expanding steadily at an average rate of 45 percent annually during the latter half of the 20th century. Substantiating, Cole (2008) asserted that tourism had since become the world's fastest growing industry accounting for about 7 percent of global capital investment by 2010; ten years after, there has been an exponential growth in revenue generation running into of billions of dollars to the world's amazement.

Statistically, in terms of revenue generated (earnings) by countries in the tourism and hospitality industry, the World Bank (2017) in Ajake (2018) listed twenty countries whose earnings seem to lend credence to the fact that tourism and hospitality industry is gathering momentum.

S/N	Countries	Earnings(\$)
1	Australia	\$31billion
2	Austria	\$18 billion
3	Canada	\$16 billion
4	China	\$114 billion
5	France	\$54 billion
6	Germany	\$47 billion
7	Greece	\$17 billion
8	Hong Kong	\$42 billion
9	India	\$21 billion
10	Indonesia	\$12 billion
11	Ireland \$11	\$10 billion
12	Saudi Arabia	\$11 billion
13	Singapore	\$16 billion
14	Spain	\$56 billion
15	Sweden	\$11 billion
16	Switzerland	\$19 billion
17	Thailand	\$48 billion
18	Turkey	\$35 billion
19	United Kingdom	\$60 billion
20	USA	\$246 billion

Source: World Bank, 2017

The reflection of these countries' double-digit earning shows that Nigeria can as well earn more as the big country in the African region. After all, the World Tourism Organization (WTO, 2004) earlier rated Nigeria as the most visited country in West Africa. In recognition of this declaration, scholars like Prentice (2007); Geels, and Kemp (2007) have stated that the revenues from the tourism hospitality industry increased considerably as the number of tourists increased fundamentally.

The tourism sector expanded significantly, with the number of international tourist arrivals in Africa doubling from 24 million in 1995–1998 to 48 million in 2005–2008, and increasing to 56 million in 2011–2014. Highlighting further, tourism's total contribution to Africa's gross domestic product (GDP), which includes direct and indirect contributions, increased from an average \$69 billion in 1995–1998 to \$166 billion in 2011–2014, that is, from 6.8 per cent of GDP to 8.5 per cent of GDP. Tourism export revenues more than tripled, increasing from \$14 billion in 1995–1998 to \$41 billion in 2005–2008, and rising to \$47 billion in 2011–2014. Moreover, tourism export revenues per arrival increased from an average of \$580 in 1995–1998 to \$850 in 2005–2008, and from 2011–2014, Africa recorded the highest average numbers of international tourist arrivals in Egypt (9.9 million), Morocco (9.8 million), South Africa (9.2 million) and Tunisia (6.8 million). These four countries accounted for 64 per cent of all international tourist arrivals in Africa in 2011–2014, highlighting the high degree of concentration of arrivals. But destinations with the strongest growth in tourism employment in 2014 compared with 2013 were Egypt (+89,000), Madagascar (+84,000), Nigeria (+79,000) and South Africa (+59,000). The number of international tourist arrivals in Africa is forecast to grow to 134 million by 2030, at an expected growth rate of 5 per cent between 2010 and 2030. In Africa, domestic tourists are likely to greatly outnumber international tourists, a reflection of global trends.

Essentially, tourism export revenues, which include inbound tourism expenditures and international passenger transport services, have experienced a similar growth trajectory. In 2015, the sector's direct contribution to the continent's GDP increased to \$73 billion and is forecast to rise to \$121 billion by 2026. In terms of growth, the annual average rate of growth of tourism's direct contribution to real GDP was 2.6 per cent in 2011–2014 and attracted on average capital investment of \$26 billion (1.8 per cent of GDP), rising to about \$30 billion in 2016.

From the foregoing, tourism markets have the potential to enhance lives in a sustainable framework through its incessant wealth creation, choice, innovation and competition (Amalu & Ajake 2012). The travel and tourism industry contains elements that enable it become a dynamic market force for sustainability in the future. Essentially, tourism has the capacity to increase exports, bring in capital investment, boost economies (GDP) and create employment (Amalu & Ajake 2012). In this connection, the World Travel and Tourism Council (WTTC) asserted that travel and tourism generated 203 million jobs over 8% of all jobs worldwide in 2000, rising to over 207 million in 2001. Within a decade, there was an increase to over 260 million jobs or of all employment.

As the economic benefits of tourism increase daily, it took the foresight of the then governor of Cross River State, one of the nine states that made up the Niger Delta region, Donald Duke, to recognize tourism as one of the country's fastest growing industries that could generate huge revenue to provide socio-economic infrastructure for the benefit of the people of the state. Propelled by this, he established the Cross River State tourism Bureau (Law No.1 of 2004) to promote sustainable tourism development.

In line with the foregoing, this study sought to investigate the emergence of ethnic militia and its impacts on revenue generation in the tourism and hospitality industry within the period, 2009-2011.

Statement of the Problem

The influence of tourism and hospitality industry has been widely acknowledged as a strong source of revenue generation to enhance economic growth of the country. Since its emergence, the industry has contributed immensely to the Gross Domestic Product (GDP) and experts in many developing countries have applauded the industry for its importance to the Nigeria's economy. Since the heart of the flourishing tourism industry is located in the Niger

Delta, a region that is evidently blessed with numerous resources, including crude oil that accounts for about 80 percent of Nigeria's foreign exchange earnings, the people live in squalor. Despite the wealth derived from oil resource, exploitation and exports benefited only the operators of the oil industry and the bureaucrats in government (Owabukeruye, 2000). In this ugly situation, Ejibunu (2007) posited that 'the discovery of oil in the Niger Delta region in 1957 triggered a chain of events that eventually led to the political and economic marginalization of the inhabitants of the region'. Despite over sixty years of oil production in Nigeria, Oronto (2003) lamented and hundreds of billions of dollars of oil revenue earned, the inhabitants of the Niger delta region especially those in the creeks remained in abject poverty. Oil exploration and production with a number of activities devastated the environment, and impacted negatively on the tourism industry. The degradation and the estrangement of the people from their natural resources and means of livelihood birthed ethnic militia in the region. Their protests and agitations that were hitherto peaceful degenerated into violence. Rather than pacify the youths, the state responded with repression and in the course, militarised the region. Aside the violence, the kidnapping of tourists, particularly expatriates, negatively affected the industry as revenue generation became a thing of the past.

