

## **Prioritizing Eco-Cultural Tourism Development in Nigeria for Wealth Generation and Sustainable Development**

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### **Abstract**

*This paper presents an expository examination of the roles of eco-cultural tourism for sustainable national development. It examined the aesthetical and utilitarian value of museums and cultural festivals in Nigeria by highlighting the combine impacts of the geo-spatial alignment between economics, cultural festivals and tourism in nation building through job creation, income generation, development of ancillary industries, increase in investments, opening-up of the hinterlands and strengthening of cultural values. The paper argued that, there is a global paradigm shift from over reliant on export earnings from natural resources to the promotion of geo-spatial eco-cultural tourism to boost employment and revenue generation. Nigeria is blessed with lots of tourism potentials. According to the authors, the right recipe for sustainable eco-cultural tourism business is for us to properly coordinate, utilize and package the nation's rich cultural festivals and potential tourists' sites. The paper however, decried the lack of a clearly defined road map on tourism development and concluded by stressing that instead of relying on non-renewable resources (e.g. crude oil and natural gas) with their associated environmental problems, it is hard time Nigeria reverses her gear-pedal towards sustainable eco-cultural tourism development that can drive the economy. The earlier Nigeria realized this, the better for her as a nation.*

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**Key Words:** *Eco-cultural tourism, Museums, historical sites, cultural festivals, wealth generation, sustainable development.*

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### **Introduction**

The artifacts and socio-facts of our various environments are the living memories of our rich cultural heritage. These artifacts which are the ingenuity of artists and literary icons, are the very muse logical infrastructures of our material culture that keep us in torch with history, by linking us with the past, the present, and the future.

The various museums and potential historical sites across Nigeria are veritable centers for tourists' attraction. They are good sources of revenue and employment generations. In Western countries, visits to museums and historical sites are a regular activity and a big enterprise. Thousands of people spend their hard earned monies in scrambling for tickets to

enter museums or buy some artifacts for home and office decorations. Thus, in countries like the USA, Brazil, India, China, Israel, Egypt, France, Italy, Germany, Costa Rica, and Saudi Arabia, eco-cultural tourism is striving very well due to the contributions of museums, cultural fiestas and historical sites (Adebayo, 2009; Okey, 2003).

There are lots to gain from a well-coordinated eco-cultural tourism through museums, artifacts, cultural fiestas and historical sites. Hence, the expansion and rehabilitation of existing museums, and the establishment of new ones in every local government area in Nigeria will be of immense benefit for the nation's development. Again, the several potential tourism and historical sites spread across the country should be harnessed for maximum result.

The several cultural festivals (social and religious, including folk tales and dance) in every state of the Federation, is a strong motivator to the use of eco-cultural tourism to generate wealth, create employment and promote sustainable peace and development, if well-coordinated and packaged. Already, cultural festivals (e.g. the Eyo festival of Lagos, the Dubai festival of Katsina, the Argungu Fishing festival in Kogi state, the traditional wrestling and dance festivals of the Ijaws of the Niger Delta, etc.) are well appreciated and accepted by all ages of Nigerians and even foreigners. Both the print and electronic media especially the television stations are doing a lot in showcasing these festivals especially, local wrestling, traditional music and dance to entertain, educate and inform both local and international viewers and listeners.

A viable and sustainable eco-cultural tourism business through the use of museums, historical sites and cultural festivals, is a veritable tool for the logical prosecution of the war against unemployment, youth restiveness and security challenges; poverty; high income disparity; unfavourable balance of trade and payments; rural inaccessibility and underdevelopment. All the country need is a radical national policy on eco-cultural tourism development that is clearly defined and easily operationalized across all levels of governments, including community participation (Adewale, 2012; Adebayo, 2009; Mowfort & Munt, 1998; Britton, 1982).

Rather than relying on fossil fuels and non-renewable resources like coal, bitumen, crude oil and natural gas, with their associated problems of environmental degradation and depletion, it is hard time Nigeria demonstrates the right and strong political-will for the development of a functional and more formidable policy to drive the tourism sector. This will help to facilitate the emergence of a viable eco-cultural tourism business using the museums, historical sites, artifacts, art galleries and cultural festivals across the country. This arrangement will help to stimulate growth in both GDP and GNP, encourage employment and wealth generation, foster growth in ancillary industries, promote indigenous intellectual artistic skills and capacity building, encourage community development through the opening-up of the hinterlands and provision of basic social amenities (Yomi, 2009; Okey, 2003).

