



THROWING AWAY AND RETRIEVING THE BABY WITH THE BIRTH WATER THE TOURISM:- HISTORICAL AND ECONOMIC POTENTIALS OF LOKOJA

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Abstract

Tourism is the sum of the phenomenal and relationship arising from the interaction of tourists, business, host government and host communities in the process of attracting and hosting the tourist and other visitors. Is the sum total of tourists expeditions within the borders of a nation or a political subdivision or transportation centered economic area of contiguous states or nation Modern tourism is relatively a young discipline that is attracting the attention of the Government and scholars from all friends. It was thriving business in Nigeria with Notable tourist areas as the Yankari Games reserve, Umuahia War Museum, Obudu Cattle Ranch, Zuma Rock, Calabar Carnival but foreign Tourists to Nigeria have considerably reduced due to the security challenges in Nigeria like Boko Haram Insurgency. Armed banditory, Armed Robberies, Kidnapping and Political Instability Lokoja because of its peculiar position as a confluence and capital city of Rivers Nigeria and Benue and unofficial first capital of Nigeria where the first colonial Governor Lord Fredrick Luggard resided has a lot of local and foreign tourist potentials. The page evaluates the simple concepts of Tourism, Tourist, Visitor, recreation, foreign and Domestic Tourist, the Basic parts of tourism in Lokoja, and the diverse Economic

potentials of Lokoja and what the Kogi and Nigeria governments will benefit from the Tourism potentials of the confluence capital of Lokoja. It discussed the areas and methods tube to evaluate the Tourism roles in tolls of Lokoja. It evaluates methods of evaluating Tourism costs, cases of tourism. The paper is a literature review and recommends that the Kogi State and the Nigeria government will benefit economically if the Historical and Economic potentials of Lokoja as the Historic Ancient city for Tourism in Nigeria. Lokoja and Nigeria are harnessed. It enumerates some problems, and recommends that Lokoja city has tremendous tourist potentials use to Kogi State and Nigeria.

Keywords: *Historicity, Tourism, Visitor, Tourists, Domestic Tourist, Economic Potentials.*

INTRODUCTION

RETRIEVING THE BABY WITH THE BIRTH WATER (LOKOJA) ARE THERE TOURISM POTENTIALS IN LOKOJA? SOME ANSWERED AND UN-ANSWERED QUESTIONS.

Kogi State is one of the 36 states of the Federal Republic of Nigeria. It is reputed as the museum of Nigeria's Colonial History.

The natural land features Rivers Niger and Benue which are the largest in West Africa, with River Benue with its source from one of the Cameroon mountains and River Niger with its source at Futa Djallan Plateau and the borders of Sierra Leone and the Gulf of Guinea, which converges in Lokoja forming a Y shaped confluence called Niger/Benue confluence.

The confluence flows southwards into the sea. The confluence was discovered by the Lander brothers in 1830 (Ebiloma 2019) At the peak of the Dry Season, the confluence island can accommodate over 20,000 holiday makers. It is a beautiful attraction for carnivals, picnics, parties, wedding receptions etc. Flora Shaw was working as a foreign Journalist said is to have coined the name Nigeria (Niger-area) from the top of Mount Patti while viewing River Niger, when she was working as a foreign journalist during the colonial era. She later got married to Lord Lugard. Lokoja has Mount Patti. Patti is a Nupe word for Hill. It has a height of about 456.3m above sea level, and about 3.3m above the level of the Niger valley. It is about 15km² square from the top. From here, it is possible to view the serene plain surrounding Lokoja and the silent grandeur

and beautiful nature of the confluence On this maintain are located; the Lord Luggard's Rest house, the Grace FM station, the Nigeria Telecommunication (NITEL) and the Nigerian Television Authority (NTA). There is a terrific drive way to the top. (Ebiloma 2019) (www.loxodon.com)

The Usikokoko cave in kanto-karfe was a security abode for the thousands of people in Igu Kingdom during the intertribal wars of the yester years. The cave which has three openings can be viewed easily on Lokoja-Abuja highway. The Rock Bridge at Egan in Igala Land is a massive naturally occurring rock, under which flows the Maboro River. The Rock serves as a Natural Bridge, over the River for the transportation of vehicular and Human traffic in Lokoja. (Ebiloma 2019) (www.medium.net)

The Cenotaph is a monument built in memory of the dead but not containing the remains of the dead. The world war Cenotaph in Lokoja was erected in remembrance of the fallen heroes of the Nigerian and British officers, and other ranks, who fought in the First and Second world wars in 1914, 1918, and 1939 – 1945. It is located along the Muritala-Mohammed way Lokoja. A copy of the Canon used by the British forces in both East Africa and Cameron against the German forces in defence of their occupied territories during the “Scramble for Africa” is seen mounted in the cenotaph, on the concrete block and has the names of the soldiers who fought in the two world wars written in a plaque. After the colonial government closes its consulate in Lokoja in 1866, the Royal Niger Charter was revoked on the 31st of December 1899, and on the 1st of January 1900, the British Government assumed Direct control, and the protectorate of Northern Nigeria was declared over Northern Nigeria, with Lord Fredrick Lugard as the High Commissioner. Niger-Benue confluence Lokoja, which is the confluence of these two great rivers in Nigeria, creates a beautiful scene visible from the top of Mount Patti.

Lokoja is a city in Nigeria of the confluence of the Niger and Benue rivers. It is the 4th biggest city in Kogi states and is the capital city of Kogi State. The straight distance between Lokoja and Abuja, that is Nigeria's capital city is 101miles (about 162 kilometers). Lokoja accommodates a population of approximately over 60,579 (Ebiloma 2019). Weather record are as follows. Temperature is 158s.f (29⁰C) wind speed at 4mph (6km/h) and 67% Humidity. (Ebiloma 2019) (www.medium.net)

Latitude is 7°47', 48.77% while longitude is 6°4' 25.73 'E', with an altitude 45 to 125 meters above sea level. It is, situated on the western bank of the River Niger, close to its confluence with River Benue, and sandwiched between the Rivers and the Mount Patti.

Lokoja is a town in Nigeria. A serene city, which presently is bustling with transportation and Economic activities. Lokoja is the confluence of the Niger and Benue Rivers. Currently it is 12.21 with a few clouds and the temperature of 40.32°C (1040576.f in Lokoja). The temperature is relatively very hot. Some of its noticeable tourist attraction areas are (1) The confluence River section (2) the Lokoja Beach (3) Confluence Beach hotel (4) the Lokoja Town (5) the Mount Patti (6) Holy Trinity school (7) Iron of Liberty (8) World War Cenotaph (9) Lord Lugard Beach (10) National Museum of Colonial History, (9) the Awo tunnel (11) Kpata Rocks (12) God's Primary Bookshop (13) Kogi International market (14) Concrete Pillar of British Government (15) Tourism Board of Lokoja (16) Lord Lugard Bank Safe (17) Lord Lugard's Colonial two Room Rest House on Mount Patti. (Ebiloma 2019) and very many others in Lokoja.

The cities nearby Lokoja are Ajaokuta (31km) Okene (61km) Kabba (73km) Auchi (96km) Baro (97km) Enugu Ezike (124km) Ogaminana (62km) etc.

European, Africa Soldiers and Missionaries Cemeteries in three locations in Lokoja.

When we think of tourism in Lokoja or worldwide we think mainly of people who are visiting a particular place for sightseeing, visiting friends and relatives, having a vacation, and it is hoped enjoying a good time. They may spend their leisure engaging in various sports, sunbathing, talking, singing, taking rides, touring, reading, or simply enjoying the outdoor as well as indoor environment. If we think a bit more, we may realize that part of any group may be in place for a convention, a business or academic conference, or some other kind of business or professional activity. Part of the group may be taking a study tour under an expert guide or doing some kind of scientific research or study. (Margetory 2019)

Celebrating the past was in Lokoja implicit to a sense of nationhood, statehood and locality. It was educational as a means of orientation to one's cultural heritage, e.g. Lokoja but above all visiting historical attractions could be entertaining and relaxing. Historical sites offered a sense of permanence in ever

changing world of new, highly standardized landscapes. Historical flavours served as a counterpart to modernity (Jakle, 1985), Ashworth (1984).