It is against this background that this study was carried out with the objective of providing an understanding of the emergence of ethnic militia and its consequence on revenue generation in the tourism and hospitality industry in the region within the period, 2009-2011. The specific objectives of the study are two-pronged, and are outlined hereunder:

- (a) To examine the emergence of ethnic militia and its impacts on the revenue generation in the tourism and hospitality industry in Niger Delta region;
- (b) To assess the prospects of tourism and hospitality industry in the region.

In the attempt to achieve these objectives, one research question was formulated to guide the study.

- (i). How did the emergence of ethnic militia affect revenue generation in the tourism and hospitality industry in Niger Delta region?

Literature Review

A Brief History of Tourism and Its Emergence in Nigeria

Tourism is the business of providing and marketing services and facilities for pleasure of travellers (Nona, 1993). It is a form of recreation that requires leaving home for some other places, whether near or far (Olokesusi, 1989). It can also be defined as the phenomenon arising from temporary visits (or stays away from home) outside the normal place of residence for any reason other than furthering an occupation remunerated from within the place visited (Burkart & Medlik, 1981). From all the above definitions, a tourist could be regarded as a person who is visiting for at least one day in an area basically for the purpose of leisure or business. Basically, it involves the movement and stay of foreigners inside and outside a city or a region, provided the journey and stay of the stranger is not connected with remunerative activities. In this sense, it is the sum total of the temporary or short-term movement of people from their point of origin (source) to a destination outside their place of work or residence. It equally entails all the non-economic activities in which they participate during the time they stay outside their registered domiciles.

Nowadays, tourism has become a popular global leisure and socio-economic activity (Onor, 2015). From the ancient period, tourism has, according to the "Manila Declaration on World Tourism", undergone various stages of development and has become generally recognized as "an activity essential to the life of nations with its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international

relations (“Manila Declaration on World Tourism”, World Tourism Conference, Manila, Philippines 10th October, 1980).

Accepting the foregoing, the development of tourism in Nigeria is traced to three different schools of thought. The first traced its emergence to 1472 when the first Portuguese merchant landed in Lagos on a mercantile mission. The second alleged that tourism in Nigeria commenced when the Colonial Antiquity was established in 1953 to manage tourism resource. The third view suggested that tourism was birthed in 1962 when a group of Nigerians with interest in and commitment to the promotion of tourism set up a body known as Nigerian Tourism Association (NTA) (Uya, 2012). In the bid to expand its frontier, the NTA, according to Onor (2015), received some grant-in-aid from the government and was subsequently registered as a member of the International Union of Travel Organization which later became the Spain-based World Tourism Organization. Nevertheless, it must be admitted that the admittance into the Organization was of no significance as it did not encourage the take-off of tourism, even as an effective national past time. As a result, the excitement of the country being admitted into the International Union of Travel (IUTO) soon died down. Disappointed, but still determined to forge a way forward, the government appointed the African Development Bank (ADB) in 1971, to make recommendations on the potentials and the viability of Tourism in Nigeria. The report of the proposal showed that Nigeria possessed great potentials for the development of tourism as a viable economic sector (Onor, 2015). Sequel to this, the government through Decree No. 54 of 1976 transformed the NTA into a full-fledged Parastatal known as the Nigerian Tourism Board (NTB).

The Decree empowered the NTB to: (i) Encourage people living in Nigeria to take their holidays therein and people from abroad to visit Nigeria; (ii) encourage the provision and improvement of tourist amenities and facilities in Nigeria, including ancillary facilities; (iii) provide advisory and information services; (iv) promote and undertake research in the field of tourism; (v) grade or classify hotels in such a manner as may be prescribed. Regrettably, just like Nigerian Tourism Association (NTA), the NTB had a chequered history, and consequently failed to create any significant impact on the country’s tourism industry. The disturbing trend was however reversed in 1989 when the government realized that tourism, owing to its growing socio-cultural economic and international relevance needed to be fully developed. In furtherance to this, several conferences were organized. At the seventh National Conference in Maiduguri, Borno State (1989), it was decided that tourism be given a boost after reviewing a variety of factors militating against its development. With this resolution, the operational capability of the Nigerian Tourism Board was enhanced through the reconstitution of the Governing Council of the Board and also through the commercialization of its operations. Sequel to this, government held important conferences in the 1990’s and as well as attended International Conferences on tourism to stimulate its development. In the event of this, the promulgation of Decree No. 36 in 1991 birthed the Chad Basin National Park, the Cross River National Park, the Gashaka-Gumti National Park, the Kainji Lake National Park and the Old Oyo National Park as part of the tourism package. As a result, a comprehensive Tourism Policy was developed with the aim of generating rural-urban integration as well as cultural exchange between Nigeria and other countries (Uya, 2012).

