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Impact of Tourism Development Policies on the Underdevelopment of Ikom, Nigeria

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2022

Abstract

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by

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MA, Southern University at New Orleans, 2014

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Dissertation Submitted in Partial Fulfillment

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Doctor of Philosophy

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Abstract

Despite Nigeria's abundant tourism resources, tourism host communities in the country are fraught with underdevelopment. Although vital policies aimed at harnessing the country's tourism resources abound in the country's national policy system, their impact on underdevelopment in tourism host communities has not been assessed. The purpose of this qualitative case study was to assess the impact of tourism development policies on underdevelopment in Ikom as a host community for tourism in Nigeria. The elite theory and Christaller's central place theory were used in this study. Twenty-two participants in the Ikom region of Cross River State, Nigeria were interviewed regarding their perception of the impact of tourism development policies on underdevelopment in their community. Saldana's method of coding and content analysis was used for data analysis. The results revealed that tourism development policies have had no tangible impact on underdevelopment in Ikom as a host community for tourism. Recommendations include the provision and allocation of adequate resources for tourism development by policymakers, as well as motivating stakeholders and host community members to make investments toward harnessing tourism resources in their community. Also, community development should be prioritized over politicization in the place of policy development and implementation. Implementation of these recommendations might stimulate conversation among tourism stakeholders regarding ways that policy implementation could lead to positive social change in development in tourism host communities.

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Dedication

I dedicate this achievement to my parents who have always encouraged, pushed, and supported me to harness and attain my potentials in life. I also dedicate this achievement to myself, for the discipline, perseverance, patience, and effort I have put toward attaining this height in life. Finally, I would like to thank my sister, Ayamba Favour Tangban, for being my research assistant and carrying me on her back throughout this journey. Thank you for your tireless input and support.

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Chapter 1: Introduction to the Study

Countries in which tourism is prominent and aids in the growth of the economy, education, social awareness, and employment rates have tourism policies produced by their governments. These policies include tourism development plans, as well as the formulation of long- and short-term strategic plans on how to achieve them (Oloidi, 2020). There is a lack of empirical data on the impact of tourism development policies on underdevelopment in tourist host communities in Nigeria. The purpose of this study was to assess the Nigerian tourism policy and its contribution to the development of the Nigerian economy, trace the blueprint on tourism that demonstrates the government's commitment to develop and promote tourism in underdeveloped communities in Nigeria, and provide additional information that will help stimulate conversations among tourism stakeholders on the ways that policy implementation could impact host communities.

This chapter consists of several parts. First, I discuss the context and background for the study. Second, I state the purpose of the study and the research questions that would be answered by the study, and present the theoretical framework for the study. Finally, I discuss the significance of the study, the limitations and barriers of the study, and its impact on social change.

Background

Tourism is a way in which a country can achieve economic growth, improvement, advancement, and progress. A country that attracts tourism can use the financial dividends it brings to address the spread of poverty, insurgencies, inequalities, and economic instability and to eradicate the sometimes deep-rooted issue of superfluity

within the condition of an increasing economy (Ukaegbu, Carr, & Tucker, 2018). The next pathway is the secondary effects that cover indirect earnings from activities that involve tourism and the effects induced from workers who respend their earnings improving the local economy. The third and final pathway is the long-term changes of the macroeconomy as a result of tourism growth (Mitchell & Ashley, 2010).

The Nigerian administration has sought for a long time to expand the economy by taking advantage of the hospitality and tourism industry—areas where the country has a qualified advantage. Nigeria's advantage in the African and global industry stems from its glorified image as the giant of Africa, and ancestral home of ancient renowned precolonial kingdoms and tribes like the Benin kingdom or the Edo tribe who have birthed great artifacts and cultural systems. Examples include the renowned Benin ivory mask and the Bronze head of Queen Idia, which represent the regality, wealth, divinity, and civilization of Nigeria's cultural heritage as far back as the 16th century (J. Smith, 2019). In more recent times, the Nigerian music industry has produced and exported musical legends such as the renowned Fela Kuti; for tourism purposes, Fela's home was made into a shrine in Lagos for musical enthusiasts and tourists from all over the world come to celebrate the ingenuity of his music and his contribution to global activism, sociopolitical engineering, and the global music industry (Segun & Ojakorotu, 2019).

Nigeria has an advantage in the African and global tourism industry, as well as boundless potential in the exploitation of its rich cultural heritage should the government decide to develop a market in Nigeria where domestic and international tourism are fully recognized. This will encourage Nigerians at home and in other countries to spend their

holidays in Nigeria learning about the country (Bassey & Egon, 2016). With the underdevelopment of states, villages, local governments, and tourism communities in Nigeria, the cardinal focus of the Nigerian administration should be to use tourism development policies to showcase Nigeria as an advantageous tourism destination within the context of Africa's cultural revivification (Bassey & Egon, 2016). The underdevelopment of Ikom Local Government can be used as a clear point of reference.

Ikom is located in Cross River State. Although Cross River state is home to over 450 carved ancient monoliths including phallic structures, featuring stylized faces, and decorative patterns and inscriptions that are exclusive to the region, the Nnam ward in Ikom Local government is recognized as the location where the monoliths can be accessed for tourism purposes (National Commission for Museums and Monuments, 2007). Ikom also boasts of being host to the only private university in Cross River State central senatorial district, Havilla University, as well some impressive artifacts that bear ancient writings. The main source of income in Ikom is farming. The people of Ikom produce bananas and plantains for the Nigerian market. Seventeen kilometers from Ikom is Agbokim Waterfalls, which is one of the best destinations in Cross River State and Nigeria. It is made up of seven streams surrounded by steep hills and valleys, which are encircled in a rainbow-like atmosphere (Adeyemi, 2016).

Despite the existence of monoliths, artifacts, a waterfall, a private university, and one of the major producers of bananas and plantains in Nigeria, Ikom is socially and economically underdeveloped. Several factors are regarded as prerequisite for the meaningful development of an area against the present condition of the area in apparent.

For example, the presence of health and education infrastructures; access to portable roads, water sanitation and hygiene facilities, modern housing, security, industry; as well as low unemployment in the community and local revenue from taxes and fees generated from locally owned businesses and industries are indicators of development in a community and are a stark contrast to the current economic and social state of affairs in Ikom (Erick & Bankole, 2014).

