

Effect of tourism on socio-economic development in Nigeria: A study of Enugu state, 2015-2022

Ogili Augustine

Department of Public Administration

Enugu State University of Science and Technology, Enugu Nigeria. Email: ogiliaugustine@yahoo.com

Olewe Bernard

Department of Public Administration

Enugu State University of Science and Technology, Enugu Nigeria. Email: bernardolewe@esut.edu.ng

Eneh Maximus

Department of Public Administration

Enugu State University of Science and Technology, Enugu Nigeria. Email: maximuseneh@esut.edu.ng

ABSTRACT

The study is focused on tourism development and socio-economic development of Enugu State. The specific objectives of the study were to: determine the effect of tourism development on revenue generation in Enugu State, Nigeria; ascertain the effect of tourism development on employment generation in Enugu State and establish the effect of tourism development on the rural development of Enugu State, Nigeria. A descriptive survey method was used for this study. Primary and secondary sources of data were employed in the study. The population of the study is 968,300. A sample size 369 was obtained through the use of Freud and Williams's formula. The method of data collection was both primary and secondary. The data generated for the study was analysed through the use of mean score while Z-score was employed to test the hypotheses. The findings showed that Tourism development had a significant effect on revenue generation, employment and rural development of Enugu State, Nigeria. The study concluded that tourism is an economic activity that promotes economic growth and a growing source of revenue to government, private sector as well as a major source of income to individuals through the creation of various employment opportunities as well as contributing to their individual welfare. The study recommended that there is the need to embark on aggressive manpower development required in the tourism industry, such as in hotels and catering, training schools and institutions should be established.

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1. INTRODUCTION

Tourism is the largest and fastest growing industry in the world. It accounts to about 7% of world capital investment with revenue predicted to rise up to 5.980 billion dollars by the year 2031. Africa has a meaningful share in the growing international tourism trade in terms of both tourist arrival and receipt. Nigeria's tourism landscape is extremely rich and beautiful for global tourist attraction; the weather, climate, vegetation, quality airspace, sunshine, beautiful scenery, the rock, falls, captivating beaches, historical relics, rich cultural diversity, friendly peoples and wildlife are Nigeria's tourism assets. This makes Nigeria a leading tourism paradise in Africa. The World Trade Organization (WTO, 2014) noted that tourism and hospitality industry is one of Africa's greatest but most under invested assets, with market worth \$50billion, but has \$203.7-billions of untapped potential which represents four times its current level. The importance of Nigerian tourism industry lies in its tourism resources in generating foreign exchange. The Central Bank of Nigeria revealed that the geometric increase in Nigerian tourism industry in which a total number of 828,906 tourists were registered in 2007 and about 900 billion tourist arrive worldwide has made tourism industry one of the most vibrant industries of the world, especially from the economic point of view. Nigeria has a land mass of about 365,000 square miles and she is a country of magnificent site, a wide range of fauna, excellent place for vacation, exploration and sightseeing. In terms of the environment, she has world class tropical rain forests, savannah, grassland, mangrove swamps and the Sahel savannah very close to the Sahara Desert.

Emeji, Odey and Bullus (2016), cited the definition of tourism from the International Association of Scientific Experts in Tourism (IASSET) as the sum of the phenomenon and relationship arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence. Tourism is a rapidly growing phenomenon and has become one of the largest industries in the world. The impact of tourism varies extremely. On one hand, it plays an important and certainly positive role in the socio economic and political development in destination countries by, for instance, offering new employment opportunities. Also, in certain instances, it may contribute to a broader cultural and understanding by

creating awareness, respecting the diversity of cultures and ways of life. On the other hand, it is a tool to create jobs. Tourism has been a major driver of socio-economic development in Western society; it is an alternative strategy for sustainability and diversification of economy for important policy of a good government. Sawani (2017) asserts that socio-economic development is an individual's resources, wealth, education level and degree of urbanization. The development of tourism as a critical sector of the economy has gradually assumed a centre stage in the economic agenda of most nations of the world. In the past few decades, attention to tourism as a critical sector of the economy has greatly increased. This is in view of its capacity to quickly stimulate income growth, generate foreign exchange and contribute to domestic earnings of government through fees and taxes (Vanguard Newspaper, June 24, 2011).

