

**APPRAISAL OF PRIVATE SECTOR INVESTMENTS IN ECOTOURISM INDUSTRY IN OGUN
STATE, NIGERIA**

BY

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A PH.D THESIS

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ABSTRACT

1 Ecotourism is a capital intensive industry that requires private sector participation to complement
2 government's efforts in its development. Information on private investments contributions to Ogun state
3 ecotourism industries is scanty. This study was therefore carried out to appraise private sector
4 investments in ecotourism in Ogun state with the view to ascertaining economic viability of investing in
5 the industry.

7 The twenty-eight registered private ecotourism firms (botanical garden, resort centre, zoological garden,
8 wildlife souvenir and water recreation/natural pool) in Ogun state were enumerated. Purposive sampling
9 was used for the selection of 65 hospitality firms (hotel, catering services and motel) within five to
10 10km radius of the firms. Primary data were obtained from relevant governmental and non-
11 governmental agencies, community based and labour organisations using structured questionnaire on
12 demography of investors (proprietors), existing government policies on tourism investments, factors
13 militating against investments and promotions of private investments in ecotourism. Cost-Benefit Ratio
14 (CBR), Net Present Value (NPV), Internal Rate of Return (IRR) and Rate of Return on Investments
15 (RRI) were determined to assess the economic viability of investing in ecotourism site. Data were
16 analysed using descriptive statistics and chi square at $p = 0.05$.

17 Private investments in ecotourism firms were in resort centres (39.2%), botanical gardens (17.4%),
18 water recreation (26.1%), wildlife souvenir (13.1%) and zoological gardens (4.2%). Meanwhile, 36.9%
19 of the private investors have been in the business for more than 10 years. Sources of capital for initial
20 investments in ecotourism industry were bank loan (30.3%), personal savings (43.4%), government
21 assisted (3.9%) and informal loans (22.4%). The patronage patterns of ecotourism sites in Ogun state
22 were weekdays (8.6%), weekends (26.1%), public holiday (57.1%) and vacation/leave (8.2%). Initial
23 total investments cost was between ₦3,155,000 and ₦25, 012,000. The least average price charged
24 visitor/tourist for services rendered by the firm were ₦200. Furthermore, 92.1% of investors were of the
25 views that budgetary allocations to ecotourism industry are insufficient. However, 98.7% of the investors
26 in ecotourism regarded electricity supply as epileptic whereas 82.9% considered the present condition of
27 road facilities and network in Ogun state as bad. There was significant relationship between private
28 investments and operational registration of business with government ($\chi^2 = 76.89$), incentive for
29 investors ($\chi^2 = 39.77$) and marketing strategies/sales promotion ($\chi^2 = 28.37$) in ecotourism industry.
30 Private investments in ecotourism site in Ogun state had cost-benefit ratios between 1.14 and 1.80. The
31 NPV was positive at 25.0% and 35.0% interest rates. The IRR was above the interest rates with
32 minimum and maximum values of 57.2% and 137.4% respectively. The RRI was positive with highest
33 return of 79.7% on interest rate of 25% except for one firm which had 23.6% returns.

34 Existing private investments in ecotourism sites in Ogun state were economically viable but in a small
35 scale. It is important that the state government aggressively improves on infrastructural development
36 and budgetary allocations to ecotourism for rapid development of the industry.

Keywords: Private sector investments, Hospitality industry, Ecotourism site

Word count: 476

DEDICATION

This work is dedicated to the true lovers of nature and those who actively work to sustain the natural ecosystems and the world biodiversity as much as possible for the present generations and those yet unborn.

UNIVERSITY OF IBADAN

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CERTIFICATION

I certify that Mr M.S. Lawal in the Department of Wildlife and Ecotourism Management, University of Ibadan, Nigeria carried out this work.

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ACRONYMS

ATC	African Tourism Commission
B/C	Benefit-Cost Ratio
CAC	Corporate Affairs Commission
CBN	Central Bank of Nigeria
C.C. Africa	Conservation Corporation Africa
ECOWAS	Economic Community of West Africa
FERMA	Federal Road Maintenance Agency
FTAN	Federation of Tourism Association of Nigeria
GDP	Gross Domestic Products
GNP	Gross National Product
G.T.D.C	Gateway Tourism Development Corporation
GSM	Global System for Mobile Communication
HASN	Hotelier Association of Nigeria
HOPSEA	Hotel and Personal Services Employers Association of Nigeria
IASET	International Association of Scientific Experts on Tourism
IGR	Internally Generated Revenue
IOUTO	International Union of Official Travel Organization
ITA	International Tourist Arrivals
ITR	International Tourism Receipts
IRR	Internal Rate of Return of Investments
LDC	Least Developed Countries
MOU	Memorandum of Understanding
NTA	Nigeria Tourism Association
NTB	Nigeria Tourism Board
NTDC	Nigeria Tourism Development Corporation
NJTb	Nigeria Joint Tourism Board
NACCIMA	Nigeria Association Of Chambers of Commerce Industry Mine and Agriculture
NPC	National Population Commission
NIPC	Nigerian Investments Promotion Commission

NAIPA	Nigerian Association of Investments Promotion Agencies
NHCI	Nigeria Hotel and Catering Institute
NANTA	National Association of Nigeria Travel Agencies
NSPSR	National Strategy for Public service Reforms
NRC	Nigeria Railway Corporation
NFR	National Road Fund
NRB	National Road Board
NPV	Net Present Value of Investments
OSWC	Ogun State Water Corporation
P.I.I	Private Investors Initiative
PTO	Private Telecommunication Operator
PPP	Public Private Partnership
PHCN	Power Holdings Company of Nigeria
RIF	Rural Investments Fund
RRI	Rate of Return on Investments
SMEDAN	Small and Medium Enterprises Development Agency of Nigeria
UNCTAD	United Nations Conference on Trade and Development
UNESCO	United National Education Scientific and Cultural Organizations
UNMDG	United National Millennium Development Goals
UNWTO	United National World Tourism Organization
W.T.O.	World Trade Organization

MAJOR INTERNATIONAL CURRENCY EXCHANGE RATE TO NIGERIA NAIRA

Country	Foreign Currency	Nigeria Naira
Australian Dollar	0.0069	145.6
Canadian Dollar	0.0066	152.1
Swiss Franc	0.0059	168.7
Chinese Yuan Renminbi	0.0382	26.15
Euro	0.0048	208.1
British Pound	0.0041	243.1
Indian Rupee	0.375	2.669
Japanese Yen	0.628	1.593
Russian Ruble	0.207	4.831
American Dollar	0.0062	160.4
Un. Arab Emirates Dirham	0.0229	43.68
Argentine Peso	0.0336	29.75
Australian Dollar	0.0069	145.6
Bulgarian Lev	0.0094	106.4
Brazilian Real	0.014	71.45
Canadian Dollar	0.0066	152.1
Swiss Franc	0.0059	168.7

Chilean Peso	3.14	0.319
Chinese Yuan Renminbi	0.0382	26.15
Czech Koruna	0.125	7.979
Danish Krone	0.0359	27.89
Algerian Dinar	0.501	1.998
Estonian Kroon	0.0752	13.3
Egyptian Pound	0.0437	22.86
Euro	0.0048	208.1
British Pound	0.0041	243.1
Hong Kong Dollar	0.0483	20.69
Croatian Kuna	0.0358	27.93
Hungarian Forint	1.41	0.7071
Indonesian Rupiah	61.9	0.0162
Israeli New Shekel	0.0227	43.99
Indian Rupee	0.375	2.669
Iranian Rial	76.6	0.0131
Iceland Krona	0.773	1.294
Japanese Yen	0.628	1.593
Korean Won	7.13	0.1402
Sri Lanka Rupee	0.814	1.228
Latvian Lats	0.0034	296.4
Mexican Peso	0.0817	12.24

Malaysian Ringgit	0.0199	50.38
Norwegian Krone	0.0381	26.21
New Zealand Dollar	0.0081	124
Philippine Peso	0.271	3.695
Pakistan Rupee	0.622	1.607
Polish Zloty	0.0209	47.89
Qatari Rial	0.0227	44.06
Romanian Leu	0.0214	46.77
Serbian Dinar	0.549	1.821
Russian Ruble	0.207	4.831
Saudi Riyal	0.0234	42.78
Swedish Krona	0.042	23.82
Singapore Dollar	0.0079	125.9
Thai Baht	0.194	5.162
Turkish Lira	0.0121	82.78
Taiwan Dollar	0.187	5.336
Ukraine Hryvnia	0.0509	19.67
American Dollar	0.0062	160.4
South African Rand	0.0625	16

(www.fxratemobi.ngn, accessed 29 April, 2013)

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CHAPTER ONE

1.0 INTRODUCTION

1.1 BACKGROUND

Private investments in ecotourism industry are relatively a budding enterprise in Ogun state; the industry has undergone a gradual evolution in the past decade. Ogun state is a place greatly endowed with natural unique features. The state has vast number of ecotourism potentials. Ecotourism being a natural phenomenon does not occur evenly in all nations like any other economic and social activities. Certain factors such as geographical location, sites, or regions are more favourable embowered than others (Pearce, 1989). There are some fundamental factors to tourism development, which include amenities, cultural features, good weather, scenery historical features, accessibility and accommodation (Robinson, 1976). Ogun State is highly endowed in terms of the above-identified factors. In spite of the above encouraging features, there are prevalence of few developed (like Olumo Rock tourist site) and many underdeveloped tourist potential sites in Ogun state (such as Yemoji Natural Pool). The tourism potential of the state include beaches, art gallery, Forest, Mountain, waterways and other places of interest. Also the state is good in craft making. Crafts are symbols of spiritual heritage. Crafts are well integrated into the living patterns of the people and inseparable from their spiritual philosophies. They are therefore prized objects for the promotion and preservation of tourism. Furthermore, cultural attractions are activities based on people's ways of life expressed as religious beliefs, colourful festivals, dance, songs and mode of dressing are distinctive in Ogun state, in view of all the numerous tourism potentials, the state government has seen the need to give tourism the required impetus to reposition the industry in readiness for the expected tourism boom. Based on this, the tourism administration of the state was created and named Gateway Tourism Development Corporation (GTDC).

Ecotourism is a form of tourism involving visiting fragile, pristine, and relatively undisturbed natural areas, intended as a low-impact and often small-scale alternative to standard commercial (mass) tourism. Ecotourism is a form of tourism that involves

visiting natural areas in the remote wilderness or rural environments. According to the definition and principles of ecotourism established by The International Ecotourism Society (TIES) in 1990, ecotourism is "Responsible travel to natural areas that conserves the environment and improves the well being of local people" (TIES, 1990). There was expansion on the TIES definition of ecotourism by Honey (2008) as education of the traveler, provision of funds for ecological conservation, benefiting the economic development of host communities. Generally, ecotourism deals with living parts of the natural environments (Sadry, 2009). Ecotourism focuses on socially responsible travel, personal growth, and environmental sustainability. Ecotourism typically involves travel to destinations where flora, fauna, and cultural heritage are the primary attractions.

The concept of tourism refers to the broad framework that identifies tourism's essential characteristics and distinguishes tourism from similar, often related but different phenomena. Travel and tourism describe three concepts which are: the movement of people, as a sector of the economy or an industry and finally as system of web relationships of people, their needs to travel outside their communities and services that attempt to respond to these needs by supplying products.

United Nation World Tourism Organisation (UNWTO) identifies four categories of tourism as:

- (a) Internal Tourism: Residents of a particular country visiting his or her own country.
- (b) Domestic Tourism: Internal tourism and inbound tourism (the tourism market of accommodation facilities and attractions within a country).
- (c) National Tourism: Internal tourism altogether with outbound tourism (the resident tourism market for travel agents and airlines).
- (d) International Tourism: the visiting to a country by non-residents, outbound tourism, residents of a country visiting another country and inbound tourism. UNWTO 1991 goes further to define tourists as people who: "travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. Tourist needs to possess these qualities: good health, money to spend on leisure and above all motivation to travel.

As a service industry, tourism has numerous tangible and intangible elements. Major tangible elements include transportation, accommodation, and other components

of the hospitality industry. Major intangible elements relate to the purpose or motivation for becoming a tourist, such as rest, relaxation, the opportunity to meet new people and experience other cultures, or simply to do something different and have an adventure.

(Charles et al, 2011).

Investments could be described as an economic and financial terms, in economics term; investments are related to saving and deferring consumption. Investments are often modeled as a function of income and interest rates, given by the relation $I = f(Y, r)$. An increase in income encourages higher investments, whereas a higher interest rate may discourage investments as it becomes more costly to borrow money. In financial term, investments are putting resources into anything with the motive of profiting from the venture usually over a longer term. The assertion that the investments will bring profit may or may not be supported by research and analysis. All forms of investments involve some form of risk, which are subject, inter-alia to inflation risk. Under the efficient market hypothesis, all investments with equal risk should have the same expected rate of return. Tourism industry structure and organization is based on many different interrelated sectors such as transportation, accommodation, attractions, activities, marketing and government regulation. Many businesses span more than one sector and the impacts in one part of the tourism industry have significant implications for other sectors (Charles et al, 2011).

Management of ecotourism sites by private ecotourism companies offers an alternative to the cost of regulation and deficiency of government agencies. It is believed that these companies have self-interest in limited environmental degradation, because tourists will pay more for pristine environments, which translates to higher profit. The model of monopolistic competition states that distinctiveness will entail profits, but profits will promote imitation. A company that protects its ecotourism sites is able to charge a premium for the novel experience and pristine environment. Without economic incentive, the whole premise of self-interest through environmental protection is quashed; instead, ecotourism companies will minimize environment related expenses and maximize tourism demand (Tuohino et al, 2001). United Nations initiated International Year of Ecotourism (IYE) as 1st of January 2002. The then UN General Secretary Kofi Annan and the IYE organizing agencies, UNEP and the World Tourism Organization (WTO-OMT) stated that there is clear evidence that ecotourism worldwide has become a

form of development aggression. 2002 was approved as The UN International Year of Ecotourism (IYE). The pamphlet published by the organizers of the World Ecotourism Summit - the main event of the IYE - stresses the growing importance of ecotourism as a great potential for economic development. Furthermore, it has been established that there is increment in the growth rates and the demand for ecotourism worldwide and this had been estimated to be up to 20 per cent of the total world tourism business. Ecotourism continues to wax stronger and attracting more private investments and funding of its projects from donor agencies (WTO-OMT, 2012). The corporate world considered ecotourism as a lucrative business as long it was trendy and offered companies an opportunity to sustain natural environments.

Linderg et al, (1997) suggested that several changes have occurred in the development of ecotourism in the last decade. These changes established ecotourism industry as emerging to capitalize upon the commercial opportunities afforded by the growth in ecotourism activity. Elper-Wood (1998) explained that ecotourism industry is identified with a transaction chain that started with the purchase of travel in the area of origin through to utilizing the product in the destination region. Within this transaction chain, a range of bodies were involved in mediating the experience of ecotourism between the consumer and the destination, which typically involved travel agents (wholesalers) inbound and ground operations, accommodation providers (often in ecolodge) through to local vendors. Elper-Wood (1998) also stated that ecotourism is a creative, entrepreneur driven industry in its first generation of development. Conservation Corporation Africa (CCAfrica) is one of the world's largest nature-based ecotourism companies (Christ, 1998). CCAfrica is set out to develop the large potential of the ecotourism industry beginning on the Africa continent by building a commercially successful portfolio of up-market lodges and camps in remote wilderness areas. The corporation does not seek its own wilderness land, rather, it endeavours, and to create partnership with the local communities intimately associated with the land. CCAfrica has assets and revenues exceeding \$60 million and a corporate goal of establishing 60-100 of the world's finest luxury lodges and camps (Christ 1998).

Christ (1998) further explained that CCAfrica's Phinda Private Game Reserve (PPGR) established in 1992, in a successful model of community involvement planning and involvement efforts at other corporation properties. PPGR was heralded as an

unprecedented conservation victory and private initiative that at the time hosted the largest private Game relocation programme undertaken. Private investments are necessary anchor in development of ecotourism industry in Ogun state with vast undeveloped and underdeveloped ecotourism potentials. Private participation in this sector of economy will go a long way in complimenting government effort in building the industry sustainably. Private investments in ecotourism have contributed greatly to development of the industry in Kenya, Tanzania, Zimbabwe and South-Africa countries. The genesis of commercial Tourism in Nigeria could be traced to 1962, when a group of Nigeria with interest and commitment to the promotion of tourism set up a body known then as the Nigeria Tourism Association (NTA). This association later metamorphosed into Nigeria Tourism Board (NTB) via promulgation of decree 54 of 1976. Nigeria Tourism Development Corporation (NTDC) has replaced NTB through decree 81 of 1992. The objectives of NTDC are: identifying, preserving, classifying, renovating and promotion of tourism (NTDC, 2003). The tourism industry includes:

- i. those sectors which enable the tourist to travel to and from the destination (for example
- ii. travel agents, airlines, bus companies, tour operators and rental car companies)
- iii. those sectors which are part of the product at the destination (for example, accommodation, facilities and attractions)
- iv. the human component of tourism (the labour force)
- v. public sector or government agencies, regional tourism organisations, professional associations and industry training organisations (Charles et al, 2011).

Private investments in ecotourism industry in Ogun state include economic activities such as:

A The hospitality Investments

- 1 tour operation
- 2 Catering services
- 3 Hotel/motel operators

B Ecotourism site Investments:

1. Botanical garden
2. Resort centers
3. Zoological
- 3 Souvenir outlets

4. Natural pool or Water recreation

1.2 STATEMENTS OF PROBLEMS

Land reserves for wildlife conservation must be justified not only in term of biological relevance, but also in term of economic benefits since and public generally undervalued the economic importance of wildlife resources in national development (John et al, 1986). The economic activities of private investors in ecotourism industry in Ogun state have not been scientifically proven in spites of different form of ecotourism enterprises operating in the state. The appreciation of commercial/economics values of ecotourism industry will sensitise the general public in winning support for wildlife resources conservation of the state.

Man share the earth and its resources with 250,000 more people than the day before, and 91% of these births take place in developing countries with 24.6% growth rate (Lean, 1990). As demand for efficient immediate utilization of natural resources increases worldwide, particularly in the tropical countries, with fast growing population to feed and employed, the value of wildlife related business enterprises needs to be clarified. For wildlife resources to survive pressure of increase world population demand of land (which has alternative uses) for urbanization, infrastructural development, modern agriculture and industrialization among others, wildlife conservation must therefore be capable of bringing sustained economic benefits to the population.

1.3 JUSTIFICATION OF STUDY

A lot of researches have been carried out on wildlife resources of Ogun state but non-has addressed the issue of investment in ecotourism industry, which is non consumptive utilization of wildlife resources. For this reason, information on the activities of private investments in ecotourism industry in Ogun state would contribute to the development of the industry. Public-Private-Partnership is now a global tool for ecotourism development and Ogun state with vast tourism potential stand to benefit economically from the ecotourism enterprises. Tourism industry is the largest employer of labour in the world (UNWTO, 2008). Therefore, the mass unemployment problems, which have lead to high level of social vices confronting Nigeria, would be greatly reduced if ecotourism industry is sustainably developed. Thus, this study was therefore

carried out to generate scientifically reliable data on private sector investments in ecotourism industry in Ogun state.

1.4 OBJECTIVES OF STUDY

1.4.1 General

The general objective is to ascertain economic viability of private sector investments in ecotourism industry in Ogun State.

1.4.2 Specific objectives are to:

- (1) analyse the socio-economic character of private investors in ecotourism industry in Ogun state.
- (2) assess the effect of existing government policies on private investments in ecotourism industry in Ogun State.
- (3) determine the profitability of investments in ecotourism site in the study area.
- (4) establish factors militating against investments in ecotourism industry in Ogun state.
- (5) identify factors promoting investments in ecotourism industry in Ogun State.

1.5 HYPOTHESIS

- I. Ogun state government policy on business operational registration has no significant relationship on private investment in ecotourism industry.
- II. Marketing strategies employed by private investors have no significant relationship on profitability of investments.
- III. Unfriendly business environment has no significant relationship on private investments in ecotourism industry in Ogun state.
- IV. Incentives packages to investors as form of business promotion by Ogun state government are not significant to private investments in ecotourism industry.

1.6 SCOPE OF STUDY

The research is socio-economic, and it focuses on the private investments in ecotourism firms. For the purpose of this research, investments in any of the following enterprises were considered as part of ecotourism industry:

(A) Hospitality Investments: This arm of ecotourism industry covers investments in tour operators' investors, Catering investors and Hotel/motel investments. These are collectively addressed as the hospitality section of the ecotourism industry.

(B) Ecotourism Attraction / site Investments: categorised here are: Zoological and Botanical gardens, Resort centers, Souvenir outlets, Natural pool or Water recreation sites.

Private sector investments in ecotourist attraction / site was viewed from four perspectives: investments in state owned tourism site, investments in privately owned tourism centre, partnership venture with other private investors and partnership venture with government (PPP). In addition, the study examined the cost incurred by investors in the process of establishing one. The study equally established the revenue generation from investing in ecotourist attraction / site. The research relied on estimated values of cost as supplied by investors and prices from local markets survey. Factors such as state policies on ecotourism, challenges and opportunity of investing in the Ogun state tourism industry were covered by the study. There are other service providers such as security and hospital/medical, which are relevant to ecotourism industry but not covered by this work.

1.7 LIMITATION OF STUDY

The study was limited to Ogun state and it covers private investments in ecotourism industry in these areas: ecotourist attractions / ecotourism sites (botanical garden, resort centre, water recreation, zoological and souvenir outlets) and hospitality investments (tour operators' investments, catering investments and hotel/motel investments), out of numerous sub units of the industry worldwide. The reason for the study of selected enterprises was that these are the subunits whose economic activities were substantial and recognized by the state government.

Also, the investors were sceptical about strange person coming to gathered information about their business activities all in the name of research. Lastly, another limitation factor is the problem of inadequate fund for the project.

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CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 ECOTOURISM

Tourism is travel for recreational, leisure, or business purposes. The World Tourism Organization (UNWTO) defines tourist as people who travel to and stay in places outside their usual environment for more than twenty-four hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. Tourism has become a popular global leisure activity. Ecotourism is a form of tourism involving visiting fragile, pristine, and relatively undisturbed natural areas, intended as a low-impact and often small-scale alternative to standard commercial (mass) tourism. Ecotourism is a form of tourism that involves visiting natural areas in the remote wilderness or rural environments. According to the definition and principles of ecotourism established by The International Ecotourism Society (TIES) in 1990, ecotourism is "Responsible travel to natural areas that conserves the environment and improves the well being of local people" (TIES, 1990). Honey (2008) expands on the TIES definition to include education of the traveler, provision of funds for ecological conservation, benefit the economic development of host communities. Generally, ecotourism deals with living parts of the natural environments (Sadry, 2009). Ecotourism focuses on socially responsible travel, personal growth, and environmental sustainability. Ecotourism typically involves travel to destinations where flora, fauna, and cultural heritage are the primary attractions. Ecotourism is intended to offer tourists insight into the impact of human beings on the environment, and to foster a greater appreciation of our natural habitats. Responsible ecotourism includes programs that minimize the negative aspects of conventional tourism on the environment and enhance the cultural integrity of local people. Therefore, in addition to evaluating environmental and cultural factors, an integral part of ecotourism is the promotion of recycling, energy efficiency, water conservation, and creation of economic opportunities for local communities (Randall, 1987). For these reasons, ecotourism often appeals to advocates of environmental and social responsibility.

For many countries, ecotourism is not simply a marginal activity to finance protection of the environment, but a major industry of the national economy. For example, in Costa Rica, Ecuador, Nepal, Kenya, Madagascar and territories such as Antarctica, ecotourism represents a significant portion of the gross domestic product and economic activity (Eadington et al, 1992). The Great Barrier Reef Park in Australia reported over half of a billion dollars of indirect income in the area and added thousands of indirect jobs between 2004 and 2005 (Weaver, 1998). However, even this form of tourism may require foreign investments for promotion or start up. Although academics disagree about who can be classified as an ecotourist and there is little statistical data, some estimate that more than five million international ecotourists- the majority of the ecotourist population come from the United States, with many others from Western Europe, Canada and Australia (Tuohino et al, 2012). Hector Ceballos-Lascurain popularized (and he would say coined) the term 'ecotourism' in July 1983, when he was performing the dual role of Director General of Standards and Technology of SEDUE (the Mexican Ministry of Urban Development and Ecology) and founding president of PRONATURA (an influential Mexican conservationist NGO). PRONATURA was lobbying for the conservation of the wetlands in northern Yucatán as breeding and feeding habitats of the American Flamingo. Others claim the term was in use earlier: Claus-Dieter (Nick) Hetzer, an academic and adventurer from Forum International in Berkeley, CA, coined the term in 1965 and ran the first ecotours in the Yucatán during the early 1970s (Clarkin et al, 2011). Ecotourism has experienced arguably the fastest growth of all sub-sectors in the tourism industry. The popularity represents a change in tourist perceptions, increased environmental awareness, and a desire to explore natural environments (Randall, 1987).

A 2002 summit held in Quebec led to the 2008 Global Sustainable Tourism Criteria, a collaborative effort between the UN Foundation and other advocacy groups. The criteria, which are voluntary, involve the following standards: "effective sustainability planning, maximum social and economic benefits for local communities, minimum negative impacts on cultural heritage, and minimum negative impacts on the environment (Clarkin et al, 2011).

2.2 ECOTOURISM A POSITIVE ECONOMIC AND ENVIRONMENTAL TOOL FOR DEVELOPMENT

Ecotourism has become one of the fastest-growing sectors of the tourism industry, growing annually by 10–15% worldwide (Miller et al, 2005). South Africa is one of the countries that are reaping significant economic benefits from ecotourism (Miller et al, 2005). A tremendous amount of money is being spent and human resources continue to be used for ecotourism despite "The money tourism can generate often ties parks and managements to eco-tourism" (Walpole et al. 2001). Ecotourism persists as a strategy for conservation and development.

Making ecotourism a positive economic and environmental tool requires policies that foster responsible nature tourism development, broad-based and active local participation in its benefits, and conservation of developing countries' biological heritage. The Problem of conservation is that Forest and marine habitats are being destroyed and some of the wildlife they contain is being driven to extinction under the pressures of hunting, logging, agriculture, and fishing. Reasons the Problem at Hand Persist many developing country governments lack sufficient funds to manage and protect them (USAID, 1995). These areas are being destroyed because they are not fully valued for their role as nature's genetic reservoirs of the world's biological resources.

USAID (1995) identified ecotourism as an enterprise with potential positive contributions to the conservation of endangered biological resources. Contributions of ecotourism include raising local awareness about the value of biological resources. Increasing local participation in the benefits of biodiversity conservation (through new sources of jobs and incomes) and generating revenues toward conservation of biologically rich areas. Wildlife and its habitats in developing countries are becoming increasingly popular attractions for international tourism. Many of the richest areas, biologically, are in the developing world. Growing number of ecotourists are flocking to the mountains of Madagascar and the tropical forests. Nature tourists bring with them money to spend, money that creates jobs and incomes for households and communities in and around ecotourism sites (USAID, 2012).

Ecotourism enterprises such as:

- (a) Tour agencies and guide services
- (b) Lodges and private reserves

- (c) Crafts industries
- (d) Transportation
- (e) Food services
- (f) Hotel and Accomodation

All these economic areas generate revenues and foreign exchange from ecotourism activities. Ecotourism activities help in raising appreciation for biological resources and creating population with improved knowledge of conservation ethics. Tourist demand for food, lodging, souvenirs, educational materials, and guide and transportation services stimulates local investments, employment, and incomes.

2.3 INVESTMENT CONCEPT IN BUSINESS

Investments have different meanings in finance and economics. In economics term, investments are related to saving and deferring consumption. Investments are involved in many areas of the economy, such as business management and finance whether for households, firms, or governments. Investments is often modeled as a function of Income and Interest rates, given by the relation $I = f(Y, r)$. An increase in income encourages higher investments, whereas a higher interest rate may discourage investments as it becomes more costly to borrow money. Even if a firm chooses to use its own funds in an investments, the interest rate represents an opportunity cost of investing those funds rather than lending out that amount of money for interest (Kevin, 2008,).

In financial term, investments are putting money into something with the expectation of gain, usually over a longer term. This may or may not be backed by research and analysis. Most or all forms of investments involve some form of risk, which are subject, inter alia, to inflation risk. In contrast putting money into something with a hope of short-term gain, without thorough analysis, is gambling or speculation. This category would include most forms of derivatives though incorporate risk element but without any intention of holding it for the long term. Under the efficient market hypothesis, all investments with equal risk should have the same expected rate of return.

In addition, investments in term of financial discipline could be further described as purchase of an asset or item with the hope that it will generate income or appreciate in the future and be sold at the higher price (Thorp et al, 2010). It generally does not include

deposits with a bank or similar institution. The term investments are usually used when referring to a long-term outlook.

2.4 ECOTOURISM INDUSTRY

Linderg and Mckercher (1997) suggested that several changes have occurred in the development of ecotourism in the last decade. These changes include: Firstly, the desire of more educative and challenging vacation at many natural areas, particularly in developing countries. Secondly many economic development professionals view ecotourism as opportunity for employment generation in region that have experienced decline, or lack of development in other industries. Thirdly, many conservationists and resource management professionals view ecotourism as an avenue for providing conservation support-benefits. Finally, ecotourism is regarded as being sustainable tourism activity, and an exemplar for all other aspects of the tourism industry. The ecotourism industry has therefore emerged to capitalize upon the commercial opportunities afforded by the growth in ecotourism activity.

Elper-Wood (1998) explained that ecotourism industry is identified with a transaction chain that started with the purchase of travel in the area of origin through to utilizing the product in the destination region. Within this transaction chain, a range of bodies were involved in mediating the experience of ecotourism between the consumer and the destination, which typically involved travel agents (wholesalers) inbound and ground operations, accommodation providers (often in ecolodge) through to local vendors. In common with the supply of products and services in the tourism industry, the ecotourism industry has a range of travel agents, which operate as retail operators selling both land and air travel products for commission. Outbound tour operators' acts as the principal sales and marketing organization in the industry, but many of them also work at the retail level via direct mail advertising. It is the outbound tour operators that create the brand name that sell ecotourism. Their inbound counterparts in the destination areas are responsible for the tour operation in destination countries consisting of travel tours, accommodation, and sightseeing.

Elper-Wood (1998) also stated that ecotourism is a creative, entrepreneur driven industry in its first generation of development. There are no publicly owned ecotourism companies to date. Even the largest ecotourism lodge development chains are still

launched with no more than \$25 million, and most lodges are built for well under \$1 million. Efforts to create franchise and brand names for ecotourism are still in the early phases of development. And so, for the time being, it remains a very personal business of individual owners, not large corporation. The International Ecotourism Society (1990) remarked that international membership directory has the following categories of business listed inbound tour operator, outbound tour operator, retail travel agency, hotel/lodging facility or campground protected area architect/landscape architect, green product supplies, developer, banking/finance consultant, guide/interpreter, public relation/marketing, engineer-renewable energy, cruise line and marketing research.

According to Elper-Wood (1998), travel agencies have never played a big role in the nature or adventure industry and are not having much looked into the ecotourism market either. The main explanation for this is that travel agents do not have the time to educate themselves about ecotours at a time when many travel agencies are struggling to cope with reduced commissions. However, Honey (1999) argued that although the function of tour operator and travel agents often overlap, generally travel agents are retailers who sell airline tickets and off-the-shelf packages per together by overseas tour operator. These packages are featured in brochures and distributed through the network of travel agencies. The bulk of the retail trade consists of tour packages. A package usually include airfare, ground and internal air transportation, accommodation, some or all meals, transfer from airport to hotel, visa and other fees and taxes, often park entrance fees, and excursions, such as white-water rafting, mountain climbing and balloon rides. Eagle et al. (1998) agreed that a key component of ecotourism industry is the outbound operator who arranges itineraries and market tours directly to clients. Though many operators are privately owned, a substantial number are non-profit, environmental organizations providing ecotravel for their members. Some outbound operators act as wholesaler to other outbound operators.

According to Honey (1999) a number of environmental, educational and scientific organizations also offer nature, adventure study and service tours to their members. Usually these travel programmes contact with international or inbound tour operators in the Smithsonian, the Nature Conservancy, the Audobon Society, the World Wildlife Fund, the Earth Institute and the Sierra Club.

Drumm (1998) stated that conservation NGOs have become involved in the development of community based ecotourism projects as means of estimating sustainable development in ecologically important areas. In such cases, the NGOs often replace the tour operators as intermediary in the market, providing funds to communities for infrastructure, promotion, and training programmes. One useful example in this context is Conservation Corporation Africa.

Conservation Corporation Africa (CCAfrica) is one of the world's largest nature-based ecotourism companies (Christ, 1998). CCAfrica is set out to develop the large potential of the ecotourism industry beginning on the Africa continent by building a commercially successful portfolio of up-market lodges and camps in remote wilderness areas. The company believes that by embracing the principles of ecotourism, it would ensure that the wilderness areas in which it operates remain both economically viable as conservation sites and ecologically sustainable in the long term. The corporation does not seek its own wilderness land, rather, it endeavours, to create partnership with the local communities intimately associated with the land. It also strives to adhere to the principles of environmentally sustainable design in the building of its lodges and camps, and its operations. The company's motto is "*care of the land, care of the wildlife, care of the people*". According to Christ (1998), CCAfrica has assets and revenues exceeding \$60 million and a corporate goal of establishing 60-100 of the world's finest luxury lodges and camps. In 1990, Conservation Corporation had one ecolodge, Londolozi camp, on the Western border of Kruger National Park in South Africa. By 1998, the company had within its ecotourism portfolio four private sanctuaries (two leased and two owned) and more than 20 lodges and camps located across the Africa continent.

In the early stage, CCAfrica created its own Rural Investments Fund (RIF) as a direct programme and department within the company (1998). The aims of the RIF were to ensure that ecotourism activities were discussed and endorsed by the local communities' to raise funds and support local economic benefits through community development projects, and to illustrate how the private section can address sustainable development in rural economies. Between 1991, and 1997, CCAfrica leveraged more than \$1 million through the RIF to fund development projects within communities existing next to its lodges, camp, private reserves, primarily in South Africa. These projects have included everything from building classrooms in the villages to

construction of residential health clinic serving 30,000 people in an area where only limited medical facilities previously existed (Christ, (1998).

Christ (1998) also explained that CCAfrica's phinda private Game Reserve (established in 1992), in a successful model of community involvement planning and involvement efforts at other corporation properties. Phinda was heralded as an unprecedented conservation victory and private initiative that at the time hosted the largest private Game relocation programme undertaken, while painstakingly restoring in excess of 17,000 ha, degraded and bankrupt farm land creating opportunities for rural communities and stimulating the regional economy. The reserve has four lodges, and covers an area of land with seven diverse ecosystems. Phinda is actively involved in a number of community projects including the Rural Investments Fund, training and production centres, small business development and cultural development. Phinda also conducts conservation lesson for surrounding school children with an environmental education site planned for the near future.

2.5 THE PLACE OF HOSPITALITY IN ECOTOURISM DEVELOPMENT

2.5.1 Tour Operators Services

A guided tour is a tour during which the visitor to the park is move with tour guide who offers assistance, information, cultural, historical and contemporary heritage interpretation during game drives. Guided tour is another form of educating visitor to the park. In guided tours a local representative rather than tour guide greets passengers alone. In some cases visitor might not be directed to all activities and functions by the guide, but this is in a rare occasions. There are different services and forms of guided tour in practice. A self-guided tour is a self-governing tour where one navigates a route oneself as opposed to guided tour where a tour guide directs the route, times, information, and places toured (Erin McKean, 2005). Many tourist attractions provide suggestions, maps, instructions, directions, and items to see or do during self-guided tours. As with escorted tours, self-guided tours may be conducted on foot or by vehicle. Audio tours are frequently presented in a self-guided format using booklets, smart phones or standalone handheld devices, as are virtual tours.