Historical artefacts places and cities and associations as mentioned above in Lokoja, have long been one of the tourism industry's most marketable commodities. It can be argued that the 'grand tour' around sites of historical significance in search of educational, colonial or cultural profit, along with the pilgrimage in search of spiritual profit, is one of the oldest motives of travel (Burkart & Medlik, (1994).) Ashworth 2018)

The importance of history as a primary or supplementary motive for recreational or tourism travel can be demonstrated at a number of spatial scales. It is the principal motive for intercontinental travel and can be the principal motive for intercontinental tourism generating in particular what might be termed the colonial tourist flows from the United States, Canada, Africa (Lokoja) Australia and Latin America to the European motherlands such as Croatia, Poland, Italy, Russia and Spain. It is this form of long-distance wanderlust that accounts for the dominance of cities such as Lokoja, Badagry, Umuahia, Bauchi, as tourist resorts. It is a major motive for intra and inter-continental and domestic tourism, in most countries being the second most important after beach tourism (Kosters, 1981 Ashworth, 2018). In addition it can provide useful back-up facilities for holidays whose primary motive is quite different, by for example providing recreational, spiritual or educational satisfaction.

Although not all sites and objects of historical interest are to be found in urban areas, like Lokoja cities play a disproportionately important role as the productivity and historical associations of a nation or region. The importance of the ensemble overall atmosphere of antiquity, that can rarely be achieved by an individual site, allows cities (or attractions. This rule will therefore be confined to cities as both containers of objects in themselves. E.g. Lokoja is reported and classified as the colonial history capital of old Nigeria. (Niger-area), or the museum of colonial History in Nigeria.

Given the importance of marketable history to the tourism industry, it is necessary to be more precise about its definition and to introduce four related concepts to aid this article or paper on Lokoja, with the hope that it will increase the Tourism potentials and move the rhetoric from the reality, about Tourism encyclopedia in Nigeria.

The Historic city as a conceptualization of a particular sort of urban phenomenon is derived from far more than just the antiquity of the buildings gathered together in particular towns. (Ashwort 2018) and is composed of three elements, viz. the characteristics of the urban form; the valuation placed on aspects of that form expressed through morphological elements and more broadly through conservational philosophy of urban management; and the functioning of the city for both residents and non-residents in such a way that the historical or colonial attributes are consciously exploited. (Burkart and Medick 1984)

This applies to the Historic city or museum of colonial History of Lokoja, such a concept with its accent on planning intervention and use can be directly related to particular consumer markets through the concept of heritage. This is the notion that there exists a demand for the preserved or reconstructed urban historical artefacts. This heritage demand, which may be actual or optional, may be justified by educational, colonial, national-cultural, aesthetic or commercial motives, or more usually an inseparable mixture of many of these. Although the question whose heritage? May rarely be posed, there is an inviolable link between the concepts of the historical city and of heritage – between the conservation of the urban fabric and a consumer. (Burkart and Medick (1984)

The purpose of the paper is not to challenge the already existing papers on the tourism or tourism potentials of Lokoja but to exchange new areas such as its historical nature as the Peaceful colonial or Ancient capital of Nigeria and the economic potentials that the Nigerian and Lokoja Tourism Boards will realize if Lokoja is marketed and Rebranded to Nigerians and to the international Community. The Nigerian or International Community need to accord Lokoja its valuable space as a tourism capital of Nigeria or museum capital of colonial History, most equally as tourist will explore new spaces to rest in Lokoja, after the covid-19 pandemic lockdowns of 2020 and 2021. If tourism is to take its rightful place as an income earner in Nigeria, there is an urgent need to rebrand Lokoja and to separate the rhetoric from the reality. (Ogunbami 2005).

Tourism marketing is not new or vague “buzz word” (Nevin 1986) or a “catch all” encapsulating a wide spectrum of not always coherent, rational and unified thought an fail to become a valid perspective to the rich tapestry of Tourism. A desirable result of this research paper is to add to the encyclopedia of Tourism knowledge in Lokoja, rather than to aspire to become a uniform paradigmatic

new expert. The debate on tourism potentials of Lokoja continues with this paper, but with a different perspective, to add and contribute to knowledge about the museum capital of colonial history in Nigeria, which is Lokoja.

LITERATURE REVIEW

MARKETING THE HISTORIC CITY OF LOKOJA

The logical step is to regard heritage as a specific aspect of tourism supply to be marketed to and identified tourist demand. We arrive at what to many is the more or less self-relevant proposition that antiquity converted into heritage provides a resources its land demands and economic product, provides a justification, land use and financial contribution to the conserved urban form. It is at this point however that a number of inherent contradictions and potential conflicts arise to mar a happy symbiosis that has been more often assumed than demonstrated. (Ashworth 1987) So, where is the position of Lokoja as the museum of colonial History in Nigeria?

Although there are few tourism industries in the world that do not attempt some marketing of heritage, it has been most successfully achieved in Europe. And this paper will draw principally upon the research experience of the other Authors of the research potentials of lokoja as a historical capital of Nigeria. The write up effort has been concentrated on the development of the concept of the historic city of Lokoja its spatial delimitation, and its economic potentials in the wider functional context of the city of Lokoja as a whole, as well as upon the problem of the development of appropriate planning and management strategies for urban tourism in the medium-sized cities. It mentions some of the important colonial Historical sites in Lokoja and the economic potentials.

Transportation used by any of these visitors could be any mode, from hiking in a wilderness or mountainous park to flying in a jet, to an exciting city. Transportation can also include being lifted up a Lokoja mountainside with your skis attached or standing at the rail of a beautiful cruise ship looking across the blue Niger/Benue Service Sea. Whether people travel by these means or by car, motorcoach, camper, train, taxi, camel or donkey, motorbike, (Okada, keke), Tricycle and bicycle they are taking a trip and thus engaging in tourism. That is what this text is all about. Why people travel (and why some don't) and the social economic effects which their presence and expenditures make on a society in Lokoja, Kogi State and Nigeria.

Lokoja as a Historic capital city or museum of colonial History in Nigeria and needs a lot of rebranding, and information and promotion must be disseminated locally and internationally about this important city.

Any attempt to define tourism and to fully describe the scope of the tourism field must consider the various groups participating in and affected by this industry. Their perspectives are vital to the development of a comprehensive definition.

Four different perspectives of tourism can be identified:

1. **The tourist:** The tourist seeks various psychic and physical experiences and satisfactions. The nature of these will largely determine the destinations chosen and activities enjoyed.
2. The business providing tourist goods and services. Business people see tourism as an opportunity to make a profit by providing the goods and services that the tourist market demands. (McCintosh and Goldner 1984).
3. The government of the host community or area. Politicians view tourism as a wealth factor in the economy of their jurisdictions. Their perspective is related to the incomes their citizens can earn from this business. Politicians also consider the foreign exchange receipts from international tourism as well as the tax receipts collected from tourist expenditures, either directly or indirectly. (McCintosh and Goldner 1984).
4. The host community. Local people usually see tourism as a cultural and employment factor of importance to this group, for example, is the effect of the interaction between large numbers of foreign visitors and residents. This effect may be beneficial or harmful, or both. (McCintosh and Goldner 1984).

Thus, tourism may be defined as the sum of the phenomena and relationships arising from the interaction of tourists, business, host governments and host communities in the process of attracting and hosting these tourists and other visitors (McCintosh and Goldner 1984).

Tourism is a composite of activities, services and industries that deliver a travel experience. Tourism involves transportation, accommodations, eating and drinking establishments, shops, entertainment, activity facilities, and other hospitality services to individuals or groups traveling away from home. It encompasses all providers of visitor and visitor-related services. Tourism is the entire world industry of travel, hotels, transportation, and all other components,

including promotion, which serves the needs and wants of travelers. Finally, tourism is the sum total of tourist expenditures within the borders of a nation or a political subdivision or transportation-centered economic area of contiguous state or nations. This economic concept also considers the income multiplier of these tourist expenditures. (McCintosh and Goldner 2017).

One only has to consider the multidimensional aspects of tourism and tourism's complex interactions with other activities to understand why it is so difficult to come up with a meaningful definition that will be universally accepted. Such a complex field is not readily or briefly defined. Each of the many different definitions which have arisen is aimed at fitting a special situation and solving an immediate problem, and the lack of uniform definitions has hampered development of tourism as a discipline. Development of a field depends on (1) uniform definitions, (2) description, (3) analysis, (4) prediction, (5) control.

