



ASSESSING THE FACTORS THAT CAN ENHANCE OR HINDER COMMUNITY SUPPORT FOR ETHNO-CULTURAL TOURISM DEVELOPMENT IN SOME SELECTED LOCAL GOVERNMENT AREAS OF KADUNA STATE

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ABSTRACT

Major consideration affecting all aspects of tourism planning including fundamental decisions on attitude and policy is dependent on the extent to which either development or community support is to be given precedence. This paper attempts to assess the factors that can enhance or hinder community support for tourism development, a kind of symbiotic relationship in the harnessing tourism potentials. After all, tourism exerts both detrimental and beneficial influences on local community. It degrades irreversibly the very attractions which justifies and attract it, and on the other hand it enhances the socio-economic interest of the local people and authorities are challenged to appreciate the value of community support in tourism development. 316 semi structured interview were conducted on six different ethnic communities with varying ethno cultural tourism potentials. The result reveal that most resident communities are ready to support ethno-cultural tourism development in their community if they are going to benefit (economically), through job creation, infrastructural development and cultural revitalization. The paper recommends that planning and development of tourism should be geared towards ethno-cultural tourism as strongly advocated by local community to gain their support for a sustainable tourism development initiative.

Keywords: Community support, Tourism development, Ethno-cultural Tourism and Planning.

INTRODUCTION

Tourism development for long has been focused on tourist consumption needs that gave more emphasis to single product elements. In Nigeria this kind of development is manifested by the domineering role of wildlife-based and beach-based tourism in specific geographic regions. Government efforts to increase the share of cultural tourism attractions/ products within the last three decades has not achieved much due in part to lack of research on which aspects of ethnic culture, ethnic communities wish to be preserved for posterity and subsequently for tourism. In Nigeria, it is only the ethnic groups, whose cultural heritage is partly being exploited for tourism by hoteliers and tour operators. Much of the cultural heritage of Nigerians ethnic communities is only exhibited in the regional museums in the form of artifacts whereas the most significant cultural aspect are dying out as little efforts are expended towards its preservation for posterity and tourism (Falade, 2011; Kaltho, 2017).

Understanding local residents' reactions towards tourism development and the factors that may influence their reactions is essential in achieving a host community's support for tourism development. Therefore, residents' reactions towards tourism have been studied extensively by tourism researchers (Lankford, 2014; Lankford & Howard, 2014; McCool & Martin, 2014; Akis, *et al.*, 2016; Jurowski, *et al.*, 2017; Chen, 2020). These resident attitude studies frequently suggest that local residents' support for community tourism business affects their perception of tourism impacts including economic (Getz, 2004; Getz, 2006; Davis, *et al.*, 2008; Perdue, *et al.*, 2010), environmental, social, and cultural elements (McIntosh & Goeldner, 2016; Fesenmaier, *et al.*, 2016). Although tourism researchers agree that residents'

support is tight to economic, social, cultural, and environmental consequences, the structural effects of tourism impacts on local residents defines the level of support for tourism development and planning.

Karim and Wayland (2017); Hardy *et al.*, (2012) generally viewed development as avenue for improving the well-being of local communities and society at large. Development, consequently, must in whatever form aim at improving the general wellbeing of the people and their environment (Boumedine and Veirier 2013). Butler and Hinch (2016) suggested that to solve environmental and social problems today, alternative development strategies are indeed needed; indigenous tourism is surely one.

RESEARCH AIM AND OBJECTIVES

Aim

The aim of this study is to evaluate community support for ethno-cultural tourism development and characterize the development and spatial distribution of specific tourism resources of ethnic communities in Kaduna State.

Objectives

- To identify the demographic characteristics of the different ethnic communities.
- To assess the ethno-cultural factors that can hinder community support for ethno-cultural tourism development.
- To assess the ethno-cultural factors that can enhance community support for ethno-cultural tourism development.

Research Hypotheses

Some working hypotheses are formulated in order to statistically test some of the objectives of the research. The hypotheses are as follows:

Perceived Tourism Total Impact

- a) Tourism will not significantly enhance the perceived development of our community
- b) Tourism will not significantly hinder the perceived development of our community

THE STUDY AREA AND SCOPE

The study area is Kaduna State. Six LGAs purposively chosen because of its overwhelming concentration of some ethnic groups which gives a fair representation of individual ethnic community (Ubale 2016). The state has a population of 6,066,562 million (NPC, 2006) and occupies an area of approximately 46,053 square kilometers. The state has a population density of 130 people/sq km. Its population makes up 4.3% of Nigeria’s total population. The sampled LGAs are Jaba, Kagarko, Zaria, Kaura, Katchia and Chikun with 2009 projected

population of 1,639,621 having 836,523 males and 803,098 females.