2.5.2 Catering and Eatery services

Catering services must be able to give the clients the best of services in term of stress-free and memorable experience. The primary purposes include preparing the food, delivering it to the site and presenting them well. Advancement in the industry has lead to improved proffessionalization. Catering is also referred to as an “event catering” wherein food is served on dining tables with waiting staff or on self-serve buffet tables. There are now a lot of companies that provide catering services. To get a good one that is worth the money you will pay, take time to know the food and service they will provide. In addition, make a list of the things you want to be included in the event and ask them about it.

2.5.2.1 Skill Needed In the Business of Catering

- (a) Caterers are responsible for the preparation of the food, its delivery and presentation.
- (b) They should have wide knowledge on ingredients and the kinds of fruits and vegetables that are in season.
- (c) In addition, knowing the different kinds of ethnic dishes, ability on coordinating a menu, awareness on nutrition, and sensitivity to preparation time are also crucial in this job.
- (d) Caterer must possess sound supervisory and communication skills.
- (e) Ability to make clients feel fulfil without being stressed.

Finally, the food that caterers prepare can be done on-site or it may have been cooked already when brought to the event venue. Aside from the preparation of the food, catering companies’ services also include setting-up the area with tables, chairs, silverwares, decorations, lightings as well as the clean up.

2.5.2.2 Types of Catering Service

2.5.2.2.1 On- Premise Catering: is catering for any function—banquet, reception, or event—that is held on the physical premises of the establishment or facility that is producing the function.

2.5.2.2.2 Off-Premise Catering: often involves producing food at a central kitchen, with delivery to and service provided at the client’s location.

2.5.3 Hotel/motel and Accommodation investments in Ecotourism

Accommodation Service - Accommodation is the common word for any kind of lodging or dwelling where people stay and sleep. In recent years, the term hospitality has become increasingly popular and may be interpreted in a number of ways whether it is commercial, industrial or public services vis- a-vis, the way people spend their vacations has undergone a great change. Most tourist to be like to spend good times with family and friend, while at the same time exploring various tourist places across the globe. As a result the tourism industry across the globe has seen an unprecedented growth which in turn has also resulted in tremendous growth in the hotel and accommodation facilities (Ahliya, 2012).

Hospitality may have four attributes that must have relationship between individuals who take the roles of host or guest, this relationship may be investment or personal, the keys to successful hospitality in both aspects include knowledge of what would evoke pleasure in the guest and hospitality as a process that includes arrival, providing comfort and fulfillment of guest's wishes, and departure. Comfortable hotels and accommodation facilities play a very important role in popularizing any tourist destination. If a tourist, who is quite far away from home, gets to enjoy the same facilities and comforts as he enjoys at his home, then he is bound to become attached to the place. Perhaps that is why, hotels and accommodation facilities being made available at different tourists spots, have shifted focus on providing maximum comfort to tourists at reasonable rates.

It is also vital to provide comfortable accommodation to people from diverse economical backgrounds. While five star hotels can cater to the needs of affluent visitors, small and medium range hotels and lodging houses are available for use by a middle class traveler. Tourism industries are not the same as other industries. It is because we provide services to the customer while some industries provide the tangible product. Thus, hospitality and tourism can not be separated as hospitality is the key to success in the tourism industry. The following paragraph will discuss the importance of hospitality in relation to the tourism industry.

Firstly, there are several components in the tourism industry, for example, food and beverages, lodging, place of attractions, and transportation. All these components are related to hospitality. Also each of the components has a connection to each other. So, in

order to make sure that the customer will feel satisfied using tourism services we have to ensure that the customer feels satisfied using each of the components. We need to apply hospitality to the food and beverages, so that customers will feel well treated during their lunches, dinners or other meals. We also need to apply hospitality to transportation providers so that customers or passengers will feel comfortable during their journey. Other tourism components also require hospitality. Thus, is demonstrated how hospitality is very important to the tourism industry.

Secondly, what is provided in the tourism industry is the intangible product. Customers will never feel or experience the product offered unless they have bought it. So, when tourist buys the services offered they must get the best service possible so that they will feel comfortable using services. All the services provided such as, guest greeting, and providing a clean and tidy room, showing the facilities provided, and others are all forms of hospitality. For example when the guests check into the hotel, we can not simply just give them the room key and let the guest look for their room without any assistance. This is not hospitality. Hospitality is more than that; we have to be friendly, courteous, helpful, and so forth.

Finally, the importance of hospitality is to encourage the guest to return again and become repeat customers. In the tourism industry, people are not just looking at the facilities or the price offered, but also at the services provided. If the tourists felt satisfied with their previous experience using the service they might come again and even promote the services to others. This situation will generate more revenue for the investments Tourism related companies must emphasize hospitality in order to succeed. In short, tourism is not just providing facilities to customers; services or hospitality is the main key that will determine the success of the tourism company. As a service provider we should provide the best services ever and must exceed the customers' expectations. Only excellent services provided will satisfy customers using any tourism service (Diana, 2011).

In a nutshell, the principle of hospitality holds that information provided to the tourists should be detailed and correct. It should contain the information related to room rentals, types of rooms, catering services, check out times, pick and drop facilities etc. Additional information about the significant tourist spots in the area can also be provided

both on the net as well as the booklets, to promote not only the hotel but the tourist spot as well.

2.5.4 Dry Cleaning and Laundry services

Laundry processes include washing (usually with water containing detergents or other chemicals), agitation, rinsing, drying and pressing (ironing). The washing will often be done at a temperature above room temperature to increase the activities of any chemicals used and the solubility of stains, and high temperatures kill microorganisms that may be present on the fabric. Dry cleaning is any cleaning process for clothing and textiles using a chemical solvent other than water. The solvent used is typically tetrachloroethylene (perchloroethylene), which the industry calls "perc". It is used to clean delicate fabrics that cannot withstand the rough and tumble of a washing machine and clothes dryer; it can also obviate labor-intensive hand washing.

Keeping people looking good clean and neat is a challenging business. Customers expect to get out every type of stain imaginable and have their clothes back in as short a time as possible. Laundry and dry cleaning business entails balancing customers' expectations with feasibility and keep them happy. Economists recommend that small businesses adapt to the changes in customers' spending habits to keep profits up. In this social business the strategy of winning customers is what makes the enterprises unique. Determining a service that gives the venture comparative advantages over others is the best system of staying in the highly competitive industry for long. Loans are not easy to come by because banks not only look at business worth but the proprietor financial worth as well.

2.6 THE PLACE OF NATURE-BASED RESOURCES IN ECOTOURISM DEVELOPMENT

2.6.1 Zoological

Zoological garden is an ex-situ conservation haven for different species of wild animals, exotic species and rare domestic breeds. A zoo (short for zoological park or zoological garden, and also called a menagerie) is a facility in which animals are confined within enclosures, displayed to the public, and in which they may also be bred. Zoos typically house more wild animals than domesticated ones. Relatively new terms

for zoos coined in the late 20th century are "Conservation Park" or "biopark". Adopting a new name is a strategy used by some zoo professionals to distance their institutions from the stereotypical and nowadays criticized zoo concept of the 19th century (Maple, 1995). The term "biopark" was first coined and developed by the National Zoo in Washington D.C. in the late 1980s (Robinson, 1987). In 1993, the *New York Zoological Society* changed its name to the Wildlife Conservation Society and rebranded the zoos under its jurisdiction as "wildlife conservation parks (Conway, 1995).

2.6.1.1 Sources of animals in the zoo

1. Animals, which have been orphaned with little hope of surviving in the wild.
2. Abandoned animal (stray or lost animals, animal of sick or dead parents and animal whose parent has been trapped or captured).
3. Wounded or injured animals.
4. Animals born in captivity.
5. Pet animals brought up unsuccessfully.
6. Confiscated animals.
7. Endangered species.

2.6.1.2 Functions of zoo

1. It offers a temporary home to inhabitant animals.
2. It is equally a mini veterinary house for rescued animals and birds.
3. It also serves as rehabilitation centre before the return of the organisms to their natural habitat.
4. It is a place for conservation education.
5. It is a laboratory for ethological or zoological researches.
6. It is a place for animals viewing.

2.7 Botanical gardens,

The conservation of plant diversity is critical for sustainable development and botanic gardens are playing a key role as centres of conservation action.

2.7.1 Sources of plants for botanical garden in conservation

1. Gardens maintain a wide range of species as
2. living plants,
3. seed banks
4. issue culture
5. rare species
6. threatened
7. endangered
8. donation

2.7.2 Relevancies of botanical garden in conservation areas

1. Botanic gardens contain collections of plants
2. for education
3. scientific purposes
4. display (ecotourism).
5. With their expertise in horticulture
6. It develops propagation and cultivation methods.
7. Development of techniques for reintroduction of plants into their natural habitats.

(The Role of Botanic Gardens Conservation International, 2004)

2.8 Resort centers

A resort is a place used for relaxation or recreation, attracting visitors for vacations and/or tourism. Resorts are places, towns or sometimes-commercial establishment operated usually by a single firm. Towns, which are resorts, or where tourism or vacationing is major part of the local activity, are sometimes called resort towns. If they are by the sea they are called seaside resorts. Inland resorts include ski resorts, mountain resorts and spa towns. Towns such as Sochi in Russia, Sharm el Sheikh in Egypt, Barizo in Spain, Cortina d'Ampezzo in Italy, Druskininkai in Lithuania, Cancún in Mexico, Newport, Rhode Island, in the USA, Ischgl in Austria, St. Moritz in Switzerland, Blackpool in England and Malam Jabba in Pakistan are well-known resorts (<http://en.wikipedia.org/wiki/Laundry>, 2012).

It is a place for visitor to hear, watch and learn about the issues concerning the nature. It is an informal education setting for learning about the nature. The functions of resort centres are:

1. To educate the public in respect to the natural phenomenon.
2. To imbibe on the visitors the need to see resort centres as classrooms and museums of nature.
3. To woo public interests in the values of resort centres.

2.9 Souvenir outlets

A souvenir is an object a person acquires for the memories the owner associates with it. The term souvenir brings to mind the mass-produced kitsch that is the main commodity of souvenir and gift shops in many tourist attractions around the world. But a souvenir can be any object that can be collected or purchased and transported home by the traveler. The object itself has no real significance other than the psychological connection the possessor has with the object as a symbol of past experience. Without the owner's input, the object's meaning is invisible and cannot be articulated (Tracey, 2001).

2.10 HOW TO DEVELOP A MARKETING PLAN FOR ECOTOURISM BUSINESS

Ecotourism is often seen as a simple business for landowners to begin because little infrastructure is needed; however, certain management skills are needed to effectively operate an ecotourism business (Bustam et al, 2010). Managing ecotourism business operation has been described by existing ecotourism business owners as challenging (Best et al, 2007). A key business skill is the ability to market one's ecotourism product or service effectively. Developing sustainable marketing plan requires satisfying ecotourist desires while providing profit to investment. Identifying and developing strategies to give ecotourists maximum satisfaction of services during visit involves how best market opportunities were used.

2.11 KEY ELEMENTS OF A MARKETING PLAN IN ECOTOURISM INDUSTRY

Developing a marketing plan requires thinking in terms of using diverse approaches to communicating the type of ecotourism investment one is involved in (i.e., marketing mix). Developing an effective marketing program that appeals to target ecotourists involves understanding the aspects of business over which one has direct control. The four Ps of business marketing (i.e., product, price, promotion, and place) are factors that can be controlled within constraints of the marketing atmosphere. Leveraging these factors allows for marketing decisions to reach target tourists and increase the investment potentials.

2.12 PRODUCTS OR SERVICES IN ECOTOURISM

A clearly identified ecotourism product/service (i.e., ecotourism opportunities provided for visitors) is the first necessity in delineating one's marketing plan. Ecotourists will visit a tourist site to attain specific experiences they cannot attain in other areas. For example, natural areas afford opportunities to learn about the environment (e.g., nature trails), relieve stress (e.g., areas to escape crowds and urban life), and bond with family and friends (e.g., family and group camping areas). Product/services plan describes the uniqueness of one firm. Specific characteristics of one service/product should be included in one's plan as described below.

2.13 FACTORS DETERMINING TYPE OF SERVICES OFFERED

Tourism is often considered a "service industry" therefore, what service are you going to provide? Can you provide unique recreation activities (e.g., zip lining, gliding, or scuba diving lessons)? Your business might also offer unique services and products to visitors. For example, agritourism operations might have a gift shop where visitors can purchase items from the farm (e.g., jams, jellies, fruits, and vegetables). Pay particular attention to the local competition and the uniqueness of your services and products as compared to these other ecotourism operators. In addition, the services you offer must be "open for business," meaning you must be able to host people on your property or locations visited. For example, consideration must be given to issues related to clearing your property free of debris for the ecotourism experiences, "front stage/back stage"

offerings (i.e., access to the areas that are visible to the visitor and areas that are not), waste facilities (e.g., bathroom and kitchen), lodging, souvenirs, and a transaction area to buy tickets/goods.

2.14 PROGRAMMING AND TIMING OF SERVICES IN ECOTOURISM

Timing refers to variations in consumption of ecotourism opportunities based on holidays and high/low seasons. For example, unless you offer water-based recreation, Florida's summer is not a time people want to spend significant time outside. Your opportunities might be best offered in the fall, winter, and spring.

2.15 PACKAGING CONCEPT IN ECOTOURISM

Ecotourism opportunities often require packaging of amenities (e.g., lodging, food service, transportation) to offer a convenient and competitive experience. For example, ecotour operators might combine canoe/kayak experiences with camping at local state parks, while agritour operators might package with local bed and breakfasts.

2.16 EFFECT OF IMAGE MAKING IN ECOTOURISM INDUSTRY

Perceptions of ecotourism operators are a result of reputation and perceived quality. Careful consideration for the image being delivered through marketing messages may result in positive ecotourist perceptions of your ecotourism business. For instance, you may choose to present an image that attracts a particular market group (e.g., families, retirees, solo ecotourists), reflects a certain activity type (e.g., high adventure, cultural tourism, agritourism), or represents a specific experience outcome (e.g., relaxation, solitude, thrill).

2.17 SERVICE QUALITY IN ECOTOURISM

Providing exemplary customer service for quality ecotourism experiences can prove advantageous in establishing a positive image. For example, excellent customer service includes more than friendliness and helpfulness, such as quality delivery of ecotourism services (e.g., highly qualified guides, low guest to guide training ratio, diverse lodging/food service amenities). Quality delivery of such services can lead to customer satisfaction, loyalty for repeat visits, and long-term profitability.

2.18 THE ISSUE OF LIABILITY IN PRIVATE LANDOWNERS

A common concern of landowners interested in establishing an ecotourism venture is liability. The state of Florida identifies three types of entrants on landowner property: invitees, licensees, and trespassers. An invitee is someone who received an invitation from the landowner to enter the property (e.g., a paying ecotourist), a licensee is akin to a social guest, and a trespasser is someone who enters without permission (Roca 2010). To minimize liability, landowners are responsible to warn invitees of dangers while on their property as well as maintain the property in a safe condition (Roca 2010). There are several practices landowners can implement to minimize their liability. For example, landowners may choose to invest in liability insurance. Typically, policies provide protection against injury, guest liability, and contractual language (Jones et al, 2005). While lawsuits may be rare, acquisition of liability insurance is a worthwhile consideration when allowing paid visitors onto your property (Francesconi et al, 2008).

2.19 PRICE DETERMINATION IN ECOTOURISM INVESTMENT

Pricing is important in meeting ecotourist demands and satisfying your profit margins. There are several options available when it comes to using a pricing scheme. These options include selling at, below, or above the current market price. The current market price is the largest amount a consumer is willing to pay for product/service offered and could be above or below face value. Pricing strategies must be paired with factors that influence pricing, such as product quality (i.e., consistent supply of products/services at an acceptable quality level), competition (other private business owners as well as publicly owned natural attractions in the local area offering similar products/services), distribution of products/services and consumers, cost (e.g., capital and maintenance costs), seasonality (i.e., the annual ebb and flow of product/service consumption), and profit margin (i.e., the sum of net profit and total operating expenses). Pricing strategies also must consider strategies for new opportunities such as price skimming (i.e., charging high prices to maximize profit in the short run) and penetration pricing (i.e., introducing your product/service at a low price to gain the majority of the market) (Bustam et al, 2010).

2.20 ECOTOURISM INVESTMENT PROMOTION

Promotion is used to create demand for a service or product, attract attention, create interest or desire, and generate action in order to sell that service/product (Goeldner et al, 2009). This section of the plan is where you identify your preferred promotional approaches.

2.21 BRANDING AS MEAN OF MARKETING ECOTOURISM

A product brand is a distinguishable name or symbol (e.g., a logo) to differentiate your opportunities from those of other competitors (Aaker 1991). Branding ecotourism operations is particularly unique since the term "ecotourism" implies the business focuses on conserving the environment, benefiting local residents, and promoting responsible travel (The International Ecotourism Society 2001). Some ecotourism operators seek assistance in promoting their operations by using established brands. Such a brand is offered by The International Ecotourism Society (TIES). This organization is dedicated to "promoting ecotourism" and one way of doing so is by allowing member ecotourism operators to use their logo in advertising initiatives after committing to practice sustainability (The International Ecotourism Society 2001).

2.22 THE ROLE OF ADVERTISING IN ECOTOURISM INDUSTRY

Advertising is paid promotion and includes consideration of when, where, and how to promote ecotourism opportunities. Paid promotions attract consumers to the ecotourism opportunities being sold and employ media such as Internet, newspapers, television, magazines, radio, and outdoor advertising (Goeldner et al, 2009).

2.23 USE OF PERSONAL SELLING IN ECOTOURISM BUSINESS

This technique involves personal communication with ecotourist consumers/distribution channels and is used to create consumer demand and inspire selling of ecotourism services (Goeldner et al, 2009). For instance, ecotourism operators offering multiple, individually priced tours might rely on this strategy to inform their consumers of other tour options available to them.

2.24 PUBLIC RELATIONS IN ECOTOURISM INDUSTRY

Ecotourism is perceived as "people business," therefore priority must be centered on public interest during decision-making. As such, fostering a philosophy that is public-centered within your ecotourism business and establishing policies for this ethic will aid in promoting your ecotourism services/products to meet ecotourist needs and wants.

2.25 ACCESS OR EASY OF LOCATING FIRM

Place is concerned with getting information about your ecotourism operation and access to the services offered target tourist in your firm. Strategically planning your approach for supplying information about why and how to access ones ecotourism business will maintain the demand for ecotourism services (Bustam et al, 2010).

2.26 ECOTOURISM A POSITIVE ECONOMIC AND ENVIRONMENTAL TOOL FOR DEVELOPMENT

Ecotourism has become one of the fastest-growing sectors of the tourism industry, growing annually by 10–15% worldwide (Miller et al, 2005). South Africa is one of the countries that are reaping significant economic benefits from ecotourism (Miller et al, 2005). A tremendous amount of money is being spent and human resources continue to be required for ecotourism development. "The money tourism can generate often ties parks and managements to eco-tourism" (Walpole et al. 2001). Ecotourism persists as a strategy for conservation and development. Making ecotourism a positive economic and environmental tool requires policies that foster responsible nature tourism development, broad-based and active local participation in its benefits, and conservation of developing countries' biological heritage. The Problem of conservation is that Forest and marine habitats are being destroyed and some of the wildlife they contain is being driven to extinction under the pressures of hunting, logging, agriculture, and fishing. Reasons the Problem at Hand Persist many developing country governments lack sufficient funds to manage and protect them (USAID, 1995). These areas are being destroyed because they are not fully valued for their role as nature's genetic reservoirs of the world's biological resources.

USAID (1995) identified ecotourism as an enterprise with potential positive contributions to the conservation of endangered biological resources. Contributions of

ecotourism include raising local awareness about the value of biological resources. Increasing local participation in the benefits of biodiversity conservation (through new sources of jobs and incomes) and generating revenues toward conservation of biologically rich areas. Wildlife and its habitats in developing countries are becoming increasingly popular attractions for international tourism. Many of the richest areas, biologically, are in the developing world. Growing number of ecotourists are flocking to the mountains of Madagascar and the tropical forests. Nature tourists bring with them money to spend, money that creates jobs and incomes for households and communities in and around ecotourism sites (USAID, 2012).

Tourism is the largest single item in the world trade though it comprises many elements. Tourism industry is both capital and labour intensive and no country can ignore the importance of tourism to its economics, social and cultural development (Aremu, 2001). World Tourism Organization WTO 1994 stated that tourism generated more than 12 percent of the World's GNP which accounted for 5.4 percent of the world trade in the year 1993. Tourism generated about \$3.5 trillion of the world's output and employed about 125million workers. Tourism output was double in the year 2005. The relevance of tourism to national economic development can be measured in a number of ways, the most important of which are its contributions to balance of payments, income/Gross Domestic Products (GDP), employment and other sectors of the economy (through indirect effects). Direct expenditure on tourism alone amounts to more than US \$100,000 million per annum, amounting to over 5 percent of all world exports (Holloway, 1983). Tourism is consumed at the point of production, the tourist has to go to the destination and spend his/her money there, opening an opportunity for business of all sorts, and allowing native to benefit through the informal economy, by selling goods and services directly to visitors.

Most developing countries have a comparative advantage in tourism over the developed countries. These developing nations have assets of enormous value in the tourism industry – culture, art, music, natural landscape, wildlife, and climate, including World Heritage Sites. Visits to these sites generate economic benefits as well as conserving the natural and cultural assets. Tourism is a more diverse industry than many others. It has the potential to support other economic activities, both through providing flexible, part-time jobs that can complement other livelihood options, and through

creating income throughout a complex supply chain of goods and services. Tourism is labour intensive, which is particularly important in tackling poverty, which is a common phenomenon in Nigeria. It also provides a wide range of different employment opportunities especially for women and young people- from the highly skilled to the unskilled- and generally it requires relatively training.

It creates opportunities for many small and micro entrepreneurs, either in the formal and informal economy, it is an industry in which start-up costs and barrier to entry are generally low or can easily be lowered. Tourism provides not only material benefits for the poor but also cultural pride. It creates greater awareness of the natural environment and its economic values, a sense of ownership and reduced vulnerability through diversification of income sources. The infrastructure required by tourism, such as transport and communications, water supply and sanitation, public security and health services, will also lead to improvement in the standard of living of the hosting nation (Wikipedia, 2009)

2.27 TOURISM RECEIPT IN AFRICA

Tourism in Africa is growing but at a very slow pace especially in the West Africa sub region. Though the growth of international tourism in Africa is on the ascending order since 1962, (especially the Northern Africa countries) yet, the continent is far from being a major tourism destination like North America, Japan and Europe. World Tourism Organization (UNWTO), states that Africa, the second largest continent in the world earned about \$4.5 billion in 1998, this amount to 4.28 percent of world tourism earning of \$105 billion. In 1989, Africa earning in tourism raised up to \$6.5 billion (UNWTO, 1995). The number of tourism in Africa rose from 4,460,000 in the year 1972 to 4,850,000 in 1973, increasing by 390,000 visitors. In 1974 the volume of tourism increased by 108,000 over the previous year (ATC, 1970). Only few countries like South Africa, Egypt, Morocco and Gambia could be said to have significant tourism receipt in the continent relative to the total value of exports and Gross National Product (GNP). Africa earned a total of US\$3 billion in 1985 from tourism. Three countries, Morocco, South Africa and Tunisia accounted for about 60% of the figure, while Kenya, the fourth earned about US\$128million or 4.27% of total tourism income (Abali, 2001).

In 1987, Africa shares of international tourism are US\$3.6 billion with Egypt and Morocco accounting for 69.5 percent of the share (Ayodele, 2002).

Nature-tourism role in nation's development is not a factor of how much money flows into region of interest (tourism destination) but include how much of what comes into the region stays in the region thereby producing multiplier effects (Lindberg, 1997). Tourism enterprises are confluence of related and unrelated ventures that must form a perfect union of benefits to all stakeholders. Toward the tail end of the 21st century 1998, the following Africa countries recorded improvement in their tourist earning: Tunisia recorded \$1,577 billion with 70,000 and above jobs created in tourism business. Egypt that is a fellow Northern Africa country had a score sheet of \$290 million. Morocco another Egypt sister nation received US \$1,712 billion from tourism, in 1998. By the year 1999, Morocco recorded US \$ 1.5 billion, whereas Tunisia earning was US \$1.6 billion from tourism (Atlas of Nigeria, 2002). From the East Africa sub-region, Kenya in 1998 US \$290 accrued to tourism. The Southern Africa earned US \$2.5 billion in 1999 from tourism sector. In Africa, Wildlife resources are the cardinal tourism attraction (Eltringham, 1984). In West Africa Sub region; these three countries Nigeria, Senegal and Gambia have contributions to Africa tourism receipt though very negligible. In 1975, 1998 and 1999, Nigeria recorded paltry sum of US \$29 million, US \$142 million, US \$163 million (Atlas of Nigeria, 2002). A great number of people are willing to visit and experience wilderness in an unaltered natural environment. Ecotourism is among the most developing industrial sector with over US\$425 billion global tourism receipt (UNWTO, 1999).

In 2007, there were over 903 million international tourists' arrivals worldwide with a growth rate of 6.6% as compared to 2006. International tourists receipts were USD856 billion in 2007 (UNWTO, 2008). International tourists have higher levels of disposable income and greater leisure time and have more sophisticated tastes. There is now a demand for better quality tourism products globally. In 2008, there were over 944 million international tourists' arrivals, with a growth of 1.9% as compared to 2007. International tourism receipts grew to US\$944 billion (euro 642 billion) in 2008, corresponding to an increase in real terms of 1.8%. Despite the uncertainties in the global economy, international tourists' arrival during the first four months of 2008 followed a similar growth trend than the same period in 2007. Growth from January to April 2008

had reached an average 5.7% compared to its 2007 level. Between 2006-2007 growth was only 3.7%, as total international tourism arrivals from January to August were 641 million tourists, up from 618 million in the same period in 2007. (<http://en.wikipedia.org/wiki/tourism>, 2009)

Tourism in the Least Developed Countries (LDC,s) is limited to 2.6% of the world market share in term of international tourist arrivals (ITA,s) and of international tourism receipts (ITR,s). However, the growth in ITA,s has been faster in LDC,s than the developing countries as a whole: 42% in the former and 30.8% in the latter between 2001 and 2005 (15.8% for the world). Also, in term of ITRs, 50.3% growth in LDCs and 40.6% in the developing world between 2001 and 2004 (33.2% for the world) were recorded. As a result of the late 2000s recession, international travel demand suffered a strong slowdown beginning in June 2008, with growth in international tourism arrivals worldwide falling to 2% during the boreal summer months, and this negative trend intensified as international tourist arrival fell by 8% during the first four months of 2009. Thereafter this declining trend was exacerbated in some regions due to the outbreak of the influenza AH1N1 (swine flu) virus. (<http://en.wikipedia.org/wiki/tourism>, 2009).

Tourism is vital for many countries, such as the U.A.E., Egypt, Greece and Thailand, and many island nations, such as The Bahamas, Fiji, Maldives and the Seychelles, due to the large intake of money for businesses with their goods and services and the opportunity for employment in the service industries associated with tourism. These services industries include transportation services, such as air lines, cruise ships and taxis, hospitality services, such as accommodation, including hotels and resorts, and entertainment venues, such as amusement parks, casino, shopping malls, various music venues and the theatre. Many countries and investors are embracing ecotourism as an opportunity to create wealth and improve job availability. This derives tangible economic benefits derived from ecotourism industry. Australia earns roughly \$543 million from visit to one of its ecotourism sites the Reef World Heritage in 1992 whereas Costa Rica generated \$ 600 million plus in foreign exchange from ecotourism in 1994, (Alyward et al, 1996). Ecotourism industry has a multiplier effects, which makes it a reliable tool in economic development.

2.28 NEED FOR ECOTOURISM A NON-OIL SECTORS ECONOMY DEVELOPMENT IN NIGERIA

The discovery of oil at Oloibi in Delta state in 1953 has change the focus and pattern of economic direction in Nigeria. That Nigeria is a mono product economy driven nation is an understatement. The budget of Nigeria for many years till date is based on expected crude oil price per barrel. There is total neglect of other sectors of economy for instance, natural resources such as agriculture (cocoa in the West, groundnut in the North and coal and palm oil in the East). In Nigeria, Petroleum account for over 95% of revenue generation. Successive administrations since independent (1960) had mismanaged Nigeria's Oil and gas resources, and this has impoverished the citizenry (Rilwan, 2007). The result of mismanagement is insecurity and blood flow (Niger Delta crisis) and unemployment (over 85% of citizen wallowing in abject poverty).

The danger portends for the first time in blind reliance on oil as sole foreign exchange earnings for the country occurred in 1973 during Israel- Arab conflict (Rilwan, 2008). This crisis shook the global economy thus igniting a sustain research to develop substitute for petroleum by developed economy. Such alternatives include renew researches in coal, electricity from nuclear power, liquefied natural gas, solar power, bio-fuel and a mixture of ethanol to gas for use in vehicles. Nuxus car powerd by cell engine is a good example of some breakthrough in Japan. A measure of success in this area has affected world petroleum demand (Rilwan, 2007). All these are indicators of early warning that we need to look inward for the development of other sectors in sustaining the economy especially tourism which is in exhaustible like petroleum products. No Nation has been successfully built on single product without diversification into other areas of economy where it has comparative advantage.

In the G-20 summit no major oil-exporting nation was invited including those producing more barrel per day than Nigeria. This goes on to say overall contribution of oil to world economic is insignificant. China today is an economic giant globally and it has no crude oil as natural resource. It is now pertinent on Nigeria to look inward for alternative to oil as basis for economic development. One thing about oil economy is that it neither creates wealth nor re-distributes it. All it does is creating jobs for the so-called foreign experts and skilled labour which claim we do not have. Many great nations of today relied on diversification of economy to achieve the developed status without

petroleum resources at their backyards. The most efficient alternative to crude oil are; tourism, agriculture, mining and solid minerals among others which many nations have used to develop their economy. Given the high level of oil trade dependence ratios by Nigeria, the impact of a steep fall in the price of crude oil from \$147 per barrel (on 11th July, 2008) to \$38.78 on december18, 2008; had destabilizing effects the economy. Today, the steeper decline implies a 44% loss in oil revenue receipt. Whereas oil account for 95% of foreign exchange earning, 85% of government revenue and 60% of the GDP; it means that the present crisis will lead to 52.5% loss of total export income, loss of 32.4% in the value of GDP (Rilwan, 2008). The net effect of this development is the emergency of a big resource gap and inability of government to finance the annual budget. Budget deficits become the order of the day and management, could trigger off inflationary spiral. Addressing inflation through monetary and fiscal measures will reduce critical budgetary spending in a country that has one of the highest unemployment rates in the world. Thus unemployment, which has become a national malaise, will continue to grow, badly needed infrastructural development will suffer. This will exacerbate the current domestic high unit cost of productions. Foreign exchange earning will diminish as export trade decline, the much celebrated 7-point Agenda will run into mid-air turbulence due lack of funds, and at the end the projected 6% annual growth rate of GDP will remain unattainable.

No progressive economy can achieve sustain economic development relying on unpredictable market product like petroleum. The risk of sole dependent on oil as the economics base of the nation is far too enormous. Even at the time of spectacular surge in oil prices \$146 per barrel (never in oil history market) for many months in 2009; it does not translate to economic improvement for the nation. Today, oil price has dropped to less than \$40 per barrel. American President Barack Hussein Obama during his presidential campaign in 2008 promised the development of alternative clean source of energy (without carbon emission and depletion of ozone layer). Research by developed nations should be worrisome to Nigeria. A major break through in this direction could put an end; or greatly reduced America' reliance on foreign oil for fuelling her economic consumptions. The use of electric cars by the public before the end of President Obama tenure should be a major concern to Nigeria, which is the fourth largest exporter of crude oil to America. Nigeria was not invited to the G-20 economic summit organized by the

White house held in 2008, because Nigeria with heavy dependence on oil as a major foreign exchange contributes very little to the World economy despite its claim to be African giant. What this mean is that oil is not a major driver of the global economy. World economy is in excess of \$100 trillion, oil consumption and contribution both from OPEC and non-OPEC nations amount to less than \$10 trillion that invariably translate to contribution of less than 10% of World economy (World Trade Organization, 2008).

Furthermore, it is worth mentioning that the general domestic economic downturn will discourage foreign capital inflow in some ways. For example some Banks, which loaned money to Nigeria Banks during the banking consolidation period, are likely to be hesitant to lend again in the face of crisis. This in turn will affect the operation of such Banks and, ultimately, reinforce the credit squeeze regime. The compressive analysis of dwindling oil fortune in the global world should tip Nigeria to have a rethink about it dependence on one product as the economy sustainers.

2.29 TOURISM IN NIGERIA

The Federal Government of Nigeria in its determined efforts to develop and promote tourism into an economically viable industry had in 1991 evolved a tourism policy. The main thrust of the policy is to make Nigeria a prominent tourism destination in Africa, generate foreign exchange, encourage even development, promote tourism-based rural enterprises, generate employment, accelerate rural-urban integration and foster socio-cultural unity among the various regions of the country through the promotion of domestic and international tourism. It also aims at encouraging active private sector participation in tourism development.

Organized tourism started in 1962 when private practitioners to promote tourism image of Nigeria established the Nigeria Tourism Association (NTA). The efforts of this association led to the admission of Nigeria as a full member of the International Union of Official Travel Organization (IOUTO) currently World Tourism Organization (WTO) in 1974. The military ruler of 1976-1979 replaced the Nigeria Tourism Association (NTA) with the Nigeria Tourism Board (NTB) via decree 54 Of 1976. In consolidating the achievement of NTB; Nigeria Tourism Development Corporation (NTDC) was established from NTB through Decree 81 of 1992 which has the following institutional framework for effectiveness:

- Federal Ministry of Culture and Tourism.
- State Ministry Responsible For Tourism.
- National Council of Culture and Tourism.
- State Tourism Committee.
- Local Government Tourism Committee.

In other to re-echo the vibrant roles of tourism worldwide the World Tourism Day is globally celebrated on September 27th of every year. NTDC is charged with responsibility of overall promotion, marketing and co-ordination of tourism activities in Nigeria as a whole.

2.30 EVOLUTION OF NATURE TOURISM IN NIGERIA

Ecotourism is both ecological and geographical in Nature. Nature-based tourism is an irreplaceable national heritage for harnessing potentials of the tourism industry and transforms the nation's economy into mega economy. Since the establishment of the Kainji Lake National Park in 1979, and other six National parks, in addition to the many Game Reserves and Zoos there had been reawakening in the awareness of many Nigeria to the utilization of ecosystem for tourism due to great increase in the annual number of foreign tourists due to both Kainji and the then Yankari National Park established. Some of the primary objectives of establishing Game Reserves, Zoological and Botanical gardens is for tourism, whereas, few of them are fairly developed. A further development that could bring them to an acceptable world standard (like in Kenya) will serve as catalyst for the development of other tourism attractions (Ayodele and Falade, 1993). Very few private investors are now into ecotourism with establishment of privately owned ecotourism sites such as Zoological and Botanical Gardens.

2.31 TOURISM, SMALL AND MEDIUM ENTERPRISES DEVELOPMENT AGENCY OF NIGERIA (SMEDAN)

The Nigeria Government has recognize the important role of small and medium scales business as the engine of economic development of any nation .In view of this, a body was formed to be in charge of micro, Small and Medium Enterprises Development Agency of Nigeria (SMEDAN). Tourism enterprises venture has a great role to play in

the achievement of SMEDAN goals. Entrepreneurship is the only engine for the society and the overall development of the country. Entrepreneurship is all about aspiring for a better life for the people and translates economic growth (SMEDAN, 2008). The objectives of SMEDAN are to eliminate unemployment in the land, this make it important for tourism development. It was high time the government harnessed the potential inherent in tourism business for achievement of SMEDAN goals.