Modern Tourism in Nigeria is a young discipline that has only recently attracted the attention of scholars from many fields. The majority of studies have been conducted for special purposes and have used narrow operational definitions to suit particular needs of researchers or government officials; these studies have not encompassed a systems approach. Consequently, many definitions of "tourism" and "the tourist" are based on distance traveled, the length of time involved, and the purpose of the trip. This makes it difficult to gather statistical information that scholars can use to develop a database, describe the tourism phenomenon, and do analyses. Because of the importance of Tourism, the Government set of the Nigeria Tourism Board and Kogi State has the Kogi State Tourism Board in Lokoja, the capital of the state.

The problem is not a trivial one. It has been tackled by a number of scholars and researchers over the years, including the League of Nations, the United Nations, the World Tourism Organization (formerly IUOTO), the National Tourism Resources Review Commission, the U.S Senate's National Tourism Policy Study, and the Nigeria or Kogi Tourism Boards.

The following review of related definitions illustrates the problems arriving at an operational definition.

FOREIGN TOURIST

The definition of the Committee of Statistical Experts of the League of Nations in 1937, we find a "foreign tourist" described as:

Any person visiting a country, other than that in which he usually resides for a period of at least 24 hours.

The following people and categories are considered as tourists:

- a. Persons travelling for pleasure, for family reasons, for health etc.
- b. Persons travelling to meetings, or in a representative capacity of any kind (scientific, administrative, diplomatic, religious, athletic, etc.);
- c. Persons travelling for business reasons
- d. Persons arriving in the course of a sea cruise, even when they stay less than 24 hours. (The latter should be reckoned as a separate group, disregarding if necessary their usual place of residence). (McCintosh and Goldner 2018).

The following people/categories are not regarded as tourists:

- a. Persons arriving with or without a contract of work to take up an occupation or engage in any business activity in the country.
- b. Other persons coming to establish a residence in the country.
- c. Students and young persons in boarding establishments or schools;
- d. Residents in a frontier zone and persons domiciled in one country and working in an adjoining country;
- e. Travellers passing through a country without stopping, even if the journey takes more than 24 hours. (Burkat and Medik 1994).

VISITORS

In 1968, 1988 and 2018 the United Nations Conference on International Travel and Tourism (Rome) considered a definition and recommended that it be studied by the United Nations Statistical Commission. The conference considered an overall definition of the term “visitor” that, for statistical purposes “describes any person visiting a country other than that in which he has his usual place of residence, for any reasons other than following an occupation remunerated from within the country visited.” This definition covered.

DOMESTIC TOURIST

The National Tourism Resources Review Commission (1973) which published its work in 1973 developed the following working definition of a domestic tourist. A tourist is one who travels away from his home for a distance of at least 50 miles (one way) for business, pleasure, personal affairs, or any other

purpose except to commute to work, whether he stays overnight or returns the same day. (McCintosh and Goldner 2018). (Fitrat and Shultz 1997)

The government of Canada classifies a tourist as one of who travels at least 25 miles beyond the boundary of his community. The Canadian definition is consistent with the concept employed by the U.S. Bureau of Labor Statistics in its Consumer Expenditure Survey, in which expenditures for food and lodging “out of the home city” are tabulated. The BLS does not specify a distance that will take a traveler out of his home city, but the effect is to distinguish “travel” expenditures from local expenditures in a meaningful way.

The Nigerian and Kogi State Tourism Board (2019) also concurred with the above definitions and explanations on Tourists and Tourism.

A TRIP

The U.S. Census Bureau conducts the National Travel Survey every five years and defines a trip as “each time a person goes to a place at least 100 miles away from home returns.” This definition was used in both the 1972 and 1977, 1982, 1987, 1992, 2002, 2012 etc. National Travel Surveys; however, the 1963 and 1967 surveys used a slightly different definition adding “or is out of town one or more nights.” The 1972 and 1977 surveys omit all travel under 100 miles (approx. 160km) regardless of whether one night or more was spent away from home. The U.S. Travel Data Center, an independent, nonprofit research center devoted to travel and tourism uses the same definition as the U.S. Census Bureau in their travel work – 100 (approx. 166km) miles away from home. Like the Census Bureau the following kinds of trips are excluded: (1) travel as part of an operating crew on a train, airplane, truck, bus or ship (2) commuting to a place of work (3) student trips to or from school. The above was also adopted by the Nigerian Tourism Board.

For the purpose of this paper/article, the terms, travel and tourism will be synonymous. Tourism is defined as people taking trips away from home and embraces the whole range of transportation, lodging, food service, and other activities relating to and serving the traveler. Consequently, a tourist is someone who travels away from home. The term “tourist industry” is used to describe the economic sectors (transportation, lodging, etc.) supplying the tourist, who is the consumer of the industry’s products. The term visitor, which is common in international travel, will be synonymous with tourist. These definitions of

tourism, travel and tourist admittedly are very broad, but permit the development of additional subcategories to define market segments such as out-of-state visitors, academics, conferences, recreationists, conventioners, the sports-minded and others. The definitions are also in keeping with those used by the Nigerian Tourism Policy Study, which construed the three terms, tourism, travel and recreation as follows: (McCintosh and Goldner 2018).

1. Travel – the action and activities of people taking trips to a place or places outside of their home communities for any purpose except daily commuting to and from work.
2. Tourism – synonymous with “travel”
3. Recreation – the action and activities of people engaging in constrictive and personally pleasurable use of leisure time. Recreation may include passive or active participation in individual or group sports, cultural functions, natural and human history appreciation, non formal education, pleasure travel, sightseeing, and entertainment. (Smith 2004).

METHODS TO BE USED IN EVALUATING THE TOURISM POTENTIALS OF LOKOJA

Tourist commonly is approached through a variety of methods. However, there is little or no agreement on how the study of tourism should be undertaken. The following are several methods that can be used to evaluate the Tourism potentials of Lokoja, Kogi State in Nigeria.

a. Institution Approach

This major approach to the study of tourism considers the various middlemen and institutions which perform the tourism activities. It emphasizes institutions such as the travel agency. This approach requires an investigation of the organization, operating methods, problems, costs and economic place of travel agents who act on behalf of the customer, purchasing services from airlines, rent-a-car companies, hotels, etc. An advantage of this approach is that it conducts a survey every ten years on selected services which includes travel agents and lodging places, thus providing a database for further study. Such will contain new agencies, hotels and economic potentials and bases of Lokoja in Kogi State. These agencies might change or involve new institutions in the future.

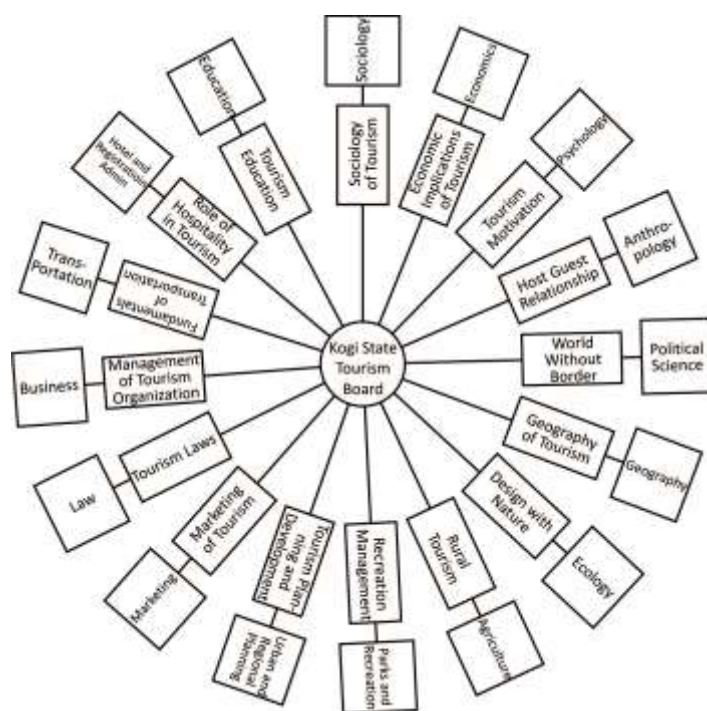


Figure 1: The Institutional approach (Tourism Institutions)

b. The Systems Approach

What is really needed to study tourism is a system approach. A system is a set of interrelated groups coordinated to form a unified whole and organized to accomplish a set of goals. It integrates the other approaches into a comprehensive method dealing with both micro and macro issues. It can examine the tourist firm’s competitive environment, its market, its results, linkages with other institutions, the consumer, and the interaction of the firm with the consumer. In addition, a system can take a macro viewpoint and examine the entire tourism system of a country, state, or area e.g. Lokoja, Kogi State, Nigeria and how it operates within and relates to other systems, such as legal, political, technological economic and social and cultural systems, as obtainable in Nigeria, West Africa and the World.