In the light of the foregoing, it is imperative to state that the tourism sector of the Nigerian economy was identified in 2005 as one of the six priority areas for development in Nigeria. Since then, several efforts have been made to secure Nigeria’s place in the tourism map of the world despite the country’s chequered history in the sector and coupled with the unconvinced behaviour of its stakeholders. The sector, at that time, remained a vastly uncharted territory. But there came the executive governor of Cross River State, Donald Duke (1999-2007) who saw the infinite possibilities in tourism and hospitality industry and released his boundless youthful energy into its pursuit.

Demonstrating further, Onor (2015) held that Donald Duke spent what appeared to be a horrendous amount of money to bring his dream into reality. Unfortunately, many sneered and viewed with scepticism and even cynicism the pursuit of this new rave, which in their judgement would end up a dismal fiasco. But like every true leader, Donald Duke, in the assessment of Onor, remained undaunted, and continued with sowing the seeds the tourism in order for it to yield constructive transformational fruits for the benefit of the broad generality of the people of the Niger Delta region and by extension, the entire country. Interestingly, by the time he left office, there was a radical shift from cynicism to accommodation of the tourism idea by a broad generality of the citizenry who had come to the realization that tourism was after all, not a crazy and wasteful adventure (Onor, 2015).

The Impacts of Tourism on Revenue Generation

Writing on one of the significant economic characteristics of the tourism industry, Holloway and Robinson (1995) state that an income earned in places of residence is spent in places "visited". In other words, tourism is an instrument in transferring a vast sum of money from "income generating" countries to "income receiving" countries. By this, they mean that the money spent by tourist does tend to percolate through many levels. Nevertheless, it is imperative to admit that tourism as a source of income is not easy to measure at least with any degree of accuracy. Be it as it may, the most common method for estimating the income generated from tourism is to determine the "multiplier effect" in a destination. The flow of money generated by tourists spending, multiples, as it passes through various segments of the economy. A tourist makes initial expenditures into the society, which is received as income by local tour operators, shopkeepers, hotels, taxi drivers etc. Thus, money spent by tourists generates income in multiple times than the original spending. This is called "multiplier effect". In this vein, the tourism and hospitality industry, particularly international tourism helps the economy of a country with a number of multiple of the tourist's original dollar.

From the discussions thereof, it is certain that tourism is considered as part of the export industry to the Home country since it creates foreign currency revenue into the country's economy (Obalade & Dubey, 2014). According to Obalade and Dubey (2014), tourism improves the balance of payments and trade of developing countries. As more international tourists travel to the host countries, the demand to purchase its local products, services and its local currency would increase resulting in an improved balance of payments and balance of trade. In addition, developing countries that depend on mono-products, tourism provides such countries with a major source of revenue creating a positive effect on their balance of payments. In this regard, John Brohman (1996) stated that "earnings from trade and tourism foster macroeconomic stability by contributing to a more favourable balance of trade and external accounts, which was important for attaining better ratings in international financial markets and thus easier access to foreign loans and other investment capital and credit facilities).

Lending credence to Brohman (1996), Obalade and Dubey aver that tourism diversifies governments' sources of revenue and offsets governments' losses attributable to certain industries. One of the greatest effects of tourism on governments, they assert, is that it reduces the country's dependence on primary commodities such as natural resources of oil and gas as the main sources of revenue. This ultimately minimizes the risk arising from depending on one source of revenue rather than diversifying such resources and offsetting losses made by other sectors in the economy. From the foregoing discourse, it is obvious that rising fiscal responsibilities combined with growing reluctance of residents to pay higher taxes have induced many state and local governments to enact new taxes or increase rates on existing hotel room taxes (Bonham, Fujii, Im & Mak, 1992). For example, in Canada, proceeds from the goods and services taxes (GST) and the provincial sales taxes contribute the largest sources of revenue from tourism. According to the same study, tourism generated revenue of \$19.4 billion

for all three levels of government in Canada in 2006 as opposed to \$15.0 billion of revenue generated by tourism in the previous year. In addition, income taxes are generated on the earnings of hotel employees, on the profits of the business, as well as property taxes. Other governmental revenues include direct revenues obtained directly from tourists such as entrance fees into museums and parks as well as parking fees. Essentially, generating revenue from tourism directly through charging tourists for entry visa fees granted upon arrival of tourists at their destinations or through collecting money on specific parks or conservation areas is another approach the government employs to generate revenue. It is in view of this that Obalade and Dubey declare that governments also generate revenue indirectly from tourism by charging user fees, income taxes, taxes on sales or rental of recreation equipment, and license fees for activities such as hiking, skiing, fishing, camping and hunting that provide governments with the revenue needed for the management of their natural resources, reserves, conservation programs and activities, such as park ranger salaries and park maintenance. Citing Costa Rica as an example, she received, in 1999, 866,083 thousands of national and international tourists generating revenue of US\$ 2.5 million.

With this, a favourable balance of payments for the country is attained (Obalade & Dubey, 2014). Such revenue inflow creates great benefits for business turnover, welfare of individuals, household income, employment, private revenue etc. and also increase in government revenue. It is important to observe that part of the revenue generated is considered a secondary revenue since it is re-spent within the country creating more economic activities (Obalade & Dubey, 2014). For example, in some large countries such as USA and Brazil, these secondary and indirect revenues that are generated domestically sometimes exceed the benefits from the direct revenue bases. For example, the growth rates in the tourism revenue have exceeded the growth rates made by most other service sectors.

In furtherance to their submission, Obalade and Dubey (2014) assert that as more countries recognize the important role that tourism plays in generating revenue, the competition across countries for tourist spending will become more intense. Contributing to the discourse, the Secretary-General of the World Tourism Organization declared in Obalade and Dubey (2014):

I am pleased to see the serious analysis of the problems and prospects of the tourism sector as presented in this third edition of Global Tourism: The Next Decade.