The future of tourism in the country is brighter for the fact that less 2% of tourism potential had been harnessed in Nigeria for commercial purpose. The unemployed youth can be absorbed into any of these tourism enterprises as it has been shown worldwide to be massive employer of labour.

2.32 REGISTERED PRIVATE ORGANIZATIONS IN ECOTOURISM INDUSTRY IN NIGERIA

Under the umbrella tourism industry are accommodation, catering facilities, hostel, travel services, transport, communication and travel agencies. All these together are known as hospitality industry. The Hotel proprietors Act of 1956 defined hotel as an establishment held out by the proprietor offering food, drink and if required, sleeping accommodation without special contract to any traveller presenting himself and who appears able and willing to pay a reasonable sum for the services and facilities provided, and who is in a fit state to be received (Aremu, 2001, Falade (2001), also stated that the size and comfort of a city's hotel is seen as a measure of its standard and importance. The following associations are responsible for the regularization of the tourism and hospitality management in Nigeria.

- The Nigeria Hotel and Catering Institute (NHCI) registered in 1968 has as one of its objectives to provide a forum for tourism advancement.
- The Nigeria Tourism Development (NTDC) established under decree 81 of 1992, is empowered to standardize facilities for the services of Hospitality and Tourism enterprises for optimum utilization by tourists, visitors and nationals.
- The National Association of Nigeria Travel Agencies (NANTA) has as one of its aim to promote travel and tourism within the Federal Republic of Nigeria and the rest of the World in general.

- Hotelier Association of Nigeria (HASN) it promotes training programmes for continuous improvement of the quality of services in the hotel industry.
- Hotel and Personal Services Employers Association of Nigeria (HOPSEA) promulgated by Decree 22 of 1977 of the Federal Government of Nigeria. It is an organization protecting the interest of workers in hotels, restaurants, cafes, taverns and other drinking and eating places, rooming houses, campuses and other lodging places, portraiture, cleaning and laundry services among others.

2.33 TOURISM IN OGUN STATE

Tourism is relatively a budding enterprise in Ogun state but owing to the economic potentials of the state; tourism has undergone a gradual but progressive evolution in the past one and a half decades. Ogun state is a place greatly endowed. It is blessed with warm, sundry climate, over 16,762KM² fascinating beaches and evergreen vegetation. These, coupled with wide market opportunities, diverse socio-cultural heritage that gives the state its uniqueness and the hospitality of the 3,751,141 million people earn the state “GATEWAY OF NIGERIA”. It is almost impossible to deny Ogun state the pride of place amongst the richly endowed potential tourist destinations in the world.

2.34 THE POSITION OF OGUN STATE ECONOMICAL PERFORMANCE IN NIGERIA

Ogun state is naturally endowed to make it an ideal tourist destination and one of the best sort for, but the state is not yet a tourist destination for now. Ogun state has a land area of 16, 406,226 square kilometres. It varied climate (humid and subtropical), and a diverse population with difference rich cultural and religious history. The state also has abundant exotic wildlife, forest and game reserves, and a terrain offering plains.

In spite of its abundant natural resources and arable farmland, forest and wildlife resources the State has remained a Civil Service State since its creation over three decades ago. There are immense human and material endowments in Ogun State; however, it is discerning that the state has not had an appreciable economic development. The State has been operating far below its economic potentials. Although the number of industries is increasing but it is still abysmally low compared to the number of job

seekers in the State. This implies high unemployment rate and the very few employed have to fend for many job seekers, leading to decrease earnings for the employed and poor standard of living for the workers and non-workers alike.

The poor industrialisation of the State implies poor internally generated revenue (IGR) for Government. Seventy-five percent of the State Government revenue goes into recurrent expenditure. A huge recurrent expenditure reduced resources capacity needed to provide socio-infrastructure facilities (good road networks, well equipped hospitals, potable water, housing, and good schools) for the public.

2.35 ORGANIZED PRIVATE SECTOR AND NIGERIA ECONOMY

The private sector is the needed key to the development and restructuring of Nigeria's economy. The restructuring of Nigeria economy places a lot of responsibility on the private sector, as it is now the engine room of economic growth worldwide. Developments in the real and social sector (Telecommunication, banking, Aviation, Education etcetera) are heavily private driven. Given the fact that organized private sector is critical towards achieving economic growth and generating enormous revenue base for the country aside from oil, government should therefore not pay lip service to it. Government need to refocus and rejuvenate the sector as desirable partner (Simon, 2008). For efficiency funding of economy, government would explore more the public-Private funding option that will showcase the success of privatisation and prudence spending and equitable economic growth in Nigeria (NACCIMA, 2008).

2.36 ECONOMY RESUSCITATION AND THE PLACE OF PRIVATE SECTOR IN OGUN STATE / NIGERIA

“Innovation is a prime driver of change. Global economy, as the most successful countries are those that have supported critical thinking and invested heavily in harnessing and nurturing the creativity, ingenuity and inventiveness of their people. Our private sector must therefore, lead the way in this direction” (The, Presidency Federal Republic of Nigeria, 2008). The place of private sector is very unique in nation building, as indicated by the rate of development enjoyed by the advanced countries of the world, as it remains the indices of growth of any nation. It is a fact that global economy competition has shifted from global village to a global street.

The problem confronting Nigeria is how to sustain private business in pipeline once they are established. Private investors are in a vintage position to manage and to run business enterprises to generate various socio-economic benefits.

The onus is now on private investors to take up the challenges throw by the Federal Government in tapping the substantial resources of the country to enshrine effective economic system that could move Nigeria forward.

While encouraging private sector to take advantage of what the Nigeria economy offers. Private sector should reciprocate government gestures by inviting their business partners across the global to come and establish in the free trade zones, Industrial parks, and cluster and enterprises zones, (Ministry of Commerce and Industry, 2008). Private Participation was a proven path, which several developing economies like Malaysia, Taiwan, Indonesia among others have taken on the part of government and the private sector, this industrial revolution is achievable in Nigeria, Lagos chamber of commerce and Industry, 2008. Opportunities abound in Tourism, Agriculture, Industrial services, Sold minerals and distributive trade for investments.

2.37 PRIVATE INVESTMENTS IN NIGERIA TOURISM

Nigeria offers a wide variety of tourist attractions; however, many of these attractions are still being enjoyed by few outsiders, either very rich visitors in quest of exoticism or adventurous people in search of new challenges and experiences. Investors, both foreign and local are therefore called upon by Federal Government to come and invest in the abundant tourism potentials in the country. The richness and diversity of Nigeria's tourism resources coupled with economic liberalization policies will provide investments opportunities in various areas.

2.38 TOURISM SITES AVAILABLE FOR PRIVATE INVESTORS BY NIGERIA GOVERNMENT

The National Tourism Policy of 1990 encourages private investors to take up opportunities in the richness and diversity of Nigeria's tourism resources (NTDC, 2003). The liberalization policies will provide investments opportunities in these areas as stated by the Government (Ministry of Commerce and Industry, 2006).

- Heritage/Cultural Tourism Resources Development of slave trade relics.

- Established of museum and preservation of monuments.
- Wildlife Tourism Resources.
- Building of tourist lodges.
- Development of picnic and camping sites at strategic locations within the trail circuit system in the National Parks.
- Building of reception sites at Natural/physical attractions.
- Establishment of holiday resorts along the coasts.
- Development of water transportation provision of educational facilities for water skiing and swimming.
- Beach tourism potentials i.e. establishment of boating and sport fishing facilities.
- Establishment of hotels and resort near water falls, springs, caves, and temperate climate.
- Development of arts and crafts, which constitute symbol of the people's cultural values and love for nature.
- Provision of cable bus system to take tourist through the very rugged but scenic terrain of the mountain and construction of lodge cabins for expedition tourist and rangers.
- Development of Amusement park, entertainment facilities shopping services. (NTDC, 1990).

2.39 MORE BUSINESS OPPORTUNITIES FOR PRIVATE INVESTORS IN TOURISM AND HOSPITALITY IN NIGERIA

- 1) **Transportation:** There are big investments opportunities in water recreation transportation and rail services. Airline and Road Transportation are fairly developed.
- 2) **Hospitality:** This sector of tourism offers investments opportunities in many areas of Nigeria as the economy of the country continues to boom because of privatization policy by government.
- 3) **Tour operations:** Fully organized and functioning tour operators is lacking in Nigeria, as most operating ones are substandard. South and East Africa Countries

have fair shares of Europeans and American tour companies. Any company willing to do so for Nigeria will be highly welcome.

(NTDC, 2008)

2.40 TOURISM INCENTIVES FOR PRIVATE INVESTMENTS IN NIGERIA

A tourism policy of 1990 has the following aims: to promote tourism, generate even development, accelerate rural-urban integration and cultural exchange and foreign exchange. These are following incentives rolled out by federal Government for private investors:

- **Infrastructure:** Government would ensure provision of basic infrastructural facilities namely, good road, water, electricity, communications and accommodation to sites of attraction in order to accelerate tourism development to the fullest. Government shall establish and maintain close liaison with other government agencies responsible for the provision of the infrastructure.
- **Concession of land:** State governments shall provide land at concession rates. This will include the abolition of annual ground rent within the period of construction and development of tourism. 100% equity ownership of companies in Nigeria and repatriation of profits and dividends for example.
- **Fiscal and other incentives:** In order to boost the level of private sector investments in tourism, it is now to be treated as government preferred sector, like agriculture in Nigeria. Incentives such as tax holidays, tax rebate and soft loans, with long period of grace to potential investors in tourism are some of the motivational package.

2.41 Local Government Areas in Ogun State

Ogun State is located in southwest geopolitical zone of Nigeria, the State was created in 1976 with Abeokuta as the state capital, comprises the old Abeokuta and Ijebu provinces. The state is divided into twenty local government areas. The state has twenty local government areas: Abeokuta South, Abeokuta North, Ado-Odo/Ota, Yewa North, Yewa South, Ifo, Ijebu East, Ijebu Ode, Ikenne, Obafemi-Owode, Odeda, Odogbolu, OgunWaterside, Sagamu, Imeko-Afon, Ipokia, Ijebu North-East, Ewekoro, Remo North and Ijebu North.

2.42 Major Road Network in Ogun state

Abeokuta the state capital is a terminus of the roads and railways coming from Lagos state and other parts of the country. The State is accessible to other States in Nigeria and the outside world because of its closeness to Lagos State, which has an International Airport, a few seaports and access to the West African sub-region. The State is the passage from Lagos, to any other part of the country. Abeokuta, the capital city of the State, is only about 100km from Lagos, the country's industrial and commercial nerve centre. This proximity and the State's geographical contiguity to Lagos have placed the State in an advantaged position in terms of access to the economic benefits and inspiration that Lagos offer. Two major expressways pass through the State from Lagos to the Northern and Eastern parts of the Country, namely, the Lagos-Ibadan and Sagamu-Benin Expressways, while the third one from Sango-Ota to Abeokuta IS under construction. Another Trunk "A" road links Abeokuta to Ibadan. There is also the Ota-Iroko Road, the Sagamu Interchange, Ilaro-Ohunbe Road and Abeokuta-Imekon/Afon-Ilara Road, which lead to the rest of West African countries.

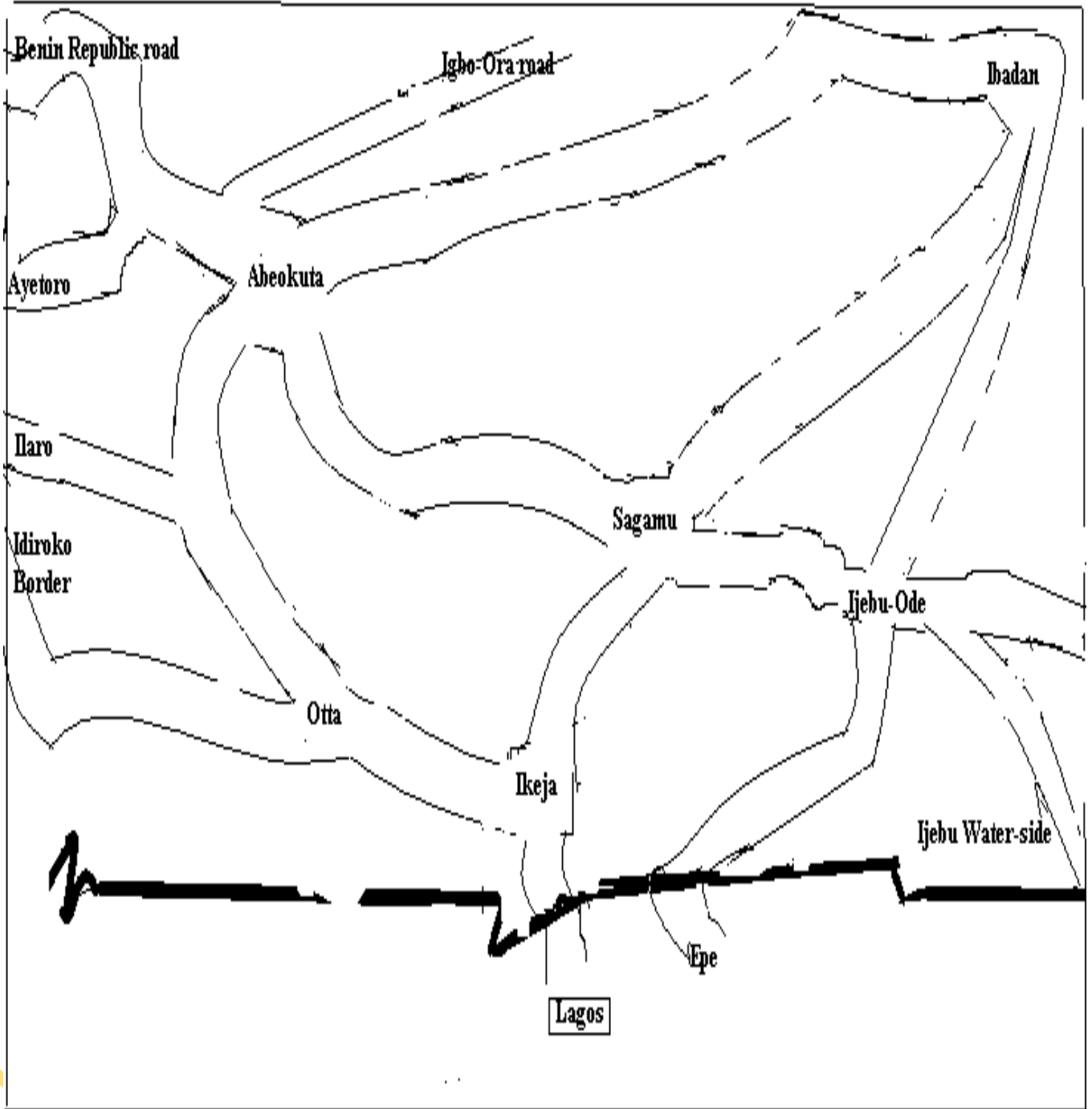


Figure 2.1: Main Road Networks with other Neighbouring States

2.43 OGUN STATE TOURISM DEVELOPMENT POLICIES

This foregoing policy document forms the basis for which tourism will be developed in Ogun state. It therefore shows in clear terms the objectives for the policy and the responsibilities of both the Government and the Private sector as it affects the development of tourism facilities like Resorts, Attractions, etc, development of Complimentary facilities like Hotels, Restaurants and Eatery (both local and foreign), Recreation and Amusements Parks, Gaming Houses and Night Clubs, Art Galleries, Artefact and Souvenirs Centre (for production and sales) etc, provision of infrastructural like roads, water supply, electricity, communication services, effective security services etc to tourism facilities; the development , organization and training of services providers like tour operators, tour guides, hospitality developers and the private sector investors policy on art and culture, policy on marketing; public relations and public enlightenment, policy on funding of the industry; general policy on effective security, the environment etc as it affects tourists and tourism and other factors that will encourage and accelerate the development of tourism in the state.

The following were some of the objectives of Ogun state tourism policy:

1. To identify areas or tourism development in the state and demarcate as tourism zones
2. To accord tourism its pride of place and its development utmost priority
3. To promote and encourage intensive and extensive development of super structure and infrastructure both for natural and artificial tourist facilities.
4. To encourage large-scale private participation and/ or joint venture partnership in development of tourism infrastructures throughout the state. However, government participation in superstructure will be minimal or at best temporary to jumpstart only to encourage the development of vital projects that will enhance speedy growth of tourism in the state.

2.44 NIGERIA TOURISM DEVELOPMENT MASTER PLAN

After six years in the preparation room, Nigeria Tourism Development Master Plan was finally launched in the Federal Capital Territory, Abuja, in October 2007. The general target of the plan is to set the country firmly on World tourism map. The evolution of the plan was cemented on a multistage process as follows:

- (a) Enhancing strategies to promote economic benefits of tourism to the nation.

(b) Review of immigration policy to attract foreign visitors.

(c) Source funding to implement the development plan from these various sources:

Federal and state government, the private sector, foreign investments, the European Union, Nigeria Tourism Development Corporation and Bretton Woods Institutions. In pursuant of tourism development, the federal government for the first time created ministry of tourism and culture couple with the setting up of the presidential council for tourism (NTDC, 2007). The master plan has put the sector into position of importance in the economy, only equal to that of agriculture, and oil land gas sectors (Runsewe, 2007). For outright development of tourism sector, the plan should be based on realistic rather than possibility machinery (Getz, 1994).

2.45 FINANCIAL INSTITUTION A NECESSARY TOOL FOR TOURISM DEVELOPMENT IN OGUN STATE

Ever since money was invented, the world has been involved in business and financial transactions. Bank is crucial in receiving deposits and advancing loan to promote business and commerce. Bank facilitates investments to greater extent. Bank has a greater role to play in determining the effects of hostile business environment on the outcome of investments. There are mainly two types of business environments, internal and external. Internal environments contain the proprietor of the business, the organization structure, employees, the customers, and the infrastructure of the business and the culture of the organization. Businesses can control internal environments, but it's hard to control external environments.

2.45.1 LIST OF ACCREDITED BANKS IN OGUN STATE FOR FINANCIAL TRANSACTIONS

1. Bank PHB
2. Afribank
3. Oceanic
4. Guarantee Trust Bank
5. Stanbic
6. International Bank for Trade and Commerce
7. First City Monumental Bank
8. First Bank
9. United Bank for Africa
10. Union Bank
11. Zenith Bank
12. Intercontinental Bank
13. Access Bank
14. Diamond
15. Wema bank
16. Skye Bank
17. Eco Bank
18. Fidelity Bank
19. Spring Bank
20. Unity Bank
21. Equitorial Trust Bank
22. Finbank
23. Standard Chartered Bank
24. Sterling Bank
25. Citibank
26. State Branch of Central Bank of Nigeria (ABEOKUTA)

2.45.2 LIST OF INSURANCE COMPANIES IN OGUN STATE

1. Adic Insurance Plc: Personal, Car, Home and Life Insurance in Nigeria.
2. Aiico Insurance Plc. 3. Acen Insurance Company. 4. Oceanic Insurance Limited.
5. Sovereign Trust Insurance. 6. Trans Global Insurance Brokers.
7. Prestige Insurance Brokers Ltd. 8. Goldlink Insurance.
9. International Energy Insurance Plc 10. NAICOM.
11. Nigeria Deposit Insurance Corporation (NDIC). 12. African Alliance Insurance Company Ltd. 13. A & G Insurance. 14. Consolidated Hallmark Insurance.
15. Continental Reinsurance. 16. Cornerstone Insurance Plc.
17. Crusader Insurance Plc. 18. Equity Life Insurance Co. Ltd.
19. Goldlink Insurance Co Ltd. 20. Guaranty Trust Assurance Plc.
21. Industrial and General Insurance Plc (IGI). 22. Law Union and Rock Insurance Plc.
23. Leadway Assurance Company Limited. 24. Linkage Assurance Plc.
26. Mutual Benefits Assurance Plc. 27. NEM Insurance Plc.
28. Oasis Insurance Plc. 29. Royal Exchange Assurance (Nigeria) Plc.
30. Standard Trust Assurance Plc (STACO). 31. UNIC Insurance.
32. Unitrust Insurance Company Limited. 33. Zenith Assurance Company.

2.46 NIGERIA TOURISM AND TRAVEL SECTOR CONTRIBUTIONS TO NATIONAL ECONOMY

In Nigeria, tourism and travel account for only 0.1% of market share and 0.9% of Gross Domestic Product in 2004-2006. In term of job opportunity, 5.1% of total employment found themselves in this sector. This is a far cry from projected 45% of total employment (Adetokunbo, 2007). Economist analysis estimated that one job is created for every ten foreign tourists in the destination country. Nigeria boasts more than double whatever any other African country has to offer any tourist. The major challenge is to develop our domestic tourism, which is largely un-organized. Most tourist attractions lack what the foreign tourists have come to expect in more exotic destinations

UNWTO 2008: Stated that “between 2006 and 2007, global tourism yielded 422 million euro approximately 65 billion). Most of this receipt accrued to about 74, 000 travel agents and tour operators worldwide. Aside the million of workers directly

involved in tourism operations, this sector also provides employment to many thousand of ancillary staff”. The above is showcasing the vital role of the sector in improving the plight of jobless and poor Nigerians.

2.47 BUSINESS SET UP IN NIGERIA

Environment indices are very relevant in the location of business as it can make or mar the future of the enterprises. Bretton Woods Institute (World Bank) survey report 2008, revealed the following about setting of business in 11 states out of 36 states of Nigeria. The survey identifies Kaduna state as the easiest location of transacting business followed by Abuja, Bauchi, Kaduna, sokoto, and Abia states while it is most difficult to transact business in Ogun, Enugu, Anambra and Cross River states. These finding are based on a number of procedures for investments. The criteria used are cost of transactions, and the time it takes for companies to comply with business regulations.

The report further analysed the ease of starting a business, dealing with construction licenses, registering property, and enforcing contract. “The location of Lagos state as entreport for imports, and periphery of Ogun State sharing border with Lagos state makes them the choice of private businessmen. The state (Lagos) has large consumer market and ready access to financial institutions and infrastructure such as ports and road” (Dimitriyev, 2008). Registration of business under the company and Allied Matter Act of 1990 is compulsory, yet most businesses have not registered with the Corporate Affairs Commission (CAC). Failure to properly registered business, lead to branding such businesses as illegal. The inability of such business to access credit from financial institutions is one of the consequences of non registration of business. The World Bank report further states that over \$2bn has been invested in regional (ECOWAS) projects across several sectors of economy to improve investments climate in Nigeria and its neighboring countries (USAID, 2010).

2.48 CORPORATE AFFAIRS COMMISSION (CAC) AND BUSINESS REGISTRATION IN NIGERIA

CAC was founded in 1990, companies records under its custody date back to 1912. All previous records of company registrations were transferred to it upon its formation. Registered companies are distinguished not only by names but also by their

registration numbers. A certificate of incorporation issued by CAC is in law and genuinely tenable for business activities in Nigeria. It is mandatory for all sorts of business enterprises to register with CAC (CAC, 2008). Registering a business has become significantly easier in Nigeria due to a computerized registry and newly established zonal branches of the country's Corporate Affairs Commission and Stamp Duty Offices" (World Bank Report, 2008). "CAC is performing at top level in African. The Corporate Affairs Commission is performing at OECD standard (Roy, 2006).

UNIVERSITY OF IBADAN

**Table 2.1 PERIOD OF INCORPORATION OF LIMITED LIABILITY
COMPANY IN NIGERIA (Jan-June, 2008)**

DESCRIPTION	Number	%
Certificate issued within five working days	23,531	72
Certificate issued within ten working days	7,712	22
Certificate issued within eleven days and above	1,106	3
Quarried (Not yet completed)	1,087	3
Total filling for Half year (pre-incorporation)	32,895	100

Source :(CAC, 2008)

2.49 TRANSPORTATION SYSTEM AND ECOTOURISM DEVELOPMENT IN OGUN STATE

Nigeria has one of the least developed transport sector in the world. Given its potential, experts say Nigeria’s transport sector ought to be in the league of those of the advanced countries. Insufficient and poor road network, a moribund rail sector, inadequate airports’ facilities and non-existent water transport system have all hindered efficient operations of the nation’s transportation system. According to the draft national policy on transport, a well functioning transport system among others stimulate national development and enhance quality of life for all; allow markets to operate by enabling the seamless movement of goods and people; provides vital links between spatially separated facilities and enables social contact and interaction. It also provides access to employment, health, education and services; alleviates regional inequality, fosters national integration; increases access to markets and links local, regional, national and international markets. Another benefit is that it promotes economic development by increasing access to labour and physical resources, thus paving the way for the realization of a country’s comparative advantages (Osaze, 2010).

Each human settlement pattern is affected by transportation and a change in it can have a drastic impact on the ultimate viability of the built environment. The ease of transportation—in all of its forms—is the hallmark of industrialized civilization. Transportation is often viewed as a matter of convenience or necessity but in reality its role in civilized existence is far more basic (and vital). According to William 2005) transportation is a social leveraging strategy called “Scope Enlargement”. What the

movement of man, goods and services allows us to do is balance the surpluses and shortages of a number of areas, so that all can progress to a higher level of development than would have been possible without it.

Tourism is anchored on tour and the role of transportation in tourism industry could not be overemphasized. Getting to tourism destination with easy is a crucial factor to the promotion of the growth of the industry. Ogun State Road Maintenance Agency (OGROMA) need to be repositioned and strategized to meet the challenges of providing good road networks in collaboration with FERMA (Federal Road Maintenance Agency). Water transportation Ogun state is water splendid state, with many naturally endowed Rivers such as Ogun, Oni, Oyan, and Yewa, Osun, and Lagoon part of the state among others. The beautiful aspect of it is that the river links major towns and cities in the state and outside the state. These rivers could be explored for development of water transportation in the state. The potentials of water transportation are enormous in opening up the business opportunities of the state within and outside. Also there could be establishment of inter modal transportation (a mega transport station where Road, Rail interchanges.) to be sited in Abeokuta. This will boost the volume of visitor/tourist to the state.

All over the world, railways are conceived as an indispensable component of an integrated transportation system run by private investors. A functional and efficient rail system provides an attractive alternative to air and road transportation because of the speed, safety and convenience, among other considerations. Ogun state, which has rail track transverse the state from Lagos to Oyo state borders, will benefit immensely from its development. Ogun state government in conjunction with other states in Nigeria should give support to the on going debate in the senate to repeal the 1955 railway corporation act which has made it impossible for other stakeholders' (state government and private) from investing in the sector. Railway infrastructure has seriously deteriorated over the years, to the extent that the operational capacities of the corporation are completely exhausted. Repealing all anti-investment laws will not only encourage private sector investment, it will also block a major source of public fund leakages and provide opportunity for state government to redirect scarce resources to other strategic needs.

2.50 TRANSPORTATION SYSTEM IN NIGERIA

Modern day transportation system makes use of these three modes of transportation Land, Water and Air. Nigeria recognizes the role of transportation in all arms of development both in freight and passenger. Visitors are conveyed to their destination via transportation. Frankly speaking without movement or transportation there is no tourism as embedded in the IASET definition of tourism “the sum total phenomenon of traveling based on its relevance to the economic development“.

The Federal Government of Nigeria establishes Ministry of Transport, which cover all forms of Transport: Land, Road (motorcycle, bicycle vehicle), Rail (underground railway, cable bus, surface railway), Air transport (both local and international) and Water Transport (Marine, inland on-shore and off-shores).

2.50.1 RAIL TRANSPORTATION

The Nigeria railway dated back to 1912 when the first set started operation. The Nigeria Railway Act was passed in 1955. Section 29 of the 1955 Railway act established Nigeria Railway Corporation (NRC). NRC’s passenger and freight traffic statistic show that over 11 million passengers were transported in 1964 with freight figure of 3 million tones in that year alone. The railway system has connected many major towns in Nigeria and in many cases has led to the spring up of new communities along rail line and terminal such as “kafachan” in Kaduna state. All over the world, railway transportation is the key to economic and national growth. All other mode of transportation is integrated into it (Nwanko, 2008). For tourism to attain greatness it implies that no magic would produce positive result if the economy could not boast of a mass transport system that could inject volume and speed in the movement of goods and passengers (visitors) into the economy.

In recognition of the place of railway in economic development, the federal government has being pumping money into the sector for improvement and expansion. For instance \$550m contract was awarded to the Chinese Civil Engineering and Construction in 1997. The immediate past government in Nigeria awarded \$8 billion to the same company for maintenance of 1,315 kilometers of standard gauge double track line from Lagos to Kano (Ministry of Transport, 2007). From 1999 to 2008, a total of

N124.9 billion was spent on rail system (Robert, 2008). Railway is the cheapest and safest mode of transportation that visitor will find useful in their sojourn to Nigeria.

2.50.2 AIR TRANSPORTATION

Air transport accounts for more than 75% of international travel, 50% of regional and 20% of intra-cities movement. The country has six international airports and sixteen local airports. Air transportation is vital, as it is a key to economic growth. Nigeria with a total of twenty-two airports (out of 4,000 airports around the globe trying to deliver services to customers, cargo shippers and so on) accounted for 5.5% of the world airports, (Airport Council International, 2008). This figure is quite significant as it is the only nation in Africa with highest number of Airports. The relevance of airport system cannot be underestimated as most of the foreign tourists come in through air transport. 19.5 billion naira was assigned to the aviation industry to upgrade performance and services rendering in the years 2006 by federal government.

Africa today has access to financing from the rest of the world. Africa is now considered as the growth area, although it is still relatively small compare to the Middle-East Europe, and other areas (Jean, 2008). This sector (aviation) encourages private investors in its scheme; by this; there are many private airliners in the industry flying many local routes within the country and connecting much state capitals together under an hour journey or a little bit an hour. Some of the registered private airliners are Arik, Albarka, Bellview, among others. Air transportation to most of the state capitals is thus guarantee for the tourists. The coming on board of private airliners has rescued the hitherto dying sector from the jaw of poor government funding. Of recent, Nigeria aviation has witnessed the acquisition of new aircrafts and improvement in the manpower training for effective service delivery (Harold, 2008).

2.50.3 WATER TRANSPORTATION

Nigeria by location is a well endowed as a coastal nation with a coastline that has been estimated to stretch for about 3,830 kilometers. Water transport is well recognized in Nigeria as a means of moving people from one community to the other especially in the riverine areas of Niger-Delta and some parts of North, South and West of Nigeria (Lagos and Ogun state). To show the importance of water (River, Marine, etcetera) in

Nigeria, many states have their name after one River or the other such as Delta, Lagos, Ogun, River, Cross river, Osun, Kaduna, Niger to mention but a few.

Water transportation has been with Nigerian from time immemorial connecting different communities to the center of the state. Most of the investors or transporters here are individual with well-organized management system. In fact the use of canoe is the oldest mode of water transportation in Nigeria till date. People or visitors from all walks of life had at one time or the other utilized this service. It is safe, no hold-up and no attack from water pirate or hoodlum. For some years now, government has been showing interest in the sector with acquisition of state owned ferry and loan to individual ferry transporters, which is repaid, on instalment basis. Marine transport entails the utilization of marine resources for the boosting of transport system. It is important for visitor to know that water transportation for now does not go beyond intra-state. The aggressive investments drive by the government in this sector can change the situation tomorrow and reduce the stress of travelling by road. In all sincerity, there is a big opportunity for corporate body, private and international businessmen to invest in Nigeria water transport.

2.50.4 ROAD TRANSPORTATION

Nigeria relies heavily on road transport as over 90 per cent of surface transport is by road. Therefore road transport is not only a key prerequisite to Nigeria economic growth but also critical to the attainment of the Millennium Development Goals (MDGs). All tiers of government in Nigeria are involved in road construction of different categories classified according to proprietor as Federal, State and Local Government roads. The funding and management of road infrastructure is basically the responsibility of the proprietor. Road network is very extensive in the country spanning the remotest part of the country. The road in Nigeria connects virtually all the communities and major cities together. Today both haulage and passenger are mostly moved from one point to another by road. About 70 million passengers are transported by road within and across the country on a daily basis. Road is an important medium of movement for the visitor/tourist in Nigeria to their respective destinations. No government in the world had borne the responsibility of unilateral funding road project and expect serviceable road. Partnering with private sector in other to meet the challenges of increase in the total

length of road network, improve technical standard and drastically increase in traffic volumes is a solution (Ministry of transport, 2008).

The federal government has approximately 34,000km road nationwide (Peter FERMA, 2008). In view of the relevance of road to Nigeria economy, the present administration of as stressed the urgent need to establish a National Road Fund (NFR) to serve as a repository of resources from various sources for the complete overhaul of the road transportation system in the country. A National Road Board (NRB) that would have majority of its membership from the private sector would manage the fund. Also, there would be the creation of federal road authority, which would be in charge of the management of federal roads across the country and acting as the executive agency on behalf of the government (Ministry of Transport, 2008).

Road in Nigeria transcend beyond intra national network, it also links up with roads from neighbouring nations at boarder thus there is inter-regional connectivity. Nigeria has many organized private Transporters such as; The Young, ABC transporter and Ekene Dili Chukwu that Ply Gabon, Ghana and Cottonou from Nigeria. This is an economic integration of the regional nation through the movement of visitors and goods across the border.

2.51 Some of the Major Markets Centres in Ogun State

EGBA AXIS	IJEBU-AXIS	REMO AXIS	YEWA AXIS
1. Itoku	Ita-Ale	Makun	Idi-iroko
2. Lafenwa	Oke-Aje	Awolowo	Sango-Ota
3. Ita-osin	New Market	Sabo	Ilaro
4. Kuto	Mushin	Oja-oba	Oja- Odan
5. Sapon	Ago		Lussada

The main towns of the state are: Abeokuta, Ijebu-Ode, Sagamu, Ilaro, Ijebu-Igbo, Ota and Aiyetoro.

2.52 OTHER TYPES OF VISITOR ATTRACTION CENTRES IN OGUN STATE

2.52.1 Tourism Sites of the State

Olumo Rock in Abeokuta, Bilikisu Sungbo shrine at Oke-Eri in Ijebu-Ode, Yemoji Natural Swimming Pool at Magbon, Ijebu-Ode, Oyan Dam in Yewa, Iwopin Boat Regatta at Ebute-Oni in Ogun Waterside. Other sites are Madam Tinubu Shrine, Ilaro, Oronna Shrine, Ilaro, Area J4 forest reserve; Tongeji Island, Ipokia, Old Manse at Ogbe in Abeokuta, Ijamido River Shrine at Ota and Lisabi forest, Oba.

2.52.2 Cultural Heritage / Festival

Cultural heritage in the state are numerous. Some leading traditional festivals observed include; Annual Ikenne Ereke Day festiva Olumo, Ogun, Igunnuko, Egungun, Gelede, Obalufon, Oro, Eyo, Agemo, Ojude-Oba, Lisabi, Lafose and Sangbeto (Ogun State Ministry of Information, 2001).

2.52.3 Sport-Related Tourism Attraction Centres in Ogun State

1. Gateway International Stadium, Abekuta.
2. Gateway International Stadium, Ijebu-Ode
3. Gateway International Stadium, Sagamu.
4. Gateway International Stadium, Ilaro.
5. MKO Abiola International Stadium,, Abeokuta
6. WAPCO Cement, Ewekoro, Papa-Lanto
7. Centinay Cathedral Ake, Abeokuta
8. Alake Palace, Abeokuta
9. Awujale Palace, Ijebu-Ode
10. Late Chief Obafemi Awolowo Mausoleum, Ikenne

2.52.4 Tertiary Institutions of Potential Tourist Attraction in Ogun State

Tertiary institution is kown all over the world as agent of mass movement; Ogun state is blessed with having the highest number of tertiary institution in Nigeria. This alone is a reliable source of attracing people into the state, both young and old. In Nigeria, any community or town that has presence of tertiary institution in its domain benefit instantly from local economy transformation.

