

Tourism Management Evaluation in Mubi Town Adamawa State Nigeria

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Abstract

The tourism industry has both positive and negative environmental consequences which are the product of the managerial attitude. The study aims at evaluating tourism management in Mubi town Adamawa state Nigeria to make recommendations. Spatial and quantitative data are employed in the study. Geographical information systems (GIS) and remote sensing were utilized for the locational map generation with the aid of Arc. GIS.10.3. One hundred structured questionnaires were administered to the sample populations for the quantitative data generation using systematic random sampling techniques. Observations and photography were conducted as part of the data collection. A correlation descriptive statistical tool was used for correlating Environmental Tourism Potential (ETP) and Physical Tourism Potential (PTP). Statistical ranking techniques were utilized for the respondents' perceptions results. The results of the descriptive statistics correlation between the tourism industry management (TIM) and physical tourism potentials (TPT) showed a very significant and perfectly positive correlation at (0.01 level, 2 –tailed). This indicated the correlation at positive at 0.01 and 2 Tailed. This uncovered a very strong connection between tourism industry management (TIM) and physical tourism potentials (TPT) in Mubi town. Additionally, the respondents quantitative ranking revealed that the tourism industry could create global interaction in Mubi town had the highest agreed responses. Tourism industry development could provide infrastructural facilities, employment opportunities, and revenue to the government in Mubi town followed as the second in the ranking. The third in the ranking is in Mubi town is yet to establish tourists' information. Recommendations for infrastructural provision, staff employment, and development together with marketing are made.

Key Words: Tourism, Mubi Town, Correlation, Ranking, and Management.

1.0 Introduction

Sara, D. (2020) comment on the environmental sustainability of the tourism sector has been receiving very hot academic debate in the last decades. This is because of obvious damages caused by tourists and human-related activities. Lei and Russell (2014) indicated that sustainable coastal tourism is with this tourism development and coastal urbanization, solid waste management, energy and water, and supply management, beach erosion, built and natural environment, business, and economic activities, employment opportunities, tourism sector development management, community development management together with socio-cultural wellbeing (Lei and Russell, 2014). Hussaini and Fuste-Forne (2021) explained the tourism's sustainable future depends solely on natural-based resources together with outdoor activities. Carmen, Raul, and Naomi (2017) air passenger duties (APDs) have significant economic impacts as a very strong strategy of tourism sector taxation promotions and understanding. Simon and Irena (2001) viewed the interconnection of the tourism industry and economic development. Karla Christina and Freya (2019) evaluated the critical framework for interrogating the United Nations regarding sustainable development goals 2030 Agenda in the tourism sector. Karla Christina and Freya (2019) argued that ecology system tourism and socio-economic interests equating and balancing is the main aim of sustainability. Gaetano, Emmanouil, Tiziana, Silva, and Turner (2021) indicated tourism development is very essential for small island developing states' economic development and growth. The authors added that these factors are integral for sustainable island tourism planning latent factors of tourists' experiences, willingness to pay for sustainable tourism development, and the tourists' choice results. UNWTO Inclusive recovery guide (2021) attempts to make tourism readily and inclusive available all through the most conducive ways. Gege, Xiaoyuan, Rob, and Mu (2020) uncovered cultural heritage provides market development concerning tourism economic benefits through tourism destinations. Tourists' consumption could be highly attractive when tourism activities conform to cultural identity. Satya and Rennka (2020), before the pandemic, the tourism sector accounts for the fastest globally growing economy through job creation and revenue. Jin, and Steven (2020), tourism and travel are very synonymous and appreciated by people who value traveling. Ali (2020) revealed that tourism plays a key role in city formation, this is because of its economic and social contribution. Hashim, Zainora, and Abdul Aziz (2018) uncovered that the study investigates the physical tourism potentials of Mubi Town Adamawa State Nigeria.

