



TOURISM POTENTIALS IN MUBI TOWN,  
ADAMAWA STATE, NIGERIA

BY

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## ABSTRACT

Environmental, physical and cultural potentials of tourism are among the major sources global economy which provide foreign exchange, infrastructural provision, employment generation and intercultural and understanding to the host countries. The study of environmental potentials of tourism in Mubi town was carried out to ascertain the environmental potentials of tourism in the town. The potentials were categorized into physical potentials which include: The Emir of Mubi palace, two Domes well constructed Mosques, Tike cattle Market, Traditional Industries, German Colonial Buildings, Open Yard Qur'anic Schools and Tower of Hekan Church among others while the cultural potentials cover elements like: Horse riding and Dobar celebration, Sallah of both Eids celebrations, Fulani Gode Dancers, Mauludur Rasul, Local Wrestling and Christmas and New Year celebrations. The study examined the environmental elements which covers the weather conditions, the natural landscape, the water body and the duration of the seasons. Environmental Quality Indicators: Air quality, Noise level and water quality were studied as well and the level of Tourism Sector management was carried out. In addition, Field survey via questionnaire and physical observation was carried out and the correlation analysis between Physical Tourism Potentials (PTP) and Environmental Elements (EE), Physical Tourism Potentials (PTP) and Environmental Quality Indicator (EQI), Physical Tourism Potentials (PTP), Tourism Industry Management (TIM) and Cultural Tourism Potentials (CTP) and Tourism Industries Management (TIM) was conducted and the Findings indicate that, all the results are positive significant correlations at 0.01 (2-tailed). This demonstrates that, the Environmental Potentials of Tourism in Mubi Town, if properly planned and Managed will provide Foreign Exchange, infrastructural, employment, intercultural understanding, Environmental awareness and preservation and field of research by related institutions. Short and long term recommendations were made based on the findings.

## ملخص

ارتكزت أهلية البيئة موقعا هاما في السياحة التي تعد مصدرا للتقدم الاقتصادي العالمي. ذلك لأنها توفر للدولة صرف العملات، والوظائف، والتداخل الثقافي، والتفاهم في الدول المستضافة. وقد قام الباحث بدراسة أهلية بيئة مدينة مي في ولاية يوبي شمال نيجيريا ليتحقق مدى قابليتها للسياحة. قسم الباحث الأهلية في عمله إلى قسمين: أحدهما الأهلية الظاهرة، التي تشمل على قصر أمير مي، ومسجدين ذوي منارتين جميلتين، وسوق تيكي لشراء البقر، والمصانع الأهلية، وقلعة المستعمر الألماني، وميدان تعليم القرآن الكريم، وبرج كنيسة إيكن وغيره. والثاني: الأهلية الثقافية نحو ركوب الخيل، وحفلة مسابقات الخيل، وعيد الفطر والأضحى، ومسابقة الرقص لقبيلة فلاي، وحفلة مولود الرسول (ص)، والملاكمة المحلية، وعيد ميلاد نبي الله عيسى عليه السلام، وحفلة بداية العام الميلادي. وتمت دراسة على عناصر البيئة، ومشار جودة البيئة، ومدى مستوى إدارة السياحة. وعلاوة على ذلك، قام الباحث بالمسح الميداني بتوزيع الاستبيانات وملاحظة البيئة، وقام بالارتباط الإحصائي بين أهلية البيئة السياحية (PTP) وعنصر البيئ (EE) كما لاحظ الارتباط الإحصائي بين أهلية البيئة السياحية (PTP) ومشار الجودة البيئية (EQI) و أهلية البيئة السياحية (PTP) وإدارة المصنع السياحي (TIM). وقام الباحث أيضا بالارتباط الإحصائي بين أهلية الثقافي السياحي (CTP) وإدارة المصنع السياحي (TIM) وأظهرت هذه الدراسات النتائج الإيجابية. وإن دلت هذه على شيء، وإنما تدل على أهلية بيئة مدينة مي للسياحة، شريطة وضع تخطيط لازم، وإدارة جيدة، حتى تمنحهم صرف العملات، والمواصلات، والوظائف، والفهم الثقافي. كما يتم هذا بالصحة البيئية، والوقاية والدراسات الميدانية في المدارس المتعلقة بها. وقدم الباحث توصيات اعتمادا على ما توصل إليه من النتائج.

