

Impact of tourism in urban development and administration in Enugu state, Nigeria

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Abstract: *People are the greatest resource on earth. Hence people are known as human capital with the inherent and learnt abilities to determine what their society becomes; whether their society develops with exciting tourism facilities that attract visitors and earns their government revenues, creates employment, earns popularity and prestige, builds aesthetic cities/environments, or to remain stagnated and underdeveloped. Development when achieved, concentrated, and sustained in a place turns the place into urban centre with features of urban development which tourism is integral part of. However, this is a difficult task that many governments are facing and unable to achieve substantially. Thus, the paper investigates the extent which Enugu State government has utilized tourism in urban development. The method implicit in the study is qualitative survey research approach that gathered data through secondary means and descriptively content analyzed. Elitism/elite theory was employed in the analysis. Findings revealed among other things that Enugu State government has taken some identified steps to achieve urban development but paid little attention to tourism development. Therefore, efforts to urbanize the State at the moment do not incorporate tourism development, because they yielded no significant results in developing tourism industry. Recommendations were made as a way to harnessing tourism potentials of the State.*

Keywords: Tourism, urban development, urban administration, elitism, Enugu State, urban renewal

Introduction

Tourism nowadays is a booming business across the globe unlike before. Tourism serves as a huge income generation source to both government and private sector investors who are playing serious roles in developing tourist industry. The tourism industry has outperformed the growth expectation of the world economy for six consecutive times (World Travel & Tourism Council, 2017), thereby exceeding other crucial economic sectors such as oil exports, automobiles, and food productions (UNWTO, 2016). Therefore, tourism has the capacity to generate huge foreign earnings for countries that have seriously developed their tourism potentials. Such countries are especially seen in the developed societies such as Europe, America, Asia, etc. that are utilizing the opportunities provided by both nature and artificial creations to transform their environments into irresistible aesthetic values. They also do this by using human skills and education to create, build and develop highly cherished and valued aesthetic sites through the knowledge of man's creativities and development, thereby beautifying specific cities, towns, villages, etc. by equipping and providing specially comforts, relaxations, entertainments, leisure, enjoyments, luxury, serenity, security, pleasures, etc. that people pay to have access to. In this regard, tourism according to Northcote & Macbeth (2006), and Sorocovschi (2017) impacts the environment, and this is evident on the call for "sustainable tourism development". Hence tourism sector is a vital industry to study, research and develop, because of its global capacity (Ghanem, 2017; Sorocovschi, 2017). Twain (n.d.) remarked that tourism is the largest industry in the world.

Building and developing tourist cities or sites or centres of tourism as the case may be, is what attracts visitors especially those who go there on vacations, business meetings, holidays, honey moon, leisure, hosting of specific events in beautiful tourist sites, etc. have assisted to gather people from far and near to particular tourist centres where they stay temporarily and spend huge monies thereby beefing up the revenue generating capacities of the places they visited as tourist centres. Sorocovschi (2017) averred that tourism resources are diverse, and thus summed to cover the biotic, abiotic, economic, human, social and cultural factors or elements of the environment. Tourism, therefore, is integral part of economy of any place it exists (Simoni & Mihai, 2012). Consequently, tourism helps in urban development. It urbanizes a place through its supportive facilities.

To create a flourishing tourist business, there must be development of other essential requirements for conducive environment before people could trust to visit a place in fulfillment of their tourism aspirations. Such other essentials are public infrastructure like good network of roads, security, modern houses and facilities, state-of-the-art lifestyle, ceaseless water and electricity supplies, internet

with good speed, good governance, respect for human rights, etc. are factors in urban development that must be in a place and co-exist hand in hand with tourist facilities before getting a place modernized and developed into tourism that is capable of attracting people from across the globe. It is evidential that tourism brings development. Tourism co-exists with other factors of development in a society to harness economic potentials of a place. Therefore, variables of tourism must operate harmoniously in an environment or in a social milieu before a place gets urbanized and developed thereby attracting visitors seeking tourism voyage or experience. To this end, the objectives of the study are as follows: (1) to evaluate the efforts of the Enugu state government towards building a tourist friendly environment, (2) to trace the nexus between urban administration and tourism development

Need for the study/statement of the problem

What necessitated this study is the vitality to pinpoint the relationship between tourism and urban development, thereby emphasizing the roles tourism play in urban development and administration. Enugu State is apparently striving to achieve urban development, but tourism as an integral factor of urban development; income generation to the government, employment generation, means of gaining urban popularity, etc. appears to be neglected by different successive regimes in power, right from the return of civil/democratic rule in 1999 till date. Almost all the regimes in power have either shown negligent and unconcerned attitude and approach to tourism, or at worst contributed to the destruction of the inherent tourism potentials for development in the state.