Accordingly, the tourism potentials of Enugu State are very enormous and there is no gainsaying that if properly developed will herald huge revenues into Enugu State. Enugu State offers a wide variety of tourist attractions such as extended and roomy river and highly mountains ideal for exploration, unique wildlife, vast tracts of unspoiled nature ranging from tropical forest, magnificent waterfalls, some new rapidly growing cities and climatic conditions in some parts particularly conducive to holidaying. Other attractions include traditional ways of life preserved in local customs, rich and varied handicrafts and other colourful products depicting or illustrative of native arts and lifestyle, and the authentic unsophisticated but friendly attitude of many in the Nigerian population. All this tourism potential makes Enugu State a hospitable state and the local norms and values combined with peaceful environment full of loving and friendly people makes her a good and well tantalizing tourism destination. Tourism development brings foreign currency inflows, infrastructure development, employment generation, regional development, income distribution through economic multiplier but it also brings negative environmental and socio-cultural consequences. It is against this backdrop that the study examined the effect of tourism on socio-economic development of Enugu State.

1.1 Statement of the problem

Tourism has existed as a driving force for economic development and also for socio-cultural and physical development of nations. At the global level, tourism is considered one of the fastest growing industries. It has the potential of generating positive, social, cultural, and economic benefits on the destination regions depending on how its activities are managed and developed. However, government across all board in Nigeria have not paid attention to tourism development. They have continued to depend on oil revenue for sustenance and amidst the dwindling oil prices, they have run short of resource to service the oil of governance. It is unarguably that inadequate funding, low investment and lack of political will have been constraints to Nigeria's tourism industry. If tourism policies are well articulated, to develop the subsector in a sustainable, equitable and responsive manner, it will raise the standard of living of Nigerians. If the tourism industry is not properly developed, it will continue to weaken the revenue potentials from tourism, level of unemployment will continue to rise which have now given rise to different kinds of criminal activities; our rural development effort will remain stagnated. Enugu State have some many tourism destinations; the state government have seen the need to develop them. The ministry of culture and tourism but they have not seen the need to organize cultural festivals. Before now, there used to be the Enugu State Mmanwu (masquerade festival) which had a very huge revenue potential, but this have gone into extinct. Equally, most hotels in the state which offer tourist the best form of relaxation were being shortchanged with huge tax burden from the state government, this therefore scare potential tourist. The coal mine which serves as a potential tourist center have been neglected and no longer attractive, all these have their attendant consequences on socio-economic development of the state in terms of revenue generation, employment generation and rural development.

In view of these, the study examined tourism and socio-economic development of Nigeria in Enugu State, Nigeria.

1.2 Objectives of the study

The main objective of the study is to determine tourism and socio-economic development of Enugu State. The specific objectives of the study were to:

- determine the effect of tourism on revenue generation in Enugu State, Nigeria;
- ascertain the effect of tourism on employment generation in Enugu State;
- establish the effect of tourism on rural development of Enugu State, Nigeria.

1.3 Research questions

The following research questions were posed for the study.

- What is the effect of tourism on revenue generation in Enugu State, Nigeria?
- What effect does tourism have on employment generation in Enugu State?
- How does tourism affect rural development of Enugu State, Nigeria?

1.4 Hypotheses

The following null hypotheses were formulated to guide the study

- Tourism has no significant effect on revenue generation in Enugu State, Nigeria.
- Tourism has no significant effect on employment generation in Enugu State.

- Tourism has no significant effect on rural development of Enugu State, Nigeria.

