

Success Factors Determining Nigeria as a Tourist Destination

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Abstract

In recent times Nigeria has become one of the leading countries which its environment has great influence in tourist arrivals. Beside, the rate of tourists inflow especially in locations such as Lagos and Cross River state . It is on this vain that this research attempts a critical analysis of the success factors that determine tourist arrivals in Nigeria and also to provide a data base that would guide policy makers in their decisions with respect to tourism development in Nigeria. However, Fifteen state were used for this study of which one thousand five hundred questionnaires were administered in this destination to capture the determinants factors influencing tourist arrivals in Nigeria. Data were obtained from Tourism Bureau, attraction sits and from the questionnaires administered to residents around the potential tourist sites. The dynamic panel and the ordinary least square analysis were used to analyzed the data collected in the area Findings indicate that endogenous and exogenous factors were not the only major determinants of tourists arrivals but other factors such as tourist experience and level of infrastructures were observed as also determinants of tourist arrivals in Nigeria. The above assertion indicates that for Nigeria government to further reap from the tourism sector, government must stabilize their macroeconomics and provide functional socio-economic amenities that would move the tourism industry to greater height.

Keywords: arrivals, destination, endogenous, tourism, success factors, industry.

INTRODUCTION

In recent times tourism is one of the largest industries that has contributed to the socio-economic growth of many countries especially countries where tourism is the main stay of her economy, World Tourism Organization (WTO, 1998) However, despite the fact that that industry is a vehicle for promoting cultural exchange that enhance international understanding and goodwill among the diverse peoples of the world, it is also a catalyst for enhancing many country destination employment opportunities, foreign exchange and infrastructural facilities (ESCAP, 2002). Tourism in Africa has been seen as a means of enhancing economic growth and development (Kester,2003) as well as launching the image of the continent to the outside world (Gbadel, 2007). Today, the tourism industry has contributed in the Gross Domestic Products (GDP) and experts in many developing countries has been improving overtime. A document by WTO (2009) shows that there has been tremendous growth of about 4% the level of international tourist arrivals in Africa, in spite of the global economic meltdown that has affected tourist arrivals to many developed countries. Today, records has shown that about 2.5% of the GDP in the region is attributed to tourism industry that has generated about 5.5% of all employment in the region (Karreen, 2008). In Nigeria, about 8.1% of the GDP has been generated from the tourism sector as a result of the

numerous tourism potentials in the region (Eja, 2007). These potential ranged from natural to man-made such as the table mountain, colourful folks, beautiful landscape, overwhelming serenity and agreeable climate welcoming fun seekers to the highlands of Nigeria (Larry, 2005). Today, the level of tourist arrivals in Nigeria is quite commendable especially during the festival periods in which all the cultural artifacts and other attractions in Nigeria are usually paraded (Eja, 2010). However, it has been observe that in spite of the laudable tourism attractions in Nigeria which has made the region a natural paradise where most fun-seekers wish to visit, the level of tourist inflow in most of these potential sites Nigeria still pose problems (Aniah, 2006). Beside, the lack of adequate empirical data has hindered policy makers and other stakeholders on the viability of most of the existing tourism destinations in Nigeria. Apart from this no database and model have clearly defined the visibility and success factors that has put Nigeria in the league of other nations with great tourism potentials which is on this backdrop of gaps in empirical studies of tourism in Nigeria that this study intend to contribute to the frontier of knowledge in tourism literature by evaluating the success factors that determine Nigeria as a tourist destination

METHODOLOGY

This study was conducted in Nigeria taking into consideration fifteen (15) state. One hundred (100) copies of the questionnaire were distributed to residents around the potential tourist sites in each of the state in order to identify the passive determinant factors that influence tourist arrivals in Nigeria. The passive factors capture in the questionnaires include, tourism potentials, hospitality industry road network, people’s attitude among others. Information on tourist arrivals were obtained from the hospitality industry records and Tourism Bureau records. However, the dynamic panel and the ordinary least square analysis were used to evaluate the influence of endogenous and exogenous factors such as political instability, crime rate, indicators such as infrastructural variables such as telecommunication and other passive factors were considered. The Panel data system equation which was used in this study is stated as $X = \beta B + \alpha + N$

Where X=Total tourist arrivals

B = vector of explanatory variables

A = fixed effect estimates.