BASIC PARTS OF TOURISM

(CLASSIFICATIONS OF THE PARTS OF TOURISM IN LOKOJA)

All parts of the tourist industry can be classified as shown in Figure 2 Accommodations include all forms of lodging, even camping and caravanning and all types of food and beverage services. Shopping encompasses any form of retail purchase such as souvenirs, arts and crafts, clothing, groceries, and

others. Activities comprise services such as entertainment, sports, sightseeing, local tours, cultural events, festivals and gambling. Transportation includes all forms by land, air, water, or train.

Figure 2: The Systems/Parts involved in Tourism in Lokoja. Tourism parts.



Information about the Historic Sales in Lokoja has to be promoted through the social media and through advertising. Such promotion must involve providing necessary information on the Tourism parts or systems.

The entire tourism industry rests on a base of natural resources. Such a base must be wholesome and attractive, preferably possessing unusual natural beauty and appeal to vacationers like the Rivers, Hills valleys mountains and Historical parts in Lokoja and the environs. These natural resources must be adequate in dimension to avoid crowding, e.g. with Covid-19 protocols, and they should be free from hazards such as pollution, security challenges, armed banditry,

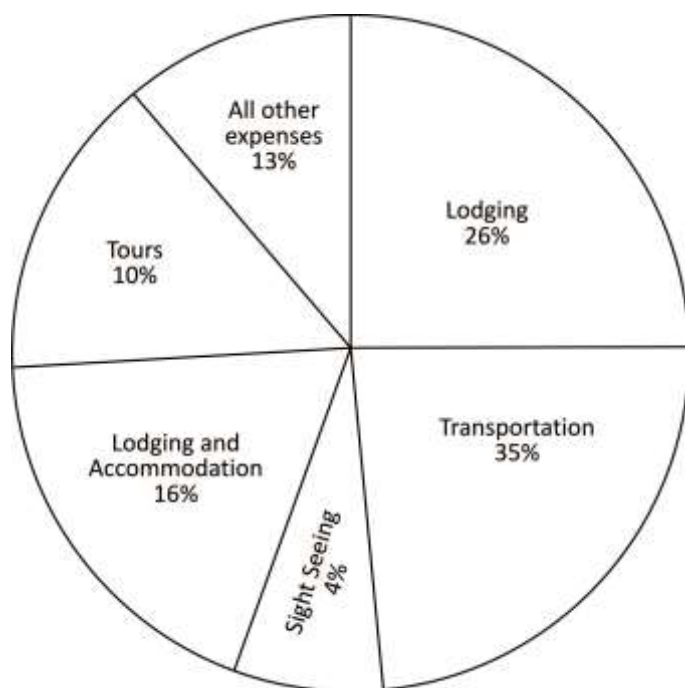
kidnapping, Covid-19 pandemic, Corona Virus, hazards, dangerous or poisonous plants, animals or insects. Likewise, development of tourism should be on sites free from natural disasters such as floods, droughts, landslides, volcanoes or earthquakes, floods are a reoccurring decimal that affects Lokoja. It blocks the roads, affects free flow of traffic and movement of people and goods. These basic parts comprise tourism – an industry whose rapid growth has attracted world-wide attention. Strictly speaking tourism like recreation and leisure, is typically not defined as an industry. There is no Standard Industrial Classification (SIC) code for tourism. Yet tourism is a major economic activity. There is a market for, a demand for, travel, lodging, food, shops, entertainment, and other tourism services. This demand has created the need for tour operators, travel agents, airlines, cruise ships, buses, accommodations, entertainment, food and beverage facilities, and other goods and services to supply tourist needs. This economic activity is the tourist industry or properly designated, simply tourism (McCintosh and Goldner 1988) (McCintosh and Goldner 2018) most of these systems and parts can be obtained from the Kogi State Tourism board Lokoja.

Tourism is a fragmented industry with many parts and varied activities. As a young industry, in Nigeria it has not yet achieved the cohesiveness necessary for all components to work together for the common good. Each segment makes its own separate contributions to the total tourism picture, yet the segments are interrelated and depend on each other. For example Hill or Mountain climbers in Lokoja depends on transportation to bring skiers housing to accommodate them, restaurants to feed them, and other services (medical and retail shops) to take areas of their needs. Most of the enterprises affiliated with mountain or Hill climbing are small in Lokoja. They have a variety of operating policies and while they are operated as independent businesses, they do in fact depend on each other and serve as small parts of the total picture. This dependence calls for cooperative effort and similar policies; however, the fact that the businesses often compete with each other for the consumer's Naira money makes cooperation difficult. Many of them are fiercely independent, dominated by their own self-interest. As tourism grows in Nigeria, and Lokoja matures, the industry will become more united and speak with a single voice on major issues. Firms will become larger, and the weak links in tourism's chain of services will be eliminated. Thus, the future of tourism promises to be bright, dynamic and

exciting. There is an urgent need to vigorously promote these historic sites via the social media, publicity, advertising and sales promotion. Lodging, accommodation and transportation is maturing excellently in Lokoja.

EXPENDITURE PATTERNS

The expenditure breakdown of the vacation naira is shown in Figure 3. Transportation is the largest item in the typical household travel budget requiring about 35 percent of expenditures. Food and beverages require the second highest outlay at 26 percent, followed by about 16 percent for lodging. Package tours account for about 10 percent of expenditures, and incidentals take about 8 percent.



Source: The Conference Board

Figure 3: Expenditure patterns and Breakdown

ECONOMIC IMPORTANCE OF TOURISM IN LOKOJA

Tourism has grown to be an activity of world-wide importance and significance and will rise in Lokoja in the future. For a number of countries, tourism is the largest commodity in international trade. It is Hawaii's, Egypt, Rwanda, South Africa, Morocco most important industry and in many other states it ranks

among the top three industries. Tourism has grown rapidly to become a major social and economic force in the world. It will experience a positive trend in Nigeria as when the security and Armed Banditry challenges are solved.

As it has grown, tourism has moved from being the province of the rich to accessibility to the masses, involving millions of people. The World Tourism Organization attempts to document tourism's growth in an annual publication entitled Tourism Compendium. The 1981 edition shows that some 278 million international tourist arrivals were recorded and illustrates the rapid growth taking place. See Table I.

These figures and projections have doubled and multiplied over the years. But it declined due to the Covid-19 restriction and lockdowns in 2020 and 2021.

TABLE I: International Tourist Arrivals

TABLE 2 Arrivees De Touristes Internationaux

CUADRO 3 Llegadas De Turistas Internacionales

Years Annees Anos	Arrivals (in millions) Arrivees (en millions) Llegadas (en millones)	Index Indice (en 1950-100)	Annual % of growth Taux de croissance Annual Tasa anual de crecimiento
1970(r)	159.7	631	+ 11.6
1971(r)	172.2	681	+ 7.8
1972(r)	182.4	721	+ 5.9
1973(r)	191.3	756	+ 4.9
1974(r)	197.8	782	+ 3.4
1975(r)	215.1	850	+ 8.7
1976(r)	221.6	876	+ 3.0
1977(r)	239.9	948	+ 8.3
1978(r)	258.1	1020	+ 7.6
1979(r)	270.4	1069	+ 4.8
1980(RE)	278.6	1012	+ 3.0

(r) – revised figures/chiffres revises/cifras revisada

RE – revised estimates/estimations revises/estimaciones revisadas.

