



AN ASSESSMENT OF CULTURAL HERITAGE TOURISM  
IN ZARIA, NIGERIA

BY

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the degree of Master of Urban and Regional Planning

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## **ABSTRACT**

Tourism has emerged in the last three to four decades as a major industry that can boost socio-economic growth, economic development etc. It has proven to be a major vehicle that developing nations use to improve and get ahead in enhancing their respective economies. In this research, the cultural heritage tourism segment of Zaria was investigated and assessed on the future possibilities of developing a world class tourism sector. To explore topic, the major areas that were investigated were, tourism laws and policies implemented in the tourism sector in relation to cultural heritage tourism, the infrastructural and other physical developments, the awareness and involvement of the local community in the study area, and the issues and problems that are hindering the development of cultural heritage tourism and tourism in Zaria. To achieve these objectives, the thesis employed a qualitative and quantitative method which entailed secondary data such as publications, journals and primary data through the analysis of 238 questionnaire surveys to the population in the study area. The result of the study shows that there are no laws and policies that are enacted for the function of cultural heritage tourism at the local level or the state level, the urban development sector is very lacking in infrastructure and public facilities that can support cultural heritage tourism and tourism in general. The local community claims to be aware and involved in cultural heritage tourism and the issues in the tourism sector that were identified were lack of funding for physical development, political instability, lack of effective and implemented tourism policies and legislation, under developed tourism products and so on. Therefore, immediate investment in physical developments, enacting effective tourism policies and legislations, development of cultural products was recommended to the government.

## البحث خلاصة

تعزير يمكنها كبرى كصناعة الماضية الأربعة أو الثلاثة العقود في السياحة برزت لقد وسيلة أنها أثبتت وقد ذلك إلى وما الاقتصادية والتنمية والاقتصادي الاجتماعي النمو هذا في اقتصاداتها تعزير في قدمًا والمضي لتحسينها النامية الدول تستخدمها رئيسية الإمكانيات على وتقييمه زاريا في الثقافية التراثية السياحة قطاع في التحقيق تم البحث، المجالات كانت الموضوع، لاستكشاف عالمي سياحي قطاع لتطوير المستقبلية السياحة قطاع في المنفذة السياحة وسياسات قوانين هي، فيها التحقيق تم التي الرئيسية ووعي الأخرى، المادية والتطورات التحتية والبنية الثقافي، التراث بسياحة يتعلق فيما تطوير تعيق التي والمشاكل والقضايا الدراسة، منطقة في المحلي المجتمع وإشراك أطروحة استخدمت الأهداف، هذه لتحقيق زاريا في والسياحة الثقافي التراث السياحة والبيانات والمجلات المنشورات مثل ثانوية بيانات تستلزم والتي وكمية نوعية طريقة نتيجة تظهر. الدراسة منطقة في للسكان وزعت استبيانة 238 تحليل خلال من الأولية على الثقافي التراث سياحة لوظيفة سارية وسياسات قوانين توجد لا أنه الدراسة كبير حد إلى الحضرية التنمية قطاع ويفتقر، الدولة مستوى على أو المحلي المستوى والسياحة الثقافي التراث سياحة تدعم أن يمكن التي العامة والمرافق التحتية البنية في في والمشاركة الثقافي التراث بسياحة علم على أنه المحلي المجتمع يدعي. عام بشكل المادية، للتنمية التمويل نقص هي السياحة قطاع في تحديدها تم التي والقضايا ذلك، ومنفذة، فعالة سياحية وتشريعات سياسات إلى والافتقار السياسي، الاستقرار وعدم بالاستثمار الحكومة أوصت لذلك، على وهكذا المتقدمة السياحية المنتجات ضمن وتطوير الفعالة، السياحية والتشريعات التشريعات وسن المادية، التطورات في الفوري الثقافية المنتجات.

## APPROVAL PAGE

I certify that I have supervised and read this study and that in my opinion, it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a dissertation for the degree of Master of Urban and Regional Planning.

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Supervisor

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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 it has not been previously or concurrently submitted as a whole for any other degrees at IIUM or other institutions.