2.0 Literature Review

2.1 *Tourism and Environment*

Lara and Erica (2020), hunting tourism is an essential part of ecotourism. Wildlife hunting tourism has the following shortfalls; the tourist bubble, the pay effects, the bucket lists, last chance tourism, the false display, the savior, and when in Rome. Sine (2010) opined that film tourism and other ecotourism cover; nature/ecotourism, cultural heritage tourism, community tourism, urban tourism, and adventure tourism. Daniel and Stefan (2015) argued that over the past and future forty years tourism sector holds challenges technical,

environmental, social, economic, and political challenges. Page, Hartwell, Johns, Fyall, Ladkin, and Ann (2017) added that tourism is a tool for small business potential development, especially for coastal resorts entrepreneurial. Croy (2010) argued that the film industry has a very significant tourist vision regarding case studies of New Zealand and The Lord of the Rings are exemplified. Juan, and Jose (2020), the scholar postulate a methodology of tourism demand with emphasis on definition, assumptions, and theory. It handles market sizes, connects population and tourism categories, it compares present and anticipated markets. Xie and Zhou (2020), the homestay tourism sector use cluster homestays transformation strategy as its important indicator. MTS Thailand (2017), thereport covers the tourism vision of Thailand's 2036 and the strategy development road maps towards 2021. Hashim (2018) commented that tourism development brought both positive and negative environmental consequences.

2.2 Environmental Planning Tourism Management

Haywood (2020) commented on the need for future experts' plans for the tourism industry. Jarkko, Rogerson, and Hall (2017) uncovered that, the tourism geographers' main targets is planning and developing the tourism sector. Aarni, Iis, Erin, Graham, and Lee (2020), study deeply utilized ground theory in the analysis. Malaysian MTAC(2020) Malaysian tourism sector 2020-2030 report detailed the plan covers strategies in three pillars competitiveness, sustainability, and inclusiveness. The strategies of the handle government capacity strengthen tourism investment zone special creation, smart tourism embracing, demand sophistication enhancement, sustainable tourism response and practice, and human capital upskill. Noam, S (2018), study evaluates nine articles on different approaches to urban planning and the tourism sector in European cities. Wardana, Sukaatmadja, Kawata, Yesa, and Astawa et al . (2021), the scholar utilized structural equation model (SEM) in the ecotourism evaluation with the following variables; revenue generation, environmental education, community participation, preservation and conservation, infrastructural development, services, management and control, the performance of ecotourism, experience, and quality, tourism, and sustainability of tourism. UNWTO(2005), Sustainable tourism development developed management practices and guidelines cover all types and forms of tourism

Font and Lynes (2018), study handles literature on both the tourism and hospitality industry, particularly on corporate social responsibility. (CRS). Winter (2016) commented that rainforest tourism conservation and management covers environment, geography, ecology, biology and anthropology, law and governance together with socioeconomics. Tas (2016) stated that the book provides intensive and elaborative theories, principles, and practices of tour operation and guides from national parks to tourist accommodations in both developing and developed nations. Getz (2008) opined that the typology of planned events international as a festival (a)Cultural celebration, (b) Political and state, (c) Arts and entertainment, (d) Business and trade, (e) Educational and scientific, (f) Sports and competition, (g) Recreational, and (h) Private research. Getz (2008) Event tourism is stated in the following table 1 below.

Table 1 Events Tourism

<i>Tourism management and tourism studies:</i> this covers developing, promoting tourism, and understanding tourists travel demand	<i>Event tourism:</i> this handles marketing, managing, and destination.	<i>Event management and events studies:</i> this involves plan and design of management events and comprehending events
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Source: Getz (2008)

Getz and Pages (2016) comment on the typology of planned events as; (a) Business, which involves markets place, exhibition centers, and resorts venue. (b) Festivals and culture, which covers arts centers, museums, and galleries. (c) Entertainment, which handles concerts hall, theaters and parks street, and (d) Sport, which views stadia and arenas, and special purposes outdoor. Getz and Pages (2016), the level of events are (1) local events, (2) Regional events, (c) Periodic hallmark events, and (d) Occasional mega-events. Carlos and Rafeal (2021), study handles tourist accommodation unit roles in the tourism sector of Barcelona from 1888 through 1929.