Source: Tourism Compendium, 1981 Edition, World Tourism Organization

On an average day in the United States, the number of Americans travelling equals the number of residents in New York City. Americans in two out of three households in the country travel to places 100miles or more away from home each year. Travel is just as pervasive among American households as televisions sets. More American adults travel than vote in presidential elections. As a nation, American travelers are so active they annually generate three trips, 13 days away from home, and 2,900 miles for every man, woman and child living in the country. Nigerians also travel, but mostly for Education, Religious and Economic activities within Nigeria. Nigeria states, especially Ogun and Lagos States attracts religious Tourists, from all over the world to Nigeria, during their animal religious events.

Few Nigerian travel to Jerusalem and Israel and Dubai for recreation, or to Mecca, Jerusalem, Jericho, Medina or for Religious reasons and to India, Europe and America for Medical Tourism or for Academic tourism.

FUTURE PROJECTIONS OF TOURISM IN LOKOJA

In his books *World Economic Development 1979 and Beyond* (Kosters 1981) and *The Next 200 Years. A Scenario for America and the World* (Morrow, New York, 1976), Jakie (1985) has stated that by the year 2020 tourism will be one of the largest industries in the world. The January issue of *Travel Trade* magazine, its 50th anniversary issue, examined travel from 2017 to the year 2029 and presented additional predictions from Ashworth 2018. and provides a framework for future analysis of the industry. It emphasizes the point made earlier that mass tourism is a recent phenomenon. From the time *Travel Trade* was founded in 1929, the birth of modern tourism has taken place. The dramatic breakthroughs in transportation and the growth of a tourist infrastructure have been recorded recently. In the span of the lifetime of one person, all of this has taken place (Ashworth 2018). With growth and technology accelerating, it is difficult to comprehend the dynamic future ahead for tourism. These international projections presents economic potentials for Lokoja as a historic city it needs to key in into these projection and use tourism as a source of revenue.

TRENDS IN THE TRAVEL INDUSTRY ECONOMIC PLACE

By any measure tourism is both a major industry and a growth industry. Today, tourism has social, economic, and environmental impacts that are global in

scope. Most countries welcome tourists and actively compete for tourist business e.g. the United Kingdom, United States of America, South Africa, Rwanda and Egypt e.t.c.

Most people are aware of the cultural and educational benefits of travel, but not of the economic importance of tourism. The fact that tourism generates employment, income, and tax revenues needs to be understood. Despite the pervasive nature of travel in the world, its economic contributions are not generally well known.

NIGERIA, LOKOJA AND WORLD TOURISM

World spending for domestic and international tourism in 2017 (preliminary estimate) increased about 13 percent to a total \$3.4 trillion, expressed in 2020 dollars according to *The Big Picture, 2017 – 2020 World Travel Trends and Markets* published by ASTA Travel News. This total expenditure is more than the gross national product of any country in the world with the exception of the U.S. the USSR, West Germany, and Japan. It is larger than the \$1 trillion the world spends for military purposes. The same spending trend is reducing rather than increasing in Lokoja and Nigeria in general. Worldwide the spending reduced in 2019, 2020 due to the Covid-19 pandemic/Corona virus restrictions and lockdowns in cities.

TOURISM AND THE NIGERIA ECONOMY

Following Nigerian Civil War (1967 – 1970), the Nigeria moved into a new type of economic development going from a “production” economy to a “service” economy. Nigeria became one of the nation in the world in which over half of the employed population was involved in the production of services rather than goods. Tourism was just one of the service industries that enjoyed dynamic growth, in the 1960s, 1970s and 1980s but like the other service industries the trend appears not to be on a long term one. Tourism is dwindling in Nigeria, mostly because of political, security, economic and health challenges, especially the Covid-19 lockdown and Covid-19 protocols and restrictions and issues of banditry security challenges, and terrorism of Boko Haram. This has drastically reduced tourists visits to Nigeria, and Lokoja. Those trends might improve if the Nigerian states curbs and reduced these security challenges.

TOURISM EXPENDITURES ARE DIFFICULT TO MEASURE

The economic impact of tourism in the Nigeria is difficult to measure because tourism is so intertwined with other segments of the economy. The producers of tourism products tend to create other products as well and consumers tend to purchase products in stores that sell many other items and almost all tourist items have multiple uses. For example, when a quart of oil is purchased by a tourist it is obviously a tourist expenditure, but it can just as easily be purchased by a businessman on his way to work or by a teenager on his way to school, or an undergraduate on the way to the University or Polytechnic.

WHY IT IS DIFFICULT TO MEASURE TOURISM EXPENDITURE IN LOKOJA AND NIGERIA?

1. Tourism or organizations are numerous and varied. It is relatively easy to go to a manufacturing plant and study production, develop cost figures and extend the total to the industry to get some usable figures. With tourism it is impossible to go to one place and collect the needed information. To come up with reliable figures would require a study of many tourism agencies, combinations of agencies and combinations of transactions an almost impossible task.
2. Personal nature of the costs. With tourism one is dealing individuals and experiences instead of machines. Again it is relatively easy to measure the productivity of a machine, to determine costs and efficiency. Very few tourism activities are as mechanical as activities in production. How long should it take a Travel Counselor/Promoter to plan, advise, and sell a two week cruise to a client? There are many variables that must be considered, variables over which the travel counselor has no control, such as the competition and the customer. These multiple variables complicate the task of analyzing tourism costs.
3. Widespread geographical area of operations. Tourism is a worldwide phenomenon with tourism enterprises scattered all over the globe. Different cultures, environments, laws, etc., create vastly different operating policies, making systematic study exceedingly difficult.
4. Confidential nature. When such data is available and in a usable form, organizations that would assist competitors or make their own task more difficult in the market place. An example would be a hotel manager who

would be reluctant to disclose the property's annual percentage of occupancy and profitability because of your reasons.

5. Cost. A barrier to gathering good tourism cost and expenditure data is cost itself. It is very expensive to gather good data and this has served as a deterrent.
6. Lack of data. Because most tourism enterprises in Nigeria are small and independently owned, one finds there is no standardization of records. Information that is recorded has not been done so under a uniform accounting system, making comparisons meaningless. Small businesses are notorious for their poor record keeping.
7. Costs not identifiable. Tourism costs are frequently fused with other costs such as airport expenditures, highway expenditures, executive salaries, utility costs, and retail sales. This creates a severe allocation problem.

METHODS TO BE USED IN MEASURING TOURISM COSTS AND EXPENDITURE IN LOKOJA AND NIGERIA

Ashworth 2018 opined that even though the task is difficult as mentioned above some of the ways of measuring tourism expenditures are to (1) conduct consumer expenditure surveys (2) measure tourism prices and calculate figures based on visitor counts (3) use travel price indices, (4) use computer simulation models, and (5) use tax collections. (Ashworth 2018).

POSITIVE AND NEGATIVE EFFECT OF TOURISM IN LOKOJA AND NIGERIA IN GENERAL

TRANSPORTATION AND THE MULTIPLE CONTRIBUTION

The tourism industry's contribution to employment is vital to the Nigeria economy. Travel and Tourism creates employment in Nigeria. Every state and is a major employer in Nigeria. Over the past four decades travel has created jobs at twice the rate of the overall economy. Despite recessions, security challenges, travel industry has managed to produce more jobs each year in Lokoja, Kogi State and Nigeria in general.

The nation Nigeria has long recognized that providing job opportunities for the citizens is its top economic priority. The travel industry has done an outstanding job of creating job opportunities over the years. Public officials and others

concerned with reducing unemployment should investigate ways of enhancing the travel industry's extraordinary ability to create jobs, especially in Nigeria's short and long distance travels especially in Lokoja considering the importance as the Gateway to Abuja. These possesses great economic potentials for the people of Lokoja.

It is worth nothing that Lokoja is a gateway city to Abuja and all vehicles from the southwest, east, south south and other parts of Nigeria, entering the capital city of Abuja must go through Lokoja, before detouring at Abuja.

Another important characteristic of travel employment is that many jobs are at the unskilled level so the industry offers a major source of jobs for large numbers of minorities, women and youth. Travel also offers more employment opportunities to disadvantaged groups than other industries. A lot of Nigerians are employed in the travel industry as long distance luxury bus, medium bus drivers, tricycle, train, (keke and okada riders and drivers) pilot, motorcyclists, canoes, paddies moving, goods and services in the tourism, locally nationally and internationally. This yields a lot of revenue and foreign exchanged for the government and generated income via taxes, which are paid to the local and state Government of Kogi State.