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*This dissertation is dedicated to my parents for their continuous love and support throughout my years of learning. Also, to my brothers and sisters for their prayers and encouragement through it all.*

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## **LIST OF ABBREVIATIONS**

CIA	Central Intelligence Agency
GDP	Gross Domestic Product
IMF	International Monetary Fund
NPC	National Population Census
NTDA	Nigerian Tourism Development Authority
NTDC	Nigerian Tourism Development Corporation
SPSS	Statistical Package for Social Sciences
UNCTAD	United Nations Conference on Trade And Development
UNDP	United Nations Development Program
UNESCO	United Nations Educational Scientific and Cultural Organisation
UNWTO	United Nations World Tourism Organization
WTO	World Trade Organisation

# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 INTRODUCTION**

This chapter as the first chapter of the study introduces the background and the structure of the research. It gives a brief insight into the overall topic as well as the issues and the reasons for the need to evaluate the cultural heritage tourism segment and tourism in Zaria, Nigeria. This study is important to gain a good understanding on the current cultural heritage tourism environment in Zaria and to propose how it can be enhanced so that it can have a significant contribution into the local and national economy of the country. This chapter also discusses the issues relating to the tourism sector, the research objectives and questions, the significance and limitations that were encountered during the study, and so on.

### **1.2 STUDY BACKGROUND**

Tourism is relatively a new sector that has shown significant growth in popularity and proved its importance to the world economy in the last few decades. Tourism has become an important sector that can have significant impact on the development of a country's economy through some of its major benefits including income generation and provision of employment opportunities to the population. The benefits of tourism can be reaped only when the necessary investments and efforts are made by both the government and the private sector to provide the necessary infrastructures and facilities

that satisfy the needs and demands of tourists. Despite the emergence of some unfavorable phenomena in some parts of the world such as the global economic crisis, regional conflicts, political instability and so on, tourism continued to increase in popularity around the globe reaching one billion international tourist arrivals in the year 2012 of which over 51% of it is based in Europe (WTO report, 2012). Ursache (2015) identified the most important factors that contributed to the increased development and demand for tourism activities to be: increases earnings or income, improved transportation routes, experience and technology, emerging economies, changing lifestyles and values across the globe and so on. The accumulation of these changes overtime led to increased tourism appreciation and demand as part of the human culture and lifestyle that can be observed today.

The careful management and conservation of available resources in any country provides the foundation for its development and progress. It cannot be stressed enough the importance of a stable and boosting economy - both locally and internationally - which enables the government to cater to the needs of the nation and its population. Here, resources encompass all possible avenues of acquiring income or wealth which includes the natural environment and its tangible aspects, human capabilities and other aspects of life e.g culture, etc. Cultural heritage tourism is often used in many prominent tourism locations as a major aspect of tourism as it adds to the uniqueness of the tourists' experience. A well-developed cultural heritage segment of tourism can be a major attraction in itself as can be seen in countries with very robust operating tourism such as India, Italy, Indonesia etc. Some researchers argue that it is impossible to remove cultural heritage tourism from tourism as a sector due to its importance in the function of tourism of a country.



Tourism has become a major player in the economy of developing countries that are predominantly located in the Asian and African continent. One of the largest and geographically, socially and culturally most diversified African countries is Nigeria. It is the most populous country in the continent (the population estimated at 190 million in 2017), and potentially one of the richest with regards to natural resources and development potential. The latest data in 2017 showed its GDP to be 397.270 billion USD and an average monthly income per capita of \$487. It is endowed with human and natural resources, benefiting of a large internal market, Nigeria is, however, highly dependent on external economic sector, particularly oil revenues. The domestic industry is import dependant based on the returns from crude oil exported. The oil and gas sector accounts for about 35% of GDP and petroleum exports revenue represents over 90% of total exports revenue, according to the Organization of Petroleum Exporting Countries (OPEC). However, More than 60% of population is employed in agriculture, which provides the bulk of Nigeria's food and raw materials supply and non-oil exports.

Some examples of the tourism attractions in Nigeria are: Obudu Cattle Ranch, Osun Osogbo Groove, Olumo rock, Agbokim Water Falls in Calabar and a number of beaches and coastal in cities. Zaria is a local government in the state of Kaduna which is one of the 36 states in the country. It is located at the northern part of the country which moderately populated by the Muslim Hausa tribe. It was one of the original seven Hausa city-states. Today it is known for housing Nigeria's largest university, Ahmadu Bello University, as well as being home to some prominent personalities in Nigeria.