Prior to this declaration, Mill (1990) argues that tourism and hospitality industry generates substantial revenue to boost national income. By this, tourism pays for different types of services and goods in the host country from both international and domestic tourism. In other words, tourism constitutes a demand for services and also for consumer goods. The construction of accommodation, urbanization for tourist purpose, infrastructure installation, increased tourist transport and equipment among others are some examples of how tourism generates investment opportunities, and by extension revenue for government within the state. Succinctly put, when tourists pay for goods and services in another country, these amounts are reflected as national travel receipts for such a country.

In pursuance to the declarations of Mill and others, Odunsanwo (2009) maintains that Africa has been the fastest growing tourism region with international arrivals reaching a 7.5 percent increase over that of the previous year with 360 million tourists recorded in 1998, 25 million (6.94%) visited Africa. Highlighting further, Kimeria (2019) observes that some 67 million tourists visited Africa in 2018 and this represented a rise of 7% from the previous year, making Africa the second-fastest growing region when it comes to tourism, after Asia Pacific. By implication, African countries are now essentially reaping the benefits from positive policy changes coupled with increased investments in the sector, that have made it a more attractive

destination for tourists. In Ethiopia, for example, Kimeria (2019) stated that relaxing visa restrictions while improving flight connectivity has seen Addis transformed into a regional transport hub, even overtaking Dubai as the world's gateway to Africa. Evidently, this has resulted, according to Jumia Africa Hospitality report (2020), in Ethiopia becoming Africa's fastest growing travel country, growing by 48.6% in 2018. It is imperative to affirm that the numbers of business visitors in particular, have received a boost from business-enabling reforms from some governments that have seen the potential in diversifying the sector. Kenya, Rwanda and South Africa have undertaken initiatives to position themselves as locations for conferences and exhibitions.

The Emergence of Ethnic Militia in the Niger Delta Region

The Niger Delta Region is located in the South-South geo-political zone of Nigeria. It occupies the Mid-southern and South-eastern part of Nigeria's coastal region and geographically Africa's largest wetland (CPED Monograph Series, 2016). The region, made up of nine States including Abia, Akwa-Ibom, Bayelsa, Cross River, Delta, Edo, Imo, Ondo and Rivers States is an oil rich region with a population of 140 million people (UNDP Report, 2006). It has about 250 dialectical groups speaking nearly 400 languages. It has an area of 85 square kilometers with 185 local government areas, 50 ethnic groups and 3500 communities. The major ethnic groups include Andoni, Edo, Efik, Igbo, Ijaw, Indoni, Ishaw, Ogoni, Urhobo, and Yoruba (UNDP, 2006).

The Niger Delta area accounted for the bulk of the foreign earning that accrued to Nigeria (UNDP, 2006; Ifeanacho, 2006; Osuigwe, 2008). According to statistics available, oil and gas accounted for 40% of Nigeria's national GDP and between 2000 and 2004; oil accounted for 79.5% of total government revenue with about 95% foreign earnings. In all this, agricultural land was destroyed by oil spillage arising from the exploration and exploitation of oil and gas over the last six decades in the region. The operations of the multi-national oil companies impacted most disastrously on the socio-physical environment of the community, massively threatening their fragile subsistent peasant economy and biodiversity to the extent that the people no longer go about their normal fish farming, crop farming and boat and net making as they had lost their farm lands and water to oil pollution. Every scholar on the Niger delta region agrees that the huge revenue earned from oil and gas has not altered the deplorable living conditions of the people. Due to this, the Federal Government of Nigeria has been indicted for marginalization, poor governance, underdevelopment of the region, unequal distribution of wealth, and exemption from the oil economy of the country (UNDP, 2006; Ifeanacho, 2006; Osuigwe, 2008; Onu, 2008).

Consequently, this has led to grievances that stimulated a regional agitation for development, participation and resource control. Fundamentally, the lack of cooperate responsibilities from the activities of oil companies, such as; environmental pollution and degradation, the deep declines in derivation based oil revenues as well as the existence of a highly centralize federal structure that left states at a disadvantage; especially those in the Niger Delta region, further generated new agitations (CPED Monograph Series, 2016). According to D.S.P. Alamaeseigha (UNDP, 2006) the principal actors of the Niger Delta conflicts were youths whose agitations created the phenomenon then known as "Youth Restiveness". He also added that with prevailing deplorable socio-economic condition in the Niger Delta, the youth had no choice than being restive. The Niger Delta region became a hotbed for violent conflicts and insurgency. The insurgency in the region was accompanied by the destruction of oil infrastructures, kidnapping of oil company workers, the disruption of oil and gas production and piracy (CPED Monograph Series, 2016). Succinctly put, the youths no sooner than later turned into ethnic militia groups. The escalation of conflicts in the Niger Delta led to several declarations of bills and rights by many Niger Delta ethnic groups. The activities of these

groups mainly made up of youths led to emergence of ethnic militia. Ethnic unrest of the 1990's such as between the Ijaw and Itsekiri coupled with a spike in the availability of small arms and other weapons also led to militarization of the Niger Delta prior to the struggle for social security. The scenario was worsened by alliance between groups and politicians in preparation for April 2007 general elections.