More worrisome are the shocking destruction of the only government zoo in Enugu State metropolis and the allotment of the large expanse of the land where the zoo was located to the political elite class who built private mansions there. Rather, the government ought to have relocated the zoo to another place, rehabilitate the animals and brought in more new animals therein, equip the zoo and the staff, thereby modernizing it with the state-of-the-art facilities in zoo management. Not for the State government to destroy the only meaningful tourism facility (zoo) in Enugu metropolis, thereby killing that aspect of tourism in the State, with other negative implications accrual from the decision such as loss of jobs by those who worked there, deprivation of the masses and especially the younger ones from such pleasure and knowledge from such tourist visit to the zoo, etc. are serious concerns that necessitated the study.

Materials and methodology

The method implicit in the study is qualitative survey research approach. Secondary data were gleaned from textbooks, dailies, journal articles, Internet materials, government publications, etc. to descriptively content analyze the impact of tourism on urban development in Enugu State. The dependent and the independent variables (that is, tourism and urban development) were juxtaposed and analyzed within the context of the various sections the paper is segmented into, thereby bringing informed insights with concrete examples on the roles or impacts of tourism in urban development in Enugu state.

Theoretical framework of analysis

The theory employed in the analysis of this study is elite theory. Elite theory is a classic theory in political economy used in explaining the power of the ruling class in making and determining public policies and development and implementation, thereby controlling the society at large. Elitism, as a theory used in public policy, is what explains the power conferred on the elites as used in political decision making thereby determining the allocation of public goods, interest, values, resources - tourism inclusive, etc. by the ruling elite class in a society. The top bureaucrats who manage and administer state affairs according to Eze (1996) are the ones who provide directions to public policy and implementations thereby determining the will of the state, using expertise power confer on them by the state. To this end, it is apparent that it is the ruling elite class that determines the public policy and not as erroneously held to be determined by the masses through their demands and actions (Ezeodili, 2003; Mbah, 2014; Dye & Harmon, 1990; Anderson, 1979; Dye, 1975).

The elites play politics and once conferred with political power, they take charge of resource control and allocation (tourism inclusive) (Onah, Asadu, & Amujiri, 2022a) thereby determining “who gets what, when and how?”, and also the “authoritative allocation of values”, respectively (Harold Lasswell, 1934; Easton David, 1957). A perspective of public policy as a distributive tool in urban development and administration is channeled to the interest satisfaction of the elite class. In other words, Nwofia, Ugwu, and Onah (2018) noted that “public policies therefore represent the interest of the elites but are foisted over the masses through the intermediacy of the bureaucracy”. This account for the continuous state-of-the-art residents the elites live in urban communities popularly called Government Reserved Areas (GRAs), or highbrow areas, or High Costing Modern Estates, and equally the swift designation of certain places as urban centre, thereby injecting public funds in developing and transforming them into centres of attraction capable of stirring sensational tourism.

Theoretical application

In the application of the theory, it is obvious that the society is driven by the elites who have the political power to control the society thereby determining which area gets designated as urban centre and consequently developed, or not. The elites determine which places are designated as GRA, industrial zone or cluster, residential zones, commercial city, highbrow areas, high and/or low costing estates, etc. with state-of-the-arts facilities and standard modernization of the places thereby consequently making such places tourist

responsive/centre that attract visitors. Equally, it is the same elites who govern that make places ghettos or urban jungles with shanty structures springing up with lack of facilities due to government/elite corruption and neglect of those places (Onah, Asadu, & Amujiri, 2022b). Therefore, the development and the underdevelopment of a place is government's responsibility. Hence urban development is driven by government's actions and inactions. Therefore, tourism cannot exist successfully in a place without government (elites) consensus and political desire and will to make such a place a tourist centre by virtue of leveraging governmental power and resources to develop the place and equip it with modern day's tourist facilities to attract visitors from far and wide.