2.3 Tourism and Environmental Pandemic

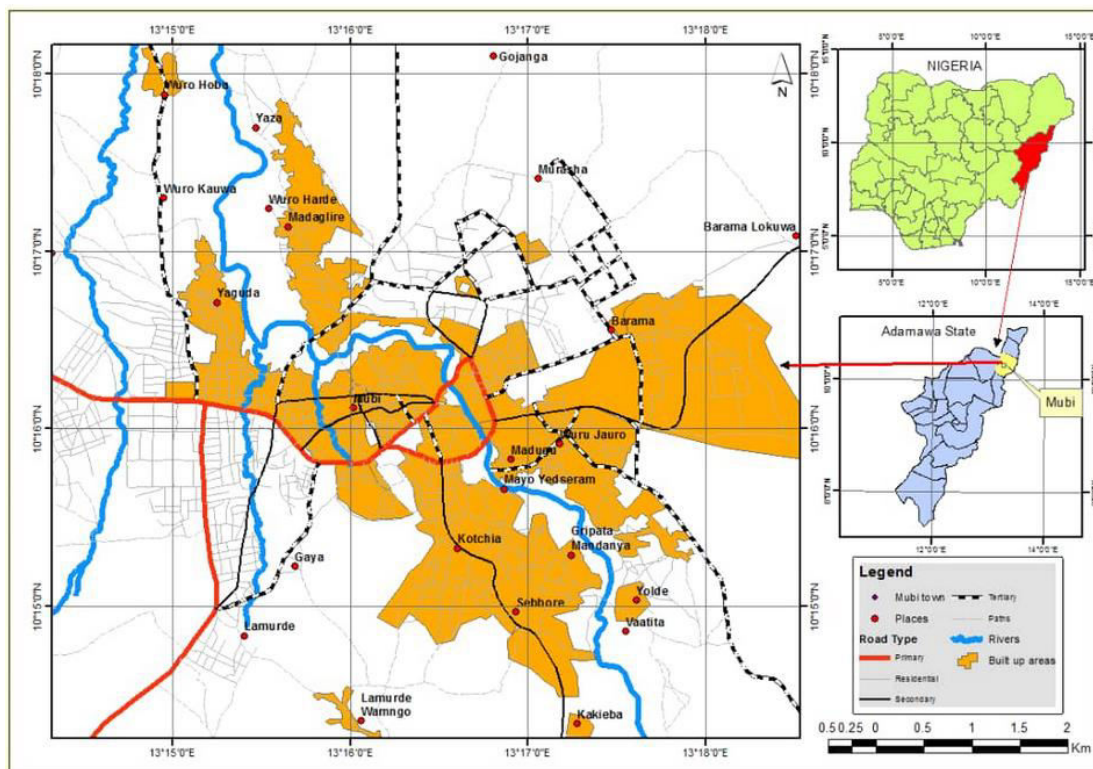
Tsai (2020) stated that COVID-19 significantly affected the tourism sector globally. Sustainability in the tourism industry is very important after the pandemic. Two strategies were employed (1) Data envelopment analysis (DEA), (2) Principal components analysis (PCA). Hall, Scott, and Gossling (2020) evaluated the effects of the COVID-19 pandemic on the tourism sector. Patrick, Simon, Noel, Mary, and Jessica et al. (2020) explained the tourism industry is essential to be considered as a post-COVID-19 tourism landscape. Stefanie, Alana, and Derek (2020) added that equitable and just should be the main focus of post-COVID-19 tourism resiliency. OECD (2020) examined that the pandemic affects the tourism ecosystem sector globally, therefore, the tourism economy globally is hit by the coronavirus pandemic. Gogan, Aisha, and Justin (2021), the scholars proposed a thematic framework in response to post covid-19 tourism planning and development. Asad (2020), the scholars examined Covid-19 pandemic impacts and its survival strategies in the business tourism sector market. This specifically referenced the example of UAE MICE tourism industry.

3.0 Study Area

Mubi Town is geographically located in the northern senatorial districts of Adamawa state, Nigeria. (Hashim, Zainora and Abdul Aziz, 2018. The Town lies on the banks of river Yadzeran on the Western Flanks of Mandara Mountain. It is the most commercially active town and occupies the second most important town in Adamawa State (Hashim, 2012). Mubi

Emir Palace and the Central Mosque, Federal Polytechnic Mubi, Adamawa State University, and Tike international cattle market are among the most important landmarks (Hashim, Umar, and Tinau, 2010). The Town has several physical tourism potentials (PTP) and the Town is blessed with numerous environmental tourism potential (ETP). The Ample cultural tourism potential (CTP) is available in the town. The major tribes of the Town are the Gude, Fulani, Jani, Pali, and the major settlers are the Hausa, Shuwa Arabs, Kanuri among others (Hashim, 2012).

Plate 1 states the locational maps.



4.0 Methodology

Spatial and quantitative data are employed in the study. Geographical information systems (GIS) and remote sensing were utilized for the locational maps generation with the aid of Arc. GIS.10.3. One hundred structured questionnaires were administered to the sample populations for quantitative data generation. In addition, systematic random sampling techniques were chosen for the selection of the respondents. This is because of the justification that, it allows all individual members to be chosen for the question administration. Observation and photographing were conducted as part of the data collection. A correlation descriptive statistical tool was used for correlating Environmental Tourism Potential (ETP) and Physical Tourism Potential (PTP). Statistical ranking techniques were utilized for the respondents' perceptions results.