From the foregoing, the high level of militancy and insecurity in the Niger delta was due to several factors including the marginalization of the people, environmental degradation, bad governance, abject poverty and massive unemployment, inconsistent policy framework, and the divide and rule policy of the oil companies. From all available statistics, the Niger Delta communities remained grossly socio-economically underdeveloped and pauperized amidst the immense oil wealth owing to systematic disequilibrium in the production exchange relationship between the state, the Trans-national companies and the people. Enormous money was derived from oil export but the area was subjected to severe land degradation, socio-economic disorganization, increased poverty, misery, military occupation and bloody violence (Anikpo, 2006). Oil extraction impacted most disastrously on the socio-physical environment of the Niger Delta oil bearing communities massively threatening the fragile subsistent peasant economy and bio-diversity as well as their entire socio-economic livelihood. Basically, the oil producing communities remained dependent and underdeveloped, persistently dis-empowered, socio-culturally marginalized and psychologically alienated. Basically, the restiveness was for survival of the people and the quest for sustainable development.

Furthermore, the wealth derived from oil resource exploitation and exports benefited only the operators of the oil industry and the bureaucrats in government (Owabukeruye, 2000). In this ugly situation, Ejibunu (2007) posited that 'the discovery of oil in the Niger Delta region in 1957 triggered a chain of events that eventually led to the political and economic marginalization of the inhabitants of the region' Despite over sixty years of oil production in Nigeria, Oronto (2003) lamented that, hundreds of billions of dollars of oil revenue earned, the inhabitants of the Niger delta region especially the riverine (creeks) remained in abject poverty. Poverty level was about 80% while unemployment level was about 70%. They lived without even the most basic amenities such as pipe-borne water and electricity (Ibaba, 2005). Mukagbo (2004) opined that "in the Niger Delta, scenes of abject poverty pervaded the area, very similar to what one usually found in a refugee camp".

The distribution of resources from the federation account was another source of marginalization for the Niger delta. Prior to 1999, the allocation to the Niger delta from the federation account of revenues from oil, decreased progressively as Nigeria became more dependent on oil. In 1960, the allocation was 50%, then down to 45% in 1970, declined to 20% in 1982, further down to 3% in 1992. It was raised to 13% following persistent agitations from the people of Niger Delta (Ikelegbe, 2006). Unemployment was very high among the people of the Niger delta. The youth from the Niger delta did not benefit from the presence of the transnational corporations especially the oil companies operating in their communities. Less than 5% of the people from the Niger delta work in the companies, while women from the region working with the oil companies were less than 1% and those who benefited through employment from the oil companies were those of the non-oil producing parts of the country (Ejibunu, 2007; Brisibie, 2001).

This underdevelopment of the Niger Delta with its long history of agitation was a clear confirmation, according to the political economy approach, that development would not thrive in a region of deprivation, poverty and insecurity as the control of means of production was primary in the life of man. In a nutshell, the social disturbance over a long time led to poor industrial development and tourism development in particular as development could not thrive in a chaotic situation.

Tourism Development and Infrastructure

Among scholars, Smith (1994) was the first to acknowledge the role of service infrastructure in creating a product experience. According to him, “service infrastructure was housed within the larger macro-environment or physical plant of the destination”. In addition, he posited that the level, use, or lack of infrastructure and technology in a destination such as transportation, water and power supply, use of computer technology and communications among others) were also visible and also determining features that could enhance the visitors' trip experience. Other authors, including Buharis (2000), Brent, Ritchie and Crouch (2000) subsequently supported Smith's thesis. Again, they envisioned that tourists' overall impression developed their image of a destination after visitation and that infrastructure might play an important role in that respect. As a tourist destination point, the development of infrastructure such as roads, water, electricity, safety services, health services, communications and public transportation has become a key determinant in expanding tourist arrivals in Turkey. In another study, Tang and Rochananond (1990) concluded that infrastructure was an important element in promoting Thailand as a tourist destination country.

Earlier, Gunn (1988) represented the tourism product as a complex consumptive experience that results from a process where tourists use multiple of services (information, relative prices, and transportation, accommodation, and attraction services) during the course of their visit. Other economic and political conditions and structural features were also important factors shaping many tourist experiences and contributing to the nature of the destination product. Murphy et al (2000) related this type of product to a supply and demand analysis and described how various components of the destination interact with travellers during their trip. In his study, Prideaux (2000) acknowledged the importance of transport infrastructure as an essential component of successful tourism in that it provided inducement for the growth of existing tourist destinations and the creation of new attractions. More so, the establishment of high quality tourism resort in any country depends on the availability of a critical mass of public infrastructure. The absence of it can create heavy burden on operating cost with attendant negative effect on the competitiveness of a destination (Prideaux, 2000).

Research Methods

The research design adopted for this work was the ex-post facto (after-the-fact), defined as ‘a systematic empirical inquiry in which the scientist does not have any control of independent variables because their manifestations have already occurred. The design unlike the experimental design does not involve the control of the independent variable because it is inherently not manipulated. Aside the ex-post facto research employed, the study also employed survey research design. The survey design was a research design which focuses on sample from populations (Universe) to discover relative frequency or occurrence, distribution and interrelation of the variables. It is aimed at having a general opinion, attitude and feelings about a particular problem (Kerlinger, 1993). It is therefore very suitable for current study which seeks to ascertain from a sampled population of Niger Delta area, the impact of the rise of ethnic militia on the revenue generation in the tourism and hospitality industry in Niger Delta region. The purposive sampling technique was adopted to select three hundred forty-five (345) respondents for the study. The structured questionnaire was the major instrument of data collection. It consisted of questions, divided into 2 sections. Section A had three questions that focused mainly on the gender, age, and educational qualification of the respondents. The other questions examined respondents understanding of the one research question formulated to guide the study.

Analysis of Research Question

Analysis of Research Question one: How did the emergence of ethnic militia affect revenue generation in the tourism and hospitality industry in Niger Delta region?