2. REVIEW OF RELATED LITERATURE

2.1 Concept of Tourism

The term, tourism has been variously defined. For Gilbert (1990), tourism is a form of recreation which involves travel to a less familiar destination or community for a short-term period, in order to satisfy a consumer's need for one or a combination of activities. In its own, the United Nations World Tourism Organization (UNWTO) (2015) defines tourism as the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. More precisely, tourism refers to any activity that voluntarily and temporarily takes people away from their usual place of residence in order to satisfy the need for pleasure, excitement, experience and relaxation (Falade, 2000). The benefits of these activities are multifarious, bringing benefits to the communities that produce the tourism goods; enabling communities that are poor in material wealth but rich in culture, history, and heritage to convert their unique characteristics for income-generating advantage; and more importantly, tends to encourage the development of multiple-use infrastructure that benefits the host community. Tourism is a collection of activities, services and industries that delivers a travel experience, including transportation, accommodations, eating and drinking establishments, retail shops, entertainment businesses, activity facilities and other hospitality services provided for individuals or groups traveling away from home. Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure (W.T.O 2000). As such tourism has implications on the economy, on the natural and built environment, on the local population at the destination and on the tourists themselves.

2.2 Socio-economic Development

Sawani (2017) clearly stated that socio-economic development is an individual's resources, wealth, education level and degree of urbanization. Tourism is the form of altered human behavior that stems from interactions between agents of change and subsystems on which they impinge". To them, social and cultural impacts of tourism are the ways in which tourism is contributing to changes in value systems, individual behavior and family relationships, collective lifestyles, safety levels, moral conduct, creative expressions, traditional ceremonies and community organizations. Economic impacts are changes in economic flow directly or indirectly. The promotion of tourism would bring many direct benefits such as employment opportunities in tourism and hospitality sector, development of private enterprise, improved standard of living, social upliftment and improved quality of life, better education and training, sustainable environmental practices and foreign exchange earnings. It also brings about indirect benefits such as infrastructure development like power, water, sanitation, hospitals and roads, markets for local produce, economic upliftment due to economic multiplier effect to the people (GOI, 2002 and GOM, 2006). Thus, tourism activities are economically beneficial to both the host and the guest.

2.3 Revenue Generation

Revenue is the money generated from normal business operations, calculated as the average sales price times the number of units sold. It is the top line (or gross income) figure from which costs are subtracted to determine net income. Revenue is also known as sales on the income statement. Revenue generation indicates the latter, specifically, activities that help create income and profitability. As said earlier, revenue generation isn't simply sales and marketing. It also includes operating plans, strategies, and practices that are designed for increasing revenue. The term revenue generation, refers to the process of creating sales of products and services, with the goal of creating income. Revenue for federal and local governments would likely be in the form of tax receipts from property or income taxes. Governments might also earn revenue from the sale of an asset or interest income from a bond.

2.4 Employment Generation

Employment is one of the most important social and economic issues in Nigeria. It is seen as a relationship between two parties, usually based on a contract between employer and employee. In other words, employment is seen as the total number of people in a community, state or country that are gainfully working. According to Kareem (2015), employment refers to the number of people who either work in government establishment or parastatals or private sectors. It could equally mean people who are self-employed or are unpaid family workers. Employment generation is a natural process of social development. Human beings bring with them into the world an array of needs that present employment opportunities for others to meet. Were it not so, the world could not have sustained a more than tripling of population over the past century.

2.5 Rural Development

The term rural development has different dimensions. It means different things to different people; each author tries to define it according to his educational background (Mayowa & Iyanda, 2014). In a nutshell, the concept of rural

development is multi-dimensional. According to Panda and Majumba (2013), rural development “generally refers to the process of improving the quality of life and economic well-being of people living in relatively isolated and sparsely populated areas”. Rural development can also be defined as, the integrated approach to food production as well as physical, social and institutional infrastructural provisions with an ultimate goal of bringing about both quantitative and qualitative changes which result in an improved living standard of the rural population’ (Mayowa & Iyanda, 2014). The United Nations Agency for Social and Economic Development defines rural development as “the quantitative change or upliftment in the standard of people in the rural areas, brought about through an integrated approach, by both government and non-governmental agencies and the people themselves’.

2.6 Socio-economic impacts of tourism

Socio-economic impacts are mainly concerned with the community. It focuses on changes in societal, collective and individual value systems, behavior, social relationships and lifestyles, modes of expression and community structure (Douglas and Derrett, 2001; Sims and D’Mello, 2005). The main optimistic impact of tourism in community social life is that it contributes to a mutual understanding and respect between peoples and societies. It motivates local people to preserve their culture and heritage, and promote social stability through the realization of positive outcomes for the local economy. It can also encourage the preservation of ancient cultures and ways of life. Gnanapala and Sandaruwani (2016) further stated that the social benefits include: the maintenance of traditional cultures, increased intercultural communication and understanding, improved social welfare, quality of life, improved shopping, and increased recreational opportunity. Apart from these, other positive impacts relating to the social wellbeing of the community are the stimulation of infrastructure development such as roads, communications, health care, education, public transport and access to drinking water.