According to Oloidi (2020), the consequence of this underdevelopment has produced a rural–urban migration leading to overpopulation, lower income, increased cost of living, and lower access to basic standard necessities like proper educational and health infrastructures. Furthermore, the combined effect of elite-centered policies and the agglomeration of a nondiverse economic system has, over time, contributed to the creation of a widening gap in the development of other sectors and sources for revenue generation in the community, such as tourism. Ikom is a small part of a country that is rich with natural and tourism resources, capable of transforming Nigeria into a haven for domestic and international tourists. If serious attention is given to understanding and assessing the impact of tourism development policies and how it affects various sectors of the country, Nigeria's economy will grow exponentially (Oloidi, 2020).

Nigeria's tourism development policy was established as a way to foster and secure healthy international cooperation, geopolitical integration, and the environmental sustainability of tourism resources. These policies motivate the community and public partnerships in tourism development. These partnerships aim to enhance the redistribution of income, poverty alleviation, job and employment creation, and most

importantly foreign exchange of goods and services. With this in place, Nigeria can be showcased as a desirable tourism destination, especially within the context of Africa's cultural renaissance (Bassey & Egon, 2016). This has not been brought to fruition because of a myriad of factors, including a poorly articulated tourism policy that has failed to produce the knowledgeable personnel needed to move the tourism industry to great heights. The Nigerian country and economy has been robbed by the absence of a vibrant policy on tourism that could have been useful in harnessing the plentiful resources in Nigeria that are calling for attention and development (Oloidi, 2020).

The current study addressed the Nigerian tourism development policies and why tourism host communities are severely underdeveloped. Emphasis was placed on Ikom as a case study and its tourism sites as the setting to promote the understanding of the impact of tourism development policies on the underdevelopment of host communities. Also central to the study was the exploration of the role and responsibility of Nigeria in welcoming the input of host communities as stakeholders in tourism development and implementation.

Problem Statement

The problem addressed in this study was the impact of tourism development policies on underdevelopment in Ikom as a host community for tourism in Nigeria. Commonly known as the giant of Africa, Nigeria is prosperous with human, material, and abundant natural resources such as crude oil, natural gas, and solid minerals that do not translate to an economically prosperous life for its citizens. This is evident in the current economic state of the country, which has experienced four recessions since 2016, an

increasing rate of unemployment, and the fall of the Naira against foreign currencies like the dollar. World Bank Group (2020) posited that the Nigerian economy, which was expected to grow by 2.1% before the COVID-19 pandemic in 2020, experienced a reduction in growth by more than five percentage points. Nigerian citizens live from hand to mouth as they toil each day to make a living. According to the United Nation's benchmark, the standard of living in Nigeria is way below the expected ratio, as poverty, illiteracy, and diseases plague the citizens and states of Nigeria. To put it simply, Nigeria is a country that is rich but its people are very poor (Ndanusa et al., 2014).

Although Nigeria has inestimable aesthetic, natural, and cultural tourism resources, the Nigerian tourism sector is underperforming as a contributor to the national gross domestic product. One reason is because of the increasing trend of Nigerian tourists visiting international countries like the United Arab Emirates, United States, Europe, and other aesthetically pleasing and tourism-oriented African countries like Ghana, Rwanda, Tanzania, Kenya, and Malawi. For example, Naar (2020) noted that in 2019 Dubai welcomed 16.73 million overnight international visitors, an increase of 5.1% compared to 2018; in 2020, despite the pandemic and its severe impact on global economies, Dubai saw 416,700 overnight visitors from the months of July to September as soon as the travel ban was lifted. The growth of tourism in these mentioned countries highlights the attention their governments have paid to the tourism sector after recognizing its potential to contribute to their gross domestic product (Naar, 2020).

According to UlochaNna (2018), Africa has enjoyed an overall increase in international tourist arrivals, with the continent recorded to be the second-fastest growing

tourism region with 5.6% growth against a global average rate of 3.9%, and tourism contributing 8.5% to the continent's gross domestic product in 2018 alone. In the same year, Morocco, South Africa, Kenya, and Tanzania recorded a high rate of tourism activities, while countries like Togo and Niger recorded the lowest; Nigeria was not in the top 20 countries being visited (Ulocha, 2018). For example, Nigeria witnessed a 10.47% decline from 2016 and 2017 in international tourism due to safety and security concerns of international tourists while there was a 6.65% increase in outbound tourism from the country (UlochaNna, 2018).

Although hopes were high for both domestic and international tourism activities for Nigeria, they were let down again by reports from the Economic Forum in its 2019 Travel and Tourism Competitiveness Index where Nigeria ranked 129th globally (Oloidi, 2020). This report showed that although the country accounted for nearly half of West Africa's travel and tourism gross domestic product, Nigeria ranked low in the sub-Saharan region at 139th in the area of safety, security, and international tourism, primarily due to the nation's lackluster attitude toward implementing functioning tourism development policies (Oloidi, 2020).

Poor packaging and promoting of its tourism sites, as well as a low involvement of host communities as stakeholders in the formulation, implementation, monitoring, and evaluation of tourism development policies, were cited as causal factors for Nigeria's underperforming tourism sector (Dedrich & Aswani, 2016). The most significant of these causal factors are the lack of implementation of tourism development policies and the low involvement of host communities as stakeholders in the implementation of tourism

development policies, given their lack of exposure to the ability of tourism to develop, empower, and sustain a thriving socio-cultural and economic society (Oloidi, 2020).

Although vital policies aimed at harnessing the country's natural and aesthetic resources abound within Nigeria's national policy system, a myriad of issues account for their lack of implementation, such as insufficient funding, insecurity, lack of monitoring and evaluation, weak partnerships with other sectors, and a lack of professional involvement in the formulation, execution, and monitoring of existing tourism policies. Onyinyechi (2019) and Oloidi (2020) considered the issues accounting for the lack of implementation of these tourism development policies, citing the lack of sufficient information about the impact of tourism development policies on tourism host communities in Nigeria. At the time of the current study, very little research had been done on the impact of tourism development policies on the underdevelopment of Ikom, which is a host community to several existing tourism locations in Nigeria, such as the Ikom monoliths and the Agbokim waterfalls.

The underdevelopment of tourism host communities has been cited as a reason for the hindrance and low involvement of tourism host communities in tourism development initiatives. Oloidi (2020) posited that underdevelopment breeds poverty, and a community that is not economically empowered will likely not support the development of a sector like tourism due to ignorance of the process and benefits of tourism. In addition, Dedrich and Aswani (2016) posited that the minimal exposure of these communities to tourism activities also accounts for their hindrance to tourism

development initiatives. The current study addressed the impact of tourism development policies on the underdevelopment of Ikom, a tourism host community in Nigeria.