Table 1: Mean and standard deviation of responses on the emergence of ethnic militia and its impacts on the revenue generation in the tourism and hospitality industry in Niger Delta region

S/ N	Questionnaire Statements	Mean scores		Standard Deviation		Rating based on mean scores of 2009 – 2011		Remark based on means scores of 2009-2011
		Befo re 2009	After (2009– 2011)	Befo re 2009	After (2009– 2011)	Items	Rank Order	
1.	Income generation of my company was	2.81	2.26	0.97	1.11	1-1 st	1 st	Low
2.	Establishment of other businesses or expansion was	2.77	2.18	0.96	1.01	2-2 nd	2 nd	Low
3.	Profit to my company was	2.60	2.19	0.95	0.96	3-3 rd	3 rd	Low
4.	Level of patronage to my businesses was	2.19	2.17	0.90	1.03	4-4 th	4 th	Low
Average mean scores and standard deviation		2.81	2.20	1.03	1.03			Low

Source: Researchers' Survey Data, 2019. (N = 345)

Data presented in table 1 of the study contained four question statements that were used to address the research question that bordered on how the emergence of ethnic militia affected the revenue generation by tourism and hospitality industries in Niger Delta region within the period of study. The findings in the table also revealed that the four items were adjudged low because their respective mean scores were below the cut-off point of 2.5. Accordingly, in respect to mean scores estimated within the period of study (2009 -- 2011), the effect of the rise of ethnic militia on revenue generation of tourism and hospitality industries was that the income generation of companies were low (\bar{x} = 2.26; SD = 1.11), establishment of other business or expansion was low (\bar{x} = 2.18; SD = 1.01), profit to company was on the decrease (\bar{x} = 2.60; SD = 0.96) and level of patronage to business was discouraged (\bar{x} = 2.17; SD = 1.03).

From the respective mean scores of the items, it was obvious that the mean scores below showed the cut off point of 2.5; this therefore was not in favour of the research question. However, the operators in the industries held contrary viewed or opinions with respect to the questionnaire statements. In essence, those items before the period of study (2009) were accepted and rejected during the period of study (2009 – 2011). This situation was informed by the rise of ethnic militia typified by militancy within the period of study. In order to show the trend in the low revenue generated empirically proven, the simple bar chart employed.

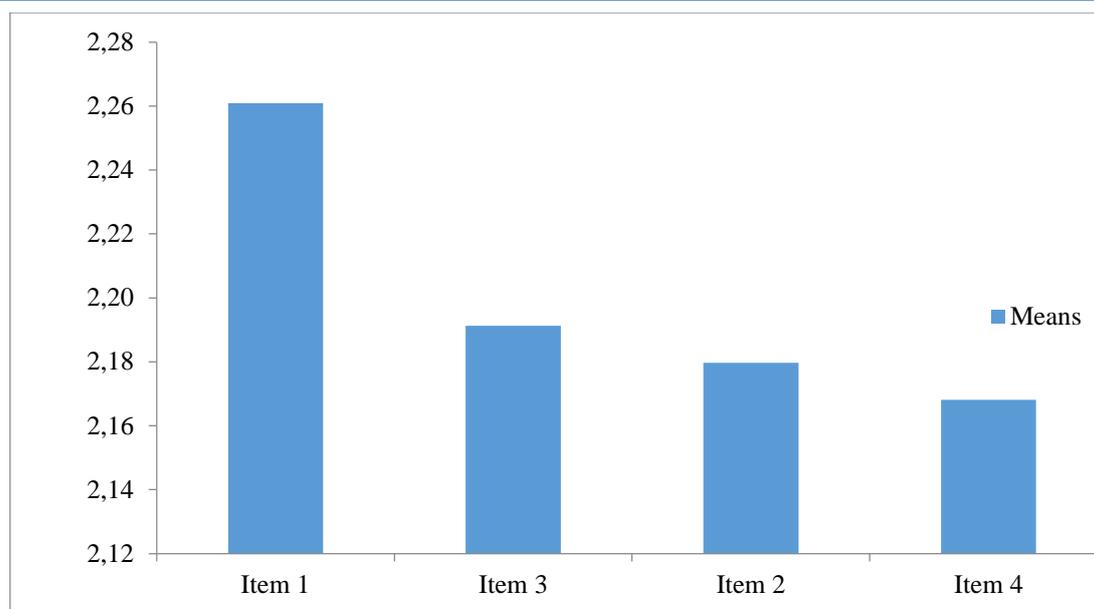


Figure 1: Trend analysis of how the emergence of ethnic militia affected revenue generation in tourism and hospitality industry

Figure 1 of the study revealed that items 1, 3, 2 and 4 were adjudged in descending order of magnitude, 1st, 2nd, 3rd and 4th respectively. This implied that income generated by companies was low and affected profit of the industries (\bar{x} = 2.19), establishment of other businesses or expansion (\bar{x} = 2.18) and level of patronage to tourism and hospitality business (\bar{x} = 2.17). This trend depicts a relative decrease in revenue generation of tourism and hospitality industries within the periods of the emergence of ethnic militia in the region.

In order to further buttress the claim that the emergence of ethnic militia affected revenue generation of tourism and hospitality industries in Niger Delta region within the period of study, the table below showed estimated revenue generated by some of the industries before and after 2009 for that period of time.