Others are increasing local or regional safety and security, the facilitation of workforce development such as rights and conditions, the promotion of civic pride in community, culture, heritage, natural resources and infrastructure, increasing the awareness that it may be mutually beneficial to all stakeholders in the community, the potential creation of new opportunities, the promotion of cultural understanding, the preservation of cultural and social heritage and local languages, the support and preservation of local and unique crafts and skills, the enforcement of government policy, skill enhancement (training such as administrative service industry, maintenance), the building of capacity and the development of empowerment (gender and community, social and financial) (Ogereic, 2009). On the pessimistic impacts of tourism on community social life, tourism is considered as a lucrative market for any destination. For this reason, they make substantial efforts to attract and satisfy the tourists as a collaborative effort of government and the private sector in order to get economic advantages (Kerunathika and Gnanapala, 2016). However, tourism can be a destructive vehicle which damages local social culture such as drug abuses, increased crime rate, prostitution, friction between tourists and residents, change traditional cultures and hosts' way of life. Other negative socio-economic effects are an outbreak of an epidemic like the outbreak of corona virus (Covid 19 Pandemic), terrorist attacks, and political events (Smorfitt, Harrison, Herbohn, 2005).

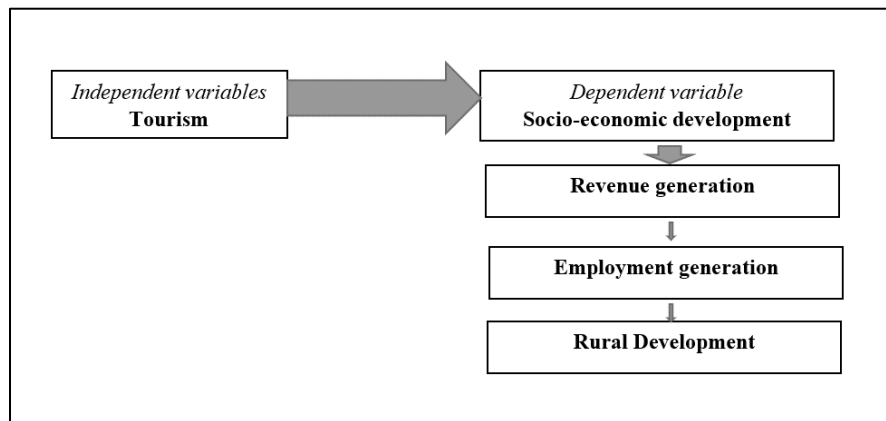


Fig. 1. Conceptual Framework
Source: Author’s conceptualization

2.7 Theoretical Framework

Since the 1960s, the tourism sector has been considered an effective developmental growth pole, and many countries have enhanced their tourism sector to improve their economic development. Todaro and Smith (2011) proposed in their study that it is a multidimensional process as far as development is concerned, and it comprises positive changes not only in economic growth and national institutions but also in poverty reduction. Modernization theory (MT) is one of the most

popular developmental paradigms to have gained admiration from the late 19th till the mid-20th century. This theory is thought to be an extension of another theory called growth theory, which is grounded in Keynesian economics. For justification of MT, the theorists used it as a key social indicator for economic development, which trickles down to the grassroots level of society in the form of plentiful economic and employment prospects. Wealthy and powerful modernized economies usually provide a high-quality of life and modern technology to their citizens. Modernization becomes more favored due to its bold and effectual production methods. Moreover, from the tourism perspective, the modernization strategies of development not only engender foreign capital but also smooth the way for the transfer of technology and create greater employment opportunities than before. The main focus of tourism development is these economic paybacks, and whenever other economic resources trickle down, the tourism multiplier acted as a growth-policy and socio-economic development.