Purpose of the Study

The purpose of this qualitative study was to assess the impact of tourism development policies on the underdevelopment of Ikom as a host community for tourism in Nigeria. The Nigerian tourism policy thrust is a provision made by the Federal Government of Nigeria to develop sustainable tourism within the confines of the global tourism market by capitalizing on the country's heritage and geographical diversity as the basis for promoting domestic and international tourism (Bassey & Egon, 2016). The policy of tourism refers to the way the policies are shaped and what impact they have. These policies also enable the values and interests involved in planning these policies to be understood because the information can be a practical way to find solutions to problems. The blueprint on tourism demonstrates the government's commitment to develop and promote tourism in Nigeria, and it can be traced back to 1992 (Hall, 2008). Areas of Nigeria's tourism policy that require appraisal include communication, marketing and promotion, socio-cultural factors, infrastructure, transportation, safari, private sector participation, security, and eco-tourism (Bassey & Egon, 2016).

Furthermore, the tourism policy thrust incorporates provisions for the planning, research, development, promotion, and marketing of tourism heritage sites in the country as well as the provision of security for tourism host communities and tourists in the process (Oloidi, 2020). Ikom is a community well positioned to benefit from the Nigerian tourism policy thrust due to its tourism heritage sites such as the Ikom monoliths and

Agbokim waterfalls. However, due to the marginalization and underdevelopment of its tourism sector, Ikom has not benefited from the objectives of the national tourism policy thrust. In Nigeria, tourism policy, governance, and planning were taken under serious consideration when the tourism master plan was developed in November 2007. This plan explained in detail the perceived impact of tourism on the economy of Nigeria if the policy were properly executed (Tourism & Allied Disciplines, 2008). While citing the need for a reappraisal of the country's national tourism policy for enhancement, Oloidi (2020) posited that the underdevelopment of tourism host communities in Nigeria results from the lack of implementation of the National policy thrust.

Research Questions

The study addressed the following research questions (RQs):

RQ1: What is the impact of tourism development policies on the underdevelopment of Ikom as a host community for tourism in Nigeria?

RQ2: What is the perception of the Ikom people on the impact of tourism development policies on underdevelopment in their community?

Theoretical Framework

Because tourism is a multidisciplinary phenomenon, it cannot be studied using a single discipline. Therefore, tourism policy scholars adopt theories from other disciplines like sociology, economics, anthropology, psychology, and religion. Exploring the current problem statement required the application of theoretical frameworks to guide the study.

I employed the elite theory and Christaller's central place theory. The elite theory posits that a small minority known as the governing elite propose, support, and invest in

public policy that reflects their interest. This theory helps explain the attitudes that individuals have toward tourism and the level of support they give toward its development (Ozel & Kozak, 2017). Christaller's central place theory explains how tourists develop over time. This theory suggests that once a destination is developed and changed, different types of tourists will visit that place; as time goes by, the experiences of the tourists will change, and these changes will result in new cycles of development for the destination (Daniels, 2007).

Nature of the Study

The nature of this study was a qualitative case study. The case study approach was used to inquire into the impact of tourism development policies on the underdevelopment of Ikom as a host community for tourism in Nigeria. The case study method was employed due to its flexibility and its ability to blend several traditions into a valid research design; the case study does this by providing an opportunity for a holistic inquiry into a phenomenon within its natural setting while subjecting the study to well-established research protocols that the researcher and reader can follow (Harling, 2012).

In the current study, the case study included focus groups, interviews, and observation methods to inquire into the perception of various segments of the Ikom people regarding the impact of tourism development policies on their community. I chose the case study because the general purpose of the qualitative method is to create meaning and understanding through rich descriptions. Also, the case study is useful for understanding complex social experiences and the perceptions of the people within an environment (Patton. 2015)

Data collection methods for this study included interviews, focus groups, and a review of existing literature on the subject matter. To answer the research question, I interviewed members of the host communities and conducted focus groups to understand their perspectives on the impact of tourism development policies on underdevelopment in their community. Purposive sampling was used for this study because in case study research the sample size is rarely large enough for random sampling. Purposive sampling is a form of nonprobability sampling that allows researchers to rely on their judgment when choosing members of the population to participate in their study. I selected participants from a part of the population that was representative of the whole to obtain holistic perspectives from the host community. Other ways that data were collected for this study were by analyzing documents such as government reports and existing literature on the subject.

Definitions

Community development: A process whereby community members come together to take collective action and generate solutions to common problems (Frank & Smith, 1999).

Decentralization: The distribution of administrative functions or powers of a central government among several local governments (Bardhan, 2012; De Palencia & Pérez-Foguet, 2011).

Development: A process of structural societal change (Thomas, 2000.

Tourism: Traveling to places of interest and engaging in activities for pleasure, business, or education (Campbell, 2019).

Underdevelopment: A state of social, economic, and political inadequate development of a specified area (Osaghae, 1995).

Assumptions

There were several assumptions in this study. I assumed that the findings and recommendations of this study would lead to suggestions on how public policies on tourism development in Nigeria could be reassessed to address the underdevelopment of tourism host communities. Furthermore, I assumed that conducting interviews with individuals who represented the various host communities, such as community leaders, farmers, and people in the tourism and hospitality industry like hotel owners, hotel managers, and restaurant owners, would provide an understanding of the relationship between tourism development policies and the underdevelopment of Ikom.

Methodologically, I assumed that a qualitative case study would be the most appropriate research design and methodology for the study. I also assumed that interviews and a focus group would be the most suitable ways to gather data for the research due to the nature of the study. Finally, I also assumed that the participants and interview respondents would interpret the interview questions in a manner that was based on the terms, definitions, instructions, and descriptions provided by me.

Scope and Delimitations

This study was designed to assess the impact of tourism development policies on the underdevelopment of Ikom, Nigeria, and to understand the ways the policies are shaped and how they impact underdeveloped communities like Ikom. This research was paramount because it provided information about problems and possible solutions. This

study was intended to address the impact of tourism development policies on the underdevelopment of Ikom as a tourism host community, and to provide detailed information to stimulate conversations among tourism stakeholders regarding the ways that tourism development policies could impact underdevelopment in its host communities.

This study was limited to assessing the impact of tourism development policies on the underdevelopment of Ikom as a host community for tourism in Nigeria. Furthermore, this study was limited to a purposive sample because in a case study the sample size is rarely large enough for random sampling. This research was also focused on Ikom and Agbokim as the setting for the study and did not include any other setting because of practicality, interest, and relativity to the study at hand.