### **1.3 PROBLEM STATEMENT**

The failure of the government to tap into the tourism sector for economic prosperity has made country's tourism sector to be almost non-existent. There are numerous issues that are plaguing the tourism industry in the country however, this study will be focusing on some of the major the issues which are related to heritage tourism in Zaria, Nigeria which are as follows:

#### **i. Poor Implementation of Cultural Heritage Policies and Legislations**

Numerous urban areas in the world are under enormous pressure to industrialize and maximize their economic potential often at the expense of the cultural heritage of the community. Cities are expanding to accommodate the emigration of people, causing a swell in the urban population and sudden urbanization requires the rapid building of infrastructure and services. The pressure of urbanisation often leads to the government and developers in many cases taking advantage of inadequate and unenforced heritage policies and legislations. In other words, important heritage sites and structures may be overlooked and compromised for the greed and economic gain of investors. In places where such happenings are common, Esu (2013) mentioned on the need for an in-depth assessment to ensure that appropriate decisions are made and implemented to conserve the culture whether physical or otherwise. The author also emphasized on the need for practical and effective development plans, frameworks and policies to be central to solving such issues (Esu, 2013). Another author (Makinde,2005) agreed with this statement where he claimed that policy failure occurs when there is a sizeable gap between a policy decision and its implementation as is in the case of Nigeria where such cases are prevalent.

Bankole and Odularu (2006) emphasized that the issue of tourism in Nigeria is about the lack of policy formulation and their respective supporting institutions but due to the ineffectiveness of the implementation of such policies, tourism institutions have sank to deplorable conditions. Ismet and Abuhjeeleh (2016) mentioned on the importance of tourism policies for the implementation the development plans and achieving the objectives and goals set out by the sector which includes safeguarding the country against the possible ills of tourism development and practice. In addition, the consequence of weak or unimplemented policies in tourism development leads to confusion in the roles of the different and many stakeholders involved. It also exacerbates the negative consequences of unregulated tourism activities and development.

In sum, the formulation and implementation of comprehensive and practical policies are necessary for tourism development as it acts as a guide for all tourism activities. Even though Nigeria is yet to implement, amend and revise its tourism policies, the government should note that there cannot be any progress in the tourism sector without strong policies backing the development documents that are produced for tourism.

#### ***ii. Lack of Provision of Supporting Infrastructure and Public Facilities***

Nigeria offers a wide variety of tourist attractions such as natural environment including beaches, beautiful landscapes, unique wildlife, undisturbed land forms in the natural glory, water falls e.tc. Other attractions include “traditional festivals and local customs; rich and varied handicrafts and other colorful products depicting or illustrative of native arts and lifestyle, and the authentic friendly attitude of the Nigerian population to

foreigners or travelers” as is often promoted by the Nigerian high commission of tourism and its embassies around the world. Despite that most of these attractions are in a very raw and unrefined form, they still continue to generate much interest from both local and international tourists.

The lack of required modern infrastructural development and facilities and in some parts of the country, acute conditions of underdevelopment and poverty are not likely to repel potential tourists. In some cases, the absence of these infrastructural under development has acted as a significant deterrent in some major tourism projects in Nigeria from both local and foreign investors which could have provided the much needed boost in the sector (Esu, 2013). Bankole and Odularu (2006) claimed that infrastructural decay and underdevelopment is a formidable obstacle that continues to be ignored and is in need of urgent attention by the government amongst other tourism issues. As Gilaninia (2013) highlighted, the necessary infrastructural and facilities development that will support tourism were one of the first strategies that were undertaken by the Iranian upon deciding focus on tourism development for economic benefits. This shows how crucial it is that there are supporting physical developments that will enhance and make tourism possible as without them, it is very difficult to attract stable interest of potential tourists both domestically and internationally. Likewise, Ndanusa et al., (2014) suggested that infrastructures such as road network and various means of transportations, the international and domestic airports, and other facilities and amenities have a strong relationship with the performance of tourism.

In summary, the volume tourism activities in a community can be reflected in the condition of the infrastructure in the locality whether poor or adequate. Therefore, due to its importance it is very necessary that the proper of physical infrastructures are

developed which can vary depending on the type of tourism that is wished to be promoted in the community.