The fixed effect estimator will help to show short term Cross – sector while the panel data methods will enable the opportunities to address traditional econometric problems. However, the study was not devoid of limitations such inaccessibility to most of the tourist sites, inadequate information and data from the authority concern in tourism development and lack of effective information on tourism from the local people.

Destination Competitiveness Model

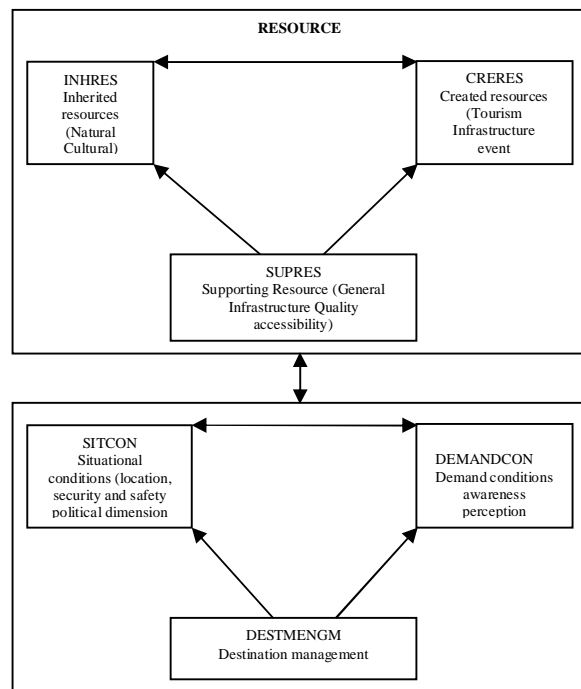
The destination competitiveness tourism model has become a synthesis of ideas, which relates to the interaction and behavior of different types of industry, which operates in any given environment or destination and the socio economic impact it generates in that area (Hassan 2000). However, several authors have provided some inputs into understanding destination and practical research of competitiveness tourism model in the area of tourism destination. Faulkner (2000) considered the environmental component in his illustration of the Destination Competitiveness Tourism Model in his study of hot spring hotel in Taiwan. He reiterated destinations commitment to the environment, comparative advantage, industry structure and demand factors as the four determinant of tourism competitiveness.

The model is based on the following assumptions:

- i. supply of supporting factors or components in any tourism destination increases demand and attractiveness of the environment;
- ii. influx of people in any given destination is a function of attractiveness and individual disposable income;

- iii. every destination has its own competitiveness advantage over one another;
- iv. tourists tend to cluster where high level of supporting facilities are allocated;
- v. demand situation support tourism competitiveness and thus positively influence the development of added value in tourism;
- vi. complementary activities in any tourism industry increase visitors satisfaction.

De Keyser and Vanhove (1994) argued that the analyses of a competitive position should take six groups of competitive factors into account which include tourism policy, macro economic supply, accommodation, transport and demand factors. Crouch & Ritchie (1999) presented the most recently improved version of their competitiveness model, a conceptual model of destination competitions. According to their analyses, there are four key determinants that makes destination attractive which include destination policy, core resources, attractors and supporting factors.



Destination competitiveness tourism model
Source: Adapted from Dwyer 2004:92

They went further to explain that inherited resources (INHRES), created resources (CRERES) and supporting resources (SUPRES) encompass the various characteristics of a destination that make it attractive to visit. Destination Management (DESTMNGM) covers factors that enhance the attractiveness of the inherited and created resources, strengthen the quality of the supporting factors and those, which best adapt to the situational condition

(Crouch and Ritchie, 1999). The category includes the activities of destination management organization, destination marketing management, destination policy, planning development, human resource development and environmental management. These (DEMANDCOM) comprise the three main elements of tourism demand awareness, perception and preferences (Johnson, 2001). The factors of situational conditions (SITCON) can moderate, modify or even mitigate a destination's competitiveness. There would seem to be many types of such factors, examples destination's location, micro and macro environment, security and safety and price competitiveness (Johnson, 2001). Baloglu (1999) examining the attributes of a destination showed that destination attachment will influence tourists in the process of choosing a destination, the subsequent evaluation of the trip and in their future intentions.