A good example of state government urban development achieved via tourism is the 'Obudu Cattle Ranch' in Cross River State, where the government invested in tourism thereby consequently developing the entire area in the bid to attract and make tourists comfortable. Hence the State government built good networks of roads by linking the entire Obudu town for easy ride and accesses to and fro the tourist facilities at Obudu, provided meaningful electricity in partnership with Electricity Company; provided security in the area, built hotels, etc. All these have created business opportunities that eventually commercialized the whole Obudu town as a result of locating and building a tourist facility therein, thus urbanizing and developing the town. Obudu Cattle Ranch according to Terwase et al. (2015) "has provided an avenue for many people, organizations and countries to host activities within the Obudu community. There are many hotels in Obudu today, which serve as a part of development of tourism activities. This and other activities being carried out in turn bring economic growth and development to both the individuals involved and the government of Nigeria". Unfortunately, this exemplified impact of tourism in urban development such as existing in Cross River State today, is yet to be experienced in Enugu State urban development drive.

Away from home, Dubai is today a well-known tourist country because of high quality state-of-the-arts development that saturates its cities and towns. Camilleri (2018) posited that government of Dubai "is currently evaluating the construction of a fast transport link through a hyperloop system that could potentially reduce travel times to tourists and residents alike. The hyperloop's vacuum-sealed pod transportation system is a futuristic passenger and freight transport system. Its promoters allege that this innovative technology could reach near-supersonic speeds". Tourism is mainly a government business and can earn any government huge revenue when a government develops its tourism to attract visitors en masse. Tourism and urban development co-exist; thus tourism is a strategy that helps any government to achieve urban development when appropriately utilized.

Literature review

Tourism: is a novel and emerging discipline in the field of academics and scholarship. Like other courses in the social sciences, tourism involves both academia and practitioners like travel agents, hospitality managers, etc. Tourism has to do with visits or acts of moving away from one place to another with the purpose of seeing and enjoying special features of particular environs. Tourism has to do with people moving from one environ to another for all purposes, such as excursions or day visits (Holloway & Taylor, 2006; Cooper, 2008). People travel far and wide for tourist purposes, but specifically, all travel both far and near have elements of tourism or are tourist oriented. Hence we have types of tourism such as international, domestic/local, short term, and long term tourisms. The need to accommodate all these variations in tourism according to Camilleri (2018) accounts for why the United Nations Conference on International Travel and Tourism in 1963 reached a consensus to adopt the term 'visitors' (other than residents) to describe persons visiting countries outside their own countries of origin.

People engage in tourism for different purposes such as business trip though usually short and unplanned (Swarbrooke & Horner, 2001), holidays, leave, honey moon, leisure, etc. Camilleri (2018) noted that no matter the type of travel/tourism people embark on, there must be harmonious cooperation among the four sectors: [(i) Transportation (ii) Accommodation (iii) Ancillary Services, and (iv) Sales and Distribution] upon which tourism revolves before activities of tourism could be successfully achieved. Tourism as emerging field has concept like "sustainable tourism development" cutting across all aspects of tourism. Tourism as a developing field also leads to novel concepts such as: "medical tourism", "governance tourism", "sports tourism", "urban tourism", "educational tourism", "cultural tourism", "agricultural tourism", "rural tourism", "ecotourism", "religious tourism" such as Nigerians annual pilgrimage - going to Mecca and Israel. To this end, Holloway & Taylor (2006), and Hall (2008) posited that tourists who visit other places outside their environs of residence whether individual or group engage in various activities irrespective of the destinations.

On the other hand, urban development is synonymous with urban administration, thus jointly used in this study context. This is because administration is for the purpose of ensuring or bringing development in a particular area whether urban or rural, hence we hear about such concepts like rural development, urban development, rural local government development, urban local government development, etc. The main actors in urban development are the government through the instruments of public administration, and the private sector investors.

Be that as it may, urban development or administration is a part of public administration that deals with the government policy implementation in respect to city management; planning and forecasting, coordination and control, organizing and evaluation of

results for the interest of the people dwelling in a particular area. Urban development is geared towards achieving urbanization. Ezeodili (2003, p. 16) posited that urbanization is related with socio-economic and technological processes of development; and the improvements brought through this phenomenon, when well taken care of, become useful tools of national development. This perspective summarily describes urban development. Therefore, urban administration or development is government in action through policies, legislation, programmes, and projects effectively implemented with the view to harness all the various positive and negative outcomes of urbanization towards realizing a sustainable and balanced development of city as a result of utilization of the gains of urban development and reduction of its unwanted effects. When urban development drive is achieved in a place, tourism is consequently ignited. Ewuim (2012), averred that “urban administration seeks to systematically study the governance and management of urban areas”. Therefore, a well developed and managed urban area becomes a tourism flash point.