MODEL USED IN THE ASSESSMENT OF LOCAL COMMUNITY SUPPORT FOR TOURISM DEVELOPMENT

Past research discloses that residents' support for future tourism is influenced by their perceived impacts of tourism. The above causal relationships between residents' support and tourism impacts are referred to as Tourism Development Theory. The theoretical underpinning is Social Exchange Theory, which proclaims that residents are likely to participate in an exchange with tourists if they believe that they are likely to gain benefits without incurring unacceptable costs. If residents perceive that the positive impacts of tourism development will be greater than the negative impacts, they are inclined to be involved in the exchange and, therefore, endorse future tourism development (Getz, 2004) in their community.

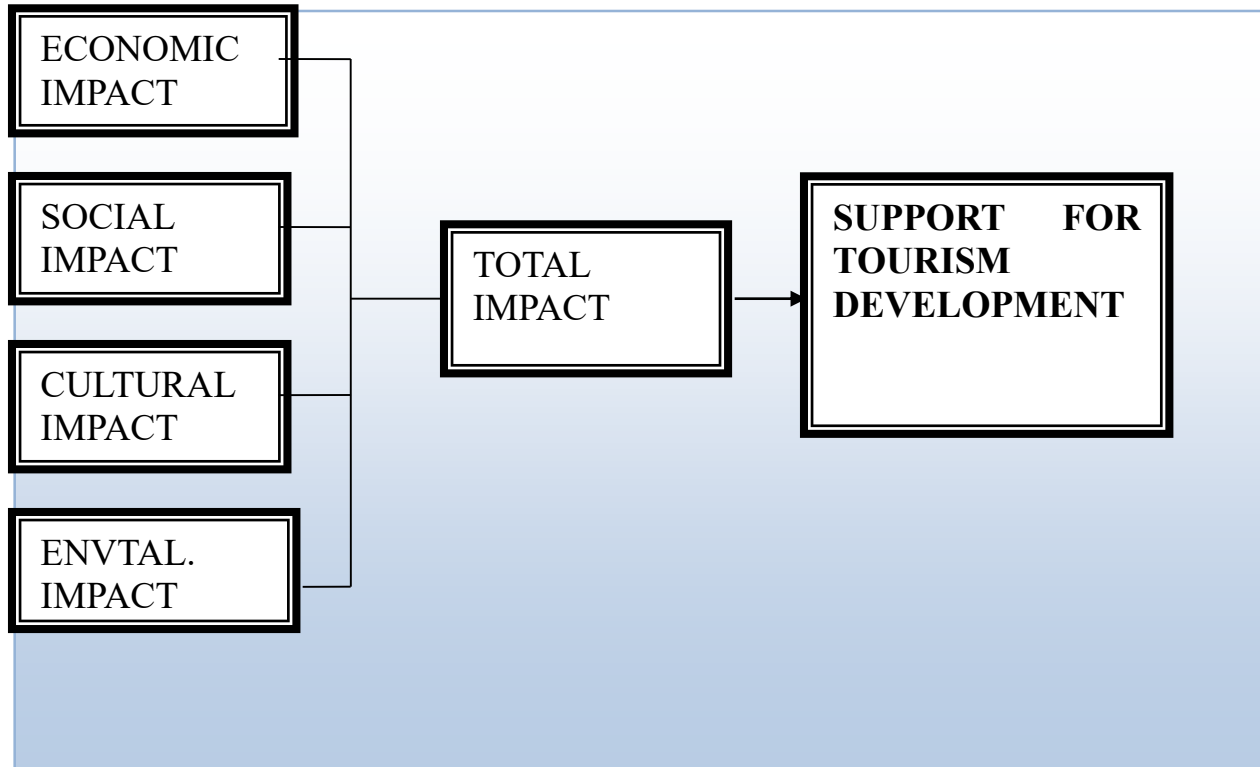


Figure 1: Community Support and Tourism Impact Assessment Model
Source: Lankford and Howard, 2014.