2.52.4.1 FEDERAL GOVERNMENT OWNED

1. Federal University of Agriculture, Abeokuta
2. Federal College of Education, Osiele
3. Federal Polytechnic, Ilaro

2.52.4.2 STATE GOVERNMENT OWNED

1. Ogun State University, Ago-Iwoye
2. Tai Solarin University of Education, Ijagun
3. Ogun State Polytechnic, Abeokuta
4. Ogun State College of Education, Omu-Ijebu
5. Gateway ICT Polytechnic, Ijebu-Igbo
6. Gateway ICT Polytechnic, Igbesa
7. Gateway ICT Polytechnic, Itori
8. Gateway ICT Polytechnic, Sapade
9. Ogun State College of Health Technology, Ilese
10. Ogun State School of Nursing, Abeokuta
11. Ogun State Co-operative College, Isara

2.52.4.3 PRIVATELY OWNED

1. Babcock University, Ilisan
2. Crawford University, Igbesa
3. Bell University of Technology, Ota
4. Redeemer University, Mowe
5. Covenant University, Ota
6. Crescent University, Abeokuta
7. University of Management, Mowe
8. Allover Central Polytechnic, Ota
9. Royal City College of Education, Ota
10. Yewa Central College of Education, Abeokuta
11. Mountai Top Univewrsity, Lagos-Ibadan Express, Nigeria

2.52.5 Some Eminent Native Personalities of Ogun State as Sources of Tourist

Attractions to the State

Ogun State has over the years evolved to become the political and intellectual 'mecca' of the nation. The Obasanjo library, (now UNESCO property), the Obasanjo farm Ota, are massively attracting visitors to the state. Virtually all-political gladiators, in Nigeria today are regular visitor to Ota farm. Also, the former President being an international figure does receive foreign visitors in the state thereby boosting tourism values of the state. Furthermore, Chief Obafemi Awolowo is revered as one of the founding fathers of Nigeria; Late Chief Obafemi Awolowo's home has a rich library resources open to the public and history researchers. Dr Tai Solarin's Mayflower School attracts people from all works of life. The school is acknowledged to have groomed formidable number of business, religious and political leaders in the country.

The listed below personnel either dead (they have good legacy, monument/edifice) or living are some of the international reputable indigene of the state that regularly attract visitors from within and outside the country thereby promoting tourism in the state. Some Famous Native Sons and Daughters of Ogun State include: Former Olusegun Obasanjo, Peter Akinola, Obafemi Awolowo, MKO Abiola, Ernest Shonekan, Oladipo Diya and Funmilayo Ransome-Kuti. Also, J A Aromire, Kuforiji Olubi, Ola Rotimi, Fela Anikulapo Kuti, Wole Soyinka, Tai Solarin and Oba Otudeko were all from Ogun state. Finally, Chief Olu Oyesanya, Sunday Adelaja and Prof. Adebayo Adedeji, CFR among others were equally indigene of the state.

2.53 THE ROLES OF NIGERIA TOURISM DEVELOPMENT CORPORATION (NTDC) IN ECOTOURISM INDUSTRY IN NIGERIA

This is the body that is responsible for registration of Hospitality and Tourism Enterprises (HTE) in Nigeria. According to decree 81 of 1992, it empowered NTDC, to register, classify, and grade all tourism enterprises, tour agencies and hospitality ventures. The functions of State Tourism Board and Local Government Committee on tourism were clearly spelt out in the decree. Section 4 (2) (d) and section 4(3) (e) of the NTDC act cap137 of the Federal Republic of Nigeria mandate all hospitality and tourism enterprises nationwide to register or renewed their registration in compliance with above

law. Failure to abide by these laws would lead to prosecution in competent court of law (NTDC, 2008).

The following are classified as tourism enterprises in Nigeria according to NTDC.

1. Travel Agencies
2. Tour operators
3. Tourism promoter/ consultant
4. Amusement or Recreational Garden
5. Night Clubs
6. Casinos
7. Conference Centre
8. Care Hire Serviced
9. Vehicle or Vessel Hire Services
10. Coach/ Luxurious Bus or Shuttles Services.
11. Handicrafts or Souvenir Shop
12. Hotel/Motel
13. Catering Service

2.54 CLASSIFICATION OF TOURISM

There are different classes of tourism. These include the following;

- Cultural/festival tourism i.e Eyo, Egunuko, Osun festivals.
- Paradise tourism i.e Coconut whispering palm in badagry.
- National Parks/Ecotourism i.e Okomu National Park.
- Cultural diversity i.e Yoruba, Junkun, Hausa, Igbo societies.
- Religious tourism i.e Ogun, Sango, Obatala worshippers/festival.
- Health tourism.

(Ayodele, 2002)

2.55 TYPE OF TOURIST

An international tourist is one visiting a country other than which he has his usual place of residence, for any reason other than following an occupation remunerated from within the country visited. The purpose of the journey can be classified as:

- Leisure (holiday, health, study, sport recreation and religion)
- Business (meeting and family mission).

2.55.1 Leisure Tourism: Nigeria is endowed with different ecological setting, topography and climatic condition, which form excellent leisure point.

2.55.2 Business Tourism: It forms the greatest bulk of the tourism traffic. These include missions, multinational company, businessmen, commercial tradesmen political diplomats and trade for groups (Ogunlade, 2006).

2.56 CLASSIFICATION OF TOURIST ATTRACTIONS IN OGUN STATE

Tourist attractions in Ogun State can be grouped into the under listed:

2.56.1 Natural Attractions: There are abundant physical attractions, which include hills, caves, springs, lakes and mountains across the entire state. These fascinating features and alluring scenes are good sites for leisure, adventure and other tourism-related activities. Examples of these physical attractions are: Obute-Oni Tourist Beach, Olumo rock, Lagoon and Ahole cave among others.

2.56.2 Man-made Attractions: These are man made sites created for the purpose of relaxation. These include the Golf resort centre, Management Training Centre, Ogere, Ake centenary, mausoleum of late siege Obafemi Awolowo, Hubert Ogunde Theatre Centre and museum of art gallery. All these dot the length and breadth of Nigeria's major towns and cities.

2.56.3 Game Reserve: It is a special natural ecosystem with unique attributes. They play unquantifiable roles vital to national/regional well being as well as act as a catalyst for the development of ecotourism. They also enhance ecological processes and life support systems such as soil regeneration, protection of nutrient cycles, cleansing and purifying hydrological cycles. There is one game reserve in Ogun state.

2.56.4 Forest Attractions: This is situated in J3/J4/Ogbere District of Ijebu-East Local Government Area of Ogun State. It could be reached by road from Lagos-Benin-Ore road.

2.56.5 Ecotourism and Recreation: fauna and flora viewing are prominent recreation activities. The Yemoji natural pool has a high potential for the development of world standard swimming pool. The hilly and rock features are not only fascinating but are good training grounds for mountaineering and endurance training.

2.56.6 Cultural Attractions: These are activities based on people's ways of life expressed as religious beliefs, colourful festivals, dance, songs, artworks to mention but a few. The cultural assets of Ogun state are among the most fascinating in Nigeria, some of which include: the Ojude-Oba cultural festival, Birikisu Sungbo Shrine, Ancient Palace of the Alake of Egbaland Agemo festival and so on.

2.56.7 Ogun Crafts: Crafts are symbols of spiritual heritage. Crafts are well integrated into the living patterns of the people and inseparable from their spiritual philosophies. They are therefore prized objects for the promotion and preservation of tourism for example Adire Market Itoko Abeokuta. Crafts are grouped into textiles, pottery and ceramics, fiber crafts, bronze, brass and iron works, woodworks, calabash decorations, leather works, ivory, jewelry etc.

2.56.8 Conference/Business Tourism: Conference/Business Tourism is a veritable area of tourism in which Ogun state is selling fast her credentials to the rest of the world community. There is an international conference center located in Abeokuta, Sagamu, Ijebu- Ode and Ota. The international conference centre serves as venue for conference, seminars and conventions. It equally has auditorium facilities.

2.56.9 Sports Tourism: Ogun state can boost of sport tourism facilities. The state has produced successful sport men and women whom are national hero and heroine. The state has three international stadia, this include maestro Segun Odegbami, late Mudasiru Lawal and Fadilat Ogunkoya among others. Ogun state had serves as one of the venues for the 2009 edition of under-17 World Soccer Championship and WAGU in 2010 (west Africa University Game), tournaments that brought not less than 40 nations around the world to Nigeria. This was an evidence of the hospitality and level of sports development in Nigeria. Tourism like other economic and social activities does not occur evenly or randomly in space. Certain sites, locations or regions are more favourable (Pearce, 1989).

Robinson (1976) described some factors, which are fundamental to tourism development. These include amenities, cultural features, good weather, scenery historical

features, accessibility and accommodation. Ogun State is highly endowed in terms of the above-identified factors but there are prevalence of few developed (like Olumo Rock tourist site) and many underdeveloped tourist potential sites in the state (such as Yemoji Natural Pool). The potential sites include beaches, art gallery, Forest Mountain, scenery waterways and other places of interest. The present Ogun State Government has seen the need to give tourism the required impetus it deserved and also to reposition the industry in readiness for the expected tourism boom. Based on this, the tourism administration of the state was created and named Gateway Tourism Development Corporation (GTDC). The aim and objectives of GTDC is virtually akin to NTDC objectives in all respects (GTDC, 2005).

2.57 INVESTMENTS OPPORTUNITIES IN TOURISM IN OGUN STATE

Ogun state government put up a public advert for private investors for expression in the following state owned tourist sites:

- Oyan Dan scheme: Wildlife and Games Park.
- Abeokuta Golf Resort “The Hilltop” Abeokuta.
- Amusement Park, Isheri.
- Yemoji Natural Pool Imagbon, Ijebu-Ode.
- Bilikisu Sungbo “Queen of Sheba” Tourism site Oke-Eri.
- Convection and Exhibition Centre, Gateway City, Isheri.
- 4th gateway Hotel.
- Ogun Paradise Island, (water front) Laogo; Ogun Water-Side.
- Olumo Rock Tourist Centre, Abeokuta.

(State Ministry of Commerce and Industry, 2003)

2.58 INCENTIVE AVAILABLE TO TOURISM INVESTORS IN OGUN STATE

- Government guarantee on investments loans.
- Granting of land at concessionary rates.
- Joint venture possibilities with governments.
- Tax rebate or tax relief on investments.

(State Ministry of Budget, Planning and Finance, 2003).

2.59 TOURISM INVESTMENTS OPPORTUNITIES IN PURELY PRIVATE OWNERSHIP IN OGUN STATE

- Museum of Art and Natural History.
 - Resort Centre.
 - Golf Clubs.
 - Water Based Recreation centre.
 - Marine Tourism.
 - Zoological Garden.
 - Souvenir Shop.
 - Botanical Garden.
 - Internalization of cultural festivals.
 - 5 Starts Hotel Accommodation
 - Transportation Network. i.e. Rail, Road, Air and Water Transport.
- (GTDC, 2003)

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TABLE 2.2: REQUESTS TO PRIVATE INVESTORS FOR EXPRESSION ON STATE OWNED TOURISM SITES IN OGUN STATE

S/N	TOURISM SITE	PROJECT FOR DEVELOPMENT
1.	OYAN DAM SCHEME ⁺ (YEWA)	<ul style="list-style-type: none"> • A Very Large Swimming Pool • Food And Beverage Outlet • Gymnasium • Conference Facility • Water Recreation • Fishing sport* • Wildlife Management* • Bird Watch* • Bush Walk*
2.	ABEOKUTA GOLF RESORT ⁺ “THE HILL TOP” (ABEOKUTA)	<ul style="list-style-type: none"> • 18 Holes Challenging Golf Course • Resort Hotel • Conference Facility • Horse Riding* • Wildlife* • Gymnasium • Lake For Boat Rides* • Water Sport* Mini Zoo* • Art And Craft Centres
3.	IWOPIN BOAT REGATTA ⁺ (IWOPIN)	<ul style="list-style-type: none"> • Lodging With 150 Guest Rooms, 10 Ambassador Suites, 60 Executive Suites And I Presidential Suites. Facilities Will Include • A fishing Sport* • Beach Recreation*

4. AMUSEMENT RESORT
(ISHERI)

- Different Amusement Rides
- Hotel
- Restaurant
- Swimming Pool
- General Services
- Indoor And Outdoor Games

5. LISABI FOREST OBA⁺
(OBA)

- Event Space Of Over 20,00m²
- Conference
- Wildlife Management*
- Flora Management*
- Banquets Hall
- Product Launches
- Indoor Sporting Events
- Ball Room

6. YEMOJI TOURIST CENTRE⁺
(IMAGBON)

- Gymnasium
- Boat Cruise
- Fishing Sport Facilities*
- Outdoor Games
- Restaurant, Bar and Barbecue
- Arts and Craft Centre.

7. BILIKISU SUNGBO SHRINE⁺
(Oke-Eri)

- Wildlife Resources Management*
- 9 Hole Golf Course
- A Family Concourse
- Eatery
- Guest Chalets

- Hotel/Holiday apartments

8. "OGUN PARADISE ISLAND"
LEKKI LAGON SIDE OF OGUN
STATE⁺

- Shopping mall
- Cinema
- Beach Resort*
- Marine tourism*
- Sport facilities
- Conference site
- Fishing sport*

+State Tourism site with Ecotourism attractions

SOURCES: GTDC (2004)

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**TABLE 2.3: STATE GOVERNMENT OWNED TOURISM ATTRACTIONS IN
SOME OF THE LOCAL GOVERNMENT AREAS OF THE STATE**

L.G.A	TOURISM ATTRACTIONS
Abeokuta North	Olumo Rock Tourism Centre.
Abeokuta South	Abeokuta Golf Resort “The Hilltop”.
Ijebu-Ode	Yemoji Natural Pool, Bilikisu Sungbo Tourist Centre.
Ado-Odo/Ota	Gateway Hotel
Owode	Lisabi Forest
Yewa South	Oyan Dam
Ijebu North-East	Area J4 Forest Reserve
Obafemi/Owode	Lisabi Forest

Source: (Fieldwork, 2008).

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**TABLE 2.4: SOME PRIVATELY OWNED INVESTMENTS IN ECOTOURISM
UNITS IN OGUN STATE**

NAME	L.G.A	ACTIVITIES
D Guv Botanical Sport	Ado-Odo/Ota	Botanical
Fresh Nature Point	Yewa North	Souvenir
Pristine Zoological Centre	Ado-Odo/Ota	Zoological
Able Cool Land	Obafemi-Owode	Botanical
KIOK RESORT	Obafemi-Owode	Resort
Oluwaseun Fun Arena	Odeda	Recreation
Peace Resort	Ogun Waterside	Natural Pool
Sam Resort Centre	Ado-Odo Ota	Resort
Seaside Shore Joint	Ogun Waterside	Water Recreation
Bounty Place	Yewa South	Water Recreation
PLEASANT	Sagamu	Botanical
Magnificent Garden	Ijebu-Ode	Botanical
Sun Fun World	Imeko/Afon	Resort

2.60 SOME OF THE NOTABLE HOTELS IN OGUN STATE

Ogun state has a lot of classified and unclassified hotels, motels and guesthouses. All categories of accommodation are available in the state.

1. DUSMAR PRESIDENTIAL HOTEL 1, IBB Boulevard, Kuto, Abeokuta Ogun State
2. ESTANZA ROYAL 115, Ajuwon Akute Road, Asore Bus Stop, Ajuwon
3. MARIDOM PALACE HOTEL 110, Awela Road, Sango
4. ISOM GLOBAL HOTEL Off Iloawela Road, Sango Ota
5. REMO MAJESTIC HOTEL, (five stars) Afolabi Kehide Avenue off Sagamu/Benin Express Way, Sagamu, Ogun State Abeokuta.
6. DUSMAR PRESIDENTIAL HOTEL (five stars) 1 IBB Boulevard, Kuto, Abeokuta, Ogun State Abeokuta
7. EXPRESS INTERNATIONAL HOTEL (five stars) Demola Awosanya Street, Shagamu, Ogun State Abeokuta
8. EQUITY RESORT HOTEL (five stars) Ijebu-Ode
9. MOKLAND HOTEL (three stars) 7, Oba Alake Road, Sango Ota
10. CAMP HOUSE (five stars) CANAANLAND, OTA,
11. PMC HOTEL (four stars) KM 8 Idiroko Road, Ota
12. THE TEMPERANCE HOTEL (five stars) 2, Bell drive benja, Otta
13. HERITAGE RESORTS (four stars) 1, Ojo Asalu St, Off Baby O, Mefun rd,Ota Ogun
14. GATEWAY HOTEL LIMITED (five stars) Lagos-Abeokuta Road, Sango Otta
15. ISOM GLOBSL HOTEL (five stars) Off Iloawela Road, Sango-Ota
16. ESTANZA ROYAL (Five stars) 115, Ajuwon Akute Road, Asore Bus Stop, Ajuwon
17. GATEWAY HOTEL (five stars) Christ Ogunbanjo Way Erunwon, Ijebu-Ode
18. MARIDON PALACE HOTEL LIMITED (five stars) 1-3 Maridom Close,Toll Gate Area, Sango Ota,
19. MERIDOM PALACE HOTEL (four stars) 110, Awela Road, Sango
20. GORAL HOTEL AND GARDENS (five stars) Imoto, Yewa
21. Samoris Guest House (four stars) 4, Ogunlana Oridate Str. Oke-Lantoro, Abeokuta
22. T. J's (five stars) 151 Avenue, Housing Corporation Estate, Ibara, Abeokuta
23. YISADE HOTEL INTERNATIONAL (five stars) Molipa Express Road, off Ibadan Road, Ijebu-Ode

24. COVENANT UNIVERSITY GUEST HOUSE (Three stars) Covenant University,
Ota, Nigeria.

25. CLASSIC HOTEL (five stars) Chris Ogunbanjo Way, Imowo Roundabout Ijebu-Ode,
Ogun State.

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CHAPTER THREE

3.0 MATERIALS AND METHOD

3.1 STUDY AREA

Ogun state which covers a land area of approximately 16, 406,226 sq.km is bounded in the west by Republic of Benin, on the South by Lagos State and the Atlantic Ocean, on the east by Ondo State and in the North by Oyo State. The state official population is put at 3,751,140 (NPC, 2006). The state is seated on the Western approaches to ECOWAS sub region; Ogun State occupies a critical intersection in Nigeria, Eastward and Northward commercial routes from the busy port of Lagos, Ogun State lies within latitude 7° N and 6° N and longitude 2.5° E and 5° E. (Ogun State Ministry of Land and Housing, 1993). High lands to the North and sloping downwards to the South characterize the topography of the state. The highest region is in the Northwest and rises to just over 300meters above sea level. The lowest level is to the south terminating in a long chain of lagoon. The only window to the Atlantic Ocean is to the Southeast of the state in Ogun Water side local government area.

3.1.1 The vegetation, Topography and Ecology of Ogun State

The geographical landscape of the State comprises extensive fertile soil suitable for agriculture, and Savannah land in the northwestern part of the State, suitable for cattle rearing. There are also vast forest reserves, rivers, lagoons, rocks, mineral deposits and an oceanfront. High forest Zone of rain in the southern part of the state is prevalent, and in the Northern part of the state is savannah region.

3.1.2 Climate Conditions of Ogun State

Tropical pattern with rainy season starting about March and ending in November is typical of Ogun state. This is followed by dry season. The mean annual rainfall varies from 128cm in the southern parts of the state to 105cm in the northern areas. There is consistent high temperature ranging between 27°C and 35°C for most of the years. The southwesterly winds dominate between April- October, bringing heavy rains.

3.1.3 Natural Resources

The State has vast forest reserves that could be reforested to meet its demands for timber and wildlife while at the same time preserving the forest resources. Besides, there is a network of lakes, rivers, lagoons and oceanfronts whose resources are also available for tapping. Ogun State is blessed with many mineral deposits in commercial quantity.

There are other non-renewable natural resources in Ogun State such as limestone, gypsum, tar, gravel, chalk and phosphate. Also available in the state are crude oil (quantity not yet determined), rice cultivation (Ofada), fertile land for large-scale poultry farming (Source: Ministry of Agriculture and Natural Resources, (2009)).

3.1.4 Demography of Ogun State

The population of Ogun State during the 1991 Census was 2,333,726. With its growth rate of 2.83 per cent per annum, the population estimate for 2003 was projected at 3,297,408. The actual national population census figure was 3,751,140 for Ogun State in 2006. This indicated that in 2003, about 1,483,834 of the population (45 per cent) lived in urban areas and 1,813,574 (55 per cent) in rural. The male population was 1,615,730 (49 per cent), and the female population was 1,681,678 (51 per cent). Children under one year old numbered about 5.40 per cent and those under five years accounted for 19.10 per cent. Women of childbearing age (15-49 years) made up 25.0 per cent of the population and about 49 per cent of the total female population. Children under age five accounted for 629,805 (19.1 per cent) of the total population (NPC, 2006).

3.1.5 The People of Ogun State

The people of Ogun State belong to the Yoruba ethnic group of Nigeria. The tribes are mainly the Egba (Abeokuta-North, Abeokuta-South, Ifo, Ewekoro, Obafemi-Owode and Odeda), Yewa (Egbado-North, Egbado-South, Imeko-Afon and Ipokia), Awori (Ado-Odo/Ota), Ijebu (Ijebu-East, Ijebu-North, Ijebu-Northeast, Ijebu-Ode, Odogbolu and Ogun watersides), Remo (Sagamu, Remo-North and Ikenne), Other dialectical groups in the state include Egun, Owu, Ikale and Ilaje.

3.1.6 Languages

Yoruba and English (official language), and several dialects of the tribes are spoken in the state.

Table 3.1: 1991 Ogun State Census Final Figures By Local Government Areas

S/N	LGA	MALE	FEMALE	BOTH SEXES
1	ABEOKUTA NORTH	46,940	47,026	93,966
2	ABEOKUTA SOUTH	137,116	147,812	282,928
3	ADO-ODO / OTA	118,424	116,223	234,647
4	EGBADO NORTH	111,052	117,918	228,970
5	EGBADO SOUTH	131,592	138,315	269,907
6	IFO	109,030	106,025	215,055
7	IJEBU-EAST	30,341	30,779	61,120
8	IJEBU-NORTH	71,298	77,044	148,342
9	IJEBU-ODE	121,133	125,554	246,687
10	IKENNE	54,688	57,047	111,735
11	OBAFEMI-OWODE	64,685	71,089	135,774
12	ODEDA	43,136	43,814	86,950
13	OGUN WATERSIDE	30,366	32,553	61,919
14	SHAGAMU	77,945	77,781	155,726
	TOTAL	1,147,746	1,185,980	2,333,726

Source: National Population Commission of Nigeria

Table 3.2: 2006 Ogun State Census Final Figures By Local Government Areas

S/N	LGA	BOTH SEXES	MALE	FEMALE
1	ABEOKUTA NORTH	198,793	96,463	102,330
2	ABEOKUTA SOUTH	250,295	119,977	130,318
3	ADO-ODO / OTA	527,242	261,523	265,719
4	EGBADO NORTH	183,844	89,880	93,964
5	EGBADO SOUTH	168,336	81,666	86,670
6	EWEKORO	55,093	28,212	26,881
7	IFO	539,170	269,206	269,964
8	IJEBU-EAST	109,321	56,981	52,340
9	IJEBU-NORTH	280,520	141,074	139,446
10	IJEBU-ODE	157,161	76,466	80,695
11	IJEBU NORTH-EAST	68,800	34,581	34,219
12	IKENNE	119,117	60,607	58,510
13	IMEKO-AFON	82,952	41,850	41,102
14	IPOKIA	150,387	74,649	75,738
15	OBAFEMI-OWODE	235,071	118,574	116,497
16	ODEDA	109,522	55,200	54,322
17	ODOGBOLU	125,657	63,838	61,819
18	OGUN WATERSIDE	74,222	37,412	36,810
19	REMO-NORTH	59,752	29,893	29,859
20	SHAGAMU	255,885	126,855	129,030
TOTAL		3,751,140	1,864,907	1,886,233

Source: National Population Commission of Nigeria



Figure 3.1: The Map of Ogun State and Its Local Government Areas

3.2 STUDY DESIGN

3.2.1 Data Collection

The data for this study was derived from two main sources namely:

3.2.1.1 Primary Source

This includes the use of structured questionnaires and observations to elicit information from respondents. Interview method was equally employed where necessary.

3.2.1.2 Secondary Source

Data were equally sourced from Ministries of Tourism, Commerce and Industry; and Ministry of Natural Resources. Data from the following tourism organizations were also made use of; UNWTO, NTDC, GTDC, and FTAN among others. Technical Publications, journals, Research abstracts, books, Journal of Association of Hospitality and Tourism Consultants were read to gather information for this work.

3.2.2 Questionnaire Design

Structured questionnaires were designed for the study. Questionnaires were structured to capture detail responses from private investors in ecotourism site and hospitality investments (these two units constitute ecotourism industry), The questionnaires were set to capture the set-out objectives of this study on: demography of investors, Ogun state ecotourism policies on investments, factors militating against private investments as well as existing promotional factors to investments in ecotourism sites. Lastly; expenditure, revenue generation and profitability of investing in ecotourism sites were equally covered. The questionnaire was closed and open-ended type.

3.2.3 Sampling Technique and Sample Size

Sampling technique adopted was based on population of the private investors in the industry. There is relative few number of registered private sector investments in ecotourism sites in Ogun state. Thus, 100% sampling intensity was employed for the study of the registered (28) ecotourism site investors because of their small population size. Hospitality investments have fairly large number of (over three hundred registered members) private investors. Purposive sampling technique was used for the selection of

sixty-five (65) hospitality firms (hotel, catering and laundry services) within 5 and 10km radius of selected ecotourism sites. Each of the tourism sites was visited repeatedly at irregular interval. This was done to elicit comprehensive information on the business activities of private investors.

A total of ninety-three (93) questionnaires were administered, while seventy-nine (79) questionnaires were retrieved. Three (3) questionnaires out of the retrieved (79) questionnaires were rejected for incomplete information. The remaining seventy-six (76) questionnaires were used for analysis. Twenty- three (23) questionnaires out of 76 retrieved questionnaires were analysed for investments in ecotourism sites. *Fifty- three (53) questionnaires were analyzed for hospitality investments.

3.2.4 ON SITE OBSERVATION

In this study, some data was collected through tourism sites visual assessment during regular visits to tourism sites.

3.2.5 VALIDATION OF INSTRUMENT

The instrument was presented to Ecotourism practitioners, socio-economic analysts, wildlifers, and other experts in tourism management who corrected it and deleted all ambiguity.

3.2.6 TEST OF RELIABILITY

The reliability test of the instrument was carried out using test and retest method in two tourism centers. This validated instrument was administered within four weeks. The two sets of data was collected and analysed to obtain the reliability of study design.

3.2.7 DATA ADMINISTRATION

- Administration of the instrument was carried out through the assistant of some enumerators in the study area.
- Interview was conducted at any time when the opportunity arises.
- Questionnaires were collected after respondents have satisfactorily given their views.

3.3 DATA ANALYSIS AND PRESENTATION

Data collected from the field were collated; classified and presented in the form of tables, graphs, plates and percentages. Chi square analysis was used to test the first hypothesis and established whether Ogun state government policy on business operational registration has significant relationship on private investment in the study area. The second hypothesis was equally subjected to Chi-square test in order to determine if there was significant relationship between marketing strategies employed by private investors on profitability of investments. Cost-Benefit analysis was further used to establish the viability of the enterprises. The Net Present Value (NPV) of investments was calculated to determine how much was realized on the money invested in the enterprises. Internal Rate of Returns on investments (IRR) analysis was carried out on B/C ratio and NPV) on investment to establish the discount rate at which the viability and profitability are threatened. The third hypothesis was tested with Chi-Square analysis to determine the significant relationship between unfriendly business environment and private investments in ecotourism in the study area. Finally, the fourth hypothesis was also tested with Chi-square analysis so as to establish if incentives packages to investors as form of business promotion by Ogun state government have significant relationship on private investments in ecotourism industry.

3.4 Data Analytical Tools

Mathematical Models for the Study

3.4.1 Chi-square (X^2) analysis:

Test of independence was used to ascertain relationship between demographic characteristic, tourism policies, militating and promoting factors, profitability, and private sector investments in tourism industry. The set of hypothesis was tested at 0.05 level of significance.

$$\chi^2 = \sum_{n=i}^{n=0} \sum_{n=j}^{n=0} \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

Where, O_{ij} = Observed response, E_{ij} = expected response.

Dependent variable is (private sector investments).

Independent variables are (business operational registration, marketing strategies, incentives packages and business environment).

3.4.2 ECONOMIC ANALYSIS

The economic aspect of the research was done through the application of discounted and undiscounted methods.

3.4.2.1 Discounted Method: A Discount rate of 25% was used as the Central Bank of Nigeria rate ranges between 22% and 25% (CBN, 2008). The discounting measures were employed to analyze the profitability of ecotourism site investments. The process of adjusting a future value to the present is called discounting. The resulting adjusted value is called present value (PV).

Formula for discounting

$$PV = FV_n \frac{1}{(1+i)^n}$$

Where:

PV= present value

FV_n = future value in year n

I = number of years until future value occurs

(1+i)ⁿ = is commonly called the discount multiplier

- (a) Benefit-Cost Ratio [B/C] of investments
- (b) Net Present Value [NPV] of investments
- (c) Internal Rate of Return [IRR] of investments

3.4.2.2 Benefit-Cost Ratio [B/C] of investments

It is the ratio of discounted costs to discounted revenue.

$$B/C = \frac{\sum_{t=1}^n \frac{B_t}{(1+r)^t}}{\sum_{t=1}^n \frac{C_t}{(1+r)^t}}$$

where

B/C= Benefit Cost ratio

B_t= Revenue

C_t= Cost of investments

n = number of years

i = Discount rate

t = time

Investment is considered worthwhile if the ratio of cost benefit is greater than 1 or it has positive value. Any value of cost benefit that is less than 1 or negative portends the investment to be running at loss. An enterprise cost-benefit occurs over a period of time and a value is intimately associated with time (FAO, 1992). Therefore an adjustment factor (discount rate) also referred to as interest rate is applied. The Central Bank of Nigeria rate ranges between 22% and 25% (CBN, 2008). Therefore, 25% discount rate was used in the analysis.

3.4.2.3 Net Present Value [NPV] of investments

A positive NPV value implies that the project is viable and can be accepted. If NPV is negative; the project is rejected, as investments in the project will be eroded. The higher the NPV of a firm, the better for investments return. It is the value today of the surplus that business makes above what it could have made by investing its marginal rate.

$$NPV = \sum_{t=1}^n \frac{B_t - C_t}{(1+r)^n}$$

B_t = Benefit in each year

C_t = Cost in each year

r = discount rate

n = number of year

Investment is feasible if it has positive value.

3.4.2.4 Internal Rate of Return [IRR] of investments

After repayment of the initial capital, the rate of returns is the value being earned on capital tied up. It is given as:

$$\frac{B_t - C_t}{(1+r)^n}$$

B_t = Benefit in each year

C_t = Cost in each year

r = discount rate

n = number of year

$$IRR = R_1 + \frac{NPV_1}{(NPV_1 - (NPV_2))} (R_2 - R_1)$$

Where

R₁ = lower rate of return

R₂ = higher rate of return

NPV₁ = NPV at lower rate

NPV₂ = NPV at higher rate

The accept or reject rule using the IRR is to accept the project if its IRR is higher than the firm cost of capital, or the required rate of return. The higher the IRR, the better for the investments return. An investment is worthwhile if the internal rate of return is above the discount rate charged by financial institution.

3.4.5 Undiscounted Measures: The economic tool employed was the rate of return on investments, IRR. It indicates amount that could be expected from the money invested on enterprises at a particular point in time. It measures profitability of the investments.

3.4.5.1 Rate of Return on Investments (RRI)

$$\frac{TR}{TC} \times 100$$

TR = total revenue from services rendered.

TC = total cost of production.

CHAPTER FOUR

4.0 RESULT

The finding was sub-divided into five sections for ease of analysis:

- 4.1 Socio-economic characteristics background of private investors in ecotourism industry.
- 4.2 Appraisal of existing tourism policies in Ogun state.
- 4.3 Economic viability of investing in ecotourism site.
- 4.4 Militating factors to private investments in ecotourism site.
- 4.5 Promoting factors to private investments in ecotourism site.

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4.1.1 SOCIO-ECONOMIC CHARACTERISTICS OF INVESTORS IN ECOTOURISM INDUSTRY IN OGUN STATE

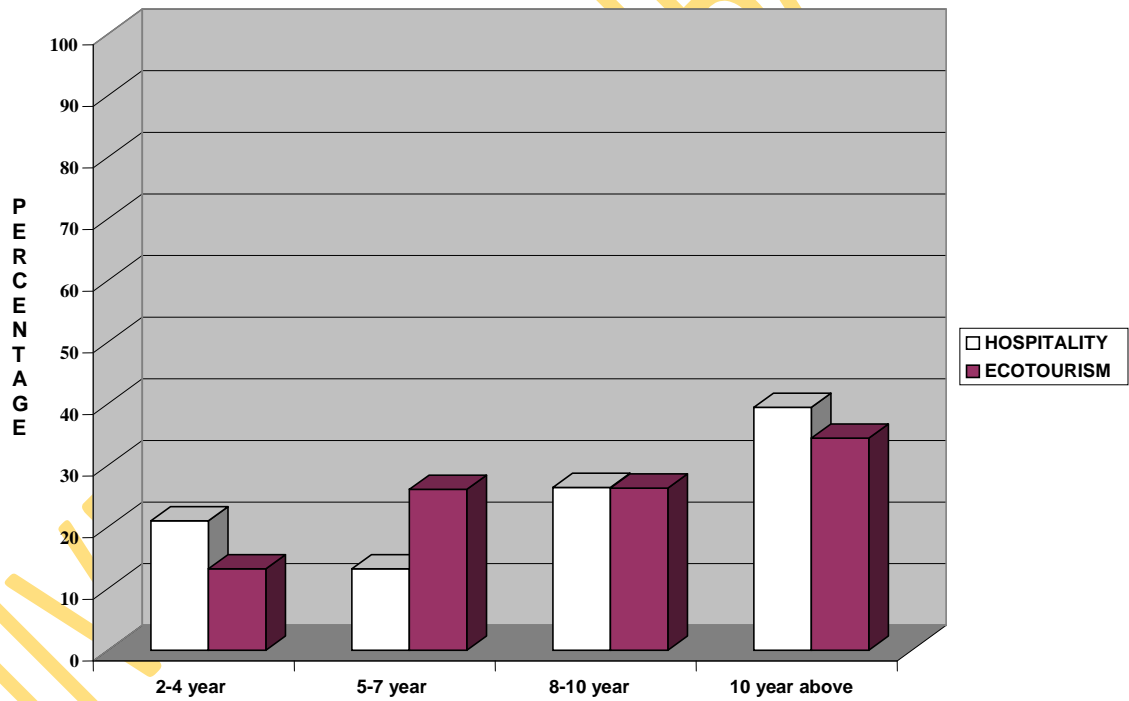


Figure 4.1: Number of years of existence of private investments in ecotourism industry in Ogun State

4.1.2 Number of Years of Existence of Private Investments in Ecotourism Industry in Ogun State

Figure 4.1 is on the number of years of existence of private investments in ecotourism industry. 21.0% and 13.2% of hospitality investors and ecotourism site investors have been in existence for the last 2-4 years, whereas 13.2% and 26.1% of hospitality investors and ecotourism site investors have been in existence for the last 5-7 years. Also, 26.4% and 26.3% of hospitality investors and ecotourism site investors were established 8-10 years ago. Finally, 39.4% and 34.4% of hospitality investors and ecotourism site investors have been in the business for over 10 years.