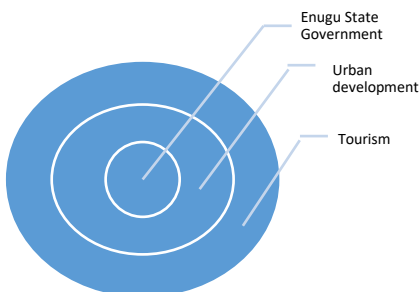
The nexus between tourism, urban development and administration

There is established link or relationship between tourism, and urban development and administration in the activities of the Government in Enugu state. There is interrelationship between the variables (tourism, and urban development and administration) thereby shaping and influencing each other in any environment. Thus activities of tourism affect the environment either positively or negatively, though in different scales, depending on the tourist capacity and other factors (Troanca, 2012). Hence urban environment and development drives and determines tourism to a large extent. This is because a tourist facility wherever located either in the rural or urban centre must first and famous be developed with other modern facilities that make live and staying or visiting the tourist site convenient before people could have interest to go there for tourism purposes. In this regard, Shoal (2018) noted that cities especially capital cities are intentionally designed and planned to be tourist attractions that represent the pride of the people as the cities draw visitors across the globe.

Also both tourism and urban development are driven by government policies and projects implementations through elite’s choices and consensus, whether through rural or urban administration. Rural administration revolves around the culture of a people in a particular community; hence tourism and culture according to Mordu (2007) are critical drivers of socio-economic development. As revealed in the theoretical framework and application, it is the elites who control the state via government machinery and ruling power that determine and designate places for development and by doing so; they determine tourism location, growth and development. They do these through laws, policies, projects allocations and funds released into specific choice of elite interest as depicted in the case of Cross Rivers State and Obudu Cattle Ranch tourist site. In tourism, urban government and administration targets development aimed at achieving sustainable tourism (Fondness, 2017; Nunkoo, 2017), which is dependent on environmental sustainability of cities and regions (Shahraki, 2022)

In the light of the above, government are the main determinant and go-between in tourism and urban development. Government makes both or either to thrive or dwindle at any point in time, having the power to allocate values and direct the flow/movement of development in every society. To achieve sustainable tourism, Sommer & Helbrecht (2017) argued that there should be plan to handle conflicts originating from urban tourism strategically by destination managers (government inclusive), because how today’s tourism conflicts is framed will affect future tourists and cities. Government policies and laws are implemented through urban administration. Therefore, these laws and policies should be well tailored to ensure ethical and sustainable environment where tourism thrives, following development of cities to accommodate good life worth seeking for, thereby attracting tourists who are to spend valuable resources in tourist cities adding to the economy. Tourism has a strong link with economic development of cities (Shahraki, 2022) hence tourism should not be taken for granted by any government seeking to develop its urban environment.

Figure 2: This diagram illustrates the nexus between tourism and urban development in the state.



Source: Onah et al., (2021)

Reasons for urban development and administration

There are so many reasons to carry out urban development and these reasons when effectively and efficiently achieved culminate into “urban tourism”. The reasons are as follows:

1. Cities emerge differently, both planned and unplanned, thus there is need to engage in urban development and administration of the cities to bring them to desired conformity and modern trending realities.
2. Development whether rural or urban is a continuous process of change that provides improvements in the environment, thus a necessary prerequisite for man.
3. To install modern facilities that make life better and enjoyable
4. To ensure sustainable development, leading to sustainable tourism development.
5. To achieve environmental sustainability and enhancement of quality of life of man in society.

Urban development efforts by Enugu state government

Government of Enugu State from 1999 till date has made some identifiable efforts towards urban development of the metropolis such as:

Urban renewal

Urban rehabilitation

Urban decongestion

Urban and town planning

Citing new elite communities like Coal City Estate, Zoo Estate, WTC Estate, HELIU, Golf Estate, etc.

Rehabilitation of roads in the city

Construction of the ongoing first flyover in Enugu State

Relocation of the Building Materials Market from Kenyatta to Enugu-Port Harcourt Expressway in Ugwuaji community

Creation of traffic control unit in the State Ministry of Transport to ease movements within the city, and installation of traffic lights

Creation of Enugu State Waste Management Authority (ESWAMA) for maintaining cleanliness in the city

Allocating and naming new communities outside the state capital with the view to decongest the city

Tourism development efforts by the Enugu state government

1. Redesigning Michael Okpara Square Park, now functional
2. Shoprite Mall (Polo Park)
3. Milken Hills road rehabilitation
4. National Museum of Unity
5. Enugu Golf Course
6. Ezeagu Tourist Complex
7. Awhum Cave and Water Fall
8. Ngwo Caves and Water Fall
9. Opi Lake, Iheneke Lake, Ogelube Lake, Nike Lake Resort
10. Etc.