Table 2: Estimated revenue generation by some tourism and hospitality industries before and after 2009 in Niger Delta Region

S/N	Estimated Revenue Generation By Some Tourism And Hospitality Industries in the three states						Total (₦)	
	Before 2009		After 2009		Reduction rates			
	Amount (₦)	%	Amount (₦)	%	Amount (₦)	%	Freq (₦)	%
1	917,652,300	60	669,702,000	40	327,950,300	33	1,667,354,300	100

Source: Researcher's Survey Data, 2019. (N = 345)

Table 2 of the study documented the estimated revenue generation by some tourism and hospitality industries in Niger Delta Region (NDR) before and after 2009. Specifically, the table also revealed that before 2009 the estimated revenue generation by the industries stood at ₦917, 652,300 which represented 60% while after 2009-2011, being the period of study, the estimated revenue generation by the industries stood at ₦669,702, 000 which represented 40% of the estimated total revenue generation before and after 2009. Worthy of mention was the loss in the revenue generation of the industries between before and after 2009 which stood at ₦327, 950,300 (₦917, 652,300 – ₦669, 702,000) which represented 33% decrease in revenue generation before 2009 and 2011. This empirical piece of evidence corroborated the opinions

of the operators who responded negatively to the questionnaire statements raised to address research question one.

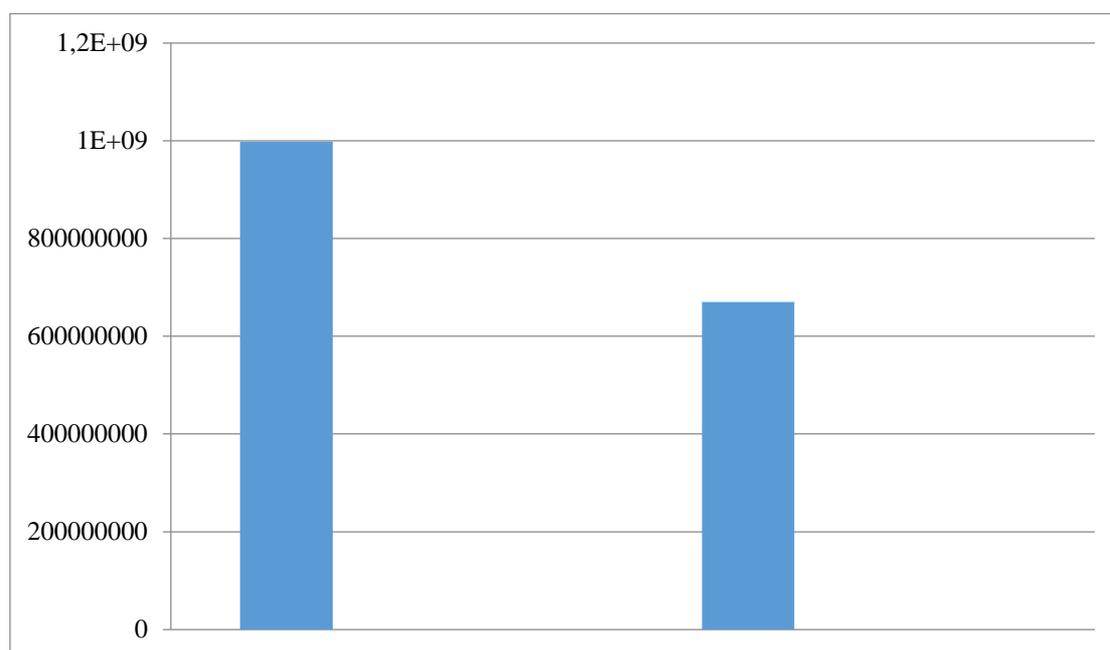


Figure 2: A simple bar chart showing the reduction in revenue generation by tourism and hospitality industry before and after 2009 in Niger Delta Region

Analysis of the Hypothesis

The hypothesis postulated in statement form was translated into null form in order to subject the hypothesis into statistical test using z-test. In this study, there were two major variables, the independent and dependent. The independent variable was the emergence of ethnic militia, while revenue generation in the tourism industry was the dependent variable. As expected, the dependent variable was tested against the independent variable (emergence of ethnic militia) in line with the objective of the study.

Hypothesis One:

H₁: There was a significant difference between the emergence of ethnic militia and revenue generation in the tourism and hospitality industries in Niger Delta region, 2009 -- 2011

H₀: There was no significant difference between the emergence of ethnic militia and revenue generation in the tourism and hospitality industries in Niger Delta region, 2009 - 2011

Table 3: z-test of significant difference between the emergence of ethnic militia and its impacts on revenue generation in the tourism and hospitality industry in Niger Delta Region, 2009-2011

S/N	Variable	N	Mean (\bar{x})	SD	SE	Z-cal	Z-tab	DF	Alpha level	Decision
1.	Rise of ethnic militia	345	2.92	1.02	0.05	9.00	±1.96	343	0.05	Reject Ho (Z-cal > Z-tab statistically significant)
2.	Revenue generation (RG)	345	2.20	1.03	0.05					

Source: Researchers' Survey Data, 2019

Table 3 of the study showed the result of the hypothesis tested to determine the significant difference between the emergence of ethnic militia and its impacts on revenue generation in the tourism and hospitality industry in the Niger delta region. The test was conducted with mean scores and standard deviation of 2.70 and 2.20; and 1.02 and 0.05 for the emergence of ethnic militia and its impacts on revenue generation from tourism and hospitality industry in the Niger delta region.