There are nearly 18,000 tourism-related companies in British Columbia; with 300 to 500 new tourism businesses starting each year (British Columbia Statistic, 2010). Investment in ecotourism is steadily improving with an average number of over 63.1% of firms in the industry established less than ten years in Ogun state, this is indicating that economic relevances of ecotourism is growing gradually among the populace. There is still time on the average for investors to acquire and perfect their skills in the art of ecotourism venture. Tourism industry is ever dynamic the world over where more result oriented and enterprises proficiency could be attained with number of years in the business. Ecotourism has become one of the fastest-growing sectors of the tourism industry, growing annually by 10–15% worldwide (Miller et al, 2005). South Africa is one of the countries that are reaping significant economic benefits from ecotourism (Miller et al, 2005). A tremendous amount of money is being spent and human resources continue to be required for ecotourism development. Most of the Africa tourist destinations such as South Africa, Tanzania, Zimbabwe and Kenya have more tourism receipt from wildlife-based than any other forms of tourism. The gradual development of ecotourism will lead to development of ancillary industries with resultant improvement in employment generation.

Table 4.1: SOME PRIVATELY OWNED TOURISM BUSINESSES IN OGUN STATE

L.G.A	NUMBERS OF TOURISM BUSINESS	%
Abeokuta North	3	12
Ijebu-Ode	2	8
Ado-Odo/Ota	8	32
Obafemi/Owode	4	16
Abeokuta South	2	8
Imeko-Afon	6	24
TOTAL	25	100

Source: (Federation of Tourism Association of Nigeria (FTAN, 2006).

4.1.3 SOME PRIVATELY OWNED TOURISM BUSINESSES IN OGUN STATE

The result of table 3.4 shows that Ado –Odo/Ota local government has the highest concentration of privately owned tourism businesses (32%), this is followed by Imeko-Afon local government (24%) whereas Ijebu –Ode and Abeokuta South had the least figure (8%). Both Ado –Odo/Ota and Imeko-Afon local governments have some features in common; these are presence of international routes, which links to Benin Republic. The three most economical active international routes (Seme and Owode/Idi-Iroko roads falls into Ado–Odo/Ota, whereas Ilara international route is in Imeko-Afon local governments) to Benin Republic pass through these local governments. Tourism is nothing but travelling and staying of non-resident in a place for comfort outside is home. These routes are one of the busiest in Nigeria. The volume of travellers going and coming in for business and some other purposes is the highest in Nigeria. These travellers are good source of market for tourism enterprises.

In addition, there are still many vast land with serene features for nature based tourism investment in these two local governments. Geographical location and sites, that are more favourable embowered than others stand better chance of ecotourism growth (Pearce, 1989). Furthermore, Ado-Odo local government equally border Lagos state, which is the most economic vibrant state in Nigeria. The above two reasons could have been part of the reasons for citing ecotourism there than any other areas of the state.

Table 4.2: SOME PRIVATE SPONSORED CULTURAL FESTIVALS IN OGUN STATE

L.G.A	FESTIVAL	MAIN SPONSOR
Abeokuta North	Lisabi / Owu Day	MTN Telecommunication
Abeokuta South	Lisabi	MTN Telecommunication
Ijebu-Ode	Ojude-Oba	GLO Telecommunication
Ado-Odo/Ota	Iganmode	Sona Brewery PLC, GLO communication
Yewa North	Oronna Day	Port Land Cement

Source: (Fieldwork, 2008).

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4.1.4 SOME PRIVATELY SPONSORED CULTURAL FESTIVALS IN OGUN STATE

Private sponsored of cultural tourism by corporate non-governmental organizations are well established in the state. Table 3.5 shows that corporate non-governmental organizations such as MTN Telecommunication, GLO Mobile Telecommunication, Sona Brewery PLC and Port Land Cement have taken up the major responsibility of sponsoring yearly cultural festivals in the state. Lisabi / Owu Day, Ojude-Oba, Iganmode and Oronna Day others are supported by one corporate non-governmental organizations or the others among.

There are multiplier benefit effects which ecotourism derives from the activities that follow cultural tourism celebrations. There is always mass movement of people including those in the diaspora into the host area. These special visitors look for where to relax and feel comfortable for the number of days the festival will take. Yemoji Natural pool, Birikisu Sungbo, Olumo rock tourist attractions to mention but a few receive tremendous tourist patronage during these festive moods.

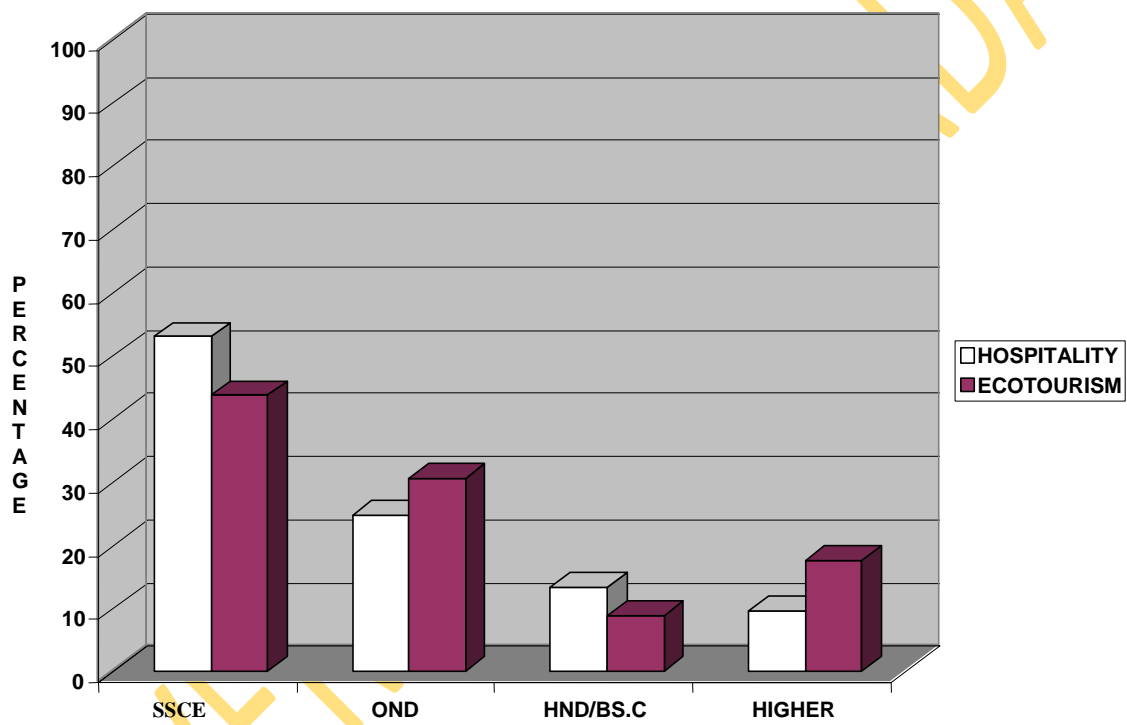


Figure 4.2: Educational level of private investors in ecotourism industry in Ogun state

4.1.5 Educational level of private investors in ecotourism industry in ogun state

From figure 4.2 the educational level of the investors were examined. 52.8% and 43.5% of hospitality investors and ecotourism site investors possess SSCE certificate, 24.5% and 30.4% of hospitality investors and ecotourism site investors acquired National Diploma certificate. Furthermore, 13.2% and 8.7% of hospitality investors and ecotourism site investors bagged HND/BS.C while 9.5% and 17.4% of the investors had higher degree. The least educational certificate posses by investors are SSCE; this is good for the business.

Education is the bedrock of modern day investment worldwide, the above result point to the relevance of education in investment growth. Education is a vital element planning, implementation, marketing and management decisions on the day-to-day running of the business. Tourism management issues must laid emphasis on education as compulsory tool in feasibility studies, pricing, business operation, marketing and promotion and customer service (Garcia, 2012). The possession of good education background as shown by this result will offer opportunities to easily access information about the trends of events both locally and internationally from various sources such as conferences, seminar, workshop, on-line information among many others.

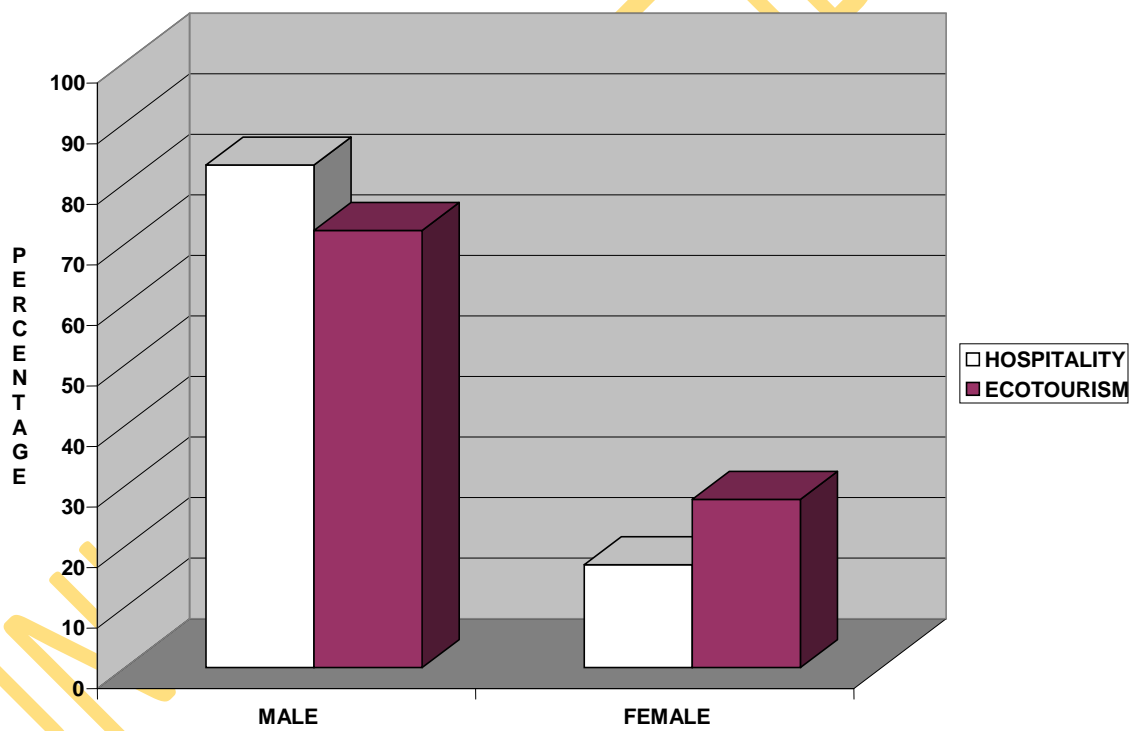


Figure 4.3: Sex of private investors in tourism industry in Ogun state

4.1.6 Sex of Private Investors in Tourism Industry in Ogun State

Figure 4.3 analyzed sex of private investors in ecotourism industry. 83.0% and 72.2% of hospitality investors and ecotourism site investors were male while 17.0% and 27.8% were of hospitality investors and ecotourism site investors were female.

On the average, there are more male investors (77.6%) in tourism industry than female investors (22.4%). This result is in line with general trend of investments in tourism industry the world over where men are more ready to take up the risk of investing in tourism market than women. The world first fifty best international hospitality business are own by male proprietors. It is on record that there are more male investors in ecotourism business than female in Africa continent. Organized private sector in Nigeria has more registered male members than female (OPS, 2010).

TABLE 4.3: SEX OF STAFF IN ECOTOURISM INDUSTRY IN OGUN STATE

SEX	NUMBER	PERCENTAGE (%)
Male	328	36.1
Female	582	63.9
Total	912	100.0

Source: Fieldwork (2009)

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4.1.7 Sex of Staff in Ecotourism Industry in Ogun State

Workers in the tourism industry are mostly female (63.9%) compare to male counterpart, which form (36.1%) the workforce from table 4.3. Women by nature are more attracted to hospitality profession than men desk officer; chef; receptionist and waiter are mostly women. Young female workers mostly dominate the jobs of caterer, receptionist, waiter, potters, cleaners and customer care. Hospitality profession is a women world. All over the world, there are more female wokers in tourism business than male. Hospitality job requires some set of inherent charismatic character, which the world assumed women possess naturally than men, which tend to endear female to this job than male. Some of the fundamental feminism dominance of tourism jobs are people perception that female are more courteous, tenderous, hospitable, soft- spoken and radiant than male worker. The possessions of these proffesional characters entice customers for patronage and make female more prefer in this sector.

Another factor that may be responsible for more female workers than male in ecotourism industry could be attributed to the fact that female are more inclined to studying tourism related courses such as home-economics, catering and hotel management, tourism and hospitality management) than male counterpart in tertiary schools. This set of female students will constitute most of the proffesional work force in tourism labour market.

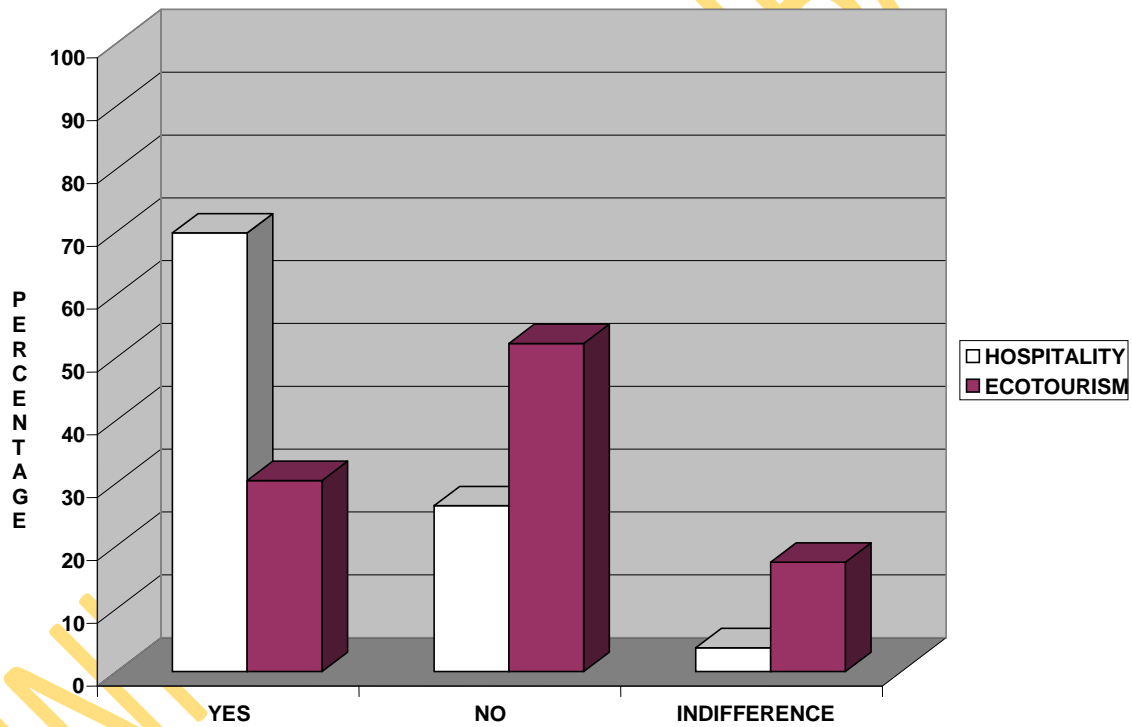


Figure 4.4: Firm full registration by private investors in ecotourism Industry in Ogun state

4.1.8 Firm Full Registration by private investors in Ecotourism Industry in

Ogun state

Figure 4.4 is on full / proper registration of business with all relevant agencies on the operation of ecotourism industry in Ogun state. 69.8% and 30.4% of hospitality investors and ecotourism site investors had full registration, 26.4% and 52.2% of hospitality investors and ecotourism site investors had a contrary opinion. 3.8% and 17.4% of hospitality investors and ecotourism site investors were indifference to this question. For any substantial financial benefits from financial institutions, there is need for full registrations of business by all investors because the documents of registration are some of the collateral that will be required by bank for granting of loan.

The result here is contradictory to what is obtaining in tourism destinations countries of Europe and America where there is hundred percent registration of tourism business. This full registration give firm the opportunity to perform maximally, to be protected by industrial law, to be recognised by government, and still have the right to sue for damages as a registered company.

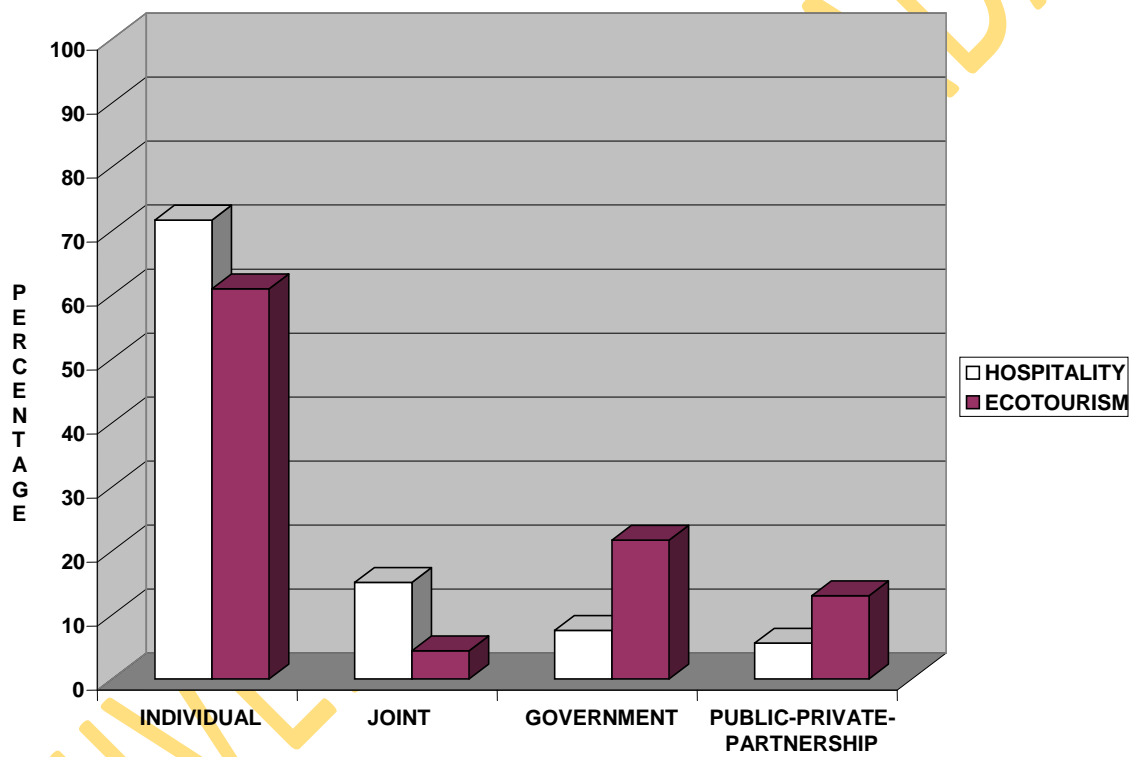


Figure 4.5: Type of ecotourism firm ownership in Ogun state

4.1.9 Type of Ecotourism firm Ownership in Ogun State

Figure 4.5 is for ascertaining form of ownership of ecotourism industry in the state. 71.7% and 60.97% of hospitality investors and ecotourism site investors are sole proprietors, while 15.1% and 4.4%, of hospitality investors and ecotourism site investors operates joint private ownership. 7.6% and 21.7% of hospitality investors and ecotourism site investors are purely government owned, and the rest 5.6% and 13.0% of hospitality investors and ecotourism site investors operate on public private partnership. Public-Private- Partnership (PPP) is crucial to the development of the industry in other to showcase the industry as money spinning sector. Ecotourism businesses comprised of various ownership models that offer a range of services or products. Form of ownership models includes private ownership, public agency ownership, and public-private partnerships (Wyman and Stein 2007).

Private Ecotourism businesses are independent entities that have the natural, physical, and human resources needed to provide ecotourism services or products. Public agencies also participate in ecotourism businesses by providing visitor services within protected and conserved natural areas. Public-Private-Partnerships often result in profit sharing between the private business owner and public land agency. These forms of partnership, as well as public-agency-driven ecotourism businesses, are common in the United States and Florida (Wyman and Stein 2007). Variety in ecotourism business ownership and tourism offerings makes strategic planning for business development or adjustment a necessity.

**TABLE 4.4: RANGE OF EMPLOYEE IN ECOTOURISM INDUSTRY STUDIED
IN OGUN STATE**

EMPLOYEE RANGE	NUMBER OF FIRM	PERCENTAGE (%)
5 - 10	40.0	52.6
11 –15	16.0	21.0
16 – 20	10.0	13.2
21 – 25	7.0	9.2
26 & above	3.0	4.0
Total	76.0	100.0

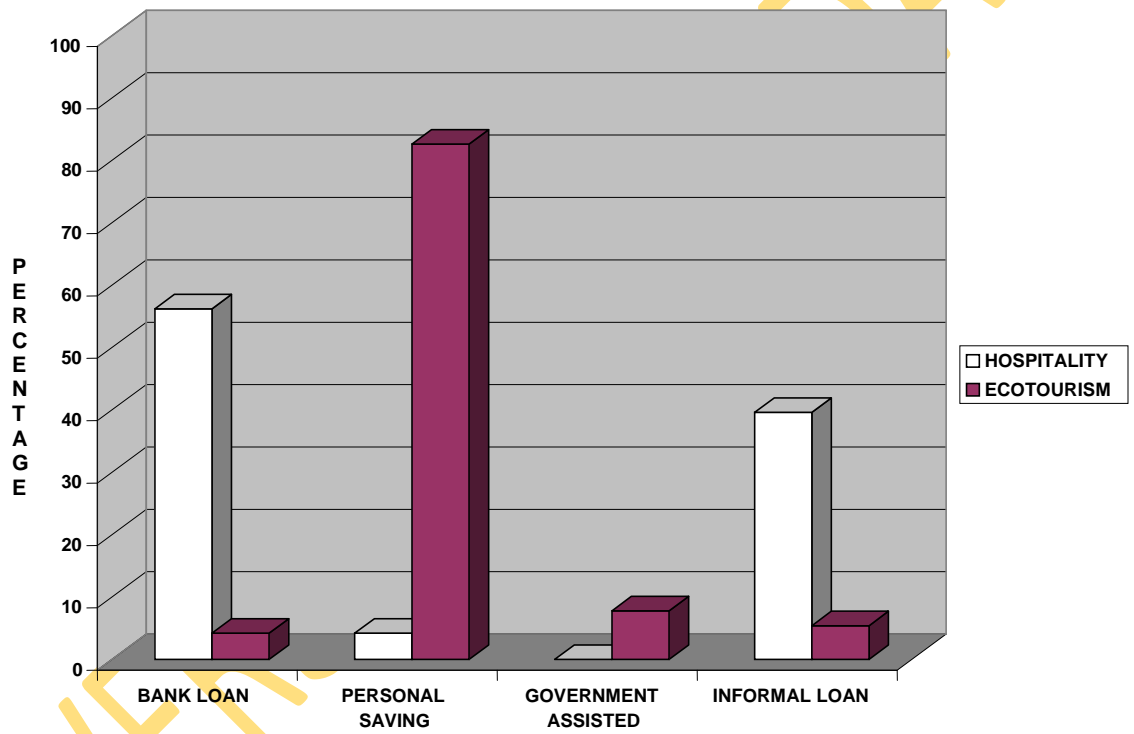
Source: Fieldwork (2009)

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4.1.10 Range of Employee in Ecotourism Firm

From the result of table 4.4, in line with Nigeria Investments Promotion Council (NIPC), Ecotourism industry in Ogun state is a small scale considering the number of employee in each firm. 52.6% of the firms had between 5-10 employees in their establishment. 21.0% firms employed 11-15 workers. However, hotels, catering and tourism sector is one of the fastest growing sectors of the global economy. It is also among the top-job creating sectors because its labour intensive nature and the significant multiplier effect on employment in other related sectors (([http://www.ilo.org/global/industries-and-sectors/hotels-catering-tourism/lang--en/index.htm](http://www.ilo.org/global/industries-and-sectors/hotels-catering-tourism/lang-en/index.htm), 2012).

Tourism in is a growing, dynamic industry. British Columbia hosts more than 5.6 million international overnight visitors yearly; British Columbia tourism generated \$12.7 billion in revenues in 2009 and tourism returns approximately \$1 billion to the provincial treasury in the form of taxes and fees every year (British-Columbians Statistic, 2010). Tourism is a labour intensive industry, directly employing 129,000 British Columbians, and has been one of the fastest growing industries over the past decade. There are nearly 18,000 tourism-related companies in British Columbia; with 300 to 500 new tourism businesses started each year. Getting more background information on the industry will help you to better position your business moving forward or help you to identify the wealth of career opportunities (British-Columbians Statistic, 2010). Tourism industry if given the needed support by all the stakeholders in the industry could also be used in this part of the world as it has been done in Europe and America to create the needed jobs for the teeming unemployed Nigeria population.



**Figure 4.6: Source of Capital for Initial Investments by Private Investors
In Ecotourism Industry in Ogun State**

4.1.11 Source of Capital for Initial Investments by Private Investors in Ecotourism Industry in Ogun State

Funding to start or alter ecotourism business, involves seeking and comparing various options for financing the venture. At this juncture, there is need to identify ones financing preferences, including options for equity and debt financing as well as any applications to secure additional funding (Cothran et al, 2005). The above figure 4.6 sought the opinion of investors on how the initial capital for investments was raised. The result is as stated below, 56.2% and 4.2% of hospitality investors and ecotourism site investors obtain bank loan, 4.2% and 82.6% of hospitality investors and ecotourism site investors raised the capital on their own. Also, 0.0% and 7.8% of hospitality investors and ecotourism site investors got financial assistant from government, whereas 39.6% and 5.4% of hospitality investors and ecotourism site investors raised their capital through borrowing from other sources. The difficulty in raising large capital from established financial institutions is a problem to the growth of the private investments in ecotourism.

However there is another legalised source of raising fund for businesses in Nigeria which is cooperative investment and thrift society, this could be exploited by private investors as it has been proven to be alternative reliable source of financial support. On the average, the initial capital for investments was bank loan 30.3%, personal saving 43.4%, government assisted 3.9% and informal loan 22.4%

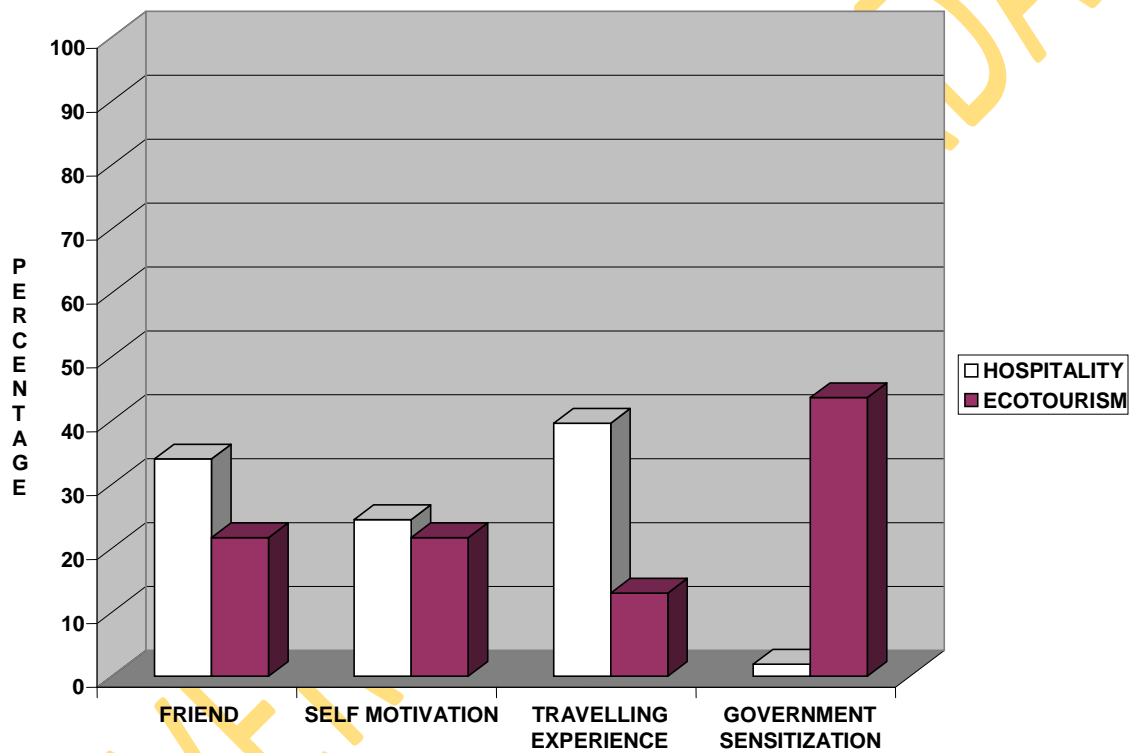


Figure 4.7: How private investors join ecotourism business in Ogun state

4.1.12 How private investors join ecotourism business in Ogun state

Figure 4.7 addressed how private investors join ecotourism business in Ogun state. The result on mode of entering ecotourism enterprises indicates that 34.0% and 21.7% of hospitality investors and ecotourism site investors came via friend, 24.5% and 21.7% of hospitality investors and ecotourism site investors join ecotourism business on their own volition. Furthermore, 39.6% and 13.0% of hospitality investors and ecotourism site investors became interested based on the exposure and experience. Lastly, 1.9% and 43.6% of hospitality investors and ecotourism site investors join the business based on government sensitization. These shows there are many other avenues which could be used to canvass people to join tourism businesses.

TABLE 4.5: TYPE OF PRIVATE INVESTMENTS IN ECOTOURISM SITES IN OGUN STATE

Investments Type	No	Percentage (%)
Resort centre	9	39.2
Botanical garden	4	17.4
Water recreation	6	26.1
Wildlife souvenir	3	13.1
Zoological garden	1	4.2
Total	23	100.0

Source: Fieldwork (2009)

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4.1.13 Types of Investments in Ecotourism sites in Ogun State

From table 4.5, Different type of private investments in ecotourism sites in Ogun state were Resort centre 39.2%, Botanical garden 17.4%, and Water recreation 26.1%. Likewise private investors in Wildlife souvenirs are 13.1% and Zoological garden 4.2%.

At present, the mention above are the economically active investment in ecotourism in Ogun state, but these are many more type of ecotourism investments which are waiting to be tapped in Ogun state. The development of other missing aspects of ecotourism business will go along way in complementing the existing one and together form a formidable ecotourism industry in Ogun state as it is done in virtually all tourism destinations of the world.

Other ecotourism aspects worth of investing in are agrotourism, wildlife, orphanage and wildlife farming among others. These aspects and others have been heavily invested in, in most of advance countries where wildlife resources are one of the mainstays of the economy.

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Plate 3.1: Olumo Rock Tourist Attraction in Abeokuta,

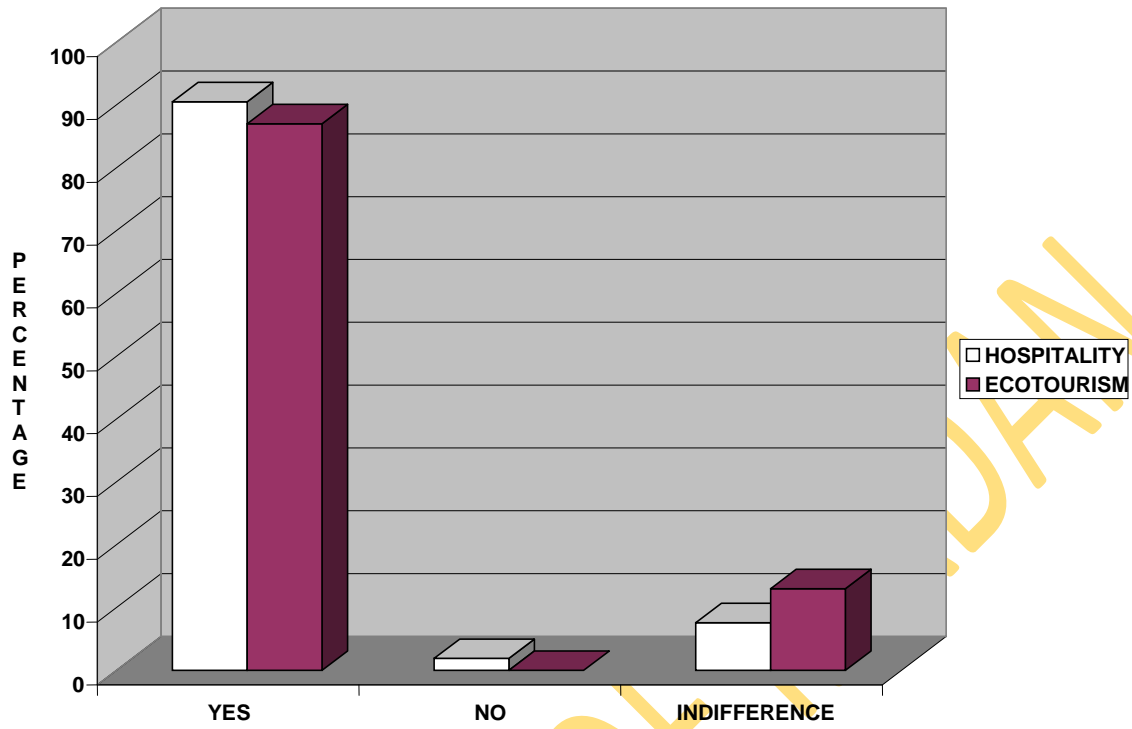


Figure 4.8: Investors perceptions on re-packaging of ecotourism industry in Ogun state

4.1.14 Investors Perceptions on Re-packaging of Ecotourism Industry in Ogun State

Respondents view on aggressive re-branding of ecotourism industry is analyzed in figure 4.8. The finding indicated 90.5% and 87.0% of hospitality investors and ecotourism site investors picked yes whereas 1.9% of hospitality investors and 0.0% ecotourism site investors said no, 7.6% and 13.0% of hospitality investors and ecotourism site investors were indifference to ecotourism industrial re-branding.

For now the full benefits of tourism to economic development of Ogun state has not been felt. There are other inherent benefits which tourism can bring to Ogun state aside employment. Ecotourism enterprises when planned and managed well empower people while promoting tourist to travels down to host community. Ecotourism goes further to brings better standard of living through improved social amenities, such as market, school, clinics, drinkable water, new roads and electricity. Finally, ecotourism provides a longer-term solution to poverty reduction because of intertwined multiple sectors of the industry.