Importance/prospects of tourism

Tourism plays vital roles in development of places such as:

1. Revenue generation
2. Employment creation
3. Enhances urban development
4. Tourism makes a place popular
5. Creates investment opportunities
6. Turns a place into commercial nerve
7. Preservation of culture
8. Tourism attracts respect to a people, their culture, etc.
9. Tourism creates and preserves history of a people and a place

Problems/challenges of tourism in Enugu State

The near absent of notable tourism and tourist development in general in the State is associated with the elite disinterestedness in transforming any place in the state into a tourist site. The urban decay witnessed in recent times attest to this fact. In general, the issues surrounding tourism in the State are as follows:

1. Elite disinterestedness or lack of consensus among the elites in developing tourism
2. Lack of political will on the political class to develop and transform cities into tourist centres
3. Corruption and looting of public funds thereby making it hard to have fund to pursue tourism development
4. Paucity of certain wonders of nature that could attract attention leading to developing such into tourism

5. Poverty is too high in the Third World countries that only a few have the financial capacity to embark on travel and tourism expedition, hence patronage to tourist facilities will be likely at low ebb.
6. Return on investment (RoI) in tourism takes time, and as a result of it, the political elite class who governs does not want to invest therein (tourism), because their tenure will likely expire and they vacate office before tourist projects they initiated and possibly completed begin to yield dividends to the State, hence they do not develop tourism.

Results and discussion

From evaluation of the efforts made so far towards creating a tourism friendly environment, it could be deduced that the efforts have not yielded any significant results towards developing tourism in the State. There is no single outstanding functional tourist site in the State managed well by the Government, that is popular or that attracts visitors and generates huge revenue to the government and employ labour in extensive way.

Worthy to mention is that most of the natural tourist creations in the State are neglected and not adequately paid attention to for developing them to standard tourist attractions. They lack other facilities that enhance development of tourism such as good network of roads, security, commercial activities, electricity, hotels for accommodation, reliable public transport system, hospitals, sporting facilities, etc. In fact, all the tourists sites in the State outside the few located in the State capital suffer the above plights thereby retarding tourism development. The contribution of tourism to urban development has not been felt in the State; hence the State is still backwards and highly underdeveloped despite being the capital of old Eastern region, and endowed with enormous human and material resources.

Remarkably, all the communities in the State where nature bequeathed wonderful and beautiful creations have not been turned into tourist sites. They are not wearing any different look from those communities that have no tourist sites, thereby signifying the absence of transformation of those beautiful works of nature to tourists' communities or urban development centres, which should have been the case as obtained in other places.

Conclusion

The findings of the paper suggest that the State has not done enough in the area of tourism development thereby losing the roles of tourism in urban development. The State has not built any significant, functional and income generating tourism facilities. Hence tourism in the state is still underdeveloped and underutilized due to government's neglect of this sector of the economy. Meanwhile the State is endowed with many natural phenomena and attractive sites which the government can easily harness to build a solid tourism business and economic base. Thus, the challenge to tourism development in the State is lack of political will. Once there is political will by the political elites, developing tourism in the State is easier, because nature has endowed the State with startup tourist sites to develop to standard thereby attracting visitors and earning revenue from tourism and consequently helping to achieve urban development in the State. But currently, this has not been done hence a significant aspect of urban development is lacking in the State.

Recommendations

Leveraging the insights from this study, the following recommendations are suggested to the State government as pathways to harnessing the natural endowments in the environment to create robust tourism business and achieve urban development:

1. Constitute a panel or a committee to identify all natural endowment sites in the State
2. Determine based on feasibility studies, which natural endowments are economically and commercially viable to be developed into tourism business
3. Upon identification of viable ones, call on private sector investors to partner with the State Government to develop them as tourist facilities or centres
4. The State Government should undertake full responsibility of creating accessible networks of roads to, within, and from the tourist sites, ensure constant supply of electricity, provide security, locate other institutions closer to the tourist sites to stir commercial activities, and build affordable hotels near-by tourist sites.
5. The State Government should move most of its seminars, workshops, trainings, conferences, annual general meetings, etc. to the locations of the tourist sites thereby drawing population and attention there in order for the people to have interest in visiting and using the tourist facilities.

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