## APPROVAL PAGE

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## DECLARATION

I hereby declare that this dissertation is the result of my own investigations, except where otherwise stated. I also declare that has not been previously or concurrently submitted as a whole for any other degree at IIUM or other institutions.

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## **DEDICATION**

This research is dedicated to my parents, Late Alhaji Abdullahi Muhammad Dahir and my caring mother Hajiya Aishat Abdullahi Muhammad and to my entire family members and well wishers.

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# TABLE OF CONTENTS

Abstract .....	ii
Abstract in Arabic .....	iii
Approval Page.....	iv
Declaration .....	v
Copyright Page.....	vi
Dedication .....	vii
Acknowledgement .....	viii
Table of Contents .....	ix
List of Tables .....	xiii
List of Photos .....	xiv
List of Figures .....	xv
List of Abbreviation .....	xvi

## **CHAPTER ONE: INTRODUCTION..... 1**

1.0 Overview .....	1
1.1 Background of the Study.....	2
1.2 ProblemStatement .....	4
1.2.1 The Environment Impact of Tourism.....	4
1.2.2 The Rural Tourism Offers the Potentials for Policy Rejuvenation.....	4
1.2.3 Lack of Documentary Records of Tourism in Mubi Town.....	5
1.2.4 Lack or Inadequate Records of Staff Strength and Revenue Accrue from Tourism in Mubi town.....	5
1.2.5 Impacts of Government and Private Investors on Tourism in Mubi Town .....	6
1.3Research Questions .....	6
1.4Aims and Objectives of the Research .....	7
1.5 Scope of the Study .....	7
1.6 Significance of the Study .....	8
1.6.1 The Significance to the Environmental Protection and Conservation ..	8
1.6.2 Significance to the Mubi Community and its Environs .....	8
1.6.3 Significance to the Decision Makers/Government Tourism Board .....	9
1.6.4 Significance to the Theoretical and Practical Knowledge .....	9
1.6.5 Significance to Urban Planning Development Boardin Tourism Related Issues.....	10
1.7Delimitation Scope and Limitation of the Study.....	11
1.8 Limitation.....	11
1.9Organization of the Study .....	11
1.10Conclusion.....	12

## **CHAPTER TWO: LITERATURE REVIEW..... 13**

2.0 Introduction .....	13
2.1 Tourism Industry .....	13
2.2 Definition of Tourism .....	14
2.3 Types of Tourism .....	16
2.3.1 Regional Tourism.....	17
2.3.2 Sustainable Tourism.....	17
2.3.3 Urban Tourism .....	19
2.3.4 Rural Tourism .....	19
2.3.5 Education Tourism .....	20
2.3.6 Eco tourism .....	20
2.4 Significance of Tourism Potentials to an Area .....	20
2.4.1 Economic contributions .....	22
2.4.2 Employment Generation .....	24
2.4.3 Contribution of Tourism Eradicating Poverty .....	25
2.4.4 Infrastructure Provision.....	27
2.5 Physical-Environmental Tourism Potentials.....	28
2.5.1 Components of Environment .....	29
2.5.2 Contribution of Physical-Environment to Tourism Industry Development .....	29
2.6 Cultural Tourism Potentials .....	30
2.7 Conclusion.....	30

**CHAPTERS THREE: RESEARCH METHODOLOGY .....** 32

3.0 Introduction .....	32
3.1 Research Design.....	32
3.2 Quantitative Research .....	33
3.3 Quantitative Research .....	34
3.4 Population of the Study and Sampling Techniques .....	35
3.5 Sample Size.....	36
3.6 Sample Techniques .....	36
3.7 Instrumentation .....	36
3.8 Data Analysis .....	37
3.9 Conclusion.....	37

**CHAPTER FOUR: BACKGROUND OF THE STUDY AREA .....** 38

4.0 Introduction .....	38
4.1 Tourism Contribution to Nigerian Economy .....	38
4.2 Location of Adamawa State .....	39
4.3 Mubi Region.....	41
4.4 Mubi Town.....	41
4.5 Traditional and Local Industries .....	42
4.5 Conclusion.....	45