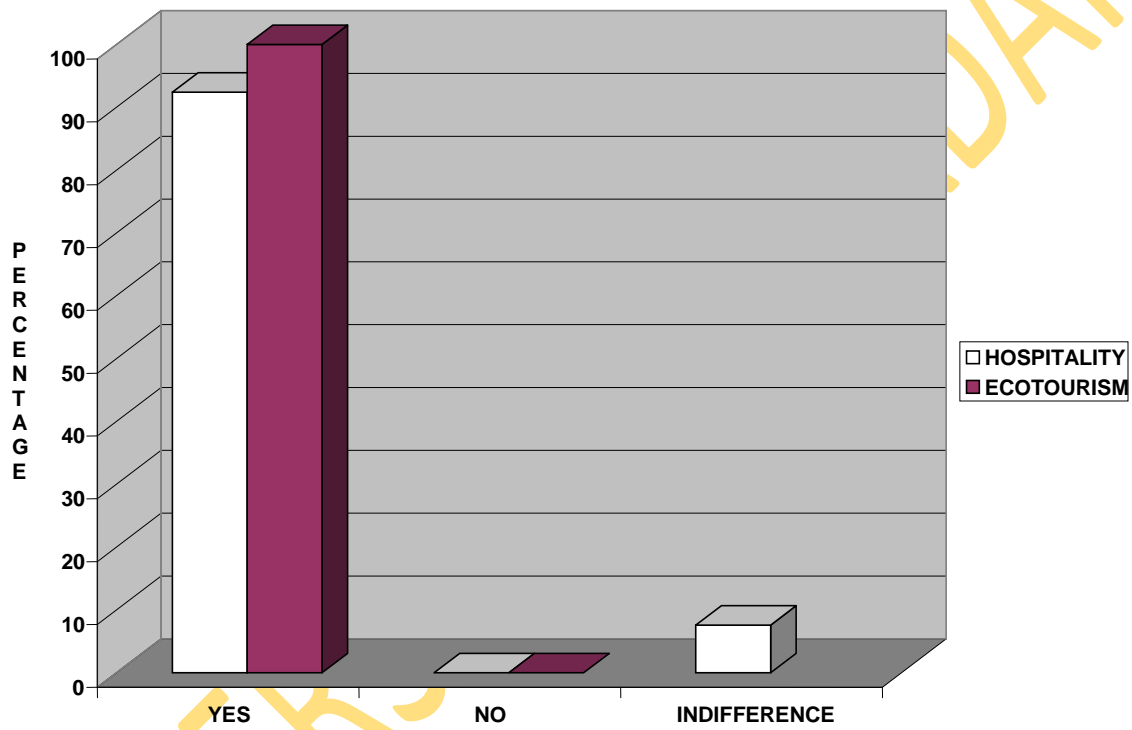


Figure 4.9: Relevance of ecotourism to economic development of Ogun state

4.1.15 The Relevance of Ecotourism to Economic Development of Ogun State

The above figure 4.9 treated the relevance of ecotourism to economic development of Ogun state. The result shows that 92.4% of hospitality investors and 100% ecotourism site investors agreed that ecotourism industry is vital to economic development of Ogun state, whereas 0.0% of the respondents from hospitality investors and ecotourism site investors picked “NO” as answer. Lastly, 7.6% of hospitality investors were indifference. Ogun state needs to develop its tourism industry in order to bring forth the relevance of the industry to general public. Tourism is consumed at the point of production, the tourist has to go to the destination and spend his/her money there, opening an opportunity for business of all sorts, and allowing native to benefit through the informal economy, by selling goods and services directly to visitors. Ecotourism is among the most developing industrial sector with over US\$425 billion global tourism receipt (UNWTO, 1999).

World tourism demand continues to exceed expectations, showing resilience against extraneous factors. (UNWTO. 2006): Tourism is vital to the well being of many countries, because of the income generated by the consumption of goods and services by tourists, the taxes levied on businesses in the tourism industry and the opportunity for employment and economic advancement by working in the industry (UNWTO,2006). In the first eight months of 2006 international tourist arrivals totalled 578 million worldwide (+4.5%), up from 553 million in the same period of 2005, a year which saw an all-time record of 806 million people travelling internationally. Growth continue in 2007 at a pace of around 4% worldwide (UNWTO. 2006).

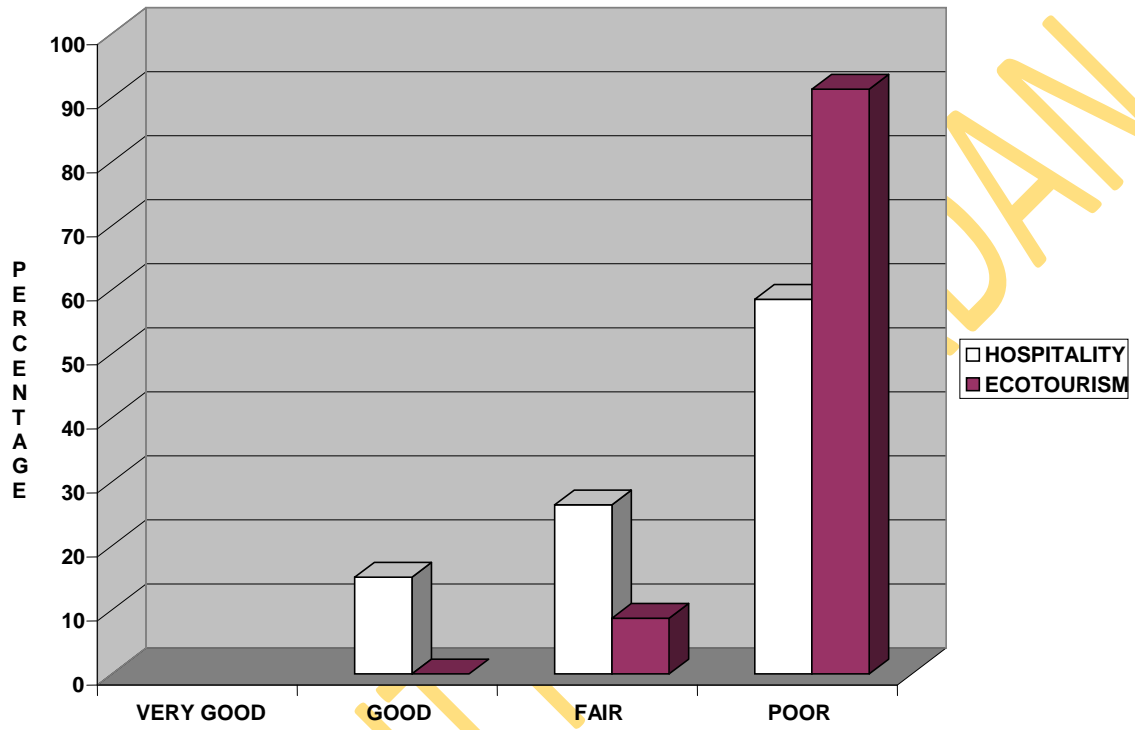


Figure 4.10: Present level of ecotourism industry in the development of Ogun state

4.1.16 The Present Level of Ecotourism Industry in the Development of Ogun State

Figure 4.10 addressed the present state of ecotourism industry in the development of Ogun state. None of the investors choose very good for the present state of ecotourism industrial development in Ogun state, 15.1% of hospitality investors picked good and 0.0% of ecotourism site investors supported this. Also 26.4% and 8.7% of hospitality investors and ecotourism site investors adjudged it to be fair. 58.5% and 91.3% of hospitality investors and ecotourism site investors choose poor for the present state of ecotourism development in the state. This result shows that the benefits of ecotourism is not felt much in the state and it is a big challenge to all stakeholders in tourism to rise up for the genuine development of the sector. Only serious commitment to this sector can bring the much talk about relevances of the industry closer to the public and prospective investors. Ogun state government as the custodian of the state must take the initial bold step of setting the pace of development which private sector will follow for real investment and development.

**TABLE 4.6: VISITOR PATRONAGE PATTERN OF ECOTOURISM SITES IN
OGUN STATE**

TIME	NUMBER	MALE	FEMALE	PERCENTAGE (%)
Weekdays	558	413	145	8.6
Weekends	1689	980	709	26.1
Public Holiday	1849	952	896	57.1
Vacation / Leave	531	463	68	8.2
Total	6476	3760	2714	100.0

Source: Fieldwork (2009)

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4.1.17 PATRONAGE PATTERN OF ECOTOURISM SITES IN OGUN STATE

The result of table 4.7 shows that tourism sites are more patronised during public holiday than any other time of the year (40.2%). Nigerian has different festival breaks ranging from Easter and Christmas time on one hand; and Ramadan and Eid-il-Kabir on the other hand to cover the two most dominant religious faithful in the country. 8.2% of respondents visited tourism site during their work leave. Sales are general dull during the weekdays (8.6%). Strong tourism culture is missing among Nigeria populace. The relevances of holidaying to the health being of the citizenry are not well known to the public and this is affecting tourism patronage in Ogun state. There will be improvement in tourism sales if the general public can be sensitised to know the great contribution tourism can add to their fitness reducing the incidences of obess, hypertension, cardiac arrest and other stress related ailments.

TABLE 4.8: JOB DISTRIBUTION OF VISITOR TO TOURIST SITES IN OGUN STATE

GROUP	NUMBER	MALE	FEMALE	PERCENTAGE (%)
Civil servants	317	259	58	4.9
Artisan	1671	881	790	25.8
Trader / Business men	3607	2557	1050	55.7
Students	880	354	526	13.6
Total	6475	4051	2424	100.0

Source: Fieldwork (2009)

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4.1.18 JOB DISTRIBUTION OF VISITORS TO TOURIST SITES IN OGUN STATE

The patronage of tourist site is more of business (55.7%) people than any other group. The civil servant had the least value (4.9%), this could be as a result of poor workers package and the fact that tourism is seen by most civil servants as luxury (table 4.8). For tourism industry to boom quickly in Ogun State there is need for right attitudinal changes toward tourism patronage by all and sundry. The result further shows that the only group that has more female patronage over the year than male counterpart is the students group. This finding shows that male is more adventurous and patronise tourism services than female counterpart. Tourists are now visiting some of the most remote and amazing places on earth, travelling to 'frontiers' on journeys that are psychological and emotional as well as geographical (Supradeep, 2008). Tourism patronage is highest in business men than other groups, the probable answer to this could be that this group have more disposable income and time than others. Tourism in today's world is no more a luxury or simple sight seeing. Many of the tourism systems are modeled as arrangements of five common elements, which are interactive to environments (Neil, 1990).

4.2 APPRAISAL OF EXISTING TOURISM POLICES IN OGUN STATE

Table 4.9: OGUN STATE POLICY ON PRIVATE ESTABLISHMENT OF ECOTOURISM FIRMS

VARIABLE	ECOTOURISM SITE INVESTMENTS				HOSPITALITY INVESTMENTS			
	Yes	%	No	%	Yes	%	No	%
1. Land allocation to private investors from identified government tourism zones.	2	8.1	21	91.3	12	22.7	41	77.3
2. This project / investments is government approved.	6	26.1	17	73.9	33	62.3	20	37.7
3. Government is shareholding or investing in your establishment	3	13	20	87	5	9.4	48	90.6

Source: Fieldwork (2009)

4.2.1 OGUN STATE POLICY ON PRIVATE ESTABLISHMENT OF ECOTOURISM FIRM

Respondents view on land allocation to private investors from identified government tourism zones indicated that, 8.1% and 12% of ecotourism site investors and hospitality investors benefited from this, 91.3% and 77.3% of ecotourism site investors and hospitality investors do not. 26.1% and 62.3% of ecotourism site investors and hospitality investors have approval for operation from government, while 73.9% and 37.7% of ecotourism site investors and hospitality investors are not dully registered.

Lastly, 13% and 9.4% of ecotourism site investors and hospitality investors enjoy government partnering with them. 87% and 90.6% of ecotourism site investors and hospitality investors lacks this privilege. There is public-private-partnership in the three Gateway hotels, Yemoji Natural Pool and Olumo Rock Tourist Centre. The policies on private establishment of ecotourism firm are seen to be ideally for the growth of the industry.

Table 4.10: OPERATIONAL REGISTRATION REQUIREMENT FOR PRIVATE INVESTORS IN ECOTOURISM INDUSTRY IN OGUN STATE

VARIABLE	ECOTOURISM SITE INVESTMENTS				HOSPITALITY INVESTMENTS			
	Yes	%	No	%	Yes	%	No	%
1. Yearly tenement Payments.	10	43.5	13	56.5	36	67.9	17	32.1
2. Corporation Affairs Commission Registration (CAC)	20	89.9	3	13.1	32	60.4	21	39.6
3. Gateway Tourism Development Corporation (GTDC)	16	69.6	7	30.4	48	90.6	5	9.4
4. Nigeria Tourism Development Corporation (NTDC) fees	3	13.1	20	86.9	40	75.5	13	24.5
5. Local Government fees payment.	5	21.7	18	78.3	8	15.1	45	84.9

Source: Fieldwork (2009)

Table 4.11: CHI-SQUARE ANALYSIS OPERATIONAL REGISTRATION REQUIREMENT FOR PRIVATE INVESTORS IN ECOTOURISM INDUSTRY IN OGUN STATE

Investors Response	Yearly tenement payment	Cooperate Affair commission CAC	GTDC registration	NTDC registration	Local government fees	TOTAL
YES	46	52	64	43	13	218
NO	30	24	12	33	63	162
TOTAL	76	76	76	76	76	380

χ^2 tab. = 9.48, χ^2 cal = 76.89

4.2.2 OPERATIONAL REGISTRATION REQUIREMENT FOR PRIVATE INVESTORS IN ECOTOURISM INDUSTRY IN OGUN STATE

Testing Hypothesis 1: There is no significant relationship between operational registration of business with government and private investments.

The result of Chi square shows that $\chi^2 \text{ tab } 9.48 < \chi^2 \text{ cal } 76.89$; operational registration has significant effect on private investments in tourism industry. For this reason, the null hypothesis was rejected.

Yearly tenement payments, Corporation Affairs Commission (CAC) registration and Gateway Tourism Development Corporation fees (GTDC) were paid for by 43.5%, 89.9%, and 66.9% of ecotourism site investments. Whereas 13.1% and 21.7% of ecotourism site investments had operational registration with Nigeria Tourism Development Corporation (NTDC) and Local Government fees payment. Yearly tenement payments, Corporation Affairs Commission registration (CAC) and Gateway Tourism Development Corporation fees (GTDC) were paid for by 67.9%, 60.4%, and 90.6% of hospitality investments. Whereas, 75.5% and 15.1% of hospitality investments, had operational registration with Nigeria Tourism Development Corporation (NTDC) and Local Government respectively. The United Nations Conference on International Travel and Tourism (1963) adopted the following resolution: *The Conference considers that it is incumbent on governments to stimulate and co-ordinate national tourist activities, convinced that this task can, in the main, be carried out through the medium of national tourist organisations.*

Virtually every country in the world has a national body responsible for tourism. It can be part of a ministry, a constituted part of a government department or an organisation with a separate legal status. Generally the role of a NTO will be to ensure appropriate development and promotion of a nation as a tourism destination. The benefits of tourism business full registration with governments agencies include: benefit from tourism research outcome, ability to freely publicised information about ones tourism business, overseas promotional activities of business and possibility of getting financial support from government in time of financial crisis is high (<http://www.towd.com> 2013).

Table 4.12: REGULATIONS OF ECOTOURISM INDUSTRY IN OGUN STATE

VARIABLE	ECOTOURISM SITE INVESTMENTS				HOSPITALITY INVESTMENTS			
	Yes	%	No	%	Yes	%	No	%
1. Prompt regulation of ecotourism operation in the state	18	78.2	5	21.8	40	75.5	13	24.5
2. Standardization of tourism operation	15	65.2	8	34.8	37	69.8	16	30.2
3. Categorization of ecotourism industry in the state.	20	86.1	3	13.1	44	83.0	9	17

Source: Fieldwork (2009)

4.2.3 REGULATIONS OF ECOTOURISM INDUSTRY IN OGUN STATE

Response on prompt regulation of ecotourism operation in the state shows that, 78.2% and 75.5% of ecotourism site investors and hospitality investors agreed to this. 21.8% and 24.5% of ecotourism site investors and hospitality investors do not. 65.2% and 69.8% of ecotourism site investors and hospitality investors supported the view that there is standardization of tourism operation in the state, while 34.8% and 30.2% of ecotourism site investors and hospitality investors believed there was no standardization of tourism operation in the state. Regulations of ecotourism industry in Ogun state is a good step as it will encourage model practise and reduce the incidence of inefficiency services for the benefit of tourism stakeholders and sustainability of the industry. In addition, 86.1% and 83.0% of ecotourism site investors and hospitality investors agreed to categorization of ecotourism industry in the state. 13.1% and 17% of ecotourism site investors and hospitality investors disagreed.

Virtually every country in the world has a national body responsible for tourism. It can be part of a ministry, a constituted part of a government department or an organisation with a separate legal status. Generally the role of a National Tourism Organization will be; to ensure appropriate development and promotion of a nation as a tourism destination (United Nations, 1963). Below the National Tourism Organisations, in most countries, there is often a complex web of organisations in which complement the work of the NTO at the state and local level. For example, Gate Tourism Development Corporation (GTDC) is an Ogun state tourim body under the Nigeria Tourism Development Corporation. The activities of GTDC are often a scaled-down version of the NTDC's work at a state; they often implement national policy and pursue integrated activities with the NTDC providing guidance.

**TABLE 4.13: DETERMINANT OF ECOTOURISM POLICIES FORMULATION
IN OGUN STATE**

VARIABLE	ECOTOURISM SITE INVESTMENTS				HOSPITALITY INVESTMENTS			
	Yes	%	No	%	Yes	%	No	%
1. Government formulate the major policy alone.	20	86.9	3	13.1	13	24.5	40	75.5
2. Stakeholders are involved.	7	30.4	16	69.6	27	50.9	26	49.1
3. Contributions are welcome from interested members of the society.	5	21.7	18	78.3	19	35.8	34	64.2

Source: Fieldwork (2009)

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4.2.4 ECOTOURISM POLICY FORMULATION IN OGUN STATE

86.9%, 30.4% and 21.7% of ecotourism site investors were of the view that government formulates the tourism policies alone, stakeholders are involved in tourism policies formulation and there are contributions from interested members of the society. 13.1%, 69.6% and 78.3% of ecotourism site respondents had contrary opinion to the above. Hospitality investors who agreed to government formulating the tourism policies alone, stakeholders' involvement in tourism policies formulation and contributions from interested members of the society were 24.5%, 50.9% and 35.8%. Hospitality investors who disagreed on government formulating the tourism policies alone, stakeholders' involvement in tourism policies formulation and contributions from interested members of the society were 75.5%, 49.1% and 64.2%.

Policy formulation that is based on government decision alone is laid on a weak footing and it will not enjoy the full support of other stakeholders in the industry. This type of situation where sizeable numbers of useful players in the industry are intentionally or unintentionally eliminated in the decision making of business where they have interest does not bring expected development in the long run to the sector.

TABLE 4.14: ASSESSMENT OF INTENSITY OF TOURISM RESEARCH PROMOTION BY OGUN STATE GOVERNMENT

VARIABLE	ECOTOURISM SITE INVESTMENTS				HOSPITALITY INVESTMENTS			
	Yes	%	No	%	Yes	%	No	%
1. Government conducts or sponsor research on ecotourism industry development	10	43.5	13	56.5	21	39.6	32	60.4
2. Government is aggressively marketing the finding of tourism research	4	17.4	19	82.6	26	49.1	27	50.9
3. Government encourages formation of professional Bodies in Ecotourism	21	91.3	2	8.7	48	90.6	5	9.4
4. There is enough sensitization of people on benefits of tourism	-	0	23	100	2	3.8	51	96.2

Source: Fieldwork (2009)

4.2.5 TOURISM RESEARCH PROMOTION BY OGUN STATE GOVERNMENT

43.5%, 17.4% and 91.3% of ecotourism site investors were of the view that government conducts or sponsors research in ecotourism industrial development, state government is aggressively marketing the finding of tourism research and government encourages private investors to form professional associations in the industry respectively. 56.5%, 82.6% 8.7% and 100% of ecotourism site investors rejected this in that order. Likewise, 39.6%, 49.1%, 90.6% and 3.8% of hospitality investors supported the view that government conducts or sponsors research on ecotourism industry development, state government is aggressively marketing the finding of tourism research and government encourages private investors to form professional associations in the industry. 60.4%, 50.9% 9.4% and 96.2% of hospitality investors disagreed with this.

Investor performances in tourism industry will be hampered by inadequate research.. Competitiveness with other sectors of the economy can only be achieved with consistency in research and timely dissemination of reaserch findings to investors. Research is a continous process and it is critical to survival of tourism industry as man socially is a dynamic being. Constant reaserch for the developmrnt and promotion of tourism secor is irreplaceable decause taste, innovation and trends changes with time in tourism business.

TABLE 4.15: OGUN STATE POLICY ON TOURISM WORKSHOP AND SEMINAR FOR PRIVATE INVESTORS IN ECOTOURISM INDUSTRY

VARIABLE	ECOTOURISM SITE NVESTMENT				HOSPITALITY INVESTMENTS			
	Yes	%	No	%	Yes	%	No	%
1. Government organized regular workshop on tourism development	18	78.2	5	21.8	37	69.8	16	30.2
2. there is symposia at regular interval for private investors	03	13	20	87	11	20.8	42	79.2
3. private investors in ecotourism industry are regularly informed on ecotourism seminar	20	87	03	13	44	83	9	17

Source: Fieldwork (2009)

4.2.6 OGUN STATE POLICIES ON TOURISM WORKSHOP AND SEMINAR FOR PRIVATE INVESTORS IN ECOTOURISM INDUSTRY

These policies are seen to be ideally for the growth of the industry. Respondents view on government organization of workshop on tourism development for private investors indicated that, 78.2% and 69.8% of ecotourism site investors and hospitality investors benefited from this, 21.8% and 30.2% of ecotourism site investors and hospitality investors do not. 13.0% and 20.8% of ecotourism site investors and hospitality investors believed there were symposia at regular interval for private investors in the industry whereas 87.0% and 79.2% of ecotourism site investors and hospitality investors had different opinion. Lastly, 87.0% and 83.0% of ecotourism site investors and hospitality investors agreed private investors in ecotourism industry are regularly informed of ecotourism seminar within and outside the state. 13.0% and 17.0% of ecotourism site investors and hospitality investors rejected this.

TABLE 4.16: EFFECT OF OGUN STATE GOVERNMENT INITIATIVE IN AESTHETIC / ENVIRONMENTAL BEAUTIFICATION ON TOURISM PROMOTION

VARIABLE	ECOTOURISM SITE INVESTMENTS				HOSPITALITY INVESTMENTS			
	Yes	%	No	%	Yes	%	No	%
1. Government is beautifying open and vacant space in the state	16	69.6	7	30.4	24	45.3	29	54.7
2. There is provision of waste dumping site and sanitation program in the state	9	39.1	14	60.9	17	32.1	36	67.9
3. There is provision of street light and healthy environment	11	47.8	12	52.2	20	37.7	33	62.3

Source: Fieldwork (2009)

4.2.7: EFFECTS OF OGUN STATE GOVERNMENT INITIATIVE IN AESTHETIC / ENVIRONMENTAL BEAUTIFICATION ON TOURISM PROMOTION

Government beautification of open and vacant space in the state, provision of waste dumping site and sanitation program in the state and lastly provision of street light and healthy environment is supported by 69.6%, 39.1% and 47.8% of ecotourism site investors. 30.4%, 60.9% and 52.2% of ecotourism site investors disagreed. Furthermore, hospitality investors who agreed to Government beautification of open and vacant space in the state, provision of waste dumping site and sanitation program in the state and lastly provision of street light and healthy environment were 45.3%, 32.1% and 37.7%. 54.7%, 67.9% and 62.3% hospitality investors had contrary view.

A critical aspect of ecotourism is unique and beautiful environment. A serene and uniquely design town landscaping, streetlight, and clean surrounding is an ideal features for tourism business destination. An aspect of tourism service is sight seing, a fascinating sight promote image of ecotourism business.

TABLE 4.17: OGUN STATE SURPPOT TO FEDERAL GOVERNMENT ON NATIONAL SECURITY ISSUES FOR GENERAL SAFETY AND TOURISM DEVELOPMENT

VARIABLE	ECOTOURISM SITE INVESTMENTS				HOSPITALITY INVESTMENTS			
	Yes	%	No	%	Yes	%	No	%
1. Complement effort of federal government in provision of security by supplying military and paramilitary equipment to security agents	19	82.6	4	17.4	42	79.2	11	20.8
2. Encouragement of community policing i.e. the vigilante group in state	2	8.7	21	91.3	48	90.6	5	9.4
3. Establishment of more police station all over the state	15	65.2	8	34.8	36	67.9	17	32.1

Source: Fieldwork (2009)

4.2.8 OGUN STATE SUPPORT TO FEDERAL GOVERNMENT ON NATIONAL SECURITY ISSUES FOR GENERAL SAFETY AND TOURISM DEVELOPMENT

82.6% and 79.2% of ecotourism site investors and hospitality investors agreed that the state government complement effort of federal government of Nigeria in provision of security by supplying military and paramilitary equipment to security agents. 17.4% and 20.8% of ecotourism site investors and hospitality investors disagreed. 8.7% and 90.6% of ecotourism site investors and hospitality investors agreed that the state government encourages community policing such as vigilante group to serves as security watch in state. 91.3% and 9.4% of ecotourism site investors and hospitality investors were not in support of this. 65.2% and 67.9% of ecotourism site investors and hospitality investors were of the view that the state government encourages establishment of more police station all over the state. 34.8% and 32.1% of ecotourism site investors and hospitality investors rejected this.

Tourist been security conscious do not risk visiting insecure areas. Security is paramount to success of any business. The issue of security cut across property, life and society. Most of the investors were of the view that the state government is doing its best in supporting the federal government in the provision of safety for all. However, there are still some many areas in the state, which calls for more attention. These areas are mostl suburb of cities where new investments are spring up. Complete security of the sstate is the only guarantee to outstanding growth of investments.

4.3 ECONOMIC VIABILITY OF PRIVATE INVESTMENTS IN ECOTOURISM SITE IN OGUN STATE

TABLE 4.18: THE ECONOMIC VIABILITY OF PRIVATE INVESTMENTS IN ECOTOURISM SITE IN OGUN STATE

Firm S/N	Total cost (₦)	Total revenue (₦)	Net income (₦)	Discount rate at 25%	Discounted revenue (₦)	Discounted cost (₦)	B/C	NPV at 25%	Discount rate at 35%	NPV at 35%	IRR
1	26,561,000	33,655,000	7,094,000	-	19,425,704	15,415,926	1.26	4,841,668	-	3,338,852	57.22%
2	34,712,000	49,603,000	14,891,000	-	28,198,154	19,930,342	1.14	8,267,812	-	6,818,046	82.03%
3	21,850,000	27,000,000	5,150,000	-	15,708,600	12,819,200	1.23	2,889,400	-	2,406,410	84.82%
4	43,561,000	58,927,000	15,366,000	-	37,697,600	27,278,976	1.38	10,418,624	-	9,171,772	109.00%
5	13,876,000	23,252,000	9,326,000	-	14,524,768	8,726,400	1.66	5,798,368	-	4,952,599	93.56%
6	20,673,000	33,191,000	12,518,000	-	23,550,880	14,938,400	1.58	8,612,480	-	7,593,534	109.50%
7	23,675,000	34,607,000	10,932,000	-	24,613,440	16,745,920	1.47	7,867,520	-	7,046,916	120.87%
8	19,802,000	28,140,000	8,338,000	-	16,849,716	12,218,830	1.38	4,630,886	-	3,841,613	83.67%
9	37,707,000	55,150,000	17,440,000	-	35,442,528	24,051,104	1.47	11,391,424	-	9,904,102	102.00%
10	16,670,000	23,541,000	6,871,000	-	17,020,480	11,812,800	1.44	5,207,680	-	4,744,467	137.43%
11	24,645,000	32,777,000	8,132,000	-	18,133,124	13,454,580	1.35	4,678,544	-	3,914,970	86.27%
12	26,000,000	34,778,000	8,778,000	-	24,756,480	18,720,000	1.32	6,036,480	-	5,321,394	109.42%
13	86,956,000	117,616,000	30,660,000	-	68,908,488	50,730,088	1.36	18,178,400	-	15,378,160	89.92%
14	45,241,000	81,304,000	36,063,000	-	46,550,864	25,800,920	1.80	20,749,944	-	17,373,055	86.45%
15	30,240,000	44,341,000	14,101,000	-	27,307,738	17,323,794	1.58	9,834,944	-	8,943,208	120.93%
16	26,890,000	36,369,000	9,479,000	-	21,654,220	16,274,016	1.33	5,380,204	-	4,524,930	87.90%

17	34,838,000	55,033,000	20,395,000	-	30,467,770	19,566,720	1.56	11,001,050	-	8,912,411	77.67%
18	20,430,000	33,131,000	12,701,000	-	18,504,936	11,556,000	1.60	6,948,936	-	5,720,346	81.56%
19	47,480,000	62,033,000	14,553,000	-	35,203,304	26,960,800	1.31	8,242,504	-	6,875,418	85.29%
20	33,330,000	43,894,000	10,564,000	-	27,840,368	21,126,500	1.32	6,721,868	-	5,819,714	99.50%
21	27,728,000	35,344,000	7,616,000	-	25,550,560	19,964,160	1.27	5,586,400	-	5,035,776	126.46%
22	25,183,000	37,688,000	12,505,000	-	21,360,492	14,220,520	1.50	7,139,972	-	5,121,144	60.37%
23	50,721,000	64,505,000	13,785,000	-	38,775,112	29,092,280	1.33	9,682,832	-	8,650,807	118.82%

Source: Fieldwork (2009)

4.3.1 LIST OF SERVICES RENDERED BY VARIOUS PRIVATE INVESTORS IN ECOTOURISM SITE

A service or product line development plan identifies ecotourism services or products to be offered to customers, describes how this supply will meet the identified demand, and offers guidelines for diversifying the service or product to meet changing demands. There are contemporary economic, social, political, and technological dynamics (e.g., the economic recession, aging population with retiring baby-boomers, climate change and fuel consumption, and on-line social networking) that may promote purchasing of ecotourism services or products for more demand (Bustam et al, 2010).

One of the most important experiences while on tour for tourist is the consumption of food, drink and beverage. Good accomodation, nature experience and full relaxation among others. Visiting become memorable when services rendered are exceptional and/or exotic which is often the case on holidays abroad. Firms with with well-established reputations for services have ensured that these attractions are promoted prominently in their tourism designs. These are some of the services rendered in Ogun state: Restaurant and accommodation, Relaxation, Bird watching, Game Viewing, Wilderness relaxation, Swimming, Recreation, Nature trekking, site for film productions, Hall and entertainment, food & beverages and laundry services.

4.3.1.1 INVESTMENTS COST IN ECOTOURISM SITE IN OGUN STATE

Cost of investments covers all the cost of production process which include fixed and variable costs. The result of table 4.11 clearly indicated the minimum sum amount of various cost of ecotourism a year. The value is from the minimum amount of N3, 155,000 (Three million, one hundred and fifty- five thousand naira only) to maximum value of N25, 012,000 (Twenty five million and twelve thousand naira only) in a year. The fact is that all the investments in ecotourism in Ogun state for now could be grouped as small scale [Investments of less than N50 million, CBN, 2008]. The investments cost goes into the following: labour cost, land purchase or lease in most cases, taxes and interest paid on borrowed fund, repair cost, maintenance cost among others. Sample of items on the cost of investments is on table 4.12. The profitability of the investments is not a factor of how much is invested, but experience and management skills exhibited by the management team.

Garcia 2012 stated that the following conditions must be critically determined before any successive investment: First what is expected of this brand of investment? Is it a way of living, or big fast money spinning? Secondly, does the proprietor have the financial capacity to build this business up, to market it and to operate it for the first three to five years? Thirdly investor must know that ecotourism business is a self demanding activity, with lots of personal dedication and gradual economic compensation compared with regular jobs? The answer to these questions lies in an accurate business plan, which depends on reliable market information, (accurate international data) a great deal of personal commitment and a bank loan which should never be higher than 65% of the total amount of investments.

TABLE 4.19: LIST OF INPUTS FOR INVESTMENTS IN ECOTOURISM SITE

S/N	INPUT ITEMS
1	Land (rent / lease or outright purchase)
2	Labour / personnel
3	Staff Salaries
iv.	Alternative powers (Generators, diesel and petrol)
v.	Source of portable water (borehole)
vi.	Vehicle / Van (optional)
vii.	Machinery and Equipment/Tools
ix.	Electricity
x.	Private securities
xi.	Building
xii.	Operational Levies & Charges
xiii.	Government approvals
x	Miscellaneous Costs

Source: Fieldwork (2009)

4.3.1.2 LIST OF INPUTS FOR INVESTMENTS IN ECOTOURISM SITE

An effective ecotourism business plan must consider all costs associated with launching a new or altered business. This section of the financial description is where you would identify your cash needs to put your ecotourism business into operation. Start-up cost estimations should be based on operation expenses for at least the first several months of business implementation. These expenses might include one-time costs prior to business implementation for instance, land purchase and business incorporation fees as well as ongoing fixed (e.g., utilities and insurance) and variable expenses (e.g., equipment purchasing and personnel for guiding tours) (U.S. Small Business Administration 2009). In Ogun state, the following were some of the most essential needs for start of business in tourism industry: land (rent / lease or outright purchase), labour / personnel, staff salaries, alternative powers (Generators, diesel and petrol), source of portable water (borehole), vehicle / van (optional), machinery and equipment/tools, electricity, private securities, building, operational levies & charges, government approvals and miscellaneous costs

4.3.2 REVENUE GENERATION BY PRIVATE INVESTORS IN ECOTOURISM SITE IN OGUN STATE

The aggregate return from individual investments was obtained from the sum of payment on services rendered in the tourism centre. The average price for services offered varies considerably from one firm to another. Prices charged are factors of time or seasonality (i.e. festival period) of the year. The least price was N200 (relaxation, view and site entrance) to N25,000 common for special services such as party, use of site for film production and hall rentage (in site where the facilities exist). These special services do not come so often. Charges for other services range between N200 - N25,000. Entry into cafeteria is not charged in most cases. The average price and services in ecotourism industry in a particular region were not the same, (excluding the camping site) offering a wide range of accommodation, from fully equipped houses, to bed and breakfast accommodation or agritourism accommodation but based on quality of services rendered (Garcia, 2012).

Revenue generation is based on the accumulated number of patronages of the business in a given year. This study revealed that an average of 6475 visitors per annum patronized each ecotourism centre. The volume of visitors to each site has direct link on level of return on investments. Revenue generation is affected by other factors like management decision, possession of tourism technical skill among others. Revenue projections in a business plan must include clearly identified, itemized financials, including break-even analysis and projected cash flows. These projections include profit and loss statements based on a three-year projection with a current balance sheet (Evans, 2008).

4.3.3 NET PRESENT VALUE (NPV)

The NPV result on ecotourism site investments shows that all investments is profitable. All investments covered by the research at 25% and 35% interest rates had positive Net Present Values for each year that they have been in operation. At 25% interest rate, the NPV ranges between N2,889,400 – N20,749,944; whereas at 35% interest rate, the NPV was from N2,406,410 – N17,373,055.

An investment plan in ecotourism industry should include the structure of the ecotourism business (e.g., private, public-private partnership). In addition, this plan would include identification of personal values, creation of a mission and vision statement, and development of goals and objectives of the business (Goeldner et al, 2009). For ecotourism businesses, this component of the plan is particularly important since ecotourism operations are often not totally driven by profit maximization but include environmental protection and improved quality of life in addition to economic profit (Bustam et al, 2010). All these are critical values appreciated in ecotourism world.

4.3.4 INTERNAL RATE OF RETURN (IRR)

The IRR for the investments is high. Investments give outstanding IRR at the interest rate of 25%-35%. The range of IRR is 57.2% at minimum and 137.4% at maximum returns. Government should develop the sector, as any amount invested will be retrieved with ease. Ecotourism is worth investing in. For these simple fact business moguls and potential private investors should entertain no fear in investing massively in ecotourism. The entry of the moguls will definitely move the business from the level of small scale, which it is now to medium and if possible large scales where more economic benefits of tourism will be pumped into Ogun state economy.