The model breaks down the perceived impact of tourism development into four areas: economic, social, cultural, and environmental impacts. The model examines the structural relationship among the dimensions of perceived tourism impacts, total impacts, and support for tourism development (Lankford, 2014; Lankford & Howard, 2014). The tourism impact dimension influences total tourism impact, which affects the support for tourism development.

METHODOLOGY

Sample Design and Population

Multi-stage sampling technique was adopted for this study. Firstly, six local governments’ areas were chosen purposively because they accommodate different ethnic and cultural diversity within the state, representing about 33% of the total number of 23 LGAs in the state and have an estimated population of 1,639,621 (NPC, 2006). The selected LGAs are also heterogeneous in terms of ethnicity, culture and religion as shown in table 1 below.

Table 1: Disproportionate Distribution of Sample Size:

No.	LOCAL GOVT. AREAS	ETHNIC COMMUNITIES	DISTRICTS IDENTIFIED	SAMPLE SIZE
1	JABA	HAM	NOK DADDU DUNYA KWOI AND FAI	45
2	KAGARKO	FULANI	KAGARKO JERE NORTH JERE SOUTH	45
3	ZARIA	HAUSA	WAJE TUKUR TUKUR DUTSEN ABBA AND ZARIA DAKWAYE	71
4	KAURA	KAGORO, MORO'A AND ATAKAR	KADARKO KPAK MALLAGUM TUM TAFAN	55
5	KATCHIA	ADARA AND JABA	KUFANA KALLA KATARI	45
6	CHIKUN	GBAGYI AND OTHERS	CHIKUN GAYAN KUJAMA KURIGA	55
TOTAL				316

Source: Researchers Compilation, 2019

METHODS OF DATA COLLECTION**Semi-Structured Interview**

Semi-structured interview was administered to 316 respondents selected in the study area. The interview schedule contains questions on the respondents' demographic characteristics and their views on factors that can hinder or enhance community support for ethno-cultural tourism development in Kaduna State.

RESULTS AND DISCUSSIONS

This section focuses on the discussion of results of the field survey data following their presentation and analysis. The use of descriptive statistics, such as mean, percentages, frequency, photographs, maps and tables are employed.

Demographic Characteristics of Respondents

The responses were gathered through interview schedule. The respondents were 316 adults selected from the study areas. The demographic characteristics of respondents are hereby explained as follows:

Sex Characteristics of Respondents:

Age and sex are important demographic variables and the primary basis of demographic classification. Table 4 shows the percent distribution of interviewed respondents (ethnic community adults) by sex at the time of the survey. There is preponderance of male adults over females. Thus, approximately 8 in 10 of the respondents are males and only 2 in 10 of them are females. This happened because there were

more male adults than female adults in the population sampled and the male tends to be more concerned with tourism related activities than the females.

Age Structure of Respondents:

In terms of age structure of the respondents, the elders are more in the survey, followed by the youths, while the aged are the last. The frequencies and percent distribution are shown in table 4. As a matter of fact, the elder's groups are more economically active in every society and they partake more in viable business ventures like tourism investment.

Marital Status Characteristics of Respondents:

Table 2 further shows the percent distribution of respondents by marital status at the time of the survey. The predominance of married people as respondents may not be unconnected with the fact that marriage is one of the primary indicators of being a responsible person in the society and that made the rate of married respondents is on the increase was because of the belief that tourism development could improve their family life and well-being.

Ethnic Group of Respondents:

Table 2 revealed that the six ethnic groups are predominantly concentrated in the selected ethnic communities, confirming the selection of the ethnic groups in the survey based on the research of Ubale, 2016.

Table 2: Demographic Characteristics of Respondents

S/No.	Profile	Frequency	Percent (%)
1.	Sex		
	Male	251	79.43
	Female	65	20.57
	Total	316	100
2.	Age		
	Youth	115	36.39
	Elders	175	55.38
	Aged	26	8.23
	Total	316	100
3.	Marital Status		
	Married	251	79.43
	Single	60	18.99
	Widow	05	1.58
	Total	316	100
4.	Religion		
	Muslims	115	36.39
	Christians	185	58.55
	Traditional Religion	16	5.06
	Total	316	100
5.	Ethnic Groups		
	Ham	45	14.24
	Fulani	45	14.24
	Hausa	71	22.46
	Kagoro	55	17.41
	Adara	45	14.24
	Gbagyi	55	17.41
	Total	316	100

Source: Researchers Fieldwork, 2019

Religious Affiliation of Respondents:

Table 2 shows the respondents' religions indicates that Christians constitute a larger percentage of the survey and this is because the sampled study area are predominantly dominated by the Christians because of the higher diversity of ethnic groupings in the area. The Muslims have fewer ethnic divisions; they are mainly Hausas, Fulani's and some few Gbagyi's. The traditional religions recorded in the survey are among the Gbagyi's and Adara's. The concentration of Christians and Muslims in the selected ethnic communities is also a demonstration of the influence of religious practices in the life of the people which must have contributed to the tourism potential overhang within communities.