5.0 Results and Discussions

5.1 Tourism Industry Management (TIM) and Physical Tourism Potentials (TPT) Correlation Results.

The relationship between the Physical Tourism Potentials (TPT) and Tourism Industry Management (TIM) is correlated and the result shows that there is a significant relationship between the two variables. This is because the respondents’ opinions indicate that, a greater percentage of the interviewers strongly agreed with the statements under the physical tourism potentials and those stated under the tourism industry management. The correlation is at (0.01 level, 2 –tailed), this shows the correlation is very significant. This depicts that, if the physical tourism potential in Mubi town is well planned and managed, it will go a long way in promoting the tourism activities in the town, the region, and the entire Adamawa state in general. Table 2 indicates descriptive statistics, while Table 3 portrays the correlation result.

Table 2 Descriptive Statistics Results

	Mean	Std. Deviation	N
Mean of PTP	4.0329	0.86358	100
Mean of TIM	3.9500	0.83925	100

Source: Field Survey, 2012

Table 3 Correlation Results

		Mean of PTP	Mean of TIM
Mean of PTP	Pearson Correlation	1	0.986**
	Sig.(2-tailed)		0.000
	N	100	100
Mean of TIM	Pearson Correlation	0.986 **	1
	Sig.(2-tailed)	0.000	
	N	100	100

Source: Field Survey, 2012

5.2 Tourism Management Respondents' Perceptions Ranking Results

This section tries to assess the extent of tourism in Mubi town and its contribution to physical infrastructures. It tries also to determine how active the sector is in the town and how can the industry improve the tolerance within the communities in the town. More so, if it will discover the available tourism information centers in the town and if the sector is well developed can lead to global interaction in Mubi town. The tourism industry can create a Global in Mubi Town, tourism sector improves the Awareness of the Community, Tourism development leads to the provision of facilities, employment, and revenue to the government are those tourism management issues with the highest scores above 400, refer to table 4. In addition, there is no tourist information center in Mubi, and tourism activities in Mubi town

are Active and Tourism Activities in Mubi town are active scored below 400. Table 4 indicates the tourism management respondents' ranking.

Table 4 Tourism Management Respondents' Ranking

S/N	Agreements of Tourism Industry and Management	Strongly Agreed		Agreed		Neutral		Disagreed		Strongly Disagreed		Total	
		No. %	Scores	No. %	Scores	No. %	Scores	No. %	Scores	No. %	Scores	No. %	Scores
1	Tourism industry can create global interaction in Mubi?	40(40)	(200)	43(43)	(172)	13(13)	(69)	2(2)	(4)	2(2)	(4)	100 (100)	447
2	Tourism sector improves awareness	42(42)	(210)	53(53)	(212)	3(9)	(9)	1(1)	(2)	1(1)	(1)	100 (100)	434
3	Tourism can improve the social activities	44(44)	(220)	47(47)	(188)	5(5)	(15)	2(2)	(4)	2(2)	(4)	100 (100)	429
4	Tourism development can lead to provision of infrastructure	49(49)	(245)	37(37)	(128)	10(10)	(40)	2(2)	(4)	2(2)	(4)	100 (100)	409
5	There is no tourists' information center in Mubi town	25(25)	(125)	30(30)	(120)	41(41)	(123)	1(1)	(2)	3(3)	(6)	100 (100)	373
6	Tourism industry is new in Mubi town	29(29)	(132)	38(38)	(145)	20(20)	60	8(8)	(16)	5(5)	(10)	100 (100)	358
7	Tourism activities is active in Mubi town?	10(10)	(50)	30(30)	(120)	37(37)	(111)	19(19)	(38)	4(4)	(8)	100 (100)	323

Source: Field Survey, 2012

5.3 Tourism Industry Can Create Global Interaction in Mubi

Tourism can either be inbound or outbound; inbound tourism involves the movement of tourists within the tourism site in their locality while outbound refers to the movement of tourists to a new destination away from the original region call the Trip Generating Region (TGR). The questionnaire administered reveals that 83% of the respondents strongly agreed and agreed with the above statement. This demonstrates that the tourism industry can create global interaction in Mubi. This is because physical and cultural potentials will not only attract local tourists but international tourists as well.