In addition, I employed only the elite theory and Christaller's central place theory as the theoretical framework because these were theories that best suited the study. The elite theory holds that policy development initiatives and the allocation of resources to the masses are representative of the interest of the governing elite, while the central place theory seeks to explain the sizes, locations, and numbers of urban settlements in rural farming regions. These theories were relevant to assessing the impact of tourism development policies on the underdevelopment of a tourism host community such as Ikom. I sought to answer the following questions: What is the impact of tourism development policies on the underdevelopment of Ikom as a host community for tourism in Nigeria? What is the perception of the Ikom people on the impact of tourism development policies on underdevelopment in their community?

Limitations

The first limitation of this study was the method of data collection. Although participants were expected to answer the questions in the interview guide truthfully, their responses were based on their own personal experiences, which could have included bias. Furthermore, because self-reported data are predisposed to the limitation of rarely being independently verified, the potential for bias in participant responses was present and served as a limitation to the study.

Although previous studies had addressed the issues accounting for the lack of tourism development policies in Nigeria, there was very little research on the impact of existing tourism development policies on underdevelopment in tourism host communities in Nigeria. This served as a limitation for the study because there was very little foundation for understanding the subject matter of inquiry. Finally, the sample size was a limitation to the study. Although data were collected from Ikom according to the inclusion criteria for the study, the sample may not have been representative of all of the perspectives relevant to subject under inquiry.

Significance

Research has shown that the implementation of tourism development policies may lead to both positive and negative economic and social-economic transformation in host communities (Thomas, 2000). In terms of the positive transformation, the host communities may experience economic growth, support for cultural activities, and opportunities to serve as sites for leisure and recreation. The negative effects may include an increase in crime, social conflict, and overcrowding (Juan et al., 2011). As prosperous

and culturally rich as Nigeria is, international tourists do not see it as a tourism destination despite its distinctive opportunities for adventure, exploration, and fun. I attributed this to the lack of implementation of tourism development policies. This study presented an opportunity to highlight the importance of policy implementation as a tool for Nigeria to improve the fortunes of its tourism sector.

This study also presented an opportunity to advance knowledge on the subject by assessing the impact of tourism development policies on the underdevelopment of Ikom as a host community for tourism. Because there was very little empirical information on the impact of tourism development policies on underdevelopment in host communities, this study provided information that may help stimulate conversations among tourism stakeholders regarding the ways that policy implementation could impact underdevelopment in tourism host communities.

In addition, this study presented an opportunity for institutional reform in the Nigerian educational sector. The potential for tourism as a viable contributor to the Nigerian economy has been neglected by the Nigerian government, and this neglect is visible in the lack of inclusion of tourism in the country's educational system (Oloidi, 2020). Higher and lower educational institutions may benefit from the information provided by this study on the impact of tourism development policies on underdevelopment.

Implications for Social Change

Social change is defined as changes in human interactions and relationships. As these changes occur, they have the power to influence long-term consequences that

transform cultural and social institutions. An area where the Nigerian economy can greatly improve is tourism. In the 21st century, tourism has the power to shape and create the kind of nation Nigeria needs to be. Tourism is the fourth largest industry in the global economy that delivers benefits to organizations, governments, and the citizens of that country. If an underdeveloped community like Ikom was transformed by the impact of tourism, there would be a huge transformation in the social order of the Ikom community because of the adjustments and variations that would be made in behavior, social institutions, and relations.

Diedrich and Aswani (2016), in their study of the negative impacts of economic development on certain tourism host communities, posited that host communities could inhibit tourism development if they were not properly sensitized on its impact on their economic, environmental, and socio-cultural circumstances. The findings of this study may be used as an instrument of information towards sensitization initiatives of tourism host communities on the benefits of tourism on underdevelopment in their community, as well as the importance of their participation and collaboration with stakeholders to use the potentials of tourism sites, especially those they hold sacred due to culture and tradition, in their community as an avenue for socio-cultural and economic development. According to Onyinyechi (2019), tourism enables communities poor in material wealth but rich in history, culture, and heritage to convert those unique resources to financial wealth.

The development of tourism sites in tourism host communities cannot occur without the development of infrastructures to cater to them, such as hotels, restaurants,

educational institutions, medical facilities, housing infrastructures, and small business enterprises to cater to the tourists (Dedrich & Aswani, 2016). The conclusions and recommendations of this study might result in economic and socio-cultural development through the building of infrastructures that will create job opportunities for local citizens and enhance their overall well-being. Economic change on a local and national level might occur as a result of the development of these infrastructures. In addition, an increase in socio-cultural interaction within Nigeria's many cultures, tribes, and ethnic groups, and globally with other countries and their cultures, might occur through the activity of tourism.

As a result of this study, social change may also be manifested in an improved appreciation of the local people for the language, literature, mores, music, dance, arts, and governance as a result of interactions with tourists and the development that tourism will bring to the community (Oladayo, 2013). As the local people of the community, in collaboration with policymakers and relevant stakeholders, make a conscious attempt toward preserving and showcasing their culture, they invite direct or indirect interactions between residents and visitors, which can bring about the enhancement of cultural values and promotion of cultural attractiveness, social awareness, and socioeconomic growth for both developed and underdeveloped communities (Oladayo, 2013).

Summary

Ikom as a host community for tourism is plagued with issues such as poverty, insecurity, insurgencies, and lack of transportation and infrastructure (Bassey & Egon, 2016). Tourism destinations have been identified in Nigeria, but the host communities

still suffer from poverty, insecurity, and unemployment (Ijeomah & Emodi, 2012). Ikom can only be developed if tourists visit its destinations. The current study addressed the impact of tourism development policies on underdevelopment in Ikom as a host community for tourism.

According to existing literature on the subject, emphasis has to be placed on how most states in Nigeria are endowed with cultural attractions because tourism can become a major employer in Nigeria (Ijeomah, 2012). Greece depends on tourism to boost their economy, create employment, and reduce the poverty rate in their country. If countries like Greece can achieve this through tourism, then Nigeria can also develop the underdeveloped parts of the country by strategizing to facilitate the attainment of millennium development goals (Andriotis et al., 2008).

Assessing the impact of tourism development policies on the underdevelopment of Ikom, Nigeria is paramount because the opportunities that tourism offers are unprecedented. Tourism can bring about developments to the economy and act as a driving force for reinforcing a country's national identity (Bassey & Egon, 2016). One can look at Ikom and Nigeria as a whole and see the evidence of abundance in tourist sites, natural resources, and richness in a culture that are opportunities for boosting the economy and raising the nation's revenue.

In this chapter, I introduced the problem that I aimed to investigate, which was the impact of tourism development policies on the underdevelopment of Ikom, Nigeria. There was little information on the subject in the literature, and this created a gap that I intended to fill by providing findings that would lead to the reassessment and

development of tourism development policies and would positively impact

underdevelopment in host communities.