They estimate travel and tourism in Nigeria generated 6 million of jobs in 2020, more than 5 percent is total payroll employments. This can be confirmed from the state, and local governments in Kogi State. Travel industry is a major income earner in Lokoja and Nigeria.

DIRECT EFFECT

In addition to the direct impact of tourism expenditures on an area, there are also indirect impacts. The indirect or multiplier impact comes into play as visitor spending circulates and recirculates. In Lokoja and Nigeria the direct effects are the easiest to understand as they result from the visitor spending money in tourist expenditure and providing a living for the owners and manager and creating jobs for employers, especially in Tourism related areas. (Ashworth and Bergema 1982).

INDIRECT EFFECT

This visitor expenditure gives rise to an income which in turn leads to a chain of expenditure-income-expenditure etc. until leakages bring the chain to a halt.

Consequently, the impact of the initial income derived from the tourist's expenditure is usually greater than the initial income, because subsequent rounds of spending are related to it. For example, a skier purchase a lift ticket for N1,000 this money received by the ski area will be used to pay the wages of the lift operators the lift operator spends the money on groceries and foods, the grocery store uses the money to pay part of his rent to the local landlord; In Lokoja the landlord uses it to pay for his dry cleaning; the dry cleaner spends it in a restaurant for a dinner; the restaurant owner spends it for steaks shipped in from Lokoja city; and the cycle stops as the money is lost to the local economy in Lokoja. This last transaction is known as "leakage" from the economy. (Ashworth 2018).

Effects of Direct and Indirect Expenditure.

Ashworth 2018 and McCintosh and Goldner 2017 opined that the combination of the direct and indirect effects of an expenditure pattern determines the impact. In a typical situation not all of the income generated in each round of expenditure is respent. (Ashworth 1987) Some portion tends to be saved and some portion tends to be spent outside the local economy in Lokoja and Kogi State. The greater the proportion of income spent locally, the greater will be the multiplier. These effects are seen in the provision of social amenities in Lokoja and Kogi State. (Ebiloma 2018).

The degree to which a local Lokoja area is able to retain tourist income depends on how self-sufficient the local economy is. If the local economy is able to produce the goods and services tourists buy, the greater will be the multiplier effect. The more goods that have to be imported from outside the region, the smaller the multiplier will be.

From the above discussion, it is clear that when a tourist's spending injects funds into the economy of a host e.g. Lokoja area an economic effect occurs that is a specified number of times what was originally spent. Initially this effect is thought of as an income multiplier, as tourist expenditures become income directly and indirectly to local people in Lokoja. However, there are additional economic phenomena. Increased spending necessitates more jobs which results in an employment multiplier. Because money changes hands a number of times during a year there is a transactions multiplier. (Moutinho, Batantyne and Rates

2018) The Kogi State Government and future researchers have to look into this area in future studies.

This is of particular interest to governmental tax officials where sales taxes are imposed. As business grows in a tourist destination area e.g. Lokoja, more infrastructures and superstructures are constructed. This results in a capital multiplier.

INCOME MULTIPLIER

Jobs mean income which stimulates the economy of the area in which the development occurs. How much stimulation depends on several factors. Using a hotel as an example, the management takes one of two actions concerning the revenue earned – it either spends the money on goods and services or it saves part of such funds. Economists refer to such action as MPC (Marginal Propensity to Consume) or MPS (Marginal Propensity to Save – removing funds from the local economy). Such removal of these marginal (extra) funds can be made in two ways: (1) saved but not loaned to another spender, or (2) purchase of imports. In either case, so doing removes the funds and thus does not stimulate the local economy. (McCintosh and Goldner 2018)

Economic research is needed in a tourist destination area in order to determine what these income relationships are. If the results of such economic research were made available, many beneficial results might be possible. For example, governmental bodies might be more inclined to appropriate additional funds for tourism promotion to their areas if they knew more about the income which was generated by tourist expenditures. Also, improved and added developments of facilities to serve tourists might be more forthcoming if prospective investors could have more factual data upon which to base decisions. (McCintosh and Goldner 2018) (Markin and Weinberger 2018)

In order to understand the multiplier, we must first make some approximation as to what portion of the tourist naira which are received in a community are spent (consumed) and saved (leakage). To illustrate this, suppose that we had a total of N1,000 of tourist spending in a Lokoja and there was a MPC (Marginal Propensity to Consume) of $\frac{1}{2}$. The expenditure pattern might go through seven transactions in a year. These are illustrated in Table 3.

Figure 4

Formula For the Multiplier

$$\text{Multiplier} = \frac{1}{1-MPC}$$

Where:

M = Marginal (Extra)

P = Propensity (Inclination)

C = Consume (Spending) MPC

S = Savings (Money out of circulation) MPC

Suppose N1,000 of tourist expenditure and a MPC of $\frac{1}{2}$, Then:

N1,000

+

500 $\frac{1}{2} \times 1000$

+

250 $(\frac{1}{2})^2 \times 1000$

+

125 $(\frac{1}{2})^3 \times 1000$

+

62.50 $(\frac{1}{2})^4 \times 1000$

+

31.25 $(\frac{1}{2})^5 \times 1000$

+

15.63 $(\frac{1}{2})^6 \times 1000$

+

7.81 $(\frac{1}{2})^7 \times 1000$

N32,000 (approx.)

$$\text{Multi:} = \frac{1}{1-\frac{1}{2}} \times 1000, \text{ or } 2 \times 1000 = \text{N2,000}$$

Thus, the original N1,000 of tourist expenditure becomes N2,000 of income to the Lokoja community.

Leakage, as defined above, is a combination of savings and imports. If we spend the money outside of our country for imports, obviously it does not stimulate the economy locally. Also, if it is put into some form of savings which are not loaned to another spender within a year, it also has the same effect as imports – not stimulating the economy. Thus, to get the maximum benefits economically from tourist expenditures, we should introduce as much of the tourist funds as possible into the local economy for goods and services rather than saving the proceeds or buying a large amount of imports.

POTENTIAL ECONOMIC BENEFITS WIDELY DISTRIBUTED IN LOKOJA

Using a conceptual approach, we should realize that tourism is characterized by the existence of a large number of very small businesses that support and are ancillary to the industry. The receipts from tourism quickly filter down to an extremely broad cross-section of the population, so that the entire community shares the economic benefits. The following chart, based on a hypothetical example, illustrates how quickly tourism receipts seep through the economy and the diversity of the businesses that benefit from tourism. As Table 2 indicates, the tourism naira is shared by over seventy distinguishable types of enterprises in just two rounds of spending. The Kogi State government has to look into these economic benefits and develop Tourism in Lokoja.

Table 3: The Economic Benefits of Tourism in Lokoja

VISITORS SPEND FOR	TRAVEL INDUSTRY SPENDS FOR	ULTIMATE BENEFICIARIES
		Accountants
		Advertising and Public Relations Appliances Stores
Lodging		Architects
	Wages and Salaries	Arts and Crafts Producers Attorneys
Food	Tips - Gratuities	Automobile Agencies Bakers Banks Beach Accessories Butchers Carpenters Cashiers Charities
	Payroll Taxes	Chemists Clerks Clothing Stores Clubs Confectioners Cooks Cultural Organization Dairies
Beverages	Commissions	Dentists Department Stores Doctors Dry Cleaning Establishments
	Music & Entertainment	
	Administrative and General Expenses	
Entertainment	Legal and Professional Services	
	Purchases of Food, Beverages, etc.	
Clothing etc.	Purchases of Goods Sold	

Clothing, etc.	Purchases of Materials and Supplies	Electricians
	Repairs and Maintenance	Engineers
Gifts and Souvenirs	Advertising Promotion and Publicity	Farmers
	Utilities – Electric Gas, Water, Etc.	Fishermen
	Transportation (Keke, Motorcycles, Buses, Cars)	Freight Forwarders
	Licenses	Garages and Auto Repairs
Photography	Insurance Premiums	Gardeners
	Rental of Premises and Equipment	Gift Shops
	Interest and Principal Payments of Borrowed Funds	Government
Personal Care Drugs and Cosmetics	Income and Other Taxes	Education
	Replacement of Capital Assets	Health
Internal Transportation	Return to Investors	Roads & Railroads
		Utilities
		Development & Others
		Greengrocers
		Grocery Stores
		Financiers
Tours and Sightseeing		Furniture Stores
		Importers
		Insurance Agencies
		Landlords
		Laundries
		Manufacturing Agents
		Managers
		Motion Picture Theaters
		Newspapers, Radio, Etc.
		Nightclubs
Miscellaneous		Office Equipment Suppliers
		Painters
		Pastoralists
		Petrol Stations
		Plumbers
		Porters
		Printers – Sign Painters
		Publishers
		Real Estate Brokers & Developers
		Resorts
		Restaurants
		Room Maids
	Shareholders	
	Sporting Events	
	Transportation	
	Travel Brokers	
	Taxi – Hire Car Services	
	Unions	
	Wholesale Establishments	

Table 2: Distribution of tourism expenditures.