The result revealed that values of z-cal and z-tab are 9.00 and 1.96 respectively, with 343 degrees of freedom. This indicated that the value of z-cal was greater than the value of z-tab ($9.00 > 1.96$), therefore the null hypothesis was rejected because the mean level difference between the emergence of ethnic militia and revenue generation was significant. There was therefore, significant difference between the emergence of ethnic militia and revenue generation from tourism and hospitality industry in Niger delta region within the period of study (2009-2011). The rejection of the null hypothesis and acceptance of the alternative hypothesis conformed to the earlier claim that there was a significant difference between the emergence of ethnic militia and its impacts on revenue generation in the tourism and hospitality industries in Niger Delta region, 2009 -- 2011

Discussion of Findings

From the findings of the research question that sought to examine the emergence of ethnic militia and its impacts on the revenue generation in the tourism and hospitality industry in Niger Delta region, it was revealed the impact of the rise of ethnic militia on revenue generation of tourism and hospitality industries showed that the income generation of companies were low ($\bar{x} = 2.26$; $SD = 1.11$), establishment of other business or expansion was low ($\bar{x} = 2.18$; $SD = 1.01$), profit to my company was on the decrease ($\bar{x} = 2.60$; $SD = 0.96$) and level of patronage to business was discouraged ($\bar{x} = 2.17$; $SD = 1.03$). Aside this, from the respective mean scores of the items, it was obvious that the mean scores below showed the cut off point of 2.5 on the table and this therefore was not positive for the research question. Similarly, figure 1 of the study revealed that items 1, 3, 2 and 4 were adjudged in descending order of magnitude, 1st, 2nd, 3rd and 4th respectively. This implied that income generated by companies was low and affected profit of the industries ($\bar{x} = 2.19$), establishment of other businesses or expansion ($\bar{x} = 2.18$) and level of patronage to tourism and hospitality business ($\bar{x} = 2.17$). This trend showed a relative decrease in revenue generation of tourism and hospitality industry within the periods of the rise of ethnic militia in the region.

Specifically, the table also revealed that before 2009 the estimated revenue generation by the industries stood at ₦917, 652,300 representing 60% while after 2009-2011, being the period of study, the estimated revenue generation by the industries stood at ₦669,702, 000 representing 40% of the estimated total revenue generation before and after 2009. Worthy of the mention is the loss in the revenue generation of the industries between before and after 2009 which stood at ₦327, 950,300 (₦997, 652,300 – ₦669, 702,000) representing 33% decrease in revenue generation before 2009 and 2011. This empirical piece of evidence corroborated the opinions of the operators who responded negatively to the questionnaire statements raised to address research question one.

From the hypothesis formulated for the study, there was a significant difference between the emergence of ethnic militia and revenue generation in the tourism and hospitality industry in Niger Delta region between 2009 and 2011. The results in table 1 showed that level of income generation by various organizations was low (reduced as there was poor number of tourists arrival), expansion was recognized to be lowered since operators could not expand their businesses as a result of poor revenue generation and profit level. The null hypothesis was rejected because the mean level difference between the rise of ethnic militia and revenue

generation was significant. Therefore, there was a significant difference between the emergence of ethnic militia and revenue generation from tourism and hospitality industry in the Niger delta region within the period of study (2009–2011). In essence, the rejection of the null hypothesis and acceptance of the alternative hypothesis confirmed to the earlier claim that there was a significant difference between the emergence of ethnic militia and revenue generation in the tourism and hospitality industries in Niger Delta region, 2009–2011– the period of study. By implication, the result simply meant that the emergence of ethnic militia reduced the level of the revenue generation in the region as its prevalence discouraged the influx of foreign and domestic tourists. The situation contributed in bringing an economic down-turn in the sector.

Conclusion

This study has examined the emergence of ethnic militia and its impacts on the revenue generation in the tourism and hospitality industry in the Niger Delta region within the period, 2009-2011. Essentially, the impact of the emergence of ethnic militia on revenue generation was significant. Thus incomegeneration by composite tourist sites was lowered (as poor number of tourists visited), expansion of business was observed to be lowered, operators could not expand their business, and low patronage also affected their revenue and profit level. In a nutshell, the emergence of ethnic militia negatively affected revenue generation in the tourism and hospitality industry. It was such that people could not move about freely and economic activities were abridged. This resulted in low patronage of the tourism and hospitality products and in turn drastically affected the revenue generation.

Recommendations

Based on the findings of the study, the following recommendations have been proffered in order to halt a resurgence of the ugly phenomenon in the region:

1. Government should stabilize the economy and provide functional socio-economic amenities that would move the tourism and hospitality industry to greater height. In addition, the communities should be made to realize that there are other ways to agitate for change other than violence . This, a prominent son of the region, and the first civilian governor of Bayelsa State, D.S.P. Alamaeseigha, agreed when he said that the principal actors of the Niger Delta overstepped their bounds and adopted methods which led to violence and lawlessness.
2. The Nigerian government should intensify efforts to address socio-economic deprivation and the cruel wealth inequality which resulted in the emergence of ethnic militia. In other words, the social insecurity experienced by the people should be solved through infrastructural development, creation of jobs and new economic empowerment opportunities for thousands of youths in the region . Ultimately, such efforts would create a peaceful environment for tourism development.
3. Furthermore, government should improve tourism and educate the local communities to maintain standard of politeness, respect, courtesy and general pleasantries. In addition, the communities should be made to realize that crime affects the communities either directly or indirectly, and as such should be discouraged through improved awareness campaign. For the intended goals to be achieved, an enabling economic policy implementedcand to would attract investment inflow as well as a properly package fiscal legislative structure todiscourage restiveness.
4. The national policy programs should be targeted at inculcating into the rural populace wealth-oriented behaviour and values that will dislodge the feeling of deprivation, and alienation. Also, awareness should be created for all to see tourism as a socio-economic activity that has the potential of transforming the living standards of the people. This

will inevitably lower the resurgence of another ethnic militia group in the future and by so doing, pave a way for huge revenue generation in the tourism and hospitality industry.

5. The government should direct effort towards modernizing the security agencies and institutions with the help of advanced countries of the United States of America, European Union and China. This effort will enhance the operational capabilities of the Nigerian security agencies by identifying and learning means of appropriately responding to internal security threats.

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