The geo-spatial alignment of this three: Museums/monuments, historical sites/tourists centres and artifacts/cultural festivals, is very crucial; because they are the driving force for sustainable eco-cultural tourism business in Nigeria. Also, the opportunities provided by the various landscapes of Northern highlands and Eastern Nigeria scarp lands with diverse geographical features; the sand beaches and coastal/marine features and the biological diversities provided by the freshwater rainforests and mangrove swamp forests of Southern Nigeria, are additional boots to the tourism industry in Nigeria. This will in the long run promote sustainable development (Mowforth, *et. al.*, 1998). However, one is worried that till now, Nigeria is yet to come to limelight in terms of real investments on eco-cultural tourism.

Till now, there is yet to be a clearly defined road map for tourism development. Most of our museums and historical sites are either under lock and key, or poorly managed and underutilized or has completely gone moribund. Also, our cultural festivals, folk and dance are fast eroding away with no sign of immediate relief.

### **Some Conceptual Clarifications**

**'Eco-cultural tourism'** is sometimes used interchangeably with cultural heritage tourism. It is the economics of our cultural heritage that can be turned into haven of tourists' attraction as a vibrant economic venture, In other words, eco-cultural tourism is tourism based on the cultural environment and which take into account the economic and social viability of such enterprise to boost social integration, national revenue and employment generation. The NWHD (1991) cited in Adewale (2012) defined "**cultural heritage tourism** as travel concern with experience cultural environments including landscapes, the visual and performing arts, museums and special lifestyles, values, traditions and events". Thus, cultural tourism in this paper is tourism involving museums, historical sites, monuments, cultural festivals and the like.

In its simplest meaning, a **'museum'** is a building in which certain objects of historical, scientific, artistic or cultural interest are stored and exhibited for posterity. The International Council for Museums (ICOM) in 1951 defined museum "as any permanent institution that conserves and displays for the purpose of study, education and enjoyment, a collection of objects of cultural and scientific significance" (Navgri, 1980). By 1974, ICOM modified its definition of museum as a non-profit making permanent institution, for the services of society and its development. And that a museum's primary role is to acquire, conserve, researches, communicates and exhibits for purposed of study, education and enjoyment, and to provide material evidence of man's culture and his environment. Though, ICOM traditionally prescribed museums to be non-profit making however, for the benefit of posterity, efficient management and continuity of ideas, museums should be economically buoyant and should be seen as a big enterprise. This is because, since it renders services, these services should be paid for by the consumers of such services. This is the only way to boost quality service delivery and solve the problem of underfunding and under-utilization. This is the 'modern view of museums' (Adewale, 2012; Adebayo, 2009).

**'Historical sites'** are specially designated sites or locations with very keen historical interest. For posterity, these sites are specifically selected, preserved and conserved in order to keep us in torch with our past, present and future. They are therefore the very legends of the migration, settlements, economic and cultural struggles and survival of our historical past which is needed in order to keep us in the right track. They can be turned into very good tourists' centers and an impetus to viable eco-cultural tourism business as seen in China, Brazil, France, Japan, Saudi Arabia and Israel (Adewale, 2012).

**'Cultural festivals'** (social or religious) are the very joyous celebrations or occasions displaying certain attributes of our rich cultural heritage. They are very entertaining, educative and informative. They are often held monthly, annually, by-annually or after five to seven and even 10 years depending on the specific 'message' or ritualistic underpinnings. They include the various carnivals, traditional music and folk dance, wrestling, FESTAC, fishing and yam festivals, the War Canoes and Boat Regatta of the Ijaws. These cultural festivals are special periods that are set aside for celebration, especially of religious feasts, organized series of events, performance etc. usually in one location. They are therefore a cultivation of nature and celebrity of history and also the very tools for the promotion of

peace and unity among certain people. They are the right platforms and channels for the appreciation, revival, sustainability, propagation, promotion and protection of our rich cultural values. With proper packaging, organization and coordination of these festivals across the nation, they can be turned into very big eco-cultural tourism business that will help to foster both peace and unity and development of the country (Olaniyani, 2009; Yomi, 2009; Samuel, 2005; Okey, 2003). On the other hand,

**Sustainable eco-tourism** is tourism business that is not just pleasurable but is economically viable and that is sustainable for the benefits of future generations, through the protection of our cultures and the environment. It is tourism plus business aimed to generate revenue, create jobs, and contributes to national development through the use of museums, historical sites, potential tourism sites, and cultural festivals, without undermining basic principles of environmental protection and resources conservation.