5.4 Tourism Development Could Provide Facilities, Employment, and Revenue to the Government

It is believed without that, tourism is a vehicle for global development that leads to the provision of infrastructures, employment, and foreign exchange to several countries in the World. The survey conducted, therefore, depicts that; tourism development can lead to the provision of facilities, employment, and revenue to the government in Mubi town. The agree opinion is four times 81% to that of the disagree side and this proves that if the potentials are properly harnessed, infrastructures will be improved, employment will be created and

handsome revenue will be generated for the government and living standard of the community will be elevated.

5.5 In Availability of Tourists Information Center in Mubi

Tour operators and travel agencies play significant roles in the movement of tourists from their original destination called Trip Generating Region (TGR) to Transit Routes (TR) and to the Tourism Destination Region (TDR). The choice of the respondents is very significant to support the statement above. 55% of the respondents concurred or agreed with the statement while those that disagreed constituted only 4% but the neutral answer is only 41%. This demonstrates that tourism is not active at present in Mubi town; this is because there is no tourist information center or tour operator office in the town.

5.6 Tourism Sector is New in Mubi Town

The tourism sector is an unknown phenomenon to most dwellers of Mubi town that, has not been understood by the community and has not been carried out formally. The respondents assess the statement supported the statement as the agreed site is four times that of the neutral and disagree opinions if sum together. This depicts that the tourism sector is new in Mubi town and the development of its potential will go a long way in promoting not only Mubi town but the entire region as a whole.

6.0 Conclusion and Long-Term Recommendations

6.1 Conclusion

The results of the descriptive statistics correlation between the tourism industry management (TIM) and physical tourism potentials (TPT) showed a very significant and perfectly positive correlation at (0.01 level, 2 –tailed). This indicated the correlation at positive at 0.01 and 2 Tailed. This uncovered a very strong connection between the tourism industry management (TIM) and physical tourism potentials (TPT) in Mubi town. Additionally, the respondents quantitative ranking revealed that the tourism industry could create global interaction in Mubi town had the highest agreed responses. Tourism industry development could provide infrastructural facilities, employment opportunities, and revenue to the government in Mubi town followed as the second in the ranking. The third in the ranking is in Mubi town is yet to establish tourists' information.

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6.2 Recommendations

This as the name imply covers cost-intensive projects, and take several years or longer periods for implementation. Projects that belong to this category usually are zoned, this is for effective planning and financing, phasing and zoning strategies are used as a tool in completing the project within the anticipated plan period. These projects are financed through the annual budgetary allocation in the fiscal year most by government or private bodies. Projects that required projection for future tourism supply fall into this category of the tourism potential sector. They are to be handled in the context of long-term plans with an emphasis on the demand and supply of the sector. This includes the following:

6.2.1 Staff development

This is crucial as a long-term recommendation; this is to produce productive manpower that will cater to all the present and future administrative and technical requirements of the sector effectively. It is agreed that an educated and well-skilled person tends to be more productive than a non-skilled person. The available departments of Urban and regional planning, leisure, and tourism, and environmental science of federal Polytechnic Mubi as well Ministry of Leisure and Tourism in Adamawa state can serve as an incubator for grooming staff for effective training. This can be achieved through organizing symposia, workshops, and conferences. Trips to other neighboring towns with similar tourism potential planning are integral.

6.2.2 Infrastructure development

This is another important part of the tourism sector that requires long-term planning. This is because its contribution to the tourism sector can be over-emphasized and it requires high capital in its investment in the tourism sector. This should be a joint effort between the private and the public sector or Mubi North and Mubi South local governments. The plan of the accommodation should be considered its architectural design in terms of weather conditions, the slope and gradient of the site, as well as the occupancy ratio and carrying capacity, should be under the master plan for active planning and development of the environmental tourism potentials in Mubi town.

6.2.3 Marketing strategies and policy development

These are inseparable significant elements that require long-term planning for their proper investment. The policies should cover the aspect of physical planning regulation such as development control and plan review. Plan review in case of a change in the documented design in the master plan. Extension and conversion or renovation of the physical assets for the sector all should be part of the policies. While for the Market, strategies will pay

emphasis to the tour operations and marketing strategies through advertisement, establishing the market information to some selected areas, announcements and broadcasting in the media such as the internet, television stations, and radio stations for tourism development in Mubi. This will reach not only local tourists but the internationals.

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