Source: Pannel, Kerr, Forster and Belt Collins and Associates (2018) in (Ashworth 2018)

TOURISM INCREASES THE INCOME OF HOST REGION (MIDDLE BELT AND KOGI STATE IN NIGERIA)

The host region is defined loosely as a local government region, a state, or a nation depending on the level at which the problem is being considered. For a local government area, the income of the country is of primary interest. A state government would perceive the maximization of the combined income of the entire state to be its objective and so on.

Regardless of which definition of host region is being considered, expenditures in this area by tourists coming from another region or country is represent injections into the area’s economy.

A Egyptian travelling to Nigeria presumably earned his income in Egypt. When he spends money in Nigeria as a tourist, he is injecting money into our economy that wasn’t here before. As such, expenditures by foreigners in this country (for travel purposes) represent tourism exports for Nigeria. This may be somewhat confusing since we are accustomed to thinking of something leaving the country as an export. When we export crude oil for example, these commodities are sent out of Nigeria. In the example of the Egyptian tourist, the tourist is coming into this country. So how is it an export? There seems to be a contradiction in terminology. As the astute student would note, however, when tourists come into this country, they are purchasing travel experiences. When they leave, they

take this exp
which is, aft
clarify this cc



Figure 5: Economic comparison - commodity flows and tourist flows.

In tourism exports, the flows of tourists and payments are in the same direction, whereas in commodity exports, the two flows are in opposite directions. Therein lies the confusion. However, if one were to look at the *direction of payment flow* to determine what is an export, there is no contradiction between the two cases. When payment flows into Nigeria, something has been exported – travel experiences, for instance or commodities. Both payment flows are in the same direction.

BALANCE OF PAYMENTS EFFECTS

Tourism is one of the world's largest international industries. As such it has a noticeable impact on the balance of payments of many nations. We have heard much about the balance of payments problems of Nigeria and, indeed, tourism imports do affect the balance of payments and economic conditions generally. Tourism imports is defined as those expenditures made by Nigerian tourists in foreign countries. An easy way to remember this is “Who got the money?” If, for example, Morocco received Nigeria funds, it makes no difference whether we bought some Moroccan Arab or an Libyan tourist visited Moroccan.

Our balance of payments situation directly affects the Gross National Product of the United States (Y). The formula is as follows:

$$Y = C + I + G + (X - M)$$

$$Y = \text{GNP}$$

C = Consumer Expenditures

I = Investments

G = Government Expenditures

X = Exports

M = Imports.

By looking at the above formula, we can see that if imports (M) exceed exports (X), it will be a negative number and Y would, thus, be smaller. So, it is advantageous to us in Nigeria economy to attract more visitor spending in Nigeria. These “tourism exports” are like credits and help our economy. It is economically better to have foreign visitors come to Nigeria than it is to have Nigeria citizens travel abroad. However, this should be tempered with the realization that the situation is not entirely positive or negative.

Tourism exports become very desirable as far as the Gross National Product and the prosperity of the country are concerned. Efforts on the part of Nigeria Travel

and Tourism Board to attract foreign visitors have a great impact on the balance of payments situation.

Business firms, which serve the foreign visitor, provide desired services, and stimulate sales, materially help our national economy, especially with the hotel industry. (Burkarat Medlick 1994)

TOURISM STIMULATES INVESTMENT IN LOKOJA AND NIGERIA

The tourist industry has a unique structure. It is characterized by, and is fact is an agglomeration of large number of very small units, covering a variety of different service trades – the small restaurants, motels, guest houses, laundries, arts and crafts shops, and others. Thus, investment in infrastructure and sometimes expensive superstructure by the government stimulates investment in numerous smaller businesses. Because of the small size of these businesses, capital requirements are relatively low and investment generally proceeds at a rapid pace. In this respect, too, governments view tourism rather favorably. The initial investment in tourism brings forth a large investment in supporting and tertiary industries. (Ashworth 1984).

TOURISM INCREASES TAX REVENUE AND VAT (VALUE ADDED TAX) ON GOODS AND SERVICES IN NIGERIA

Tourists must pay taxes like most other people, since they come from other regions or countries, their expenditures represent an increased tax base for the host government. In addition to the usual sales tax, vat taxes, tourist sometimes pay taxes in less direct ways. Airport taxes, exit fees, customs duty and charges assessed for granting visas are just a few examples of commonly used methods of taxing tourists and adding VAT taxes on goods and services consumed by tourists.

Apart from these special cases, the usual taxes collected from both tourists and residents increase due to tourism expenditures.

INFLATIONARY PRESSURE

Tourists inject money (earned elsewhere) into the destination e.g. the Lokoja, Kogi State or Nigeria economy. While this increases the income of the region (as discussed above) it also might cause inflationary pressures. Tourists typically have a higher expenditure capability than the residents do either

because tourists have higher income or because they have saved for the trip and are inclined to “splurge” while on vacation. Hence, they are able to somewhat bid up the prices of such commodities as food, transportation, and arts and crafts. This causes inflationary pressures, which can be detrimental to the economic welfare of residents of the host community. This is particularly true when inflation affects the prices of essential such as food, petrol or kerosene clothing, transportation and housing. Land prices have been known to escalate rapidly in tourist destination areas. The prices that foreigners are willing to pay for “vacation homes” in the areas can decrease the demand for “first homes” by residents.

STRUCTURAL CHANGES

In countries that primarily rely on a single industry, such as agriculture, or oil the introduction of tourism has often led to a decrease in the agricultural base of the country. Agriculture is an extremely low productivity industry in the developing countries. The promise of much higher wages in the tourism industry draws people away from farming. Agricultural output declines as a result, just when the demand for food is increasing due to the influx of tourists. The inflationary pressure on food prices is further aggravated and can lead to considerable social upheaval. In the mid-1970s, some Caribbean countries experienced a wave of protests and even attacks on tourists, as the resident population expressed its dissatisfaction over rising prices. Nigeria will derive much revenue if it diversifies and rekindles the potentials of tourism as an alternative income earner. (Ashworth 1984).

Another major implication of the structural change is that instead of diversifying its economic base, the country’s tourism sector merely “cannibalizes” on its other major economic sector. Diversity is the foundation slump, another sector is booming, thus reducing the probability of a severe depression, and indeed, reducing its impact if a depression does occur. Thus tourism instead of diversifying an economy, sometimes replaces agriculture as a “subsistence” sector. (McCintosh and Goldner 2018).

DEPENDENCE ON TOURISM

Permitting tourism to become the subsistence industry is not desirable for a number of reasons. First, tourism is by its very nature subject to considerable

seasonality. While seasonal fluctuations in demand can sometimes be reduced, they cannot be eliminated. Thus, when tourism is the primary industry in an area, the off-season periods inevitably result in serious unemployment problems. Such areas find that the seasonal character of tourism leaves severe economic and social effects on the host region.