**Wealth generation** in this paper refers to avenues of creating wealth with ease and with very minute or no negative impact on the environment, through eco-cultural tourism business and ancillary jobs. And **'sustainable development'** is development plus environmental sustainability. It is all round development with a real increase in wellbeing and standard of life for the average person that can be maintained over the long-term without degrading the environment or compromising the survival of future generations (Ukpere, Babatunde & Matthew 2008).

**'Geo-spatial'** refers to the actual spatial or geographic locations of the various museums, historical sites, and potential tourism sites within a known geographic space. It also refers to the spatial occurrences of the various cultural festivals within the shores of Nigeria.

### **Roles/Importance of Eco-Cultural Tourism in Wealth Generation and Sustainable National Development**

There are many benefits to derive from a sustainable eco-cultural tourism business in Nigeria. Foremost, we must understand that every man needs comfort. Hence, leisure and pleasure is the right ingredient to foster comfortable lifestyle. It is important to note here that any nation or society without the knowledge of its past is a lifeless society. And a viable eco-cultural tourism is vital for the preservation of our histories and cultures. The several contributions of eco-cultural tourism to wealth generation and sustainable national development are summarized below:

1. It serves as a veritable source of income/revenue generation to government, communities, groups and individuals through tollgates, sales of artifacts, costumes, etc. and from other allied sectors such as food and fashion industry.
2. Provision of job opportunities (e.g. artists, tour-guides, hotels, bar and restaurant operators, photographers, film makers, stylists, etc.).
3. Encouragement in the growth of ancillary industries e.g. the paint and film industry, textile, and costumes production, transport and hospitality industry, etc.
4. It encourages skills acquisition and promotion of artists' creativity.
5. It Preserves our cultural values, and promotes regional and national identity and integration.
6. It helps in the opening-up of the hinterlands that hitherto were inaccessible.
7. It enhances the social transformation of places through the provision of basic amenities.
8. It promotes cultural transmission and innovation diffusion.
9. It encourages community development and capacity building.
10. It promotes income re-distribution, increase in GDP and encouragement in economies of agglomeration.

11. Through eco-cultural tourism, our abandoned museums can be resuscitated, new ones establish, monuments erected and potential tourists' centres developed for maximum benefits.

It is also imperative to examine succinctly, the individual roles of museums, monuments, historical sites and cultural festivals to national development.

### **Museums and National Development**

The traditional idea behind the establishment of museums is to acquire, conserve, communicate and exhibits objects of historical, scientific, artistic or cultural value for posterity. Hence, they perform a tripartite function: to educate, entertain, and inform the public. However, in modern times, this old idea has been modified to also include the economic viability of such museums to revenue and employment generation, and is thus a big enterprise in Western world.

Apart from helping to preserve the historical evolution of our cultures, museums help to reduce unemployment. Some people are employed to take care of the museums, and they earn wages with which they re-invest back into the economy. Again, income is generated through the gate fees (tollgates) people pay to view the artifacts. Huge sums of money are realized as direct capital inflow from foreign tourists who also patronizes our domestic artists. Hence, the more museums we have, more people get employed, more artists are patronized and more income generated. This promotes our welfare and GDP.

### **Historical (Heritage) Sites and National Development**

Historical or heritage sites are very vital in historic tourism. Through it, a lot of income is generated almost on a daily basis. Tourists are always excited when they visit these sites. These visits can form the basis of some of the healings and re-adjustment we actually need from certain psychological conditions. Apart from helping to boost the transport and hospitality sectors, if these sites are well packaged (as in China, India, Japan and Costa Rica), they are good sources of revenue generation (tollgate fees) as well as ability to create jobs (e.g. tour guards, interpreters/translators, demonstrators, operators of hotels, restaurants and bars, night clubs, etc.).

### **Monuments, Artifacts and National Development**

Like historical sites, monuments play the same role to national development especially through tour or travel tourism. But unlike monuments, artifacts play additional roles apart from viewing by tourists. Tourists out of excitement and enthusiasm purchase some of these artifacts which they use to decorate their homes and offices. Through these avenues, artists' chances of income generation are boosted, their creativity and ingenuity encouraged and challenged, they make new contacts and acquire new information about their trade. This trade in artifacts helps to engender growth in GDP and better standard of living of the artisans.