He further stresses that destination image exercise a positive influence on perceived quality and satisfaction. Kim and Dwyer (1989) Widely acknowledged that destination attractiveness affects tourist subjective behaviour perception, consequent behaviour, and destination choice. Tourists' behaviour is expected to be partly conditioned by the image that they have of destinations. Middleton and Clark (2001) highlighted the inter-dependence – sub-sector interlinkage of tourism products. Tourists experience is a medley of services such as hotels, restaurants, shops, attractions among others and they may evaluate each service element separately. Satisfaction with various components of the destination leads to overall satisfaction (Kozak & Rimmington, 2000). However the destination competitiveness model would help to evaluate whether the development of tourism potentials and the attractiveness of Calabar as the State capital were the comparative advantages of the increasing number of hotels and influx of visitors in Calabar. Besides, this model would help to evaluate whether tourism potentials influence or attract tourists into Cross River State in general and Calabar in particular.

Major Tourist Centres In Nigeria

Tourism is relatively a budding enterprise in Nigeria but owing to Nigeria's potentials, it has undergone a gradual but progressive evolution in the past three decades. Nigeria is a country greatly endowed. It is blessed with warm, sundry climate, over 800 kilometers of fascinating beaches and evergreen vegetation in the South, while in the North, alluring landforms overshadows savannah grasslands. Added to these are the interesting natural features in form of waterfalls, springs, hills, some mountainous areas with temperate like climate and a range of special and common species of tropical wildlife. These, coupled with wide market opportunities, diverse socio-cultural heritage that gives the nation its uniqueness

and the hospitality of the 140 million people earn Nigeria the sobriquet, GIANT OF AFRICA. It is almost impossible to deny Nigeria its pride of place amongst the richly endowed potential tourist destinations in the world.

Tourist attractions in Nigeria can be classified as follows:

- ❖ **Natural Attractions:** There are abundant physical attractions, which include hills, caves, springs, lakes and mountains across the entire country. These fascinating features and alluring scenes are good sites for leisure, adventure and other tourism-related endeavours. Example of these physical attractions are old Oyo National Park, Yankari Games Reserve in Bauchi; Obudu (Protea) Cattle Ranch, in Cross River State and the Jos Wildlife Park in Plateau State.
- ❖ **Man-made Attractions:** These are man made sites created for the purpose of relaxation. These include the Rayfield Holiday Resorts in Jos, the Bower's Tower in Ibadan and various amusement parks that dot the length and breadth of Nigeria's major towns and cities.
- ❖ **National Parks:** National Parks are special natural ecosystems with unique attributes. They play unquantifiable roles vital to national/regional well-being as well as act as a catalyst for the development of eco-tourism. They also enhance ecological processes and life support systems such as soil regeneration, protection of nutrient cycles, cleansing and purifying hydrological cycles. There are eight such parks in Nigeria. They are:
- ❖ **Eco-Tourism and Recreation:** Park viewing and bird watching are prominent recreation activities. Others are hiking among the trails. The Dogon Ruwa waterfall has a high potential for the development of swimming pool. The rocks are not only fascinating but are good training grounds for mountaineering and endurance training.
- ❖ **Cultural Attractions:** These are activities based on people's ways of life expressed as religious beliefs, colourful festivals, dance, songs, artworks etc. The cultural assets of Nigeria are amongst the most fascinating in Africa, some of which include the Osun Oshogbo festival, Osun State, Eyo festival in Lagos, Kano/Katsina Durbar, Argungu in Kebbi State and Mmanwu festival in the South Eastern Nigeria.
- ❖ **Museum and Monuments:** Nigeria is enriched with finest collections of Arts and Crafts as well as archaeological relics showing our historical past like Terra-Cotta head from the old Nok Culture, the famous Benin Bronze art works and the Yoruba's exciting sculptures. These great varieties of ancient relics can be found in all the branches of Nigeria national museums.
- ❖ **Nigerian Crafts:** Crafts are symbols of Nigeria's material and spiritual heritage. Crafts are well integrated into the living patterns of Nigerians and