Chapter 2: Literature Review

Eruotor (2014) posited that a country's potential for tourism is related to the quality of life it can offer its visitors. Tourists are supposed to be able to relax from the stresses and difficulties of daily life in their home environment. In the same vein, the tourism sector of Nigeria is supposed to provide a context of home away from home and the opportunity for its visitors to experience a different culture, tradition, food, language, music, and ecosystem. Instead, they are met with more stress and the underdevelopment that plagues the Nigerian tourism sector (Eruotor, 2014).

Nigeria has inestimable aesthetic, natural, and cultural tourism resources, but the underperformance of the tourism sector as a contributor to the national gross domestic product is alarming. The lack of improvement of tourism improvement in Nigeria highlights the government's inattention to the sector (Oloidi, 2020). By its geographic placement in Cross River State, Ikom sits very close to a major tourism hub in Nigeria and should experience some of the benefits of a tourism host community. As far as tourism is concerned, Cross River State has the world-renowned Obudu cattle ranch and the Calabar Carnival, and Ikom is at the center of these two world-renowned tourist attractions. The Obudu cattle ranch is world renowned for its mountain race, which hosts various African countries in a race up the mountain where the ranch is situated; furthermore, it is home to the almost extinct and rarely seen silverback gorillas. In the same vein, the Calabar carnival is one of Africa's largest street celebrations. It was created in a bid to make Cross River State the number one tourist destination for Nigerians and tourists all over the world (Amalu & Ajake, 2012).

Ikom's local government has the potential to promote tourism activities if tourism development policies were implemented to that effect. Ikom is host to the famous Ikom monoliths, a phallic structure featuring decorative patterns and inscriptions. Ikom also boasts some impressive artifacts that bear ancient writings, sometimes considered an early form of nsibidi (NIPOST, 2012). Also located 17 kilometers from downtown Ikom is the Agbokim waterfall. The waterfall consists of seven streams surrounded by steep hills and valleys (Adeyemi, 2016). Like the confluence of Ikom's local government, there are many tourist attraction centers in Nigeria, but many of them are not yet harnessed, especially the confluence of Ikom's local government.

The Federal Republic of Nigeria's tourism sector has been identified as one of the areas that should be developed. President Olusegun Obasanjo many years ago made this declaration, but it is yet to experience the much-needed reform. In his declaration, the president stated that a tourism master plan was required if the sector was going to be properly developed. The master plan was going to lead to the generation of employment, the enhancement of cultural and social issues, and the alleviation of poverty (Eruotor, 2014). In Chapter 1, I stated that although hopes were high for both domestic and international tourism activities for Nigeria, they were let down again by reports from the Economic Forum in its 2019 Travel and Tourism Competitiveness Index, where Nigeria Ranked 129th globally.

The Nigerian tourism sector is underperforming as a contributor to the national gross domestic product. Nigeria has been unable to take advantage of the inestimable natural, cultural, and synthetic resources that it has. The environmental aesthetic and the

heritage that should be shared with international tourists goes to waste because there is no concrete follow-through by the government or any sustainability plan. Even Nigerian citizens would prefer to spend their holidays and vacations in international countries like Dubai, Europe, the United States, and other well-developed countries. Those who opt out of traveling to these destinations still spend most of their time visiting African countries like Tanzania, Kenya, Ghana, Rwanda, and Malawi (Dike, 2015).

Naar (2020) noted that In 2019, Dubai welcomed 16.73 million overnight international visitors. Their tourism rate rose to about 5.1%. Even during the pandemic, Dubai was still receiving international visitors as soon as the travel ban was lifted. After recognizing its potential to contribute to their gross domestic product, Dubai's government pays extensive and detailed attention to its tourism sector. Nigeria has a trivial tourism policy act. The National Tourism Development Corporation omitted from its text various provisions essential to developing a viable tourism industry that would ensure the continuing sustenance of the current efforts (Dike, 2015).

The most viable and sustainable economic development option in many developing countries such as Nigeria is tourism because it is the primary source of foreign exchange earnings. When the economy becomes lucrative, some of the revenue earned trickles down to different states, cities, and host communities. If a country like Nigeria requires an economic boost and manages tourism with a strong focus on its potential to alleviate poverty, it can directly be beneficial to the disadvantaged groups. The poor people in the society can gain employment in tourism enterprises running small

community-based enterprises and benefit from the goods and services provided to tourists (Sharma & Thapar, 2016).

Chapter 2 reviews of the literature on the current state of tourism in Nigeria and the impact of tourism development policies on tourism host communities in Nigeria. I describe the literature sources, literature key terms used, the iterative process, the theoretical foundation for the study, and the existing literature on the subject matter.

Literature Search Strategy

The Research Gate, IISTE, and Google Scholar databases were used to obtain information for the study. Hundreds of sources were identified with substantial materials, and most were published within the last 10 years. Relevant information was also retrieved from books, literature reviews, peer-reviewed journals, theses, articles, and government documents and archives. Pertinent information from older sources was also used in this study to provide history, variety, and perspective for a wide range of readers.

This study's search strategy began with establishing a literature review components outline, which guided the keywords used in databases. Keywords included but were not limited to *Tourism*, *Nigerian tourism*, *culture*, *tourism sector*, *economy*, *international*, *Nigerian Policy*, *Policy thrust*, *history*, *Assessment*, *Impact*, *development*, *travel*, and *tourism*. Information for this study was gathered from a basic outline of the research interest, which was then developed into a research prospectus that was carefully evaluated and reviewed by a team of experts on the subject matter numerous times to ensure that the research interest and problem statement aligned with the research purpose.

Literature for the research was then gathered from peer-reviewed journals through a use of key terms related to the subject matter. The literature that was found was placed in a literature review matrix outline that showed the source and the information gathered form the source, as well as the author and its relevance to the current study. This matrix was then used to reduce saturation of information. Relevant information was then organized into chapters according to the progression of the study.

Theoretical Foundation

Background

To better understand how tourism development works in Nigeria, I used Christaller's central place theory and the elite theory. In Chapter 2, I provide an extensive explanation into how these theories work in the development of tourism development policies and tourism host communities.

Christaller's Central Place Theory

Centrality provides reasoning for why cities of different sizes exist and their functions within the space that they provide (King, 1984). Centrality operates on the theory that market areas exist to provide goods and services to a target population where there is uniformity of consumers and ubiquity in transportation. That is not the case in underdeveloped tourism host communities in Nigeria. Although transportation exists in many places in the cities, the towns and villages lack adequate transportation.