### **Cultural Festivals and National Development**

Cultural festivals are the largest forms of eco-cultural infrastructures. They include all the different cultural celebrations and costumes (social and religious) of our various environments. These festive periods are very special as in most cultures, they are seasons of exchange of pleasantries, a period to express love and affection, a season to merry and flex with love ones. Some of these festivals include various carnivals e.g. Carni-Riv, Calabar carnival, Abuja carnival. Others are FESTAC in Lagos, the War canoes and boat regatta of the Ijaws of the Niger Delta; the several yam festivals; traditional music, folk and dance; Ojude-Oba festivals in Ijebu-Ode; the Eyo festival of Lagos, the Dubai festival of Katsina, the Lisabi day festival in Egbaland; the popular Argungu fishing festival in Kebbi State; the

Cross Rivers State Masquerades and dance, the wrestling festivals of the Niger Delta; Owuigiri dance of Bayelsa State; and a host of others.

These festivals can be well packaged (as in Brazil, Mexico and Cuba) and well-coordinated in such a way that every month, there will be a major festival in Nigeria. These festivals can be rotated within the geographic space of Nigeria. They are good sources of both job creation and revenue generation for the participants and the local communities, Local, State and Federal Governments. They can also be used to foster the growth of ancillary industries e.g. costumes production, food and beverages, hospitality, transport sector, creativity including photography and film production among others. These cultural festivals promote inter communal marriages and diplomatic relations, love, peace and regional or national integration; innovation diffusion; cultural values and transmission. They therefore help to improve the living standard of the people and are strong propelling force to national development (Mowforth, *et. al.*, 1998;Okey, 2003).

**Table 1: Some Cultural Festivals and Museums in Nigeria.**

South West	South East	South South	North Central	North East	North West
The Okudi (Ekiti state)	Igbo Ukwa yam Festival,	Abame (Edo)	i. Tuba Ham Festival (KD),	i. Maliki Dance of the Kannis,	i.Gani Festival,
Okoya	Ozuruimo	Otoma	ii. Riman Cultural Day.	ii. Bade Fishing Festival,	ii.Kallaniluw a Festival,
Egungun	Cultural Festival,	Igue	iii. Afan,	iii. Shami-memwala Festival	iii.Hawan Sallah
Ojude Oba (Ogun state)	Uzomili Festival (Enugu)	Fattening	iv. Kokuwa wrestling Festival,	iv. Kushi,stival, .	iv. Argungu Cultural and Fishing Festival,
Orona Day	Oku Onwato Fest.	Anaka MbeCalabar	v. Sharo Cultural, Festival	v. Kuram,	v.Kuyawa Festival
Lisabi	Chukwu Festival	Carnival	vi.Evo Benue,	vi. Kyaro Dance Festival,	<b>Museum</b> i.Emir Palace.
Agemo	Aju (Ebonyi)	Demimon.	vii.IgedeAgba/New yam Festival,	ix. Yinagu Fishing Festival (Adamawa),	ii.Yawurl's Museum fada-Fada..
Egungun	Okwa NTA	Bayelsa	viii.Gberichur festival,	x. Durbar.	iii.Kanta Museum
OsunOsogbo (Osun state)	Ugo-OchaEkentensi Festival (Abia)	UsoroEkpo	ix. Kuyawa Festival		
Olojo Festival	OririjiOfun (New Yam)	NkimItong	x. Oro festival ,		
Eyo Festival	Ederefestival	Ijaw wrestling festival; Owu-igiri cultural dance of Bayelsa	xi. Oganyi Oganyi Festival,		
Ondo	<b>Museum</b>	<b>Museum</b>	xii.Awon Festival		
Olokun Festival	National Museum of Colonial History (Ogbor-Hill, Abia)	National Museum Oron,	1. Emir's Palace Museum, Dutse (Jigawa),		
Ogun Festival	National War Museum Amafor	Akwa-Ibom	2. National Museum Kaduna		
Orosun Festival	Museum of Isingwu, Umuhia	Akwa-Ibom Museum	3. Regimental		
<b>Museum</b>		IkotUdo	4. Army Museum of, Zaria;		
National Museum, Orkan, Lagos		Esang,	5. Museum of Traditional Architecture		
Ife Museum of Antiquities;		Akwa-Ibom	6. (MOTNA); Esie Museum		
National Museum Ibadan		Delta			
		Nana Living History Museum,			
		Koko			
		Edo			
		National Museum Benin City.			