**CHAPTER FIVE: DATA ANALYSIS AND FINDINGS.....** 46

5.0 Introduction .....	46
5.1 Respondent Profile .....	47
5.1.1 Age of Respondents .....	47
5.1.2 Level of Education .....	48
5.1.3 Marital Status .....	48
5.1.4 Number of Children .....	49
5.1.5 Occupation .....	50
5.1.6 Tribe of the Respondent .....	50
5.1.7 Location of Residence .....	51
5.1.8 Monthly Income .....	52
5.2 Physical Tourism Potentials .....	52
5.2.1 Tike Cattle Market .....	56
5.2.3 Wednesday Market .....	57
5.2.4 Traditional Industries also Provide Cheap Products .....	57
5.2.5 Emir Palace .....	58
5.2.5 Two Minerate and Domes Central .....	59
5.2.6 River Yadzeram .....	60
5.2.7 The tower of Hekan Church .....	61
5.2.8 Open yard Quranic Schools .....	62
5.3 Cultural Tourism Potentials .....	62
5.3.1 Horse Riding .....	64
5.3.2 Sallah of both EidlFitr and Adha Celebrations .....	64
5.3.3 MauludurRasul (saw) Celebration .....	65
5.3.4 Christmas and New Year Celebrations .....	66
5.4 Tourism Management .....	66
5.4.1 The Potentials of Tourism Industry in Global Interaction in Mubi between Local and International Tourists .....	68
5.4.2 The Potential of Tourism Development to Provide Facilities etc .....	68
5.4.3 Inavailability of Tourists Information Center in Mubi .....	69
5.4.4 Tourism Sector is New in Mubi Town .....	70
5.5 Environmental Elements .....	70
5.5.1 The Mountains and the Hills .....	72
5.5.2 Good and Conducive Weather Conditions .....	72
5.5.3 The Natural Landscape is Attractive .....	73
5.6 Environmental Quality Indicators can Support Tourism in Mubi Town .....	74
5.6.1 Good Air Quality with Minimum Pollution Particulates .....	74
5.6.2 Portable Water .....	74
5.6.3 Low noise Level .....	75
5.7 Environmental Quality Elements are free from Pollution in Mubi Town .....	76
5.7.1 Air Quality Element .....	76
5.7.2 Water Quality Element .....	76
5.7.3 Noise Level Element .....	77
5.8 The Correlation Analysis .....	79
5.8.1 Physical Tourism Potentials (PTP) and Environmental Elements (Ee) .....	79
5.8.2 Physical Tourism Potential (PP) and Environmental Quality Indicator(EQI) .....	80
5.8.3 The Physical Tourism Potentials (TPT) and Tourism Industry	

Management (TIM).....	81
5.8.4 The Cultural Tourism Potentials (CTP) and Tourism Industry Management (TIM).....	83
5.9 Conclusion.....	84

## **CHAPTER SIX: SUMMARY, RECOMMENDATIONS AND CONCLUSION**

.....	86
6.0 Introduction .....	86
6.1 Summary of the Research .....	86
6.2 Revisiting Objectives .....	88
6.3 Summary of the Findings .....	88
6.4 Recommendations .....	89
6.4.1 Short Term Recommendations.....	90
6.4.1.1 Development Plan Preparation.....	90
6.4.1.2 Preservation and Conservation of the Identified Tourism Potentials .....	90
6.4.1.3 Tourism Facilities.....	91
6.4.1.4 Government and Private are to jointly form Partnership in the Investment .....	91
6.4.1.5 Educational program such .....	91
6.4.2 Long Term Recommendations.....	93
6.4.3 Infrastructure Development .....	94
6.4.4 Marketing Strategies .....	94
6.5 Potential Fields or Areas for Future Research .....	96
6.6 Conclusion.....	97
<b>REFERENCES.....</b>	<b>99</b>
<b>APPENDIX 1 .....</b>	<b>104</b>