3. METHODOLOGY

A survey method was used for this study which was conducted in Enugu State Nigeria. It has 17 local government areas with three senatorial zones. The state has many tourist destinations such as Nike Lake, Ngwo forest, Akwuke Beach, Ezeagu, hills and mountains, hotels, international Airport. The population of the study was 618,859 as presented in the table below.

Table 1. Population distribution of selected LGAs

LGA	Population	Percentage
Enugu South	198,032	32
Enugu North	242,140	39
Udenu	178,687	29
Total	618,859	

Source: National Population Commission 2006.

3.1 Determination of the Sample Size

Freund and Williams (1986) statistical sampling formula was used to obtain a sample size from a finite population of employees and management. The formula was given thus:

$$n = \frac{Z^2 Npq}{Ne^2 + Z^2 pq}$$

Where;

- n = Sample size
- N = Population of the study
- P = Probability of Success /Proportion
- q = Probability of Failure /Proportion
- Z = Standard error of the mean given under 95% reliability
- e = Limit of tolerable sampling error

$$\begin{aligned}
 n &= \frac{(1.96)^2 (618,859) (0.6)(0.4)}{618,859 (0.05)^2 + (1.96)^2 (0.6) (0.4)} \\
 n &= \frac{3.8416 (618,859) (0.24)}{618,859 (0.0025) + (3.8416) (0.24)} \\
 &= \frac{570578.096256}{1547.1475+0.921984} \\
 &= \frac{570578.096256}{1548.069484} \\
 &= 368.57 = \cong 369 \text{ Therefore, the sample size for the study is } 369
 \end{aligned}$$

4. DATA PRESENTATION AND ANALYSIS

The data gathered from the field were presented under this section. Mean score were employed in presenting and analyzing the data and Z-score was used to test the hypotheses.

Research Question 1: What is the effect of tourism on revenue generation in Enugu State, Nigeria?

Table 2. Effect of tourism on revenue generation in Enugu State, Nigeria

s/n	Res\ ponse	SA	A	U	D	SD	Total	Mean	Decision
1	The impact of tourism on sustainable development is felt via the income multiplier effect	100	100	20	100	40	360	3.3	Accepted
2	Tourism development helps to contribute to the growth of local and domestic revenues	120	120	10	70	40	360	3.6	Accepted
3	It contributes to government revenue from levies on hospitality sector (registration and other charges)	100	110	10	90	50	360	3.3	Accepted
4	Tourism development helps to expand revenue to state government	130	130	10	60	30	360	3.8	Accepted
5	Investment in tourism helps to augment shortage in government revenue from oil and gas	140	90	20	70	40	360	3.8	Accepted
Grand Mean								3.56	

Source: Field Survey 2023

Table above shows the mean distribution of opinions of the respondents on the Effect of tourism don revenue generation in Enugu State, Nigeria (based on tabulated acceptance mean rating of 3.0). With regards to items (1,2,3,4,5), the mean score of 3.3, 3.6, 3.3, 3.8 & 3.8 respectively and Grand Means of 3.56 showed that the respondents agreed that tourism helps in revenue generation in Enugu State.

Research Question 2: What effect does tourism have on employment generation in Enugu State?

Table 3. Effect of tourism have on employment generation in Enugu State

s/n	Response	SA	A	U	D	SD	Total	Mean	Decision
1	Tourism industries have provided direct job for the citizens	110	120	10	60	60	360	3.4	Accepted
2	It has provided the citizens with technical skills needed for employment	120	90	10	100	40	360	3.4	Accepted
3	It is an industry that grants Labour chances to women and young people	100	130	15	65	70	360	3.5	Accepted
4	It create employment opportunities for both intellectuals and under-skilled people.	90	100	10	100	60	360	3.1	Accepted
5	It has served as a means of livelihood to many individuals	100	110	10	70	70	360	3.2	Accepted
Grand Mean								3.32	

Source: Field Survey, 2023

Table above indicates the mean distribution of opinions of the respondents on Effect of tourism have on employment generation in Enugu State. The revealed a grand mean of 3.32, which means that respondents are agreed that tourism have a significant influence on employment generation in Enugu State.