inseparable from their spiritual philosophies. They are therefore prized objects for the promotion and preservation of tourism. Nigerian crafts are grouped into textiles, pottery and ceramics, fiber crafts, bronze, brass and iron works, woodworks, calabash decorations, leather works, ivory, jewelry etc.

❖ **Conference/Business Tourism:**

Conference/Business Tourism is a veritable area of tourism in which Nigeria is selling fast her credentials to the rest of the world community. There is an international conference center located in the Central Business District of Abuja, which can comfortably host any conference of international standard.

However, the federal Government of Nigeria has made all effort to develop and promote tourism into an economically viable industry with sound policy so as to make Nigeria prominent tourism destination in Africa, generate foreign exchange, rural urban

integration and foster socio-cultural unity among other regions

FINDINGS

Passive Factors Determinants

The passive factors influencing Nigeria as a tourist destination and arrivals presented in table 1 indicate that in there was high fluctuation of tourist arrivals in Nigeria due to political instability in some state and the recent tourist attacks the country as shown in the average percentage arrivals with high value of 20.8% and a high fluctuation rate of 17.05%. This result goes with the empirical studies of Eja et al (2005) Anim et al (2011) The total percentage tourist arrivals varies from one success factor to another as shown in table 31 with tourism potentials with a high value of 41.25% followed by road network with a value of 20.07% while good services provided and country image with least values of 4.91% of 3.68%. This result was in conformity with the empirical work of Fayissa et al (2009)

Table 1: Passive success, and factors and arrivals influencing Nigeria as a tourist destination

Success factors	Tourist arrivals (2008)	Tourist arrivals (2009)	Tourist destination tourist arrivals (2010)	Tourist arrivals (2011)	Percentage arrivals
Tourism potentials	5,103	9,354	4,998	2,549	41.25
Road network	3,451	2,956	2,345	1,954	20.07
Attitude of the people	1,985	995	434	1,245	8.73
Hospitality industry	959	545	334	948	5.22
People's culture	1,034	605	345	245	4.18
Transportation	2,105	1,564	1,245	1,454	11.95
Services provided	968	758	439	454	4.91
Country's image	875	594	245	251	3.68
Total = 533	16480* Av=30.89	17371** Av=32.56	10394 Av=19.48	9100 Av=17.05	100

Source: Field survey, 2012

Tourist Arrivals

The rate of international tourist arrivals in Nigeria presented in table 2 shows a high fluctuation of international tourist arrivals in Nigeria as evidenced in the average percentage tourist arrivals in 2008 and 2011 with values of 23.26% and 5.86%. This inconsistency in tourist arrivals in Calabar may be due to the recent terrorist attack and political instability in Nigeria especially in most states with high political crises. It was observed in table 2 that 2007 and 2009 recorded a high level of international tourists to Nigeria with high values of 30.49% and 30.29% as compared to 2010 and 2011 with least values of 10.11% and 5.86 respectively. Table 2 shows that tourists from Cuba and Cameroon were the major international tourists that visit Nigeria more as a tourist destination with values 23.30% and 24.21% followed by Ghana and South Africa with values of 12.19 and 10.42% while international tourists from Irish, Germany and Thailand were on the least side with values of 1.68%, 1.78% and 3.36% respectively. However, this result affirm the empirical work of (Johnson, 2001).