COMMUNITY SUPPORT AND IMPACT OF ETHNO-CULTURAL TOURISM DEVELOPMENT

Past research discloses that residents' support for tourism project development is influenced by their perceived impacts of tourism. The above causal relationships between residents' support and tourism impacts are referred to as tourism

development theory. In this study, these relationships are further broken down (perceived impact of tourism development) into four areas: economic, social, cultural, and environmental impacts. The consequential relationship among the dimensions of perceived tourism impacts, total impacts, and support for tourism development. Hypothetically, each tourism impact dimension influences total tourism impact, which affects the support for tourism development (Lankford, 2014; Lankford & Howard, 2014).

The findings of the study revealed the four tourism-impact constructs pertaining to economic, social, cultural, and the environmental impacts and the result of the total impact and subsequently interest of community support for tourism development.

The Economic benefit accruing to the local community and the state is the same as it happens in other forms of tourism. More employment, higher income, improved standard of living etc. are some of the benefits as shown in table 3.

Table 3: Perceived Tourism Economic Impact (n=316)

S/No.	Item	Mean	Std. Deviation	Remark
1	Tourism has created more jobs for your community	3.5981	1.14081	Agree
2	Tourism has attracted more investment to your community	4.0190	.99504	Agree
3	Tourism has led to more spending in your community	4.1899	.99620	Agree
4	Our standard of living has increased considerably because of tourism, in terms of income and social amenities	1.8576	.88836	Disagree
5	the prices of goods and services have increased because of tourism	2.6994	1.38980	Agree
6	Tourism has given financial benefits to local people and small business, through provision of accommodation, restaurants and sales artifacts.	3.7310	.88396	Agree
7	Tourism revenues are more important than revenues from other industries for local development	4.0158	1.36501	Agree
8	Tourism improves the instrumental development of your community	3.8987	1.39700	Agree

Source: Researchers Fieldwork, 2019

A positively strong agreement is observed between the local community on the perceived economic impacts of tourism development. It implies that the resident's community believed that tourism will create more jobs ($M=3.59$), attracts more investment in their community ($M=4.01$); Tourism has led to more spending in your community ($M= 4.18$); the standard of living of the people has increased considerably because of tourism ($M= 1.85$), Tourism improves the instrumental development of your community ($M= 3.89$).

Majority of respondents are more interested in job creation, investment and infrastructure development as the major benefits anticipated from ethno-cultural tourism development. This is an indication that the perceived economic impact of ethno-cultural tourism development in the study area is very positive and will

enhance community support for ethno-cultural tourism development, which is agreement with theoretical framework used in this study (Ojo, 1978; Jurowski *et al.*, 2019).

Social Impact of Ethno-cultural Tourism Development

Table 4 results suggest that regardless of the perceived benefits of tourism development, residents perceived tourism as a development, which creates social problems. Respondent's agreed that high spending tourists have negatively affected their way of life accounting for the overall mean of 3.32; Tourism has increased the crime rate such as, stealing deception commodification of cultural products and lack of authentication of cultural products ($M= 3.27$).

Table 4: Perceived Tourism Social Impact (n = 316)

S/No.	Item	Mean	Std. Deviation	Remark
1	High spending tourists have negatively affected our way of life	3.3291	1.50952	Agree
2	Tourism provides more social amenities likes parks and recreational areas for local residents	4.0095	1.01883	Agree
3	Local residents have suffered from living in a tourism destination are	2.5886	1.47844	Neutral
4	Improving public tourist facilities is a waste of tax-payer money	2.7848	1.33971	Agree
5	Tourism has brought about changes in community behavior leading to prostitution, begging and abandoning local materials	4.2342	.70973	Agree
6	Tourism has increased the crime rate such as, stealing deception commodification of cultural products and lack of authentication of cultural products	3.2722	1.41712	Agree

Source: Researchers Fieldwork, 2019

It is overwhelmingly agreed that tourism will bring about changes in community behavior ($M= 4.23$). Like in many other cultural tourism destinations, it is through the employment in the tourism related organizations in the study areas that opportunities for interactions between the ethnic communities and tourists arise.