Research Question Three: How does tourism affect the rural development of Enugu State, Nigeria?

Table 4. How Tourism affect the rural development of Enugu State, Nigeria

s/n	Response	SA	A	D	DA	SD	FREQ	Mean	Decision
1	Development of tourist destinations in rural communities boost rural development	120	140	20	50	30	360	3.8	Accepted
2	Tourist sites in rural communities helps to attract motor able roads to the communities	140	130	20	60	20	360	3.9	Accepted
3	It helps to attract investors who come and build relaxation points in the community	130	140	10	50	30	360	3.7	Accepted
4	Tourism development will help to ensure an uneven development of rural communities	120	120	10	65	25	360	3.5	Accepted
5	It will increase the standard of living of the rural communities	120	140	20	50	30	360	3.8	Accepted
Grand Mean								3.75	

Source: Field Survey, 2023

Table above shows the mean distribution of opinions of the respondents on Tourism affect the rural development of Enugu State, Nigeria. Their mean responses were positive. The grand mean of 3.75 revealed that the respondents strongly agreed that tourism has the potential to influence rural development in terms of the provision of basic social amenities (good road network rural electricity etc)

4.1 Test of Hypotheses

Z test was adopted for the study. Software Package for Social Science (SPSS Version 23.0 for Student Version) was used to test the hypotheses.

Test of Hypothesis One: Tourism has no significant effect on revenue generation in Enugu State, Nigeria.

Table 5. Z-test on tourism and revenue generation in Enugu State, Nigeria

Tourism development has no significant effect on revenue generation in Enugu State, Nigeria		
N		360
Normal Parameters	Mean	4.096
	Standard Deviation	1.137
Most Extreme	Absolute	.271
Most Extreme	Positive	.215
Difference	Negative	-.271
Kolmogorov-Smirnon Z		5.049
Asymp. Sig.(2-tailed)		.000

Source: Authors compilation SPSS Output
 a. Test distribution is Normal
 b. Calculated from data

Decision Rule: If the calculated Z-value is greater than the critical Z-value (i.e $Z_{cal} > Z_{critical}$), reject the null hypothesis and accept the alternate hypothesis accordingly.

Result: With Kolmogorov-Smirnon Z – value of 4.096 and on Asymp. Significance of 0.000, the responses from the respondents as display in the table is normally distributed. The statistical significance indicates that tourism has a significant effect on revenue generation in Enugu State, Nigeria.

Decision: Furthermore, comparing the calculated Z- value of 4.096 against the critical Z- value of 1.96 (2-tailed test at 95% level of confidence) the null hypothesis was rejected. Thus, the alternate hypothesis was accepted which states that Tourism has a significant effect on revenue generation in Enugu State, Nigeria.

Test of Hypothesis Two: Tourism has no significant effect on employment generation in Enugu State

Table 6. Z-test on Tourism and employment generation in Enugu State

Tourism development has no significant effect on employment generation in Enugu State		
N		360
Normal Parameters	Mean	3.672
	Standard Deviation	1.217
Most Extreme	Absolute	.280
Most Extreme	Positive	.180
Difference	Negative	-.280
Kolmogorov-Smirnon Z		5.215
Asymp. Sig.(2-tailed)		.000

Source: Authors compilation SPSS Output
 a. Test distribution is Normal
 b. Calculated from data

Result: With Kolmogorov-Smirnon Z – value of 5.215 and on Asymp. Significance of 0.000, the responses from the respondents as display in the table is normally distributed. This affirms the assertion of the most of the respondents that Tourism has a significant effect on employment generation in Enugu State

Decision: Furthermore, comparing the calculated Z- value of 5.215 against the critical Z- value of 1.96 (2-tailed test at 95% level of confidence) the null hypothesis was rejected. Thus, the statistical significance indicates that Tourism has a significant effect on employment generation in Enugu State.

Test of Hypothesis Three: Tourism has no significant effect on the rural development of Enugu State, Nigeria.