Table 2: International tourist arrivals in Nigeria

Countries	2007	2008	2009	2010	2011	Total	Av. % total tourist arrival
Cuba	2,105	3456	3,145	994	499	10199	23.30
South Africa	1,231	975	1045	995	365	4561	10.42
Brazil	954	457	394	445	234	2484	5.67
Ghana	2111	1044	1124	904	153	5336	12.19
India	1011	578	2341	475	105	4510	10.30
USA	734	754	1,411	95	99	3093	7.06
Cameroon	3456	2456	3345	356	984	10597	24.21
Thailand	945	245	154	75	54	1473	3.36
Irish	445	105	95	65	27	737	1.68
Germany	345	111	204	74	45	779	1.78
Av %	30.49	23.26	30.29	10.11	5.86	43769	100

Source: Field survey, 2012

RESULT ANALYSIS

The shows the dynamic panel technique used in this in examining the critical success factors determining in Nigeria as a tourists destination was presented in table 3 revealed the four outcomes of the technique vis-a-vis, the fixed effect, random effect, difference and the orthogonal deviation. The dynamic panel result indicate that in all the four outcome, financial exchange is inversely related to tourist arrivals showing that appreciation of destination, currencies

can discourage prospective tourists from visiting a given tourist destination and that tourist are usually sensitive to price rate in a given destination. This analysis conformed with the empirical studies of Aysher et al (2009) and Habbit et al (2008). However, table 3 shows that crime rate in Nigeria has effect on tourist arrivals. This was in conformity with Olayinka (2007) which indicate that as incidence of crime increase in any given destination, the rate of tourists influx in a destination will drastically reduce. Furthermore, the analysis presented in table 3 revealed that the number of available telecommunication, infrastructure and tourist income affects the rate of tourist arrivals in a tourist destination as evidence by Fayissa et al (2009). Nevertheless, other passive factors that create destination awareness Cross River State are model in table 3 and as also evidenced by Aniah (2005)

Table 3: Panel dynamic results

Variables	Fixed effect	Random effect	Difference	Orthogonal deviation
Constant	-2.0831 (.2.76)**	-1.273	-	-
In TA (-1)	0.7103 (3.56)**	0.1327 (34.46)***	1.0201 (4.53)***	3.7564 (3.91)***
EXC	0.1031 (2.81)**	-4.0756 (-4.41)***	-1.0345 (-2.84)**	-1.0345 (-2.75)**
In crime	-1.1524 (-2.58)	-1.0234 (-3.67)**	-0.1845 (1.85)	-0.2175 (-2.45)
In Tel	0.7135 (4.75)**	0.1211 (-4.30)***	0.8245 (6.89)***	0.6107 (8.11)***
POL	-0.173 (-0.73)	0.1523 (2.34)	0.1051 (0.23)	-1.0451 (-0.87)
WY	1.1812 (1.19)	1.0571 (0.75)	0.0414 (0.69)	1-0754 (2.12)
AdjR	0.21 0.75	(0.95)	0.62	0.95

Data analysis, 2012

The result in table 4 was presented in three dimension which indicate that the first column with the fixed effect and three previous arrivals has a positive effect on the current arrivals in Nigeria. The above assertion shows that as tourists received the best comfort, they are likely to recommend such a destination to other tourist. Table 4 shows that the price indicator (CPI) was statistically not significant which indicate that the price index was negatively (-) related to the numbers of arrivals as shown in all the three indicators in table 4. However, the price indicator statistically revealed that as goods and services get expensive in Nigeria, the number of tourist will certainly reduce. Table 4 shows that there was a strong relationship that exist between exchange rate and tourist arrivals. This indicate that as the Nigerian is devalue more of the international currency would be spend in Nigeria. Beside, as crime rate increases the rate of tourists influx in Nigeria would be very low. The result in table 4 shows that the number of telephone line was significant which indicate that the number of telephone line is a function of tourist arrivals.

Table 4 indicate that tourist still visit Nigeria despite the rate of political instability in most states in Nigeria. This contradict the empirical result of Erlat and Einav (2003). The analysis in table 4 shows that price index, exchange rate and crime rate have effect on the rate of tourists arrivals.