4.3.5 BENEFIT – COST ANALYSIS (B/C RATIO)

Analysis of Benefit-Cost ratio shows that all investments have values greater than one. The value is from 1.14 benefit-cost – 1.80 benefit-cost. These values established investments in ecotourism to be worthwhile. Based on this premise, benefit from investing in ecotourism exceeds costs for the period of the operation of the enterprises investigated.

4.3.6 RATE OF RETURN ON INVESTMENTS (RRI)

Rate of return for all investments investigated proved ecotourism enterprises to be profitable except one. The return on investments was all positive and have higher rate of return than interest rate (25%) except one that has value of 23.5%. The only unprofitable enterprise was probably due to poor managerial skill. The highest rate of return on investments stood at 79.7%.

TABLE 4.20: MARKETING STRATEGIES AND PROFITABILITY OF ECOTOURISM BUSINESS IN OGUN STATE

VARIABLE	ECOTOURISM SITE INVESTMENTS				HOSPITALITY INVESTMENTS			
	Yes	%	No	%	Yes	%	No	%
1. Advertising for ecotourism development	19	82.6	4	17.4	40	75.5	13	24.5
2. Exhibition is used to promote sales	23	100	-	-	51	96.2	2	3.8
3. Discount sale is employed for patronage	22	95.7	1	4.3	53	100	-	-
4. Special bonanza during festival time	23	100	-	-	48	90.6	5	9.4

Source: Fieldwork (2009)

Table 4.21: CHI-SQUARE ANALYSIS ON MARKETING STRATEGIES AND PROFITABILITY OF ECOTOURISM BUSINESS IN OGUN STATE

Investors Response	Advertising ecotourism services	Use of exhibition to promote sales	Discount offers for tourist patronage	Special bonanza during festival	TOTAL
YES	17	2	1	5	25
NO	59	74	75	71	279
TOTAL	76	76	76	76	304

χ^2 tab. = 7.81, χ^2 cal. = 28.37

4.3.7 MARKETING STRATEGIES AND PROFITABILITY OF ECOTOURISM BUSINESS IN OGUN STATE

Testing Hypothesis 2: There is no significant relationship between marketing strategies and profitability of investments.

The result of Chi square shows that χ^2 cal 28.37 > χ^2 tab 7.81; marketing strategies has significant relationship on profitability of investments.

82.6% and 75.5% of ecotourism site investors and hospitality investors agreed to using advertisement for promotion of sales. 17.4% and 24.5% of ecotourism site investors and hospitality investors do not. 100% and 96.2% of ecotourism site investors and hospitality investors supported the view that exhibition is used to promote sales; while 0.0% and 3.8% of ecotourism site investors and hospitality investors believed that exhibition was not used to promote tourism marketing in the state. Furthermore, 95.7% and 100% of ecotourism site investors and hospitality investors agreed that discount sale method is employed for marketing of ecotourism industry 4.3% and 0% of ecotourism site investors and hospitality investors disagreed. 100% and 90.6% of ecotourism site investors and hospitality investors were of the view that special bonanza during festival period was used for marketing tourism, whereas 0.0% and 9.4% of ecotourism site investors and hospitality investors had contrary views.

A good marketing plan must includes identifying targeted ecotourist group, the opportunities the firm provides and how the management team will manipulate available resources for the provision of services. The three ps in marketing world (i.e., programming, people, and partnership) are crucial to ecotourism business (Mill et al, 2002). Marketing strategies employed by each private firm in ecotourism in Ogun state go along way in determining the sales volume and profitability of investments. This result shows that individual investors use different methods that suit their objectives. A marketing plan matches the opportunities one provides in ecotourism operation to the right market of ecotourist consumers (Goeldner et al, 2009).

4.4 FACTORS MILITATING AGAINST PRIVATE INVESTMENTS IN ECOTOURISM SITE IN OGUN STATE

**TABLE 4.22: INFRASTRUCTURAL FACILITIES AND ECOTOURISM
INDUSTRIAL DEVELOPMENT IN OGUN STATE**

VARIABLE	PRIVATE INVESTORS					
	GOOD	%	FAIR	%	BAD	%
Condition of roads and its network	0	0.0	13	16.1	63	82.9
Availability of portable water	15	19.7	22	28.9	39	51.3
Frequency of power supply	-	0.0	01	1.3	75	98.7
Waste management	30	39.5	15	19.7	31	40.8
Communication facilities	21	27.6	45	59.2	10	13.2

Source: Fieldwork (2009)

4.4.1 INFRASTRUCTURAL FACILITIES AND ECOTOURISM INDUSTRIAL DEVELOPMENT IN OGUN STATE

The result of table 4.22 indicated the following infrastructure: condition of roads and its network, availability of portable water and power supply in Ogun state as bad in this order 83.1%, 51.3% and 98.4%. Also, 40.8% and 18.2% of respondents scored waste management in the state low and communication infrastructure low.

Infrastructural decay is a bane of tourism investments in the state as virtually all infrastructural facilities in the state have nearly collapsed due to long neglect by successive governments. In Ogun state, power supply is epileptic, and abnormal voltage and intermittent power surge are common occurrence. In the world all over, economic development is electricity or power driven. Electricity is the key to unlock latent potential of all sectors of the economy for development and as such, all private investors in ecotourism industry in Ogun state have generating set (alternative power source) for electricity supply, this they relies on more than government source of electricity supply. Portable water distribution is inadequate even in the major cities of the state (Sagamu, Abeokuta, Ijebu-Ode, Ota, Ilaro and Egbado) where tap water is functional. Ogun State Water Corporation (OSWC) sub stations located in Imoru, Ijebu – Ode, Yemoji, Ilaro, Ota, Sagamu and Ifo cities are run on outdated equipments. This is hampering both the industrial and domestic water distribution scheme in the state. Investors are further compelled to provide for their needed water via borehole. However, waste disposal management scheme by governments is inefficient as revealed by the hip of refuse littering nook and cranny of the state for some days after every monthly environmental sanitations activity. Most investors' provides different alternatives means of disposing their waste. All these are at extra cost either in cash or kind to investors. Tourism thrives well only in health environment.

The Ogun State Road Maintenance Agency (OGROMA) was established especially for roads rehabilitation and in some rear cases construction of some new ones, but it could hardly do much in this regard as shown by the level of disrepair the state roads are in. All these are inimical to investments in tourism. From observation, the following were noted; Ogun state enjoys the presence of all communication operators in the country. Both CDMA otherwise known as

landline and GSM called mobile phone have their networks functioning in the state. This makes communication an easy task to anywhere in the part of the world.

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TABLE 4.23: EFFECTS OF UNFRIENDLY BUSINESS ENVIRONMENT ON ECOTOURISM DEVELOPMENT IN OGUN STATE

VARIABLE	ECOTOURISM SITE INVESTMENTS				HOSPITALITY INVESTMENTS			
	No	%	Yes	%	No	%	Yes	%
1. Good *M.O.U with government	2	8.1	21	91.3	12	22.7	41	77.3
2. The security of the state guarantee safe investment environment	6	26.1	17	73.9	33	62.3	20	37.7
3. There is mutual understanding with host community	3	13	20	87	5	9.4	48	90.6

Source: Fieldwork (2009)

*M.O.U = memorandum of understanding

Table 4.24: CHI-SQUARE ANALYSIS EFFECTS OF UNFRIENDLY BUSINESS ENVIRONMENT ON ECOTOURISM DEVELOPMENT IN OGUN STATE

Investors Response	Good *M.O.U with government	The security of the state guarantee safe investment environment	There is mutual understanding with host community
NO	14	39	8
YES	62	37	68
TOTAL	76	76	76

χ^2 tab. = 5.99, χ^2 cal. = 36.30

4.4.2 BUSINESS ENVIRONMENT AND ECOTOURISM DEVELOPMENT IN OGUN STATE

Testing Hypothesis 3: unfriendly business environment has no significant relationship on private investments in ecotourism industry in Ogun state.

The result of Chi-square shows that χ^2 tab. = 5.99, χ^2 cal. = 36.30; unfriendly business environment has significant relationship on private investments in tourism industry.

91.3% and 77.3% of ecotourism site investors and hospitality investors were of the view that there was good memorandum of understanding with government however, 8.1% and 22.7% of ecotourism site investors and hospitality investors claimed not to enjoyed good memorandum of understanding with government. Furthermore, 73.9% and 37.7% of ecotourism site investors and hospitality investors were of with the view that security of the state guarantee safe investment atmosphere; whereas 26.1% and 62.3% of ecotourism site investors and hospitality investors disagreed with this. Finally, 87% and 90.6% of ecotourism site investors and hospitality investors agreed that investors in Ogun state enjoyed mutual understanding with host community whereas, 13% and 9.4% disagreed with this notion. This result indicates good environment for investment.

Irrespective of business management plan put in place, enabling business environment is crucial to private tourism investments in Ogun State. Environmental issues are fundamental to survival of the ecotourism business. Business climate have interwoven effects in the long run performance of the industry. Ecotourists that form the final consumers (target market) of tourism services are influenced by the situation around where the business is located. A situation where the business is in good relation with the host community will definitely foster confidence on the expected visitors and improve patronage. Government role in the survival of private business cannot be replaced. Government is constitute the highest authority on land and at the same time the custodian of the state must be seen as a partner in progress for tourism development.

TABLE 4.25: WORKERS ATTITUDE TOWARD ECOTOURISM PATRONAGE AND IT'S EFFECTS ON TOURISM DEVELOPMENT IN OGUN STATE

VARIABLE	PRIVATE INVESTORS					
	Yes	%	No	%	Indifference	%
Lengthy working hours and overtime	44	57.9	18	23.7	14	18.2
Many private companies hardly grant leave for staff	39	51.3	30	39.5	07	9.2
Most workers use leave to promote private business	48	63.2	20	26.3	08	10.5

Source: Fieldwork (2009)

4.4.3 WORKERS ATTITUDE TOWARDS PRIVATE TOURISM SITE PATRONAGE AND ITS EFFECTS ON TOURISM DEVELOPMENT IN OGUN STATE

From table 4.25, (57.9%) of the investors agreed that lengthy working hours and overtime affects tourism patronage, (51.3%) were of the view that most private companies hardly grant leave for their staff as at when due, this they believed affects tourism market. It is a common notion among most investors (63.2%) that Nigeria workers on leave spent their leaves in promoting their personal business instead of leisure, recreation and relaxation. From time immemorial, man by nature has always been moving from one part of globe to another. Thus tourism patronage is not a luxury but necessity. How rich or comfortable an individual or corporate organization is could not be a determining factor to ecotourism industrial patronage. An individual pursuance of certain needs is dependent mostly on ones preference and choice. Looking at various prices (from N200 above) charged by private investors for different services offered in the industry in the state, it is crystal clear that most of the people in the present Nigerian economic situation should be able to afford the charges with ease without necessarily being over stressed financially.

Ogun state population like many other populations in Nigeria lacks tourism culture. It is a fact that how an individual uses its paste time is influenced by many factors, which are usually intrinsic and extrinsic in nature. The poor tourism culture of the significant part of the population is a clog in the wheel of tourism development. Poor tourism culture is seriously undermining the fortune of tourism in the state. Today Nigerians hardly have time to relax in spite of heavily stressed working environment they find themselves. It is not uncommon that that there is high risk of stress-related illness such as high blood pressure, hypertension, and headache. In some cases, high level of the stress in body system leads to myocardial infarction (heart attack).

**TABLE 4.26: INCONSISTENCE IN ECOTOURISM INDUSTRIAL POLICIES
ON INVESTMENTS IN OGUN STATE**

VARIABLE	PRIVATE INVESTORS					
	Yes	%	No	%	Indifference	%
Partial implementation of tourism policies	44	57.9	16	21.1	16	21.1
Arbitrary change of tourism Policies	45	59.2	18	23.7	13	17.1
Lack of tourism compliance machinery	51	67.1	22	28.9	03	3.9

Source: Fieldwork (2009)

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4.4.4 INCONSISTENCE IN ECOTOURISM INDUSTRIAL POLICIES ON INVESTMENTS IN OGUN STATE

The result of table 4.25 shows that 57.9% agreed that policy implementation in tourism is not comprehensive. 21.1% respondents disagreed with this notion whereas another 21.1% of investors were indifference to this. Policy formulation has never been a problem in Nigeria government but implementation. The present Ogun state tourism policies is comprehensive, kudos to incumbent state government, which revised the old policies in its entirety. The implementation of laudable policies has always been the problem. Irrespective of how good a policy is, implementation is crucial. There is no pragmatic approach to tourism implementation in the state. Sordid approach to tourism implementation indeed is affecting the class of investments in the industry. There is unimpressive number of investors (small scale only) in the state.

Conversely, the above table 4.26 shows that 67.1% of the respondents agreed that there was no tourism monitoring/compliance mechanism in the industry, 28.9% disagreed and 3.9% were indifference. Looking at the GTDC organogram, the roe of compliance team is not well defined. Monitoring teams are not well equipped to face the challenges of the young industry. Policies changes by rules of thumb are a common practices as indicated by (59.2%) of the investors. Arbitrary change of tourism policies could probably be as a result of insufficient/lack of fundamental education in tourism discipline by most of the policy makers.

TABLE 4.27: ECOTOURISM INDUSTRIAL FUNDING BY OGUN STATE GOVERNMENT

VARIABLE	PRIVATE INVESTORS					
	Yes	%	No	%	Indifference	%
Poor Budget funding of Ecotourism industry	70	92.1	0	0.0	6	7.9
Untimely release of fund for the tourism industry	66	86.9	02	2.6	8	10.5
Least consideration of the sector	49	64.5	16	21.1	11	14.5
Problem of uncompleted project by governments	69	90.8	03	3.9	04	5.3

Source: Fieldwork (2009)

4.4.5 ECOTOURISM INDUSTRIAL FUNDING BY OGUN STATE GOVERNMENT

From table 4.27, over Ninety two percent of investors considered budgetary funding of ecotourism industry unsatisfactory. Budgetary allocation break down to tourism sector in the state for over a decade (this span through three different state governments) shows that the sector is not well funded. This has been the practice of successive governments in Ogun state until recently when the present state government improves on it a meagre 2.5%, yet capital allocation to tourism is not enough for sustainable development of the sector. This has been a major set back for the industry. Financial strength for implementation of capital projects in the industry could not be pursued with vigour because of poor capital base of the sector.

Furthermore, (86.9%) of the investors believed that the little money allocated to the industry is not released in time. untimely release of fund for the tourism industry is a limitation to the growth of ecotourism and private investments in the industry. It is a common complain by private investors that fund allocated to the sector are somehow delayed, except during special occasions such as; Gateway Tourism Festival, Nigeria Game Festival (Gateway, 2006), U-17 Junior World Cup 2009, WAFU cup 2010, all held in the state among others. There is the problem of abandon tourism projects in the state as indicated by the poor level of development of gazetted tourism zones in the state. Substantial numbers of investors (64.5%) were of the opinion that government have not fully understood the potential of tourism in transforming the economic of the state and as such the industry is not given a priority consideration for significant profit generation. Government for many years past has look-warm attitude towards economic viability of the sector, this could be as a result of long term military intervention in governance, which lacks proper investments culture. This wrong perception about tourism viability is still being shared by many in the government parlance who are novice of what tourism is all about.

Lastly the problem of uncompleted tourism projects by governments abound the state. This notion was supported by 90.8% of the investors. Tourism is an intertwined enterprise, with

strong multiplier economic effects. Delay in one part affects the whole tourism industry collectively.

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TABLE 4.28: STATE OF THE NATION AND DEGREE OF PRIVATE INVESTMENTS IN ECOTOURISM SITE IN OGUN STATE

VARIABLE	PRIVATE INVESTORS					
	Yes	%	No	%	Indifference	%
Ethno-religious conflict is affecting tourism fortune	48	63.2	28	36.8	-	0.0
Political crisis is inimical to tourism development	63	82.9	02	2.6	11	14.5
High crime rate (Robbery, murder and arson) is high	60	78.9	15	19.7	01	1.3

Source: Fieldwork (2009)

4.4.6 STATE OF THE NATION AND DEGREE OF PRIVATE INVESTMENTS IN ECOTOURISM SITE IN OGUN STATE

From the above table 4.28, 63.2% of the private investors were of the view that Ethno-religious conflict affects the tourism fortune in Ogun state. 36.8% of the private investors had a contrary opinion. In the year 2003, there was ethnic clash between the Yoruba indigene and Hausa/Fulani of northern origin living in Sagamu, Remo division of Ogun state. This crisis claims a lot of lives. Also, for the past four years now, there have been intermittent clashes between the Awori of Ota and Egba sub-tribes of the state over land dispute. The crisis is assuming a frightening dimension with number of lives lost and property destroyed. Tourism is a fickle industry; insecurity in the land can put off the interest of local and foreign tourists as well as the interest of prospective investors as experienced in Zimbabwe National Park shooting attack in 1980.

Also, 82.9% of private investors accepted that political crisis is inimical to tourism development in Ogun state. Inter and intra political parties' crisis, which translates to political instability, threatened investments atmosphere in the state. For over two years now (2007), the legislative arm of the state has been involved in an unresolved political crisis with the executive arm of the state. This has greatly affected the passage of bill and budget. The action of these political office holders is countered productive. Furthermore, the incidence of political killing and attack is a deterrent to prospective investors. The March 2010, political assassination of ACN governorship candidate in the last gubernatorial election; 2007, is a pointer to the level of political crisis in the state. The crime rate in the state such as car snatching armed robbery attack without march up from security agents are debacles to investments in tourism industry. No state or nation could expect high level of visitors/tourist turn out in a crisis-ridden area.

The crime rate in the state is high as indicated by 78.9% of the private investors in tourism industry. This ugly situation is seriously affecting the investments level in the state. Robbery, murder and arson are cases that are frequently being investigated regularly by the state security agencies. It is true that the state had six international routes to neighbouring Benin

Republic. This probably makes the state porous to heavy human and vehicular movement with all shades of manners.

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TABLE 4.29: EFFECT OF REVENUE AGENCIES ON ECOTOURISM INDUSTRY IN OGUN STATE

VARIABLE	PRIVATE INVESTORS					
	Yes	%	No	%	Indifference	%
There are multiple taxations of investors	70	92.1	0	0.0	6	7.9
Unending levies of investors	45	59.2	22	28.9	9	11.8

Source: Fieldwork (2009)

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4.4.7 EFFECT OF REVENUE AGENCIES ON ECOTOURISM INDUSTRY IN OGUN STATE

Nigerian firms, the engine of growth and diversification, continue to face a challenging business environment. In addition to continuing scant electricity supply, multiple-taxation is one of the major impediments to doing business in Nigeria (Nihal et al, 2011). The exact number of taxes levied on businesses seems to vary significantly between various states and local governments throughout Nigeria and businesses may be subjected various taxes, charges, fees and levies by the three tiers of government. The result of table 4.29, pointed out that 92.1% of the respondents complained of multiple taxation by different tiers of governments (federal, state and local government areas). 7.9% of the investors disagreed that there was multiple taxation of the investors. Different government agencies such as CAC, NTDC and GTDC among others are always around the corners at different times for registration licences and operating licence.

Furthermore, there is unending levies/charges imposed on private investors in the industry by Federation of Tourism Association of Nigeria (FTAN), The National Association of Nigeria Travel Agencies (NANTA), Hotelier Association of Nigeria (HASN) and Hotel and Personal Services Employers Association of Nigeria (HOPSEA) among others. Nigeria government recognizes all these registered associations. Investors are advised to join them as may be applicable for the benefit enshrined in being registered members. In an environment where trade taxes, surcharges and a plethora of other levies add to the operational and transaction costs of businesses, their arbitrary implementation heightens the uncertainty to Nigerian enterprises and further increases the cost of doing business. The impact of multiple-taxation on competitiveness can be profound.

TABLE 4.30: PUBLICITY AND SENSITIZATION PACKAGES EFFECTS ON ECOTOURISM INVESTMENTS IN OGUN STATE

VARIABLE	PRIVATE INVESTORS					
	Yes	%	No	%	Indifference	%
Weak Sensitization tourism programme	55	72.4	12	15.9	09	11.8
Insufficient outdoor tourism advertisement	48	63.2	23	30.3	05	6.6
Lack of advertisement in native Language	71	93.4	0	0.0	05	6.6
Ignorance among people about tourism values	65	85.5	08	10.5	03	3.9

Source: Fieldwork (2009)

4.4.8 PUBLICITY AND SENSITIZATION PACKAGES EFFECTS ON ECOTOURISM INVESTMENTS IN OGUN STATE

Most of the investors (72.4%), supported the fact that there was weak sensitization package in tourism industry in Ogun state. This is actually having negative impacts on tourism development in the state. More visitors' patronage can only be achieved only when the awareness of tourism benefits is created and brought to the doorsteps of tourists/visitors who are the consumers of tourism products. Also, 63.2% of investors established that there was insufficient outdoor advertisement of tourism in the state. 30.3% were averse to this and 6.6% were indifference. There are many advertisement strategies, which could be employed for mass patronage of tourism sites such as billboards, television/radio jingles and handbills. All these are not full utilized by private investors. There is no single private investor's billboard in major roads leading to Ogun state.

Ignorance among people about tourism values, (85.5%) of investors supported this. Throughout the course of this research there was no regular/organized tourism exhibition except for once in the state. To achieve the goals of viable contributions of private investments to ecotourism, attracting foreign and local investors; this will entails aggressive education public by all stakeholders. Virtually, all the investors (93.4%) agreed that advertisement in native language is absent in their package. Substantial population of Nigeria, which constitute local tourist, are not literate and in this set of people the language they understand must be used in communicating with them via sensitization and advertisement programme.

TABLE 4.31: NATIONAL ECONOMIC PERFORMANCE AND ECOTOURISM GROWTH IN OGUN STATE

VARIABLE	PRIVATE INVESTORS					
	Yes	%	No	%	Indifference	%
Poor Gross Domestic Product (G D P)	66	86.8	06	7.9	04	5.3
Weak Naira Value to foreign Exchange	02	2.6	74	97.4	0	0.0
Unstable Economy	69	90.8	05	6.6	02	2.6

Source: Fieldwork (2009)

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4.4.9 NATIONAL ECONOMIC PERFORMANCE AND ECOTOURISM GROWTH IN OGUN STATE

Table 4.31 showed that Gross Domestic Product (G.D.P) value is poor, and its performance is critical to tourism development of any state in Nigeria. This point was supported by 86.8% of investors. The unimposing performance of GDP is gravely impeding the fortune of tourism development in Ogun state. In contrary, 2.6% of investors saw weak naira value to foreign currency as debacle to tourism development in Ogun State. The Japanese yen is weak yet the economy is strong, so in the case of weak naira value this should not determine the fortune of tourism in Ogun state if tourism is well organized.

4.5 PROMOTING FACTORS TO INVESTMENTS IN ECOTOURISM INDUSTRY IN OGUN STATE

Table 4.32: EFFECTS OF INCENTIVES BY OGUN STATE GOVERNMENT ON PRIVATE INVESTMENTS IN ECOTOURISM INDUSTRY

VARIABLE	ECOTOURISM SITE INVESTMENTS				HOSPITALITY INVESTMENTS			
	Yes	%	No	%	Yes	%	No	%
1. Is there financial support from government?	4	17.4	19	82.6	16	30.2	37	69.8
2. Do you enjoy tax holiday on your project?	15	65.2	8	34.8	43	81.7	10	18.9
3. Is there privilege of soft loan on investments.	2	8.7	21	91.3	30	56.6	23	43.4

Source: Fieldwork (2009)

Table 4.33: CHI-SQUARE ANALYSIS ON EFFECTS OF INCENTIVES BY OGUN STATE GOVERNMENT ON PRIVATE INVESTMENTS IN ECOTOURISM INDUSTRY

Investors Response	Financial support	Tax Holiday	Soft Loan	Total
YES	20	58	32	110
NO	56	18	44	118
TOTAL	76	76	76	228

χ^2 tab= 5.99, χ^2 cal = 39.77

4.5.1 OGUN STATE GOVERNMENT INCENTIVES FOR PRIVATE INVESTMENTS IN ECOTOURISM INDUSTRY

Testing Hypothesis 4: Incentives to investors by Ogun state government is not significant in promotion of private investments in tourism.

The result of Chi square shows that χ^2 cal 39.77 > χ^2 tab 5.99; incentive packages has significant effect on private investments in tourism industry.

17.4%, 65.2% and 8.7% of ecotourism site investors enjoys financial support on investments, tax holiday, and soft loan. Financial support, tax holiday, and soft loan is missed by, 82.6%, 34.8% and 91.3% of ecotourism site investors. However, hospitality investors who agreed to benefit from financial support, tax holiday, and soft loan are: 30.2%, 81.7% and 56.6%. Financial support, tax holiday, and soft loan is missed by, 69.8%, 18.9%, and 43.4% of hospitality investors. Ogun state tourism incentive policies are considered good for the encouragement of private investors. However, majority of the private investors are not beneficiaries of it.

Incentives are crucial to ecotourism sector, which is just coming up in the state. At this earlier stage of ecotourism development, government need to give full support to the industry because it is an in exhaustible industry, which makes it better than petroleum industry, which has a lifespan. Incentives for investors are catalyst, which leads to rapid development and promotion of tourism business. At this stage of ecotourism industrial development incentives packages is ideal for private investors in Ogun state. Incentives as one of the Ogun state tourism development objectives will to the achievement of other state tourism policy:

1. To identify areas or tourism development in the state and demarcate as tourism zones
2. To accord tourism its pride of place and its development utmost priority
3. To promote and encourage intensive and extensive development of super structure and infrastructure both for natural and artificial tourist facilities.
4. To encourage large-scale private participation and/ or joint venture partnership in development of tourism infrastructures throughout the state. However, government participation in superstructure will be minimal or at best temporary to jumpstart only to encourage the development of vital projects that will enhance speedy growth of tourism in the state.

TABLE 4.34: MOST RAPIDLY DEVELOPING ECONOMY STATE IN SOUTH WEST NIGERIA

VARIABLE	PRIVATE INVESTORS					
	Yes	%	No	%	Indifference	%
Heavy presence of financial institutions	65	85.5	07	9.2	04	5.3
Active functioning of industrial zones in the state	38	50.0	28	36.8	10	13.2
Fast growth of commercial activities in Ogun state	39	51.3	26	34.2	11	14.5

Source: Fieldwork (2009)

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4.5.2 MOST RAPIDLY DEVELOPING ECONOMY STATE IN SOUTH-WEST NIGERIA

Result of table 4.34, indicated that 85.5% of respondents were of the view that heavy presence of financial institutions in Ogun state promote private tourism investments, 9.2% disagreed with this whereas 5.3% were unconcerned. The active functioning of industrial zones in Ogun state was adjudged as promoting factor to private tourism by 50% of the investors, 36.8% opposed this view while 13.2% were unresponsive.

Flourishing of tourism trade in all tourism destinations of the World is heavily aided by certain factors some of which are formidable presence of financial institutions, active industrial zones and Fast growth of commercial/economic activities in the host nation. These variables are important in attracting more visitors for business activities, and as such; sustaining tourism trade. It is true that Ogun state commercial activities are fast growing as maintained by 51.3% of the private investors. There is no doubt that improvement in economic activities in the state will have catalytic effects on the upward increase in the number of visitors' patronage to tourism industry. 34.2% of investors did not see the fast growth of commercial activities as promoting factors to tourism boom in the state. This number is fairly high and government must endeavour to address their feelings on this issue.

TABLE 4.35: VARIED TOURISM POTENTIAL OF OGUN STATE

VARIABLE	PRIVATE INVESTORS					
	Yes	%	No	%	Indifference	%
Diverse ethnic tourism in the state	62	81.6	05	6.6	09	11.8
Rich cultural tourism in the state	49	64.5	09	11.8	18	23.7
Beautiful natural landscape in the state	52	68.4	17	22.4	07	9.2
Many historical attractions in the state	60	78.9	06	7.9	10	13.2

Source: Fieldwork (2009)

4.5.3 VARIED TOURISM POTENTIAL OF OGUN STATE

Table 4.35 treated the potentials of diverse ethnic tourism as a promoting feature in Ogun state private tourism investments. 81.6% of the investors agreed with this, 6.6% opposed and 11.8% were unconcerned. Ogun state is known to be profoundly heterogeneous society. The main tribe are Egbas, Awori, Ijebus, and Yewa. Other dialectical groups in the state include Egun, Owu, Ikale and Ilaje. Furthermore, 64.5% of the investors saw rich cultural heritage in Ogun state as promoting instrument to private investments in ecotourism industry. Most of these cultural festivals are celebrated at different time of the year. Some of the more popular cultural festivals in Ogun state which attracts mammoth crowd both at home and abroad are: Ojude-Oba, Lisabi, Agemo, Egungun, Ogun, Igunnuko, Gelede, Obalufon, Oro, Eyo, Lafose and Sangbeto. If commercial aspect of tourism is introduced to all these festivals, traditional values as well as the fun and entertainment aspect of the festival will improve and it will go a long way in transforming the economy of the state.

Ogun state is blessed with beautiful natural features and landscape. The state itself was named after a natural river known as Ogun in 1976. 68.4% of the investors considered the abundant of natural feature as a promising fortune for investments. Other natural features of tourism values in Ogun state are: Olumo Rock Abeokuta, Tongeji Island Ipokia, Yemoji Natural Swimming Pool Ijebu-Ode, Oyan Dam Ayetoro, River Oni Ogun Waterside, River Iwopin Ogun waterside and Area J4 forest reserve Ogbere among others. Finally, the result of table 4.32 indicated that 78.9% of the investors believed that Ogun state blessed with myriad of historical attractions is equally a good thing to tourism investments. Some of these historical attractions are: Madam Tinubu Shrine, Old Manse at Ogbe in Abeokuta, Ijamido River Shrine at Ota Ilaro, Oronna Shrine, Ilaro and Bilikisu Sungbo shrine. Many of these tourism potentials are goldmines that need tourism expert touches in order to become money spinning venture as observed in many tourism destinations of the world.

**TABLE 4.36: EXPANDING POPULATION AS POTENTIAL MARKET FOR
ECOTOURISM SECTOR IN OGUN STATE**

VARIABLE	PRIVATE INVESTORS					
	Yes	%	No	%	Indifference	%
Fair number of literate population	28	36.8	47	61.8	01	1.3
Teeming working population	15	19.7	48	63.2	13	17.1
Emergence of many private housing estates tourism	45	59.2	23	30.3	08	10.5
Largest number of tertiary institution in Nigeria	67	88.2	09	11.8	0	0.0

Source: Fieldwork (2009)

4.5.4 EXPANDING POPULATION AS POTENTIAL MARKET FOR ECOTOURISM INDUSTRY OGUN STATE

The growing population of Ogun state may create new market opportunities for tourism entrepreneurs. In addition, the state population is expected to continue to grow in the foreseeable future. Expanding population has different needs, which can be described by social needs, economic needs, the family values, traditions and size all influence tourism market, and a desire for touring. It is important for those marketing tourism to learn the characteristics of the population,

Table 4.36 result shows that 36.8% of the respondents believed that fair number of literate population in Ogun state is a promoting factor. The level of literacy of population does not determine the patronage echelon of ecotourism industry. In a nutshell, the level of educated population is not a promoting factor to tourism investments in Ogun state. Lastly, table 4.33 result shows that 88.2% of investors agreed that large number of tertiary institutions situated in the state is a plus for tourism development in the state. Ogun state has eighteen tertiary institutions in Nigeria. One Federal University of Agriculture Abeokuta, two State Universities (Ijagun and Ago-Iwoye) and nine private Universities scattered over the state. Also, present are: a Federal Polytechnic Ilaro, one State Polytechnic Abeokuta and one Federal College of Education state Osiele. In addition to the above, one State College of Education Omu-Ijebu and One private polytechnic Sango-Ota, and one private college of education Yewa are present. All these exclude State School of Nursing, State College of Health Technology and State Co-Operative College. The presence of these schools translates to massive movement of people and varied sources of tourism market. Definitely transportation, accommodation (hotel and motel for travellers), shopping and tourism services would be sought for among many other needs of the people.

**TABLE 4.37: PROXIMITY OF OGUN STATE TO LAGOS AND
NEIGHBOURING BENIN REPUBLIC**

VARIABLE	PRIVATE INVESTORS					
	Yes	%	No	%	Indifference	%
Border Lagos State by six LGA	33	43.4	33	43.4	10	13.2
Fast development of industrial area: Agbara/Mowe	40	52.6	26	34.2	20	26.3
Few minutes drive to economic vibrant Lagos state	54	71.1	08	10.5	14	18.4
Presence of four international routes in the state	43	56.6	20	26.3	13	17.1

Source: Fieldwork (2009)

4.5.5 PROXIMITY OF OGUN STATE TO LAGOS STATE AND NEIGHBOURING BENIN REPUBLIC

Respondents were of the opinion that few minutes / hour drive from Ogun state to Lagos state (71.1%), presence of four international routes in Ogun state (52.6%), fast development of industrial areas (52.6%) and bordering of Lagos State (43.4.%) were promoting factors to tourism investments in Ogun state. In recent years the government of Lagos state has began a massive restructuring and remodelling of the state and this has lead to massive movement of the people into the neighbouring Ogun state with most of their economic activities. It is not uncommon this day to see the spring up of newer industries along Sagamu-Lagos Express road, Sagamu-Ikorodu Express road, Sango-Ota / Owode / Idi-Iroko Express road and Abeokuta / Imeko Express road. The location of these industries in Ogun state is based on being the best alternative to sitting industry in Lagos state.

Few minutes / hour drive from Ogun state to Lagos state (10.5%), presence of four international routes in Ogun state (26.3%), fast development of industrial areas (34.2%) and bordering of Lagos State (43.4.%) were not seen as promoting factors to tourism investments in Ogun state. The percentage of respondents that were indifference to proximity as promoting factor to tourism investments in Ogun state are: few minutes / hour drive from Ogun state to Lagos state (18.4%), presence of four international routes in Ogun state (17.1%), fast development of industrial areas (26.3%) and bordering of Lagos State (13.2%). All over the world, the population of main town or city always serves as great source of formidable market for tourism enterprises. The closeness of Ogun state to Lagos statte will in no doubt promote business of tourism in the state.



Figure 4.11: Ogun State and Some Major Cities in South-Western State of Nigeria and Benin Republic

**TABLE 4.38: PRESENCES OF MANY UNTAPPED ECOTOURISM
ATTRactions IN OGUN STATE**

VARIABLE	PRIVATE INVESTORS					
	Yes	%	No	%	Indifference	%
High presence of wildlife resources	74	97.4	0	0.0	02	2.6
Different ecological zones	56	73.6	02	2.6	18	23.7
Many forest reserves in the state	63	82.9	04	5.3	09	11.8

Source: Fieldwork (2009)

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4.5.6 PRESENCES OF MANY UNTAPPED ECOTOURISM RESOURCES IN OGUN STATE

Ogun state is located in the Western part of Nigeria; this region is a tropical area, which is richly endowed in biodiversity resources like other western states of the country. There are many mammal species (*Pan trigolodytes*, *Panthera pardus*, *Manis gigantean* and *Loxondonta africana*), avian species (*Psittacus erithacus* and *Stigmatopelia senegalensis*), reptile species (*Python sebae*) and fish resources (*Clarias submarginatus*) in the state.

OMO Forest Reserve, ONI-GAMBARI Forest Reserve and AREA J4 Forest Reserve among others in the state attest to the fact that Ogun state is a rich forest area. Though there has been some sort of encroachment into these forest reserves yet the fact still remain that Ogun state is blessed with abundant flora species (*Parkia clappertoniana*, *Gmelina arborea*, *Terminalia catapa* and *Tectona grandis*). The depletion of forest reserves due to illegal activities such as unauthorized felling of tree; farming, mining and some sort of settlements are been addressed by the state government. Ogun state still qualified as prosperous ecological zones with presence of many wetlands, rivers, lagoons, rocks and savannah region. High lands to the North and sloping downwards to the South characterize the topography of Ogun state. All these natural features give the state different ecological zones and habitats from terrestrial to aquatic habitat. The presences of all these unique natural features are promoting factors to investment in ecotourism industry.