## LIST OF TABLES

<u>Table No.</u>	<u>Page No.</u>
5.1 Age of Respondent	47
5.2 Marital Status	49
5.3 Location of Residence	51
5.4 Physical Tourism Ranking	54
5.5 Percentages and ranking of the potentials	63
5.6 Tourism industry and management	67
5.7 Environmental Element	71
5.8 Natural Landscape	73
5.9 Water Quality	77
5.10 Descriptive Statistics	79
5.11 Correlation	80
5.12 Descriptive statistics	81
5.13 Correlation	81
5.14 Descriptive statistics	82
5.15 Correlation	83
5.16 Descriptive statistics	84
5.17 Correlation	84
6.1 Physical and cultural short term proposals	93
6.2 Showing Physical and cultural potentials long term proposals	96

## LIST OF PHOTOS

<u>Photo No.</u>		<u>Page No.</u>
4.1	Black smiting hoe production	44
4.2	Gold Smiting: Necklace, rings and bangles production	44
4.3	Food processing (Masa Makin)	45
4.4	Dying industries	45
4.5	Tanning work, wallet and shoe making	45
5.1	Tike Cattle Market	56
5.2	Tanning Industry	58
5.3	Weaving Industry	58
5.4	Emir of Mubi Palace	59
5.5	Emir of Mubi Central Mosque	60
5.6	River Yardzram	61
5.7	Woru Gode Hills	72

## LIST OF FIGURES

<u>Figure No.</u>	<u>Page No.</u>
3.1 Research Process	33
4.1 Map of Nigeria showing its 36 states and Federal capital Territory Abuj40	
4.2 Map of Nigeria Showing Adamawa State	40
4.3 Map Mubi Town	42
5.1 Respondent level of education	48
5.2 Number of Children	49
5.3 Respondent occupation	50
5.4 Monthly income of the respondents	52
5.5 MauludurRasul (saw) celebrate	65
5.6 Tourism Development	69
5.7 Respondent perception of the potential	75
5.8 Respondents agreement on the element	78
6.1 Short term recommendations	92
6.2 Long term recommendation	95

## **LIST OF ABBREVIATIONS**

PTP	Physical Tourism Potential
EE	Environmental Element
EQI	Environmental Quality Indicator
TIM	Tourism Industry Management
CTP	Cultural Tourism Potential
TIM	Tourism Industries Management



# CHAPTER ONE

## INTRODUCTION

### 1.0 OVERVIEW

Tourism industry being the third largest industry in the United State after automotive leaders and food stores has significant impact on the economy. In 1998, travel and tourism contributed \$91 billion to U.S. economy, supporting 16.2 million jobs directly and indirectly (Davies and Cahill 2000). Residing in or in tourist attractions, macaques frequently generates economic benefits to the local human and compete with them for habitat for specific resources (Fuentes, Shaw and Cortes, 2006).

Choi and Turk (2011) asserts that in the twentieth century, the globalization of capitalism, the movement of population, and the advances in transportation and communication technology made tourism into one of the world's largest industries. According to the World Travel and Tourism Council (2004) as cited by Choi and Turk (2011), world tourism receipt will reach approximately \$727.9 billion by the end of 2004, with tourism generating more than 214 million jobs and contributing about \$ 5.5trillion of GDP, 10.4% of the world total. Because it creates income, taxes, hard currency, and jobs. Tourism has become the savior of many communities around the world (Sirakaya Jamal & Choi, 2001) as cited in Choi and Turk (2011).

The development of tourism brought positive and negative environmental consequences. The increasing number of tourists magnifies the pressures on the and can lead to severe negative impacts on the environment (Wolfe 1983) in Baysan (2011).Leitman (1999) states the conditions influencing urban environment as: economic, demographic, natural and spatial and Institution. Furthermore, urban

environment differs from rural setting for number of reasons. On average cities tend to have poorer air quality, less ultraviolet radiation, for fog, greater cloudiness, more precipitation, higher temperature, less humidity and lower wind velocity than the surrounding rural areas .The factors are:

*Economic factor:* the impact of growth, level of development, micro economic links and poverty dimension. A simplistic model of the relationship between growth and the urban environment would suggest that, as cities become wealthier, they consume more resources and generate more waste. This results to environmental degradation from the resources used per capita. Although this assumption is proved to be wrong, this is as cities grow, they have more technology and higher and skilled man power to solve this problem.

*Demographic and social:* Rapid population growth leads to dramatic challenges to the environmental particularly in the developing countries. Additionally, populations accumulate; congestion in transportation, concentration of industries, energy congestion and solid and liquid waste generation will be higher.