A minimal amount of consumption or demand must be in place before a particular good or service can be offered. Due to the anxiety that may arise in the Ikom community because of the perceived disruption that tourism may bring to their community, high

demand for goods and services may ease that anxiety and make them more compliable. This minimal amount of demand must be achieved to offer the good or service and subsequently maintain it to stay in business. The maximum amount is the greatest distance a customer, or in this case, a tourist is willing to travel to obtain a particular good or service (Dennis et al., 2002)

Furthermore, central place theory suggests tourism host communities located in cities have greater economic activity because the cities have more demands for goods and services. The cities also have sophisticated transportation and communication systems that aid and accommodate tourists, such as major shops, malls, gas stations, commercial businesses, banks, and recreational activities clustered together in centralized and easily accessible locations. This leaves Ikom as a tourism host community at a disadvantage because there is very little investment in modern accommodations, transportation, and communication systems to encourage and support tourism activities. The central theory also considers some factors that explain the relationship between the location of economic activity and tourism activity in an area. These factors include the hierarchical structure of the city, such as upper, lower, and middle places, globalization, industry clusters, geographic advantages, technological superiority, and the distinctiveness of the goods or services being offered in a geographical area (Rudel, 2005).

A closer consideration of the hierarchical structure of Cross River State, where Ikom is located, places Ikom under the category of low places. Low places are described as villages and towns that develop at different distances from central places depending on their reliance on goods, people, and the economy. However, with proper development,

packaging, and promotion, Ikom's classification under the low places category could serve as an advantage to the state and country's tourism sector (Doran & Fox, 2016).

Popular tourism destinations such as St. Lucia and Cabo experience very high tourism activities despite their remote locations where goods and services are difficult to obtain. This is because the government of these states has invested in developing and promoting the unique natural resources of those areas (Wang, 1999). In tourism-centered countries such as Thailand, India, and Mexico, tourists are even more drawn to remote places that have been properly developed, packaged, and promoted for their selling points like their remoteness, authenticity, and sacredness. Ikom could be experiencing these benefits if the state government and the federal government would be less hesitant in revitalizing and showcasing its existing tourist heritage sites, such as the Agbokim waterfalls, the Ikom Monoliths, and the unique quality of farm produce, goods, and services that the locals can offer to tourists and visitors (Daniels, 2007).

Central place theory also explains the tendency of villages, towns, and cities to self-organize along a cascading hierarchy (Nakamura, 2010). Ikom is a low place, and because low places typically manifest as towns, suburbs, or villages, they also have a smaller number of population zones that live within the influence of a central place. Ikom has a smaller population that lives under the influence of Calabar, which is the state capital of Cross River State. Ikom, therefore, relies on Calabar and other central places in its proximity for both low- and high-level outputs due to its small and undeveloped local economy and basic infrastructure. This goes a long way toward explaining the attitudes

that individuals have toward tourism and the level of support they give toward its development (J. W. Smith & Floyd, 2013).

Central place theory also explains how a tourism host community develops over time. It suggests that once a destination is developed and changed, different types of tourists will visit that place, and as time goes by, the experiences of the tourists will change and these changes will result in new cycles of development for the destination (Daniels, 2007). If the tourist heritage sites in Ikom like the waterfall and the monoliths, are properly developed, packaged, and promoted, Ikom will be branded as a developed community with modern and functioning infrastructures and suitable accommodations for tourists.

Elite Theory

The elite theory holds that all political power is held by a relatively small and wealthy group of people who share similar interests and values. What bonds them to their relatively similar privileged backgrounds. Some top leaders holding important roles in society are often recruited from the elite social group (Paul, 2005). They can be found controlling the government and public and private sectors of the economy.

Ola (2014) posited that in Nigeria, most of the elites in power are corrupt, and they participate in the abuse of their power, positions, and privileges. They are neither accountable to their constituents nor are there transparent in their dealings. Some of the major reasons why the tourism sector is failing, is due to bribery/kickbacks, under and over-invoicing, inflation of contracts, misappropriation or diversion of funds, false declarations, advance fee fraud, and other deceptive schemes (Ola, 2014). Furthermore,

Ikom and other tourism host communities are left underdeveloped due to commodity hoarding, intellectual property theft, piracy, illegal mining, human trafficking, tax evasion, child labor, illegal oil bunkering, open market abuse, and dumping of toxic wastes in farmlands (Goodling, 2003).

One major power the elites have is that they can effectively dominate the activities of the major mass media, dictate important government policymaking, and control the educational and cultural organizations in the country. They take control of the economic resources of the major business and financial organizations in the country (Ola, 2014). When it comes to policy making, especially when it relates to tourism, there is a lack of ethical standards throughout the agencies of government and business organizations in Nigeria. The tourism sector in Nigeria has been negatively influenced by the interest of the elite in the development of tourism heritage sites and tourism host communities (Anatusi, et al., 2005).

The elites in Nigeria exact their power on the economic resources of the country. They do this without seeking or depending on the mass support of the citizens. They don't make efforts to represent the interests of broader social groups (Paul, 2005). Over the years, the evidence of 'too much' power bestowed on the elites has negatively impacted tourism. Tourism Policy inconsistencies show that the elites in both private and public sectors have failed to make needed investments in the industry because of bureaucracy and poor planning.

The "movers and shakers" who run the country and determine the basic directions of public policy have continued to manipulate the powerless masses (Paul, 2005).

Promising and failing to provide good roads, infrastructures, job opportunities, and reappraisal of the tourism policy will lead to the development of underdeveloped tourism host communities. At the heart of these failures is corruption. Corruption in Nigeria has critically hobbled and skewed development. Petty corruption, political/bureaucratic corruption, and Systemic corruption are only a few ways the elites in Nigeria ruin the country (Abimbola, 2007).

For Nigeria to be successful in the tourism sector, Nigeria has to have honest leaders with the political will to tackle corruption. The elites need to be discouraged from excessive materialism, and power needs to be redistributed to people willing and ready to make change happen (Ola, et al., 2014).

Literature Review

Oloidi (2020) posited that the blueprint that the government has created for tourism shows its commitment to supporting the sector. The current tourism policy that is in use in Nigeria can be traced back to 1992 when the government identified critical areas that it would focus on to enhance tourism in the country. Bassey et al. (2016) stated that the tourism policy in Nigeria revolves around four primary areas. They include infrastructural development, transportation and communication, social-cultural component, and marketing and promotion. These are areas that have been examined to determine how policy affects tourism practices in various parts of the nation, including Ikom.