Cultural Impact of Ethno-cultural Tourism Development

Cultural impacts and local community support for tourism development reveals that local residents perceived tourism as a development that provides cultural identity and activity, cultural exchange, and valuable meeting experiences with tourists as shown in table 5.

Table 5: Perceived Tourism Cultural Impact (n = 316)

S/No.	Item	Mean	Std. Deviation	Remark
1	Tourism as a vehicle for intercultural dialogue and cross-cultural understanding e.g. interact, exchange stories, ideas and objects, and create a shared feeling of human belonging.	2.9778	1.56230	Agree
2	Tourism can revitalize our cultural dispositions and local community consciousness	3.3323	1.34532	Agree
3	Investment in cultural tourism development can be a kind of economic and investment diversification for the community	4.3734	.57992	Agree
4	Tourism can enhance community cultural development through tourist movement and exchange goods and services	4.6614	.48720	Agree

Source: Researchers Fieldwork, 2019

Respondent's agreed that tourism can be a vehicle for intercultural dialogue and cross-cultural understanding e.g. interact, exchange stories, ideas and objects, and create a shared feeling of human belonging (M= 2.97). Respondent's are also of the opinion that Tourism can enhance community cultural development through tourist movement and exchange goods and services meeting tourists from other regions will be a valuable experience that will bring about better understanding of other culture and society (M= 4.66).

All the ethnic communities agreed that cultural impact of ethno-cultural tourism will positively influence resident community support for tourism development.

Environmental Impact of Ethno-cultural Tourism Development

The perceived environmental impacts were supported in table 6, suggests that local residents disagreed that tourism development creates traffic congestion, noise and pollution (M= 1.42), crowding, and destruction of the natural environment. However, the environmental impacts to support for tourism development suggests that the environmental impacts were negatively associated with support for tourism development. Thus, the less environmental impacts residents perceive the more support they have for tourism development.

Table 6: Perceived Tourism Environmental Impact (n = 316)

S/No.	Item	Mean	Std. Deviation	Remark
1	Tourism has resulted traffic congestion, noise and pollution	1.4272	.61548	Disagree
2	Construction of hotels and other tourist facilities have destroyed the natural environment	1.7785	.60289	Disagree
3	Tourism has resulted in unpleasantly overcrowded mountains, rivers, parks and also distorting the ecosystem of our environment	4.3006	.51775	Agree
4	tourism will increase environmental awareness in your community	4.5538	.56368	Agree

Source: Researchers Fieldwork, 2019

Tourism can degrade the environment, when visitors generate waste and pollution (air, water, solid waste, noise, and visual). Natural resource attractions can be jeopardized through improper uses or overuse. Providing tourist services can alter the landscape's appearance. Though respondent' agreed that tourism will increase environmental awareness in your community. Lankford and Howard, (2014) are also in support of this outcome that opportunities for the conservation and preservation of natural areas are also paramount to the residents' communities.

Total Impact of Ethno-cultural Tourism Development

The goal of developing the tourism industry in a community is maximizing selected positive impacts while minimizing selected potential negative impacts. The finding in table 7 shows tourism total impact in relation to community support is very high despite the social and environmental perceived impacts to tourism development. Respondents are still in agreement that the benefits of tourism are greater than the costs to the people in the different ethnic communities (M= 4.21).

Table 7: Perceived Total Tourism Impact (n = 316)

S/No.	Item	Mean	Std. Deviation	Remark
1	Do you agree that tourism will enhance the perceived development of your community?	4.2152	.93498	Agree
2	Do you agree that tourism will hinder the perceived development of your community?	1.8386	.90285	Disagree

Source: Researchers Fieldwork, 2019

The findings of the study confirm the existence of four tourism-impacts constructs pertaining to economic, social, cultural, and the environmental impacts. The economic and social impacts are positively associated with the total tourism impacts, while

cultural and environmental impacts negatively affect the total tourism impacts. In addition, perceived cultural and environmental impact is found to affect local residents' support for tourism development. The direct negative effect of

environmental impact on tourism support indicates that local residents are highly concerned with the negative effects of tourism development on the environment.

created negative environmental impacts, the total impact to enhance tourism development is positive with a mean of 4.21 in table 7. This positivism indicates that residents' perception of overall impacts of tourism development was positive and residents perceived that the benefits of tourism were greater than the costs of the tourism.