## **1.1 BACKGROUND OF THE STUDY**

Tourism is one of the world's fastest growing industries with large potentials for revenue generation within and across national border. Furthermore, despite the contribution of the spectacular contribution of the tourism sector to many countries economy, the African continent has not developed the sector, it is rather at a starting stage, while the sector in Nigeria receive little attention from the federal, states and local government are indifferent to tourism though the entire countries is endowed with a lot of potentials but attention is yet to be given to the sector (Kayode, 2011)

In Nigeria just like other countries, there are places that are very much relevant because they have a lot of potentials to tourism one of these places is Mubi Town Adamawa state. Mubi is a cosmopolitan, border and second important town in Adamawa State with a lot of tourism potentialities. Mubi is blessed with tourism resources that comprise of River Yedzaram and Wuro-Bulude-Vimtim Mountains as well as traditional cultural attraction sites that include; Tike cattle market, two parallel bridges, Emir's Palace, Emir's central mosque, Sallah Festivals, concentrations of tertiary institutions and Wuro-Gude German Colonial Administrative Quarters among others.

Despite numerous tourism potentials of the area, its benefits has not yet been explored. Thus, awareness for tourism activities is a much recent phenomena, which emerged, in the last decade but the creation of the state tourism board recently has facilitated the development of tourism. Between 1991 and 1993 the state government has expended the sum of N203, 346,552.18 in the development and the promotion of tourist and recreational facilities.

The location of Adamawa within the Sudan and the Guinea Savannah belt, and the presence of the Cameroon/Mandara and other mountain ranges, has been an important resource for tourist activities. The varied climatic conditions, the numerous river valleys and the diverse cultural landscapers, also hold significant potentials for tourism in the area. Thus, the tourist resources of the state can be basically categorized into two; (i) natural and (ii) cultural attraction.

Mshelia (2004) as in Adebayo (2004) stated that, "there abound vast tourism potentials in Nigeria, owing to its rich natural environment, and diverse cultural settings. The Mubi region is a miniature of what is obtained in many parts of Nigeria in terms of tourism potentials. The region is characterized by mountain ranges with

adjacent undulating lowlands, transverse by a spectacular inland drainage known as Yedzaram. Besides, the region is endowed with diverse cultural heritage which portend a vast potential for tourism development.” However, Abdullahi and Yakubu (2010) examines that Mubi town is highly cosmopolitan, a border town and second important town in Adamawa State.

## **1.2 PROBLEM STATEMENT**

The problem statement of this study is discussed under the following subsections

### **1.2.1 The Environmental Impacts of Tourism**

Bayasan (2001) studied the positive impact of tourism on the environment, though with some limitations. While Choi and Turk on the other hand (2007) emphasize more on the positive impacts of tourism on the environment. However, the decision makers who incorporate this study in their decision making realized that there are some negative impacts on the environment. Similarly, Davies and Cahill (2000) support that, the direct negative impact of tourism on the environment includes: Solid waste generation and Sewage generation as a result of overcrowding in the tourism site. There is no significant study carried out yet on the impact of tourist on the environment in Mubi town.

### **1.2.2 The Rural Tourism Offers Potentials for Policy Rejuvenation**

There are problems that the country side faces for poorly and in effective management of tourism as highlighted in (Lane, 1994 as cited by Hashimoto & Telfer, 2010), A survey carried out involving 47 resorts by Saeed (2002) revealed that beach erosion was a major environmental predicament facing the resorts. If the appropriate

environmental policy on tourism is implemented in Africa countries, this can foster the economic and social development of the countries (Rogerson, 2008). This study aims to examine state of the art of environmental policies on tourism in Mubi town.

### **1.2.3 Lack of Documentary Records of Tourism in Mubi town**

Sawkar, Noronha, Mascarenha and Chauhan, (2002) elaborate regional development for Goa 2001 A.D does not contain any reference on development zone in the study area. Furthermore, Euentes, Shaw and Cortes (2007) comment that, there is a small growing, literature related to macaque tourism activities areas. Nevertheless, the independent factors derived in the literature as central to tourism are represented. Additional variables with information on the cultural environment and similar amenities would be of interest (Neilsen, and Kaae 2001). This study will investigate why there are documentary records on tourism in Mubi town.