Oloidi (2020) further posited that the first area that the government of Nigeria has targeted when it comes to tourism policy is the provision of infrastructure. The

government has taken the responsibility of providing infrastructure and amenities that are required for tourism, such as roads, water, and power supply. In addition, the Nigerian government has the mandate of offering efficient communication systems that are needed to attract tourists to a specific destination. Just like other nations in Africa, such as Kenya, South Africa, and Egypt, the Nigerian government believes that the provision of such critical infrastructure is fundamental to the success of the tourism sector.

Bassey et al. (2016) opined that if Nigeria has to promote its tourism destinations and compete with other nations in Africa, then it must offer efficient infrastructure throughout the nation to facilitate the movement of people. Unfortunately, successive administrations in the country have been grappling with ways of improving infrastructure. Furthermore, the policy is largely considered to be a form of lip service since minimal attention has been directed towards improving infrastructure in some regions such as Ikom.

Moreover, the government has not been sincere when it comes to providing funds that can be used to improve infrastructure in less privileged states and areas (Odeku, 2016). For instance, the government has made a minimal effort in providing the required infrastructure in parts of the Cross River State, such as Ikom. Odeku (2016) opined that the failure of the Nigerian government to invest heavily in critical infrastructure and maintain the existing ones has adversely affected tourism activities. In addition, the failure to develop the infrastructure has led to a situation whereby areas such as Ikom that have attractive tourism sites are not able to get visitors.

The second major policy area that has been examined when evaluating the subject of tourism in Nigeria and the Cross River State is transportation and communication. Odeku (2016) remarked that transportation and communication are critical factors that determine the survival of the tourism industry. The author added that transportation ensures that travelers can move from one area to the other effectively; therefore, the lack of efficient transportation and communication system has led to a minimal number of visitors coming to the nation and visiting specific tourism host communities like Ikom.

The government has always argued that it is committed to improving the transportation system throughout the country. On the ground, however, minimal work is being done. Odeku (2016) stated that "Tourism has become a popular global leisure activity, which is a service-based industry consisting of a number of tangible and intangible elements" (1). The author added that the sector has certain tangible elements that include tourist sites, accommodation, and transportation. The absence of transport makes "the tour in any destination to be unsafe and uninteresting and as such tourists would experience a failure to receive quality tourism services as required by their distinctive needs and wants" (Odeku, 2016, p. 1). This is an issue that has been experienced in the Cross River State, where some regions lack Ikom lack good transportation systems that can be used by the tourists to move from one location to the other. The lack of such critical transportation systems means that the region cannot benefit fully from tourism.

The failure to create effective transportation policies that target the tourism sector has also been linked to the lack of political goodwill on the part of the Nigerian

government. Whitford and Ruhanen (2016) posited that in the last two decades, the government has always claimed that it was working towards revitalizing the tourism sector by ensuring that most regions that tourists visits are accessible. The government has also made far-reaching commitments to support travel and tourism-related sectors through the various agreements that it has signed, such as the General Agreement on Trade in Services (GATS). However, the agreements have not had a significant effect on the tourism sector due to the lack of commitment to implement the tourism policies that relate to transport.

The third tourism policy area that the Nigerian government has focused on to achieve its objectives is the socio-cultural factors. A review of existing literature showed that the Nigerian government has been working to identify the cultural and natural resources in states, as well as making efforts to get locals and foreign visitors to appreciate the resources as a way of promoting tourism. However, the extent to which the locals and foreigners appreciate the available resources will determine how the country succeed in its tourism efforts (Whitford & Ruhanen, 2016).

In states such as Cross River, socio-cultural factors like traditional dance, crafts, and art are regarded as critical factors that may affect tourism activities. In Ikom, for instance, the culture and practice of the local communities are regarded as a potential source of tourism revenue in the area. However, the government has failed to implement policies that can be used to package the cultural resources in a manner that can promote tourism (Oloidi, 2020). In addition, the government has not been able to marinate the existing cultural centers, exhibition halls, and assembly points. This shows that the socio-

cultural policies that have been developed by the government to promote tourism have not been largely successful in the region.

The final policy area has been the marketing and promotion of tourism. The preference of tourists for a particular destination in Nigeria and the Cross River state is largely based on the promotion and marketing techniques that are involved. In Nigeria, the policy states that "promotion and marketing would embrace the development of a unifying hallmark for the nation through the adoption of a national slogan. Federal ministry of culture and tourism, federal ministry of information & national orientation and the private sector shall carry out promotion and marketing of tourism products of the nation" (Odeku, 2016).

According to Onyinyechi (2019), the federal government in Nigeria, through the ministry of culture and tourism, has the duty of promoting tourism in the country. In addition, the agency is tasked with spreading information regarding the natural heritage of the nation and the areas that can be visited. In most instances, the focus is on improving and large physical attractions and facilities instead of investing in, and developing new tourist heritage sites with potential to blossom. Furthermore, most of the promotional information is on the destinations that are frequented by foreign tourists. In such cases, the policies fail to spur tourism growth in lesser-known destinations like Ikom.

Nigeria Policy Thrust

The Nigerian policy thrust was created to develop sustainable tourism by taking advantage of the culture, tradition, and heritage diversity in Nigeria, which will lead to

the promotion of international and domestic tourism (Bassey, 2016). When it comes to policies on tourism, the government is expected to be the central actor. While this is true, tourism policy does not only rely on the government if it is to be implemented successfully. It is paramount for other sectors, such as the social and private sectors to be involved in this process (Hall, 2011)

In developing countries like Nigeria, the people in power are those who are rich, in politics, and control the government. Power is only given to a select few. And these selected few have ruled Nigeria very questionably over the years, leaving the tourism sector and the economy begging for reappraisal (Bramwell & Lane, 2013). The Nigerian tourism policy thrust is meant to encourage Nigerians in expatriate countries around the world to come home for holidays and vacations. The policy thrust also seeks to develop Nigeria into an enviable travel destination, especially during the country's peak months like November and December, a time where the country's rich culture, music and dance are celebrated through many homecoming festivals (Bassey, 2016).

Protection of Nigeria's Cultural Heritage

Nigeria has institutions that are in charge of designing and implementing tourism policies. For these institutions to develop policy programs not just suitable for the big cities like Lagos and Abuja but also for underdeveloped communities like Ikom, it is paramount to have people within the institutions whose sole purpose is to manage programs and schemes geared toward the underdevelopment of tourism host communities. These policymakers would also manage actions taken by the institutions and how these institutions effectively use materials and human resources. In terms of

protecting and promoting Nigeria's cultural heritage as a resource for homegrown socio-economic development, the institutional framework is a key element to carry out this objective. Within these tourism policy institutions, there are three basic types of policies.