Table 4: The ordinary least square result analysis

Variables	Fixed effect	Random effect	Orthogonal deviation
Constant	1.2451 (1.07)	1.9567 (2.16)***	1.5811 (1.91)*
InTA (-1)	0.7751 (3.57)***	0.7431 (4.11)***	0.7511 (5.45)***
CPI	-1.2007 (-1.30)	-1.2001 (-1.40)	-8.51E-07 (-0.21)
EXC	-8.134E-07 (-3.81)***	-7.32E-09 (-2.15)	-3.99E - 07 (-1.35)
Incrime	0.0217 (0.34)	-0.054551 (-1.45)	-0.1056 (-2.11)
InTeline	0.6795*** (4.63)	0.3801 (3.24)**	0.3455 (3.15)**
PoL	0.0715 (0.94)	0.854 (1.45)	0.0854 (2.1371)
WY	0.0141 (0.23)	0.0155 (0.61)	0.921 (0.77)
AdjRs	0.72	0.61	0.85
F-Sat	99.15***	65.6***	53.7***

Source: Data analysis (2012)

International Tourist Arrivals in Nigeria

The panel technique result presented in table 5 shows two different outcome from fixed effect and none cross-sectoral effect angle. This result has changed the OLS result in table 4. Table 5 indicate that the major autonomous variable (constant) shows a negative effects on tourist arrivals in Nigeria. This result indicate that if the regressors variables in the equation model are factor into consideration and there is no encouragement in the provision of social facilities and political stability the level of tourist inflow and the level of attractiveness of Nigeria as a tourist destination would drastically reduced. The two outcome in the table 5 shows that the degree of tourist arrivals in Nigeria is elastic which indicate that tourist are very sensitive to their previous treatment. Nevertheless, the two results have shown that tourist are sensitive to price in Nigeria though the degree of responsiveness which was inelastic as evidenced in the work of (Eilat and Einav, 2003).

Table 5: Panel technique result

Variables	Fixed effect	None
Constant	-10.751 (1.51)*	-5.1456 (-1-25)
InTA (-1)	2.1501 (1.65) ***	2.0051 (1.75) ***
CPI	-0.1011 (-2.95) ***	-1.0041 (-1.65) ***
EXC	-3DIE-07 (-1.67)	-1.1045 (-3.54) ***
Incrime	-0.1955 (-2.56) *	-1.0556 (-3.10) **
InTeline	0.6345 (3.65) ***	-07531 (3.64) ***
PoL	-0.2011 (-095)	0.4561 (0.65)
WY	-01556 (-2.01)	0.1701 (0.67)
AdjR2	0.888	0.99
F-Sat	1-21e-17	1.13E-19

Source: Data analysis (2012)

CONCLUSION

Today, even though researches have been conducted in a global perspective in the subject matter none have been able to evaluate econometrically the major determinants factors that influence the demand for tourism in Nigeria overtime. The study has revealed that both endogenous and exogenous factors influenced the rate of tourist arrivals in Nigeria. Besides, it has also exposed scholars and other readers to the indicators that has sustained the rate of tourist arrivals in Nigeria. However, this study has shown that most of the state with great tourism potentials still witness low-level of inflow of tourist due to the fact that most of potentials within their environment have not been provided with adequate facilities and attention. Beside, the high level of political instability, crime rate and terrorism have discourage numerous number of tourists to these location.

RECOMMENDATIONS

Nigeria has a rich tourism potentials and a prestige environment capable of attracting tourism tourists to the 'destination'. However, the environment is so unique that its potentials are yet to be fully utilized. Today, the political situation which is full of crises and the prevailing ethnic differences in Nigeria has hampered the rate of tourists inflow to Nigeria.. It is on this note that this study present recommendations that would help Nigeria as a tourist destination to maintained it position in the league of nations.

- ❖ The government through private partnership should provide a frame work on how to harness and developed all the existing and viable tourism potentials in Nigeria
- ❖ The government should provide a conducive atmosphere that would encourage and guarantee tourist safety in Nigeria tourist to Nigeria as a tourist destination
- ❖ The government should give adequate attention especially to destination with great interest to tourist.
- ❖ Adequate information should be provided about Nigeria as a tourist destination.
- ❖ Government should provide adequate incentive that would attract tourist and other fun-seeker to Nigeria.

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