**Source:** Nigeria Cultural Festival and Tourism Site Directory, 2005; Ukpere, et.al 2008.

**Table 2: Tourism Sites in Nigeria.**

State Located	Tourist Site	State Located	Tourist site
Abia	Arochukwu caves Arochukwu	Kano	Hadeja Wetland
Abia	War Museum Umuhia	Kano	Kano City Walls
Abia	Azumini Blue-Rivers	Kano	Kano Tourist Camp
Abia	Museum of Colonial History Aba	Kano	Kano Zoological Garden
Abia	Akawete Weaving centre	Kano	Kofar Mata Dyeing Pits
Adamawa	GashakaGumti National park	Lagos	Badagry Beach
Adamawa	Sukur/Unesco World Heritage Site.	Lagos	First Storey Building in Nigeria
Adamawa	Three Sisters Rock	Lagos	(Badagry)
Adamawa	Komo Hills	Lagos	Ibeshe Beach
Akwalbom	Ibeno sand beach	Lagos	Lagos Bar Beach
Akwalbom	Blue-river	Lagos	Lekki Peninsula
Akwalbom	Oron-museum	Lagos	M.M. Botanical Garden
Anambra	Ogbunike caves	Lagos	National Museum Onikana
Bauchi	Yankari National park	Lagos	Relics of Slavery, Badagry
Bauchi	Wiki-warn Spring Yanko	Lagos	TafawaBalewa Square
Bayelsa	Olobiri Oil Museum	Lagos	Tarkwa Bay
Benue	Oshongo Hills	Lagos	The National Theatre
Borno	Lake Chad sanctuary	Niger	Whispering Palms
Borno	Jiffy Falls	Niger	Kanji Lake National park
Borno	Chad Basin National Park	Ogun	Olumo-Rock
Cross River	Obudu Cattle Ranch	Ondo	Idanre Hills
Cross River	Cross-River National Park	Osun	Osun Shrine
Cross River	Kwa-Falls	Oyo	Ibadan Trans Amusement park
Delta	Sources of Ethiope River	Plateau	Assop Water Falls
Delta	Chief Nana's Palace	Plateau	Jos Museums
Ebonyi	Salt lake	Plateau	Jos Wide life park
Edo	Okomu National Park	Plateau	Jos zoo
Edo	Ogba Zoo, Ogba Village	Plateau	Kura-Water Falls
Edo	Okada Wonderland	Plateau	Mando Tourist Village
Edo	Ososo Hills	Plateau	Museum of traditional architecture,
Ekiti	Ikogosi Warn Spring and Erinta Falls	Plateau	Shere Hills
Enugu	Nike-lake Holiday Resort	Rivers	Port Harcourt Zoological & botanic Park
FCT	Abuja Amusement Park Wuse	Rivers	Children Amusement & Leisure Park
FCT	Abuja zoological garden Garki	Rivers	Isaac Boro park
FCT	Aso-Rock Asokoro	Rivers	Port Harcourt Tourist Beach, Bolokiri
FCT		Rivers	Isaka Holiday Resort,etc
Gombe	Tula High land Hills	Sokoto	Tomb of Usman Dan Fodio
Imo	Nekede Botanical Gardens	Sokoto	Sultan's Palace
Imo	Oguta lake resort	Sokoto	Sokoto Museum
Jigawa	Hadejia/Nguru Wetlands & Bird Sanctuary	Taraba	Marmara Crocodile Pond
Jigawa		Taraba	Barup Water Falls
Kaduna	Baturiya Bird Sanctuary	Taraba	Akwana Salt Village
Kano	Jacaranda Pottery	Yobe	Nguru Wetland/Bird Sanctuary
Kano	Palm Beach Tourist Village	Yobe	Gujba Forest Reserve Gujba
Kano	Bagauda Lake and Tiga dam	Zamfara	Kakile hippopotamus Pond, Dan Guldi
Kano	Birnin Kudu Rock Painting	Zamfara	Kanoma Hills, Kanoma
Kano	Falgore Game reserve	Zamfara.	KwataKwasha Rock/Water Spring