CHAPTER FIVE

5.0 DISCUSSIONS, CONCLUSION AND RECOMMENDATION

5.1 DISCUSSION

With over 60.6% and 65.6% of private investors in hospitality and ecotourism business having less than 10 years of existence with little contribution to Ogun state treasury shows that ecotourism industry is growing gradually in the state and still has a lot of opportunity to improve (figure 4.1). The study reveals that the more the number of years in the ecotourism industry, the better for acquisition of business experience and improvement on strategies to boost investments growth. Ecotourism industry has numerous sub-units that can rapidly be used to generate small-scale industry to meet unemployment challenges of the state and global millennium development goals. Ecotourism is enjoying rapid growth pattern, increasing at a rate three times greater than other form of tourisms (i.e., 20–34%) in sales and volume annually since the 1990s (Mastny, 1997) Tourism is one of the fastest growing industries in the world (The International Ecotourism Society 2001). Good numbers of international hospitality industries support this view.

The educational level of private investors in ecotourism industry in Ogun state shows that 13.2% and 8.7% of hospitality investors and ecotourism site investors bagged HND/BS.C (figure 4.2). Ecotourism / wildlife management is studied in some tertiary institutions (Federal University of Tehnology Akure, University of Ibadan etc) in Nigeria, yet very a few number of graduates venture into this area. This is an indication that there are lot of reawakening programme to woo young trained professionals in this sector of the economy. Good level of education is a prerequisite to successful venture because tourism business is a service industry that entails meeting tourists from different ethical, economical and social backgrounds. Compulsory education is a must for every entrepreneur with zeal to succeed in ecotourism industry. The place of education in tourism management issues such as feasibility studies, pricing, operation, marketing and promotion and customer service is overwhelming (Garcia, 2012). It turned out that education is one of the tools to be possessed by investors.

The result of figure 4.6 sought the opinion of investors on how the initial capital for investments was raised. The result is as stated below, 56.2% and 4.2% of hospitality investors and ecotourism site investors were successful at obtaining bank loan. This is not an encouraging situation for investment. The difficulty in raising large capital from established financial institutions is a problem to the growth of the private investments in ecotourism. Banks can be very unfriendly sources of financing for ecotourism businesses, for this reason, most of the investors seeking funds from other sources such as: family, friends or private investors to find money. She stressed further that when soliciting funds from private investors it is important to think carefully about how much money one ask for, the amount should be determined to some extent by the management control that an ecotourism business is having.

Figure 4.4 is on full / proper registration of business with all relevant agencies on the operation of ecotourism industry in Ogun state. Most of the investors (69.8%) in hospitality investments had full registration of their businesses in contrary to (30.4%) of ecotourism site investors. The hospitality investments have been practised in the state far long before the ecotourism site investors. This result is in line with World Bank Group finding published in July 2011 on business registration. Business registration is increasingly recognized as an important gateway for entrepreneurs into the formal economy. Through formal business registration, they can benefit from increased rights, such as access to government services, fair treatment under law, and limited liability (in many cases). Registered enterprises also have opportunities to grow through improved access to finance and through potential clients in the formal economy and government. Formalization also involves increased obligations, including compliance with tax laws as well as regulatory and information disclosure requirements (John et al, 2011). One of the requirements for financial institutions to extend funds to business entities is their registration with government authorities (Levenson et al, 1998).

The result of figure 4.6 shows the type of investments in ecotourism industry. The result indicated that private investments in ecotourism sites were in resort centres (39.2%), botanical gardens (17.4%), water recreation (26.1%), wildlife souvenir (13.1%) and zoological gardens (4.2%). Meanwhile, result shows that hospitality investments are in the areas of: tour operators' investors are not yet a formidable investment in Ogun state. The few ones on the ground are not

fully organized for tour activities but rather for commercial traveling. Their activity for now is at early stage of development. Hotel and accommodation subunit of hospitality is an active vibrant part of ecotourism industry. It is well developed in Ogun state. There are different classes of hotel, motel, and lodging centres. Food and beverage services this subunit of hospitality is doing well economically and which has been in existence in the state for over five decades. Its socio-economics contributions to ecotourism industry are far reaching. Cruise line investors in Ogun state, Ijebu waterside (Laago Island, which is the Ogun state part of Lagoon) is the area with commercial cruise business though at very low level.

Public-Private-Partnership (PPP) is crucial to the development of the ecotourism industry in order to showcase the industry as money spinning sector. However, only 5.6% and 13.0% of the hospitality investors and ecotourism site investors operate on public private partnership (Figure 4.5). For any significant development in the industry government must find means of wooing conservation loving investors. Private-private partnerships are other essential alternative options in developing ecotourism industry. The level of partnership depends on the size/structure of ecotourism business. Private-private partnerships consist of ecotourism operators pooling resources together to offer tourist services. For example, a local farm might offer a unique tour of its pastures and undeveloped sites, and the farmer would partner with a local restaurant or caterer to provide a barbecue at the end of the tour (Bustam et al, 2010).

The participation of Late Chief S.L Edu of Nigeria Conservation Foundation at Lekki, Lagos state is a good example of public-private partnership in development of ecotourism. Ogun state with vast tourism potentials has many undeveloped and very few underdeveloped tourist sites. Fostering the right strategies of mutual partnering of private investors in ecotourism industry is a baseline technique of developing the industry. This act stands to sustain the confidence of existing private investors and wooing potential private investors.

The result of figure 4.6 shows that (0.0%) and (7.8%) of hospitality investors and ecotourism site investors got financial assistant from Ogun state government. This value does not show serious government commitment to financially supporting the growth of this industry. Private small-scale investments are the bedrock of other scales of investments in ecotourism. Easy access to capital by private investors will promote growth in the sector. Ecotourism

industry is a capital intensive and government should support the industry as it is done in agro-allied industry. Finance is crucial to success of any venture; ecotourism investors can access the opportunity of international donor for the development of their ecotourism business. These donors provide insight into the detailed consideration required for developing ecotourism marketing through organized conferences, seminar and workshop strategies on strategies of managing ecotourism business (Mill et al, 2002).

Table 4.14 indicated that 43.5% of ecotourism site investors were of the view that government conducts or sponsors research in ecotourism industrial development whereas 17.4% of ecotourism site investors were of the view that government state government is aggressively marketing the finding of tourism research. According to (Goeldner et al, 2009), research on ecotourists' geographic, demographic, and psychographic differences is needed for ecotourism marketing success. Research should aim to answer the following: who are the present/potential ecotourists and where do they come from, what are their likes/dislikes, what are their destination preferences, what is investment competitive situation, what are the likely future trends in the ecotourism market, what are the prospects for increasing demand, what kind of marketing program do you need, and how will such programs be implemented. Consideration should also be granted for how much to spend on research and the frequency of conducting that research.

Figure 4.9 treated the relevance of ecotourism to economic development of Ogun state. The result shows that 92.4% of hospitality investors and 100% ecotourism site investors agreed that ecotourism industry is vital to economic development of Ogun state. This result is in tandem with USAID report on ecotourism relevance to the development and protection of biological diversity of a nation. Ecotourism otherwise called nature tourism or green-tourism, recreational and educational travel based on natural attractions is a promising means of advancing social, economic, and environmental objectives in developing countries. It offers countries new opportunities for small-enterprise investments and employment and increases the national stake in protecting their biological resources (USAID, 2010).

The profitability of investments in ecotourism is not in doubt as revealed through the result of the study that was based on discounted and undiscounted methods of economic analysis. Private investments in ecotourism in the study area were profitable. However, profits of most

viable private investors in ecotourism have not been fully tapped due largely to the poor state budgetary allocation to ecotourism sector and decay state of infrastructural facilities.

Infrastructural breakdown is one of the basic problems confronting ecotourism industry in Ogun state. The roads are bad, power supply is erratic, portable water flows only in certain parts of the major cities of the state. These fundamental needs of industry growth are in a state of disrepair. With this ugly situation, industrial development is seriously hampered (table 4.22). Infrastructural facilities known as indirect elements of the tourism industry also known, as support sectors are parts of the tourism industry, which may not come into direct contact with tourists, but without them, the rest of the industry could not function (<http://www.wikiversity.org/tourism/lang--en/index.htm>, 2010). These are infrastructure, roads, airports, communications, electricity and water supply. Others are sewerage and waste disposal, public toilets, signs, manufacturing and building industry. Looking at these essential components of ecotourism industry, their place in the proper functioning of tourism could not be over emphasized. The government of Ogun state needs to pay urgent and serious attention to the virtually collapsed infrastructural facilities which is an eyesore to ideal development of tourism industry.

Most towns and cities have less than 25 per cent of their present water supply from Ogun State Water Corporation (OSWC). Rural areas are generally not supplied with portable water. Electricity supply is erratic and not reliable for business growth, this in fact is extra cost on alternative source of power supply for daily running of the business.

The result of figure 4.9 revealed that, 92.4% of hospitality investors and 100% ecotourism site investors agreed that ecotourism industry is vital to economic development of Ogun state. This gives more reasons why the state government must critically look into the issue of private investments with total commitment. Tourism is vital to the well being of many countries, because of the income generated by the consumption of goods and services by tourists, the taxes levied on businesses in the tourism industry and the opportunity for employment and economic advancement by working in the industry (UNWTO, 2006). In the first eight months of 2006 international tourist arrivals totalled 578 million worldwide (+4.5%), up from 553 million in the same period of 2005, a year which saw an all-time record of 806 million people travelling internationally. Growth continues in 2007 at a pace of around 4% worldwide (UNWTO, 2006).

Furthermore, government incentives policies for private investments in ecotourism industry are good for promotion of the industrial growth provided incentive actually get to the target investors. Investments incentive is a stimulant to investors' confidence in the industry especially at the early stage of business. It is meant to cushion the burden of investments. The result of table 4.32 shows that: tax rebate on investments, tax holiday, and soft loan is missed by, 82.6%, 34.8% and 91.3% of ecotourism site investors respectively whereas tax rebate on investments, tax holiday, and soft loan is missed by, 69.8%, 18.9%, and 43.4% of hospitality investors. Government needs to evaluate the effectiveness of incentives on ecotourism investments. Most of the prospective beneficiary investors are actually not benefiting from government offer of incentives.

An effective ecotourism marketing mix includes the four ps (i.e., product, price, promotion, and place) of business marketing (Perreault et al, 2002). Table 4.20 indicated that the following methods were used to market tourism in the state. Advertising, exhibition, discount sale and special bonanza during festival period. This step is ideal for any industrial growth. The frequency of use of the marketing method varies from one investor to the other. Publicity and sensitisation programme has not been fully utilised to catch public attention. Adequate information on ecotourism investments would inform appreciative understanding and positive patronage of the industry. The three ps in marketing world (i.e., programming, people, and partnership) are crucial to ecotourism business (Mill et al, 2002). A marketing plan matches the opportunities one provides in ecotourism operation to the right market of ecotourist consumers (Goeldner et al, 2009). A good marketing plan must includes identifying targeted ecotourist group, the opportunities the firm provides and how the management team will manipulate available resources for the provision of services.

Ecotourism, which is a positive economic and environmental development tool, requires policies that foster responsible nature tourism development, broad-based and active local participation in its benefits, and conservation of developing countries' biological heritage (Bustam et al, 2010). Most of the Ogun state government policies on private investments in ecotourism industry covered by this work are crucial and have significant effect on level of private investments. The policies are on: investments establishment, incentives for investors and

the registration / control of operational activities of tourism firm. Also, state policies on tourism research, workshop and seminar and, environmental beautification are valuable for private investments in tourism industry. The state government is thus encouraged to maintain these policies in a way that it will sustain those already in the business and attract potential investors.

However, there are some policies that need to be redressed for private investments continuity in ecotourism industry. On critical analysis of the policies; it was observed that non incorporation of other tourism stakeholders in the policies formulation, and poor policies implementation by government agencies is a bane of investments. This has greatly reduced the contributions of ecotourism industry to Ogun state treasury. Revenue leakages through wrong policies implementation are counterproductive to both government and investors.

Tourism is an industry that if well planned and implemented by state government, it has the potential to transform the economy of the state and equally removing mass unemployment of the able bodies, because it tourism is a labour intensive sector. Pragmatic commitment to the development of the industry by government will reduce the identified problems confronting private investors in the industry. Government should imbibe the culture of reality management rather than possibility management in the development of tourism sector in the state. Developing an effective marketing program that appeals to your target market involves understanding aspects of the business over which one have direct control. The four Ps of business marketing (i.e., product, price, promotion, and place) are factors that can be controlled within constraints of the marketing atmosphere. Leveraging these factors allows one to make marketing decisions to reach target market and increase business growth (Goeldner et al, 2009). Developing a marketing plan around these components will assist you to: ensure your offerings satisfy ecotourist desires while providing a profit to you, identify strategies to help ecotourists access the opportunities you provide, consider how to best market your opportunities based on how they relate to your potential market, and consider public and private ecotourism competitors and strategies to diversify your unique ecotourism opportunities (Best et al, 2007).

From the result of table 4.17, 78.9% of the investors were of the view that insecurity is seriously affecting the fortune of ecotourism business in Ogun state. Tourism is a fickle industry; insecurity in the land can put off the interest of local and foreign tourists as well as the interest of

prospective investors in the industry as experienced in Zimbabwe National Park shooting attack in 1980 (Johny, 1999). Safety before pleasure is a general concept and people prefer staying where their lives is secured. This issue of state security is a big challenge to Ogun state. The cause of insecurity in Ogun state could be attributed to economical reasons for most of the suspects and culprits fall within working age and claimed lack of employment as the basis of their involvement. The high level of organised crime such as armed bandits' attacks on banks (at Ijebu-Ode, Sagamu, Sango-Ota, Abeokuta and Ilaro), firms (Agbara, Ifo, Ota and Abeokuta industrial axes), household and even individual are reported cases at Ogun state police headquarter Eleweran, Abeokuta. It is hard to estimate the exact impact of insecurity on the tourists, but the ecotourism business is negatively affected like most other social businesses under atmosphere of uncertainty.

5.1.1 Result of Hypothesis

- (i) The first null hypothesis was rejected for the fact that government policies on business operational registration have significant relationship on private investment in ecotourism.
- (ii) The second null hypothesis was also rejected for marketing strategies employed by private investors have significant relationship on profitability of investments.
- (iii) The third null hypothesis was equally rejected because unfriendly business environment has significant relationship on private investments in ecotourism industry in the study area.
- (iv) Finally, the fourth hypothesis was rejected because incentives packages by government to investors were significant to private investments in ecotourism industry.

5.2 CONCLUSION

Existing private investment in Ecotourism in Ogun state are small-scale (capital base of between 1million-50million naira, CBN 2008). This small-scale class of businesses constitute the bedrock of other scales of investments and therefore should not be made to collapse via support from every stakeholder in the industry if tourism is to boom significantly in the state. The success of private sector participation in ecotourism industry will depend on combination of factors such as reliable planning on the path of investors and the implementation of sustainable investments policies by Ogun state government. Provision of enabling business environment will do a lot in projecting the state as haven of ecotourism investments since there are still many sites undeveloped. This study goes further by indicating ecotourism enterprises to be economically viable except for one firm. The result obtained from cost-benefit analysis, Net Present Value, Internal rate of return and rate of return on investments pointed to profitability of the investments. The only identified non-profitable firm is as a result of poor management decision and lack of basic skill in the running of ecotourism business.

Rate of Return on Investments (RRI) was an instrument for measuring economic efficiency, along with Benefit-Cost analysis, Net Present Value (NPV) and Internal Rate of Return (IRR). All these instruments are important criterion in assessing the level of profitability of investments (Adeyokunu 1973, and Arenes 1998). As at present, the existing operators have to plough back their annual returns to remain in business. The study further showed that potential and existing investors require regular advice of expert or consultant in the field of tourism (NTDC, GTDC, FTAN and in some cases foreign expert among others) before establishment and for improved profitability thus reducing the risk of investments. Technical efficiency steps by private investors in tourism industry will demonstrate proportional distance functions, which simultaneously contracts input (cost) and expand output (benefit) for effectiveness in management, which will invariably open new possibilities with regards to administrative skill in ecotourism business.

Demographic factors do not affect investments as private ownerships in the industry cut across sex, age and level of education as revealed by the study. there are more male investors than

female, however the number of female staff outweigh the number of male counterpart. Furthermore, this study revealed ecotourism as a capital intensive, and commercial banks are not easily accessible to offer substantial loan to investors. The reason for this poor loan facility could be attributed to inability of most investors to meet collateral conditions being demanded for by banks as prerequisite for loan facility. Besides this, the perception of financial institutions that ecotourism industry is yet to be fully established in the state debar serious financing of the sector in the face of alternative competitive sectors.

Moreover, this study reveals the Ogun state government must see it as necessity the full implementation of tourism policy spelt out in the gazetted tourism booklet of the state. Incentives policy for private investors is ideal; however government needs to re-evaluate its policies on public-private-partnership (PPP) in ecotourism in other to woo substantial investors as against the present poor performance record of 5.7% and 13.0% of hospitality investors and ecotourism site investors in the sector. In addition, this study further revealed poor local tourism culture among the populace whom were mostly the end users of the ecotourism industrial services, there should be aggressive sensitization and education programme for the public on the benefit inherent in right attitude towards ecotourism patronage. Lastly, all identified militating factors to private investments in ecotourism were as result of man decision. All these human created problems could be corrected for improved investments climate.

5.3 RECOMMENDATION

The outcome of this thesis would make the following recommendations in other to bring about the full benefits of private investments in ecotourism industry to Ogun state economy development.

5.3.1 INFRASTRUCTURAL DEVELOPMENT

5.3.1.1 Transportation:

Tourism is anchored on tour and the role of transportation in tourism industry could not be overemphasized. Getting to tourism destination with easy is a crucial factor to the promotion of the growth of the industry. Most of the major roads and its facilities in the state are in their needs of repair. Ogun State Road Maintenance Agency (OGROMA) whose primary function is

road maintenance and repair need to be repositioned and strategized to meet the challenges of regular repair of bad road in the state. Furthermore, Ogun state has many naturally endowed Rivers such as Oni, Oyan, Yewa and lagoon part of the state among others. These rivers could be explored for development of water transportation in the state.

5.3.2 Pipe Borne Water

There should be more construction of water treatment plant for the improved supply of water hygienic water supply tourism investments sites. Expansion of Yemoji natural pool water scheme, River Ogun water scheme River Yewa water scheme Odo-Oni water scheme.

5.3.3 Independent Power Project (IPP)

Modern day tourism business relies heavily on regular supply of electricity. The state as present is experiencing irregular power supply. The state government can enter into agreement with private investors in electricity to improve on power supply by generating additional power from the use of biofuel technology (use of sugar cane beat which is abundant in Papalanto, Ewekoro LGA, as it is done in Brazil and many Latin America countries.).

5.3.4 Tourism Loan Scheme (TLS)

As far back as March 2006, the federal government has pegged interest rate on agriculture loans to 14% (CBN, 2008). A gesture such as this Or similar packages by the state for ecotourism industry will be an ideal concept for growth of the sector. A good capital base is required for the ecotourism industry to perform maximally in the state. This is not forth coming for now, probably most of the investors lack what it takes to get loan from financial houses or the high interest rate (22% - 25%) charged by financial institutions. The state government should create a Tourism loan scheme (TLS) or special fund unit for the development of tourism industry as obtained in Agricultural sector.

The state headquarter of this loan scheme should be sited in Abeokuta the state capital, while branches are to be located in Ijebu-Ode, Ilaro and Ota which are the zonal economical

headquarters of the state. This would be for small, medium and large scales. This scheme should have modalities that will make it easily accessible to genuine investors and for loan retrieval.

5.3.5 Man Power Development Strategies

Personnel development should start from cradle, the state government need to establish state college of Tourism for research and personnel development. This will open people's mind to tourism business and give them the necessary skill for management. Government should as well provide regular/ quarterly workshop and seminar for tourism personnel who are already in the business, and also, other stakeholders and prospective investors. In addition to the above, private investors should be encouraged to organize similar programmes within themselves. Participation in regional and international conference will go along way in improving the fortune of the sector.

5.3.6 Improved Budgetary Allocation

The breakdown of state budgetary for the past ten years indicated poor allocation to tourism sector. This has to change. Allocation to tourism sector must improve tremendously if the objectives of attracting substantial investors are to be realized.

5.3.7 Proper Business Registration

Private investors should note that there are numerous values attached to full business registration. It will offer them full government support and recognition in the long and short run, and improve their economic chance of acquiring loan from financial institutions.

5.3.8 Provision of Formidable Security Services

Ogun state government must improve on the provision of complimentary security network to that of federal government to wade off criminal in the state. Good climate for investments has along way in guarantee sustained investments in the industry.

5.4 **Suggestion for further research**

Similar work on private sector investments in ecotourism industry could be extended to some other states or region in Nigeria; this will highlight the potential value inherent in Ecotourism industry as a tool for state development.

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APPENDIX 1

QUESTIONNAIRE

SECTION A

SOCIO-ECONOMIC BACKGROUND

1. Sex of investors. Male Female
2. What is your educational qualification? (A) WASCE (B) OND/NCE (C) UNIVERSITY DEGREE
3. What is your Nationality? (A) Nigeria (B) European (C) American (D) Others
4. How do you get involved in tourism business?
.....
5. How long have you been in this business?
6. What class would you put your firm? (A) small scale (B) medium scale (C) large scale
7. Are you into joint venture investments? (A) Yes (B) No
8. If yes, state with whom (A) Government (B) Partnership with other private
9. Mention types of tourism business you are involved in? (A) State owned tourism site (B) Pure privately owned site (C) joint venture with state government or joint private partnership (D) Promotion of cultural heritage.
10. Do you invest in tourism business elsewhere outside Ogun State? (A) Yes (B) No, if yes, where? (a) Nigeria (b) ECOWAS (c) Africa (d) Others
11. How do you acquire the land/site you operate on? (A) Purchase (B) lease (C) government offers (D) Others
12. List all charges/payment due to government for establishment and running of the tourism business.....
13. How long does it take you to process all the necessary documents for registration of yours business
14. Do you receive subvention from government during and after the establishment of your tourism business? (A) Yes (B) No (C) Undecided
15. If yes state them

16. Give aspect of tourism that you invested in (A) Recreation site (B) Resort park (C) Hotel / Accommodation (D) Casino and Entertainment site (E) Catering & Eatery services (F) zoological / Botanical garden (G) Beach / Lake Cruise (H) Sport Site (I) Art Gallery (J) Hall & space
17. What are your sources of labour? A. casual B. permanent staff C. hired worker
18. What is your worker strength?
19. What are your basic goals of investing in tourism
20. How far has the objectives been achieved?
21. Give the minimum and maximum price charged per service in your site.

Year	minimum price charged	maximum price charged
2006		
2007		
2008		
2009		

22. How fast are the expected returns on investments?
23. How do you raise fund for the establishment of your firm?
24. Does financial institution readily give loan for your investments in tourism? (A) Yes (B) No (C) Undecided.
25. List type of visitors to your site.....
26. What are the problems encountered by your firm in operation? (A) Patronage (B) Shortage of skilled labour (C) Power supplies (D) Others.
27. Poor contribution from other stakeholders in tourism makes its development slow. (A) Yes (B) No (C) Undecided
28. What is the level of development of tourism in the state now that private investors are involved?
29. What can you say about the future of tourism in Ogun state in the nearest future?

30. Are there any private associations that represent the interest of private practitioner in tourism business? (A) Yes (B) No (C) Undecided
31. Are there any sections of the tourism policy that protect the interest of private investors?

32. Is there a forum of meeting between government and private investors (A) Yes (B) No. if Yes how often?
33. Is visitor patronage of your site encouraging? (A) Yes (B) NO (C) Undecided.

Please indicate the average number of visitor/tourist to your site in the following year.

YEAR	Average Number Visitor/Tourist
2006	
2007	
2008	
2009	

34. Does your firm/association support research and technology that will ensure that private participation can lead to sustainable tourism industry? (A) Yes (B) NO (C) Undecided.
35. Do you think government need to encourage more private investments in tourism sector? (A) Yes (B) No (c) Undecided. Give your reasons

36. Would you say tourism is worth investing in for now in Ogun State? (A) Yes (B) No (C) Undecided
37. Would you rate Ogun state as tourist destination? (A) Yes (B) No (C) Undecided
38. What further assistance do you hope to get from the government as a private investors?

39. Do you think restructuring of state tourism Board is necessary? (A) Yes (B) No (C) Undecided

40. Is Ogun state tourism master plan working? (A) Yes (B) No (C) Undecided

41. What are your recommendations for improved private investments in tourism?.....

.....
.....
.....
.....

SECTION B (FOR INVESTORS IN ECOTOURISM SITE)

MILITATING AND PROMOTING FACTORS TO PRIVATE INVESTMENTS IN ECOTOURISM SITE

42. What is the level of infrastructural facilities development in Ogun state?

- | | | | |
|-----------------------------|---------|---------|--------|
| I. Condition of road | A. GOOD | B. FAIR | C. BAD |
| II. Portable water | A. GOOD | B. FAIR | C. BAD |
| III. Power supply | A. GOOD | B. FAIR | C. BAD |
| IV. Waste management | A. GOOD | B. FAIR | C. BAD |
| V. Communication facilities | A. GOOD | B. FAIR | C. BAD |

43. Evaluate the living standard of citizenry and its effect on ecotourism patronage in Ogun state

- | | | | |
|----------------------------|---------|---------|--------|
| I. Unemployment | A. HIGH | B. FAIR | C. LOW |
| II. Underemployment | A. HIGH | B. FAIR | C. LOW |
| III. Poverty rate | A. HIGH | B. FAIR | C. LOW |
| IV. Low per capital income | A. HIGH | B. FAIR | C. LOW |

44. Examine workers attitude towards private tourism site patronage and its effects on tourism development in Ogun state

- | | |
|---|------------------------------|
| I. Lengthy working hours and overtime affects patronage | A. Yes B. No C. Indifference |
| II. Many private companies do not grant leave for their staff | A. Yes B. No C. Indifference |

- III. Most workers on leave use it to promote private business. A. Yes B. No C. Indifference
 IV. Ignorance among people about tourism affects patronage A. Yes B. No C. Indifference

45. In what way does inconsistency in ecotourism industrial policies affect private investments in Ogun state

- I. Arbitrary change of tourism policies A. Yes B. No C. Indifference
 II. Lack of monitoring team on policies A. Yes B. No C. Indifference
 III. Partial implementation of tourism policies A. Yes B. No C. Indifference

46. Investors' opinion on ecotourism industrial funding by Ogun state government

- I. Poor Budget funding of Ecotourism industry A. True B. False C. Indifference
 II. Untimely release of fund for the tourism industry A. True B. False C. Indifference
 III. Least consideration of the sector A. True B. False C. Indifference
 IV. Problem of uncompleted project by governments A. True B. False C. Indifference

47. State how the security situation in Ogun state affects private investments in ecotourism industry?

- I. Ethno-religious conflict is not uncommon A. True B. False C. Indifference
 II. Political crisis is rampant A. True B. False C. Indifference
 III. Crime rate is high A. True B. False C. Indifference
 IV. Robbery, murder, arson A. True B. False C. Indifference

48. What are the effects of government revenue agencies on ecotourism sector in Ogun state?

- I. Multiple taxation of investors A. True B. False C. Indifference
 II. Unending levies by different agencies A. True B. False C. Indifference
 III. Harassment from government agencies A. True B. False C. Indifference

49. Critically evaluate the degree of publicity and sensitization packages on ecotourism investments in Ogun state

- I. Weak Sensitization programme A. True B. False C. Indifference
- II. Insufficient outdoor advertisement A. True B. False C. Indifference
- III. Lack of advertisement in native language A. True B. False C. Indifference

50. How does Nigeria national economic performance affects ecotourism growth in Ogun state

- I. Poor Gross Domestic Product (G D P) A. True B. False C. Indifference
- II. Weak Naira Value to foreign Exchange A. True B. False C. Indifference
- III. Unstable Economic situation A. True B. False C. Indifference

**PROMOTING FACTORS TO INVESTMENTS IN ECOTOURISM INDUSTRY IN
OGUN STATE**

51. Private tourism investments in Ogun state economy is influenced by

- I. Heavy presence of financial institutions A. True B. False C. Indifference
- II. Active functioning of all industrial zones in the state A. True B. False C. Indifference
- III. Fast growth of commercial activities in Ogun state axes A. True B. False C. Indifference

52. The role of high varied tourism potential on private investments in Ogun state.

- I. Does the diverse ethnic tourism potential of Ogun state promote private investments?
A. True B. False C. Indifference
- II. Does the rich cultural tourism of Ogun state encourage private investments?
A. True B. False C. Indifference
- III. Does the beautiful natural landscape of the state promote private investments?
A. True B. False C. Indifference
- IV. Does the many historical attractions of the state a potential to tourism investments?
A. True B. False C. Indifference

53. Expanding population as potential market for private ecotourism investments in Ogun state

- I. Does fair number of literate population in the state a blessing to tourism?
A. True B. False C. Indifference

II. Does teeming working population in the state a promoting factor to tourism investors?
A. True B. False C. Indifference

III. Does emergence of many private housing estates/development a tourism promotion?
A. True B. False C. Indifference

IV. Does Ogun state being the largest number of tertiary institution in Nigeria a tool for private investments A. True B. False C. Indifference

54. The influence of proximity of Ogun state to Lagos and neighbouring Benin Republic on promotion of private investments in tourism in Ogun state

I. Ogun state bordering Lagos State by six LGA is investments blessing ?
A. True B. False C. Indifference

II. Is fast development of the state gazetted industrial areas of Sago-Ota, Agbara, Mowe and Ibafo is good for tourism investments? A. True B. False C. Indifference

III. Does short minutes drive to economic capital of Nigeria (Lagos state) from Ogun state a blessing to tourism investments? A. True B. False C. Indifference

IV. Doe the presence of four international routes linking Ogun state with Benin Republic an investments promotion for tourism? A. True B. False C. Indifference

55. The presences of abundant untapped ecotourism resources and private tourism investments Ogun state

I. Does rich wildlife resources in the state a promoting factor to private investments in tourism industry? A. True B. False C. Indifference

II. Does different ecological zones of the state have positive impacts on private tourism investments? A. True B. False C. Indifference

III. Does forest reserves resources of the state a potential factors for tourism investments?
A. True B. False C. Indifference

56. Business environment and ecotourism development in Ogun state

- I. Do you enjoy tourism associations' support (cash/kind) in your investments? A. True B. False C. Indifference
- II. Is there community support for investors? A. True B. False C. Indifference
- III. Is there Good Memorandum of Understanding with government? A. True B. False C. Indifference

SECTION C

EXISTING POLICES ON TOURISM INVESTMENTS IN OGUN STATE

57. Government tourism policies and its effects on private establishment of ecotourism enterprises in Ogun state?

I. Is land allocated to you as private investors from identified government tourism zones?

A. Yes B. No C. indifference

II. Does the government promote private tourism business through direct or indirect investments in your projects/investments? A. Yes B. No C. indifference

III. Is your investments government approved/registered? A. Yes B. No C. indifference

IV. Does the state government have any input at any stage of establishment of your business? A. Yes B. No C. indifference

58. Ogun state policies on tourism incentives and private investments in ecotourism industry

I. Is there tax rebate on loan in your investments as promised by the state government? A. Yes B. No C. indifference

II. Do you enjoy tax holiday on your tourism venture? A. Yes B. No C. indifference

III. Is there privilege of soft loan on tourism investments as promised by government? A. Yes B. No C. indifference

59. Requirements for annual operational registration of private ecotourism business in Ogun state

I. Is yearly tenement Payments to the state government required?

A. Yes B. No C. indifference

II. Is Corporation Affairs Commission (CAC) registration compulsory?

A. Yes B. No C. indifference

III. The Gateway Tourism Development Corporation registration (GTDC) approval is crucial since it is the state regulatory agency on tourism. A. Yes B. No C. indifference

IV. The Nigeria Tourism Development Corporation (NTDC) fees must be paid since it is the federal government regulatory agency on tourism. A. Yes B. No C. indifference

V. Local Government fees payment is mandatory. A. Yes B. No C. indifference

60. Ogun state government maintenance culture of infrastructural facilities in the state

I. Does the government provides reliable mechanism for sustenance of available infrastructural facilities in Ogun state? A. Yes B. No C. indifference

II. Does available infrastructural facilities in Ogun state sufficient for ecotourism industrial development? A. Yes B. No C. indifference

III. Do you think there is need for provision of more infrastructural facilities for ecotourism growth? A. Yes B. No C. indifference

61 Ogun State Regulations of Ecotourism Industry

I. Prompt regulation of ecotourism operation in the state. A. Yes B. No C. indifference

II. Standardization of tourism operation. A. Yes B. No C. indifference

III. Categorization of ecotourism industry in the state. A. Yes B. No C. indifference

62. Mode of ecotourism policies formulation in Ogun state

I. Does the state government through its agencies formulate the tourism policies all alone? A. Yes B. No C. indifference

II. Do stakeholders have significant contributions to ecotourism policies formulation in the state? A. Yes B. No C. indifference

III. Is there room for contributions to ecotourism policy formulation from interested members of the society? A. Yes B. No C. indifference

63. Ogun state policy on research and marketing strategies for ecotourism industry

I. Does Government conducts or sponsor research on ecotourism industry development? A. Yes B. No C. indifference

II. Does the government aggressively market the state tourism industry? A. Yes B. No C. indifference

III. Does the government encourage formation of professional bodies in Ecotourism industry? A. Yes B. No C. indifference

IV. Is there enough sensitization of local people on benefits of tourism? A. Yes B. No C. indifference

64. Position of Ogun state government on the role of workshop and conferences/seminar on private investors in ecotourism industry

I. Does the government organized regular workshop on tourism development in the state? A. Yes B. No C. indifference

II. Is there symposium at regular interval for private investors at cheap cost or no cost? A. Yes B. No C. indifference

III. Does the state ministry of tourism (GTDC) provide expected information to investors on available ecotourism workshop/seminar/conferences? A. Yes B. No C. indifference

65. Ogun state complements the effort of federal government on provision of security for tourism growth

I. Does Ogun state provide paramilitary equipment to security agents in the state? A. Yes B. No C. indifference

II. Does Ogun state encourage formation of community policing i.e. the vigilante group to complement Nigeria forces in state? A. Yes B. No C. indifference

III. Does Ogun state government Establishes more police stations in all necessary areas of the state? A. Yes B. No

C. indifference

SECTION D (FOR INVESTORS IN ECOTOURISM SITE) ECONOMIC (PROFITABILITY) ANALYSIS OF INVESTING IN ECOTOURISM SITE

66. ESTIMATED CAPITAL/COST OF INVESTMENTS IN ECOTOURISM

<u>ITEMS</u>	<u>EXPENDITURE AMOUNT (₦)</u>
i. Land (rent / lease or outright purchase)	
ii. Labour / personnel	
iii. Staff Salaries	
iv. Alternative powers (Generators, diesel and petrol)	
v. Source of portable water (borehole)	
vi. Vehicle and Equipment	
vii. Machinery	
viii. Van (optional)	
ix. Electricity	
x. Private securities	
xi. Building	
xii. Operational Levies & Charges	
xiii. Government approvals	
xiv. Miscellaneous Costs	

67. RETURN ON INVESTMENTS IN ECOTOURISM SITE

<u>S/N</u>	<u>Year</u>	<u>Revenue (#)</u>
1.	2006	
2.	2007	
3.	2008	
4.	2009	