The Perceived Community Support for Ethno-Cultural Tourism Development

Even though residents perceived that tourism development

Table 8: Community Support for Tourism Development (n = 316)

S/No.	Item	Mean	Std. Deviation	Remark
1	Our community is more interested in nature base development (e.g., water bodies, canoeing, camping area, mountaineering, etc.)	2.2848	1.53929	Disagree
2	Our community is more interested in attractions designs for large number of tourists (e.g. theme park resort complex, etc.)	1.7278	.64880	Disagree
3	Our community is more interested in cultural or historic base attractions (e.g. museum, palace, folk, village historic site, etc.)	2.9778	1.46368	Agree
4	Our community is more interested in event/outdoor programs (e.g. recreation facilities, festivals, exhibition, performance, art and craft expositions/villages, etc.)	3.7722	1.06547	Agree
5	Our community is more interested in supporting service development (e.g. hotel, travel agency, restaurant entertainment, souvenir center, etc.)	4.5570	.49753	Agree

Source: Researchers Fieldwork, 2019

Therefore, local communities were likely to support the harnessing of tourism potentials for development as illustrated in table 8, which shows an overwhelming support for events and outdoor programs (e.g. recreation facilities, festivals, exhibition, performance, art and craft expositions/villages, etc.) with a mean of 3.77 and also Supporting service development (e.g., hotel, travel agency, restaurant, entertainment, souvenir center, etc.), with a positive mean of 4.55.

Correlation Analysis and Hypothesis Testing

Perceived Tourism Total Impacts of Ethnic Communities

Table 9 reveals that all the ethnic groups agree that tourism will enhance the perceived development of their community, the Ham, Fulani, Hausa and Kagoro ethnic groups disagree that tourism will hinder the perceived development of their community while Adara and Gbagyi ethnic groups agree that tourism will hinder the perceived development of their community.

Table 9: Perceived Tourism Total Impacts of Ethnic Communities

Item	Response by Ethnic Group					
	Ham	Fulani	Hausa	Kagoro	Adara	Gbagyi
Do you agree that tourism will enhance the perceived development of your community?	4.4889 (Agree)	4.5333 (Agree)	4.4789 (Agree)	4.8727 (Agree)	3.6667 (Agree)	3.1818 (Agree)
Do you agree that tourism will hinder the perceived development of your community?	1.3111 (Disagree)	1.3556 (Disagree)	1.6197 (Disagree)	1.4727 (Disagree)	2.5333 (Neutral)	2.7455 (Agree)

Source: Researcher's Computation, 2019

The above analysis showed the responses of the various ethnic groups in terms of perceived total impact the p-value of the chi-square test (0.000) is less than 0.05 we therefore conclude that the responses depend on the ethnic groups with $X^2 = (10, N316)$

$=147.256, P=0.000 \geq 0.005$ and $X^2 = (15, N316) =158,732, P=0.100 \leq 0.005$.

Table 10: Chi-Square Test of Goodness of Fit (Enhance or Hinder Development)

Variable	Chi-square	df	p-value	Decision on H ₀	Remark
H ₀₁ -Do you agree that tourism will enhance the perceived development of your community?	147.256	10	.000	Reject	There is association
H ₀₂ -Do you agree that tourism will hinder the perceived development of your community?	158.732	15	.100	Accept	There is no association

Source: Researcher's Computation, 2019

The table reveal that all the ethnic groups agree that tourism will enhance the perceived development of their community, the Ham, Fulani, Hausa and Kagoro ethnic groups disagree that tourism will hinder the perceived development of their community while Adara and Gbagyi ethnic groups agree that

tourism will hinder the perceived development of their community. Base on the above analysis we therefore reject H₀₁ and accept H₀₂.