Another very important reason relates to the source of demand for tourism. The demand for tourism depends largely on the income and the tastes of tourists, both of which are beyond the control of the host region. If the Nigerian economy is going through a slump, demand for travel to a foreign destination by Nigerian or British will fall off. There is precious little a destination area can do, in this case, to increase the level of demand. If the tastes of the people in the tourist generating area change – they decide to travel to a new destination – tourism in the old area will decline, causing economic and social problems. Again, there will be little or nothing the destination can do to avoid this. In fact, as Plog points out, there is reason to believe that such a decline in an area's popularity may be largely inevitable. Quite clearly, then, tourism should not be allowed to grow to an extent that the destination area becomes totally dependent on it.

In other words, total dependence on a single industrial sector is undesirable. If it cannot be avoided, then dependence on domestic agriculture is in many ways preferable to dependence on tourism. The country has presumably adapted itself economically and socially to dependence on agriculture over several centuries. The demand for agricultural output is also unlikely to suffer from a secular decline since people must eat. Also, it is the residents, not foreigners in tourism, who directly benefit from agricultural production. (Moutinho 2010)

Moreover, tourism imposes certain environmental and social costs on the host region and its residents. Permitting it to develop to the extent that the host region becomes totally dependent on tourism poses this dilemma. If further development is curtailed, economic devastation would result. If tourism is permitted to continue growing, the natural and cultural resources can be depreciated due to overexploitation. Hawaii is a case in point. When demand for travel to Hawaii showed a 2.7 percent decline in February 1973, many scholars and researchers welcomed this trend, pointing to the adverse environmental and social impacts implied by continued growth of tourism. They contended that further growth of tourism, especially on Oahu, would cause havoc with the natural resource base of Hawaii and would result in the Hawaiian

society becoming overwhelmed by the sheer number of tourists. (Ashworth 2018).

INVESTMENT PRIORITIES

Sometimes, governments of developing countries like Nigeria and Rwanda take an overly optimistic view of tourism. They undertake aggressive investment programs to develop tourism, assigning it top priority in their development plans. In extreme cases, such an approach can lead to the neglect of more fundamental investment needs of the country. For example, funds can be channeled into tourism development at the cost of education, health and other social services. The education, health and other aspects of social well being of the population should be of primary concern for a developing country. Not only is undue glamorization of tourism unwise because it usurps this position, but such a strategy only speeds up the process of dependence on tourism which, as discussed earlier, is itself education programs also slows down the rate at which the local population is assimilated into the modern market economy of the country. Under certain circumstances, it may actually retard development instead of enhancing it.

RESEARCH METHODOLOGY

The paper is a literature review of previous write up on the Tourism potentials of Lokoja, Kogi state by other local and international authors like the title stated, it is throwing away and retrieving the baby with the bath water. Tourism in Lokoja and Nigeria had been neglected, but the Government can redeem the situation.

The purpose of the paper to have another literary view of the topic and not to challenge already established authors in Lokoja tourism. The essence of the paper is to enrich the Tourism encyclopedia in Nigeria.

This will have a significant impact in keeping to re-conceptualize Tourism potentials and benefits for the people and government of Lokoja and Nigeria. If Tourism is to make a continued contribution to Lokoja and Nigeria, there is now an urgent need to have more contributions and paper on this topic from different literary angles and to separate the rhetoric from the reality.

CONCLUSION & RECOMMENDATION

CONCLUSION

The conclusion is that although tourism has tremendous potential as a tool in economic development. It is no panacea. Governments should attempt to optimize (not maximize) the benefits that tourism provides, being ever mindful of the costs that it can impose. It should be noted also that the probability and the intensity of the economic costs of tourism are greater for developing nations (or regions, Nigeria) than for wealthy ones. Wealthy nations, by definition, possess robust economies that can more easily absorb the costs of tourism. Typically, such economies are well diversified, and government investment programs are not to central to development efforts. This is a lesson for Lokoja and for Nigeria's its tourism potentials

FUTURE FORECASTING-INNOVATIONS OF TOURISM IN LOKOJA AND NIGERIA

1. As people become increasingly concerned with their carbon footprints, rail travel will become the sustainable alternative and as high-speed rail technology advances it will become a faster alternative for some trips than road in Nigeria. Other alternatives such as reinvention of the better road and issues will displace current types of road travel. There will be increased equilibrium between tourism, environmental concerns and technology in terms of fulfilling tourist wishes and expectations in Nigeria. There is a rail revolution in Nigeria and Lokoja.
2. A third of the population in developing country like Nigeria will be over the age of 60/by 2040. This age cohort will dictate the shape of market demand. Demand for spirituality based on inner experiences as well dictates the shape of market demand. Demand for spirituality Tourism based on inner experiences as well as concern for health and longevity will lead to a boom in well-being, religious, health and fitness-related tourism. Medical services will become globalized and commoditized and countries will compete for incoming health, spiritual or medical tourism in specific niche markets. Europe has seen Africa as less prone to the covid-19 pandemic as Africa is a safe place to visit now with its abundant sun shine, and heat available.
3. Unique selling propositions (USPs) agenda will become unique experiential selling propositions and unique symbolic selling propositions. The brand

promise will be about the quality of the relationship between tourism provider and consumer. Lokoja historical museum capital gateway to Abuja has to repositioned and rebranded for Tourism.

4. As international travel and immigration increase, the market of global nomads' increases. Lokoja must be positioned to reap from Tourism growth. This will create a significant growth in visiting friends and family travel as well as family reunion travel in the capital of Lokoja as the Historical Capital of Nigeria.
5. Holidays of the future in Lokoja and Nigeria will be customized trips of a lifetime or sabbaticals which feature some aid to self-actualization through a personal challenge or some process of self-growth for example, 'creative, volunteer, cultural and spiritual tourism will fulfill long-held but achieved goals of altruism, skills development or creative expression. The new consumer will increasingly co-create and author his/her own tourism experience. Tourism with true emotional reach and power will prosper. so tourist experts should optimize
6. The federal, State and State Governments in Nigeria must invest much in modern security methods so as to curtail the activities of the bandits, religious extremists, kidnappers and violent Armed Robbers who engaged in very extreme violent activities. Tourism only grows in a relatively peaceful environment. No Nation on Earth is completely violent free; But some tourist's cities are safer than the others. Some tourist cities invest much on security, close circuit television, to safeguard the life and interests of both foreign and local tourists. As violent as los Angles, Hawaii, Paris, Johannesburg. Washington D.C etc. are, it still accommodates a lot of tourists every year. New Delhi takes in many medical and academic tourists from Nigeria. Nigeria and Lokoja should carve out its Niche as a relatively violent free environment for tourists to visit and enjoy their stay, after the Covid-19 lockdowns.
7. New search and mapping technology will allow tourists to develop more sophisticated pre-visits knowledge and expectations. Tourism operators will be able to track customers in real time identifying specific patterns of behavior. There is a need in break on inferne the safe nature of Lokoja Nigeria

Ultimately the new consumer will be able to create their own virtual tourism experiences utilizing state-of-the-art 3D technology. The virtual tourist will be able to simulate just about anything: for example, if a person wanted to experience a raft trip down the Calabar to Lokoja it will be possible to replicate this experience –with the technology delivering the same sensations. The consumers sensory receptors will be stimulated to see, touch, hear, taste and smell Lokoja. The more adventurous virtual tourist will also be able to role play-experiencing different tourism scenarios as different characters. Moreover, virtual tourism will not be restricted to replica tourism experiences in this world but it will give us access to artificial worlds to explore outside normal space and time.

Although a more socially and environmentally aware consumer will rise there will still attract the global elite (e.g. space tourism).

Conference tourism and event-based tourism will accelerate. Competition and tendering for world interest events such as the Olympic Games and the Commonwealth Games will intensify. And religion tourism concerns will increase as seen in the synagogue of all nations Ikotu, Lagos, Canan land in Otta and Redeem camp, in Ogun State. This will attract religious Tourists in Nigeria after the Covid-19 lockdown.

8. The various tiers of Government in Nigeria has to rejig and reorganize the Security apparatus so as to guarantee the safety of local, national and international Tourists in Lokoja. Tourism grows more in a peaceful environment.
9. There is an increasing need now more than ever before to market and rebrand the city of Lokoja. More information must be disseminated on Tourist sites and centres that abound in Lokoja, so as to encourage Local, National and International movements to colonial museum city and the historic city of Lokoja. Need more effective, promotion and advertisement about Historical sites in Lokoja, and the attendant historical benefits to both the local, national and international tourists.

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