**Source:** Information on Nigeria's Tourist Attractions: 2013 Diary; Ukpere, et.al 2008.

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## **Challenges Confronting the Development of Viable Eco-Cultural Tourism Business in Nigeria**

The various problems or challenges to sustainable eco-cultural tourism development in Nigeria include:

1. Under funding of the tourism sector
2. Corruption and financial indiscipline.
3. The problem of security challenges across the country (Boko-haram and Fulani Herdsmen versus Crop farmers clashes in the north, armed robbery and kid-napping in eastern Nigeria, kidnapping and militancy in the Niger Delta, armed robbery and communal clashes in western part of the country, etc)
4. Poor packaging, coordination and management of the various cultural festivals.
5. The problem of underutilization and poor management of the museums, tourism and heritage sites.
6. Inadequate personnel to man the museums and heritage sites, as well as poor condition of service of officials.
7. Difficult terrains and inaccessibility to historical sites and potential tourists' sites.
8. The problem of very few monuments and lack of development of heritage sites.
9. Insufficient historical artifacts in museums.
10. Lack of requisite technology and appropriate scientific dating method.
11. Over concentration on the crude oil driven mono-economy.
12. Lack of appreciation of historical knowledge.

## **Solutions to the Problems Confronting Eco-Cultural Tourism Business in Nigeria**

In order for us as a Nation to effectively reap from the numerous benefits of an economically viable eco-cultural tourism, we need to immediately realize that there are lots to gain from an environmentally friendly eco-cultural tourism business than the current over dependency on mineral exploitation and exploration for export earnings. The various challenges and constraints facing the tourism sector must need be eradicated or ameliorated with sincerity and urgently too. It is imperative to reiterate here that, a nation without the knowledge of its history is a lifeless nation. The present is a product of the past, and the past is the foundation of today, while today is the foundation of tomorrow. A society that is not historically conscious is bound to make the same mistakes of the past (Abdullahi, 2008). The government should show more commitment with effective synergy in promoting historic tourism. There should be joined-collaborative efforts by all the three tiers of government, including community and private –sector participation on the establishment of museums at least, one in each local government area.

Also, there should be a sub-regional and regional collaboration to establish economically viable monuments and heritage sites. In order to checkmate the security concerns of tourist and the tourist centres, a formidable and well-coordinated tourism security committee comprising of all security agencies and host communities should be set-up (Adora, 2010). Again, tourism in Nigeria needs to be fully integrated into the mainstream of the national economy. To this end, a robust national policy on tourism development should be put in place. The policy should clearly define what should be done from time to time. In addition, government should help to establish a national as well as regional tourism research centres. And this like the national policy on tourism development, should involve the services of historians, archaeologists, planners, cultural and tourism geographers, and other related professionals (Adewale, 2012).



To solve the problem of underfunding, the private sector and philanthropists should help in the funding of museums and the research centres as well as in the establishment of museums, monuments, and historical sites. Government should allocate more funds to the tourism sector so as to give the sector a competitive advantage. To address corruption cases and financial indiscipline, funds allocated for any specific project should be used judiciously. Funds should not be diverted. The law should be allowed to run its course on people suspected with corruption cases.

The several cultural festivals should be well packaged and properly coordinated in order to yield expected result. Access roads and basic amenities should be provided to host communities. This is another way to encourage SMEs. More personnel's should be recruited to man the various museums and heritage sites and they should be adequately motivated with good remunerations (Ijkipolo, Emeke, & Dimlayi, 2008). Finally, local artists and museologists should be exposed to new techniques and information about their trade and professions.

### Conclusion

Eco-cultural or historic tourism is a viable economic venture. Nigeria is abundantly blessed with lots of cultural festivals and potential tourist sites. All she need do is to properly package and coordinate the various festivals across the country, and help develop more tourism centres. Also, more museums should be established in every local government area. In the same vein, potential heritage sites should be develop while historic monuments should be built at least, with each state having to develop its own base on its culture and history.

All eco-cultural tourism infrastructures should be economically viable and sustainable. The several challenges facing the tourism industry should be eradicated or at least ameliorated. This is the sure way through which a viable eco-cultural tourism can contribute to sustainable national development through the provision of jobs and wealth generation; in addition to the promotion of cultural values, national identity, diplomatic relations, national cohesion and integration.

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