### **1.2.4 Lack or Inadequate Record of Staff Strength and Revenue Accrue from Tourism in Mubi town**

Tourism is one of the most contributing sectors to the economy of a nation in terms of employment and revenue generations. According to D Silva, Jose, Russel and Furtalo (1998) tourism plays vital role in Maldives and Goa Economies. In addition, tourism serves as a great source of revenue and other economic benefits to so many countries in the world (Frederico, 2002). Also, tourism attracts people into an area of exceptional history, beauty and grandeur; hence it means an inflow of people that include tourists and investors and entrepreneurs (UNESCO, 2008). This study will examine the role of tourism to the physical growth and economy development of Mubi town.

### **1.2.5 Impacts of Government and Private Investors on tourism in Mubi Town**

Tourism sector involves the partnership between the government and private developers. This is supported by department of tourism in New Zealand, which states that there is a significant stake holder interest in the tourism sector in the country. It manages some 30% of New Zealand's land area including natural setting (Cessford & Ding wall, 1999). Efforts made by government and inter governmental agencies include the establishment in the late 1940 of the world union for conservation of natural resources to promote active conservation and planned use of location with indispensable special features for tourism (Ikiara and Okech, 2002). Finally, government should assist lower governments to develop their own tourism development strategies in conjunction with conservation policies (Butler, 2007). The study will examine the efforts of both government and private developers' efforts on Tourism sector in Mubi town.

### **1.3 RESARCH QUESTIONS**

The research seeks to provide answer to the following questions:

- i. Will the tourism potentials of environment contribute to the development in Mubi town?
- ii. How can tourism enhances environmental sustainability?
- iii. Does tourism influence the use of environmental facilities in Mubi town?
- iv. What will be impact of tourism development to the Mubi community and its environs?

- v. What are the possible ways to be used in utilizing the tourism potentials of the environment in Mubi town?

#### **1.4 AIMS AND OBJECTIVES OF THE RESEARCH**

The research aims to study the of tourism potentials in Mubi town, Adamawa state, Nigeria. This will be achieved through the following stated objectives.

The objectives are as follow:

- i. To identify the environmental tourism potentials in Mubi town,
- ii. To determine how the environment features predict tourism potentials in Mubi town,
- iii. To identify how tourism potentials enhances environmental sustainability in Mubi town, and
- iv. To assess how tourism affects the use of environmental facilities in Mubi town.

#### **1.5 SCOPE OF THE STUDY**

The scope of the study is the environmental potentials of tourism in Mubi town Adamawa State Nigeria. The research involves tourism potentials which includes; the natural potentials, cultural and artificial attractions sites, while the environmental covers, air quality, water quality, noise level. The study also consists of elements of weather and climatic conditions as well the available infrastructures necessary for the tourism planning. In addition, the contributions of tourism to physical development in Mubi town will be assessed; the enhancement of tourism to sustainability of Mubi Environment will be investigated. The research will assess the influence of infrastructures in the development of tourism sector in Mubi town Adamawa State

Nigeria and the potential impact of the tourist's activities to the community and its environment for jobs creations and the effective ways of utilizing the potentials in the town. The efforts or government and the private developers concerns are part of the study.

## **1.6 SIGNIFICANCE OF THE STUDY**

The study, tourism potentials of the environment in Mubi town Adamawa state Nigeria has the following contributions which are explains under the following headings:

### **1.6.1 Significance to the Environmental protection and conservation.**

Tourism potentials of the environment in Mubi town will help in achieving sustainability through the conservation and preservation of the tourism potentials as well as the environmental quality elements in the town. The conditions of air quality, water quality and noise level will be study and recorded accordingly for them. Climatic conditions and its likely variation will have proper recorded for effective planning of the tourism sector. Environmental sanitation and landscaping of both soft and hard scape will be protected as part of the tourism requirement through government policies and regulations. Other environmental resources like traditional agricultural fields will be preserved as well.

### **1.6.2 Significance to the Mubi community and its environs**

Tourism industry plays vital roles positively not only to the host community but to the surrounding communities as well. This is achieve through jobs creation such as in accommodation as hoteliers and administrators, tour operators, intercultural and