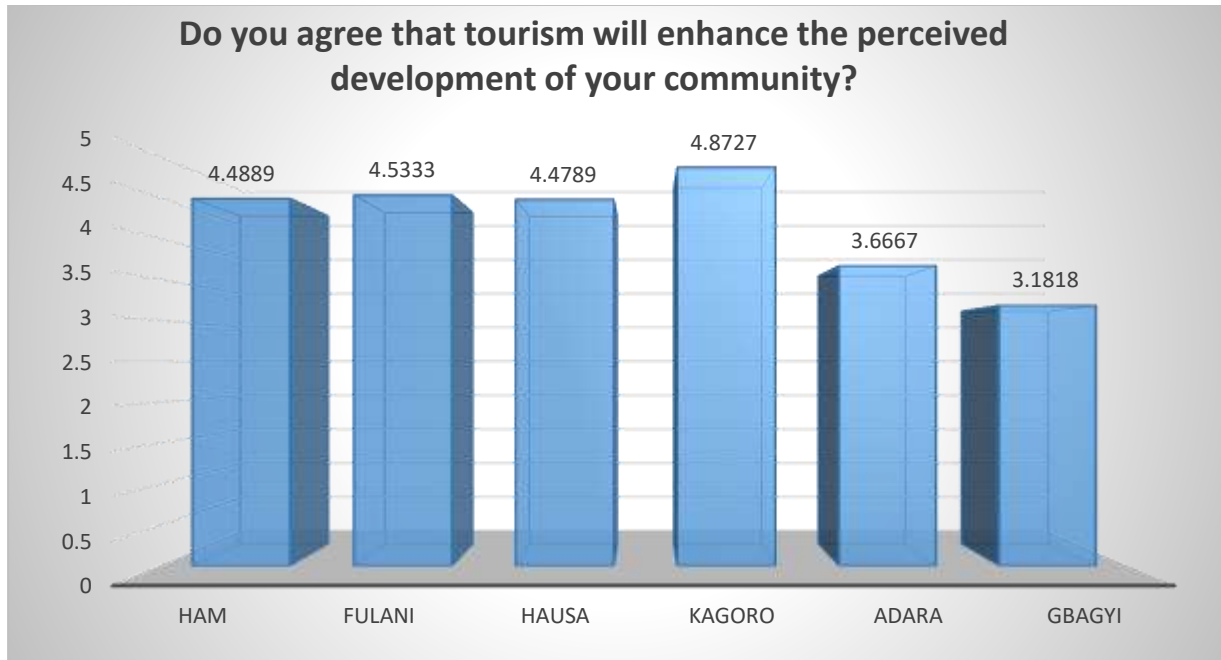


Figure 2: Tourism Will Enhance the Perceived Development of your Community
 Source: Researcher’s Computation, 2019

CONCLUSION AND RECOMMENDATIONS

CONCLUSION:

The demographical characteristics of ethnic communities identify the elder’s group as the most entrepreneurial group in the community especially in terms of investing in ethno-cultural tourism resource development. The ethnic communities identified lack of provision of adequate social infrastructure and investment opportunities (road, electricity, communication, transportation and job creation) as socio-economic benefits that communities anticipate from ethno-cultural tourism and hence can enhance community support for tourism resource development in the study area. The communities subscribed to the development of cultural or historic-based attractions (e.g., museum, palace, festivals, folk village, historic site, art and craft expositions/villages, etc.) and supporting service development (e.g., hotel, travel agency, restaurant, entertainment, souvenir center, etc.). Adara and Gbagyi ethnic groups agree that tourism will hinder the perceived development of their community. The study also conclude that economic and social impacts are positively associated with the total tourism impacts, while cultural and environmental impacts negatively affect the total tourism impacts.

RECOMMENDATIONS:

For ethno-cultural tourism to be operational, it should be bi-directional. That is, it should be directed to the tourist host community, such that they know the need to conserve their own culture, and to the visiting tourists, so that they become mutually respectful of their hosts.

Planning and development of tourism should be geared towards ethno-cultural tourism as strongly advocated by local community to gain their support for a sustainable tourism development initiative.

Ethno-cultural tourism can influence local community behavior negatively in terms of vices like increased street begging, social evils, crime generation and copying of borrowed traditions and behavior of visiting tourist, therefore the local community must be well guided about the impending danger and how to curb it.

It is with no reservation that this study recommends that the Afan national cultural festival be used as Kaduna State ethno-cultural tourism promotion point, either explicitly or/and implicitly, deliberate attempts must be made to select and define which aspects are to be marketed and how they should be displayed. This attempt should bear in cognizance the likely differing opinions that might be expressed by the various stakeholders concerned – the tourist host community, tourism developers, tourists and the Government.

There is need for Kaduna State government to encourage rural base tourism development, since much of these ethno-cultural resources that constitute their heritage and at the same time tourist attractions abound in the rural areas and are begging for attention.

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