### **iii. Lack of Conservation of Heritage Tourism Components and Promotion of Tourism Products Development.**

In the past, most of the government's efforts in the country have been focused on the problems of new settlements and urbanization such as housing, infrastructure development, etc. These concerns have sparked the construction of new structures in the metropolitan areas. However, as observed by Lanrewaju (2012), the new developments and such are overwhelming the pre-existing city architecture that has been around for many centuries. Older buildings are usually overlooked and not given much thought during the preparation of development plans hence threatening many tangible tourism sites. Natural or ecotourism components are often endangered as a result of human activities and the low priority given to conservation policies and planning coordination at the different levels of government in the country. This has led to the deterioration of many protected areas, national parks, game reserves and sanctuaries. This has become unfortunate as these very precious components can generate immense socio-economic benefits from ecotourism. In the Nigerian setting, architectural conservation is far from being a national priority; as such, the economic advantages have not been thoroughly researched hence, there is no incentive for the private body to be involved in the conservation of cultural heritage products (Osasona, 2015). Some of the earliest concerns about preservation of Nigerian cultural artefacts and sites having begun during colonial times but present day architectural conservation know-how is still in infancy around the country. The older buildings are often considered to be insignificant or a hinderance in terms of urbanization and physical

development. This stems from the belief that only the new and "modern" structures and cities were worthwhile. Anything old or in a traditional style was considered of little value and was torn down or, at best, ignored.

As mentioned by Norunnajah et al., (2016), this phenomena of rejecting the traditional and embracing the foreign and modern is quite common in Asian and African continent where most of the countries are developing. The authors argued that even though in the face of modernization and rapid urban development conservation of heritage structures and sites might seem to less important however, the long-term benefits of the protection and conservation of cultural heritage tourism is immense. Conservation guidelines of heritage buildings are important in protecting heritage buildings. The absence of these guidelines leads inevitably to deterioration of heritage buildings (Harun, 2011). Hence, related policies and strategies should be formulated and enforced to ensure that any conservation work is undertaken in the best ways possible to preserve the heritage structure's, historic character and features. As Lusetyowati (2015) emphasized, abandoned buildings and spaces are always at risk to be decayed or redeveloped, and not considering them as in critical situation leads to a loss of opportunity in building up the identity of a community and a place. These dated heritage and cultural aspects of the society were often left to decay or sold by private owners to whoever is willing to purchase (Affy, 2014). The arts and crafts products faced a serious lack of appreciation and market that will buy such items. All in all, the heritage and cultural aspects of the city are beginning to gradually disappear unfortunately. Ismail et al., (2014) mentioned on the importance of cultural heritage conservation especially to cultural heritage tourism or tourism as a sector and also the importance of a holistic approach to cultural heritage management where all stakeholders are equally involved in the process.

With respect to the literatures reviewed, there is emphasis on the importance of conservation in cultural heritage tourism as this is the basis or the foundation of cultural heritage tourism where once these structures and cultural symbols are allowed to decay and disappear, the community has lost it forever and this will gradually reflect itself on the volume of tourism visitations. It is important that urban development and existing cultural heritage structures are balanced in the community without one overwhelming the other.

Overall, the Kaduna state tourism ministry has failed to develop the state tourism sector to an appreciable level by failing in so many important areas such as being unable to produce a comprehensive development plan which will act as a roadmap that will guide a full scale exploration and development of its numerous tourism potentials. Even though in the past there were projects planned however almost none of them has been successfully executed to a satisfactory level that will conserve, preserve and develop these tourism potentials into one of the major tourist hubs in the country.

#### **1.4 RESEARCH OBJECTIVES**

The overall objective of this research is to assess the heritage tourism sector and to explore its possibility of developing Zaria into a major tourism destination in the country.

The specific objectives include:

- i. To study the current tourism planning laws and policies in Zaria.

- ii. To identify the necessary infrastructure and facilities needed to develop the heritage tourism sector of Zaria.
- iii. To assess the involvement and awareness of the local community of Zaria in heritage tourism development.
- iv. To examine the issues and problems hindering tourism development in the study area.
- v. To recommend solutions that will boost economic regeneration in the heritage tourism sector.

### **1.5 RESEARCH QUESTIONS**

- i. What are the existing planning laws and policies relating to heritage tourism?
- ii. What are the necessary infrastructure and facilities needed in the heritage tourism sector.
- iii. What is the level of involvement and awareness of the local community to development of heritage tourism in Zaria?
- iv. What are the major issues hindering the progress and development of heritage tourism in the study area?

### **1.6 SIGNIFICANCE OF THE STUDY**

Many third world countries including Nigeria are struggling to develop their countries in all aspects including physically, economically, socially, environmentally and so on.