Table 7. Z-test on the tourism and the rural development of Enugu State, Nigeria

		Tourism development has no significant effect on the rural development of Enugu State, Nigeria
N		360
Normal Parameters	Mean	4.000
	Standard Deviation	1.078
Most Extreme	Absolute	.309
	Positive	.219
Difference	Negative	-.321
Kolmogorov-Smirnov Z		5.983
Asymp. Sig.(2-tailed)		.000

Source: Authors compilation SPSS Output

a. Test distribution is Normal

b. Calculated from data

Result: With Kolmogorov-Smirnov Z – value of 5.983 and on Asymp. Significance of 0.000, the responses from the respondents as display in the table is normally distributed. This affirms the assertion of the most of the respondents that Tourism has a significant effect on the rural development of Enugu State, Nigeria.

Decision: Furthermore, comparing the calculated Z- value of 5.983 against the critical Z- value of 1.96 (2-tailed test at 95% level of confidence) the null hypothesis was rejected. Thus, the statistical significance indicates that Tourism has a significant effect on the rural development of Enugu State, Nigeria

5. DISCUSSION OF FINDINGS

5.1 Tourism and Revenue Generation

In the test of hypothesis one, the result showed that the calculated Z- value of 5.215 was above the critical Z-value of 1.96 (2-tailed test at 95% level of confidence). The findings revealed that Tourism has a significant effect on revenue generation in Enugu State, Nigeria. This was in tandem with the study of Naluba (2020) who found that tourism development will bring about socio- economic development of the region. The result of the first hypothesis tested showed that tourism has no significant negative impacts on revenue generation. In the test of hypothesis two, the result showed that the calculated Z- value of 4.096 was above the critical Z- value of 1.96 (2-tailed test at 95% level of confidence). The findings revealed that tourism has a significant effect on employment generation in Enugu State. The result was in agreement with the findings of Sam, Akpo, Asuquo, Edung & Etefia (2014) who revealed that, there is a significant relationship between employment opportunities and improvement in infrastructural facilities and tourism development in the forest community of Ikpe oro, Urue Offong Oruko Local Government Area of Akwa ibom State. In the test of hypothesis three, the result showed that the calculated Z- value of 5.983 was above the critical Z- value of 1.96 (2-tailed test at 95% level of confidence). The finding showed that tourism development has a significant effect on rural development of Enugu State, Nigeria. The findings align with Asif, Sughra, Ardito, Jiaying and Zaheer (2020) who found that tourism significantly enhances gross domestic product (GPD) by 0.051%, foreign direct investment by 2.647%, energy development by 0.134%, and agriculture development by 0.26%, and reduces poverty by 0.51% in the long run.

5.2 Summary of Findings

The following were findings from the study:

- Tourism had a significant effect on revenue generation in Enugu State, Nigeria. This implies that Tourism will help to expand revenue to state government when properly harnessed.
- Tourism had a significant effect on employment generation in Enugu State. This suggests that tourism create employment opportunities for both intellectuals and under-skilled people.
- Tourism development had a significant effect on rural development of Enugu State, Nigeria. This goes to show that tourism development will help to ensure an even development of rural communities.

5.3 Conclusion

The study established that tourism has a significant effect on revenue generation, employment generation and rural development. The findings reveal that the promotion of tourism will bring about employment opportunities, improved standard of living, foreign exchange earnings, infrastructural development, preservation of culture and heritage and social wellbeing among others. The study concluded that tourism is an economic activity that promotes economic growth and a growing source of revenue to government, private sector as well as a major source of income to individuals through the creation of various employment opportunities as well as contributing to their individual welfare. However, this impact is yet to be fully realized in Nigeria due to certain challenges in the industry.

5.4 Recommendations

The following recommendations are made for the study:

- Government should intensify vigorously the marketing and promotion of Nigeria cultural, historical and archaeological treasures. Funding of tourism should be tackled. To this end, government should provide all the enabling environment to support private sectors in tourism development. Much attention should be given to environmental aspects of tourism i.e. Ecotourism which consists of wildlife tourism and natural parks.
- Enugu State government should embark on the collection and collation of tourism statistics and the establishment of tourism satellite accounts as is done across the world be vigorously pursued. Tourism information should as a matter of significance be available on Internet for users and investors.
- There is the need to embark on aggressive manpower development required in the tourism industry, such as in hotels and catering, training schools and institutions should be established.

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