The first is the traditional administrative, political structures (Velasco, 2017). These are forms of social and political structures that develop the framework for Nigeria's cultural heritage. Nigeria's historical heritage origin is found in the pre-colonial states and societies of traditional administration, which were incorporated by British colonial rule into what is now known as Nigeria (Crook, 2005). There is a lot of deep-rooted history that international visitors can learn about.

Heritage resources and tourism complement each other. While tourism showcases and preserves the heritage of the people, heritage resources on the other hand promote tourism development (Ezenagu & Iwuagwu, 2016). To this end, developing heritage sites can provide social and economical advantages for the local population. It can also provide opportunities for understanding past and present cultures for international visitors (Comer, 2012). What brings tourists to a host community is in part, the living edifice of human life, protected for its value to cultural continuity. This is the heritage that the locals have preserved in collaboration with the State and Federal government of a particular country. Considering what heritage has to offer tourism, the resources it has, plays an important role in Nigeria and should be conserved and preserved.

However, this is far from the case in Nigeria. Heritage in Nigeria is attributed to African traditional religion. In reality, the opposite is the case. Heritage is the evidence of the past and living culture. It is degraded as a religion in Nigeria to pagan, idol, and

heathen worship and religions. Anything that emanates from lifestyle, cultural institutions, and traditional events are vulnerable to destruction. In other tourist locations around the globe, heritage exists as a living testimony. It speaks to the evidence of past activities, through which the present can be identified and future preserved. With the antiquated mindset that most Nigerian's have about heritage, the heritage resources that can be transformed into touristic attractions, which can be an avenue to showcase Nigeria's uniqueness, act as an object of economic rejuvenation, and a symbol of identity are subdued.

Tourists travel on a purposeful journey around the globe to satisfy human curiosity, to consume cultural products, and to learn about other people's cultures (Ezenagu & Iwuagwu, 2016). Without culture, there is no tourism (Dewar, 2005). For a host community like Ikom local government to maximize benefits from cultural tourism, the people of the community would have come together to commodify certain elements of their cultural heritage. Especially in the areas of events, art, and crafts, to facilitate tourist consumption (Ivanovic, 2008). This commodification is a way to protect the historical elements of the environment and to satisfy tourist's curiosity (Ezenagu, 2020).

Promotion of Nigeria as a Desirable Cultural Destination

The bedrock of any society is culture, it permeates the life of individuals and societies. Stable societies are societies that have constructed their modes of living together socially and have organized their public life and institutions in consonance with the social realities and values of their culture (Oguntomisin, 2007). Culture has the power to shape social philosophies and influence the development paradigms of Nations.

Cultures are complex, fluid, and adaptive to change and continuity. The tangible components of cultural heritage may be seen and touched, and include statues, monuments, carvings, paintings, sites, and landscapes. The intangible elements of culture can be felt, experienced, and practiced. It includes languages, literature, legends, rituals, oral traditions, and festivals. Also, it includes various skills that give cultural identity to a people (Isola, 2010).

To promote Nigeria as a desirable tourism destination, Nigeria would need an intentional course of action. Tourism policy goes beyond theoretical reflection and political intention. Cultural renaissance is a viable part of Nigeria's tourism and it needs to be materialized into real actions, involving the use of both public and private resources. Tourism policy is and has always been a conscious and deliberate course of action in other countries around the globe. It is the same mindset that Nigeria needs to imbibe in order to promote its tourism sites to international visitors (Velasco, 2017).

The essence of a cultural renaissance is to rediscover ideas, institutions, and knowledge, ideas. Cultural renaissance is a way for the people of Ikom to rediscover their self-identities and shorn of the denigrating images of a past characterized by oppression and denials as a result of underdevelopment The local people of Ikom can find expression in new directions to rebuild their town and villages for tourism and the creation of opportunities for themselves (Ojo, 1994). This will lead to the emergence of leadership elites who would be committed to new forms of social order that would project distinctive core African identities and values upon the international community (Oloruntimehin, 2007). This is why a deliberate tourism policy plan must be formulated

in Nigeria. To achieve what countries around the globe have been able to achieve, it takes consistent actions or actions which are designed to be consistent (Velasco, 2017).

DaSilva (1994) urged the Nigerian government to emphasize the promotion and marketing of the tourism industry. This is because, out of 450mn international tourist arrivals, Africa accounted for 13mn which Nigeria belongs to. This report urges to be an appraisal of the 1990 National policy for tourism in Nigeria which is crucial in developing the withering industry. The current policy cannot create a well-articulated socio-economic ideology for Nigeria.

A National tourism policy must be responsive, dynamic, unique to the nation that has it, and reflect current trends and development in the environment (Sani, 1990). The national tourism policy, if properly appraised, would develop Nigeria's natural resources in a joint effort as opposed to each state on its own (Dasilva, 1994). There also needs to be an institutional arrangement, where tourism will develop from the grassroots level to the federal level. Nigeria has the resource potentials to achieve industrialization, which can engage many workers. Nigeria also has the potential to have a phenomenal rise in the real income levels of its citizens. For this to be achieved, tourism development must be vigorously pursued (Ojo, 1994).

Nigeria is known for having a rich diversity of physical, wildlife, and human resources. Which varies from spectacular land from sceneries to populated game reserve, and from impressive historical monuments to captivating cultivating cultural festivals, all of which can become first-class tourism resources (Ogbemudia, 1991). The overall national planning should take into account tourism planning, such as a detailed

environmental analysis that identifies areas of agriculture, the surveying of geographical, ecological, and mythological lands. These lands need to be surveyed to capture industrial areas such as airports, historic towers, traditional villages, and beaches. The design and development programs also need to be made available to visitors. (Ikwu, 1992). The tourism plan should also encapsulate marketing and product improvement programs if tourism is to be properly developed.

Effect of Underdevelopment on Tourism in Nigeria

In Nigeria, the commercial sector lacks a voice that can properly articulate the needs of the people to the government and leaders. The lack of support from the government, coupled with the multi taxation of the commercial sector has left the sector in dire need of assistance. There is the existence of a number of funding schemes targeting SME enterprises and available to applicants in the tourism sector, but the conditions governing these schemes are too restrictive. The restrictions can not adequately foster investment in the commercial sector for tourism purposes (Nigeria Tourism Master plan, 2006).

Other areas that are in much need of improvement include the collection and compilation of tourism statistics. The data that accompanies tourism is low and inaccurate. A nation such as Nigeria can not rely on the current statistics is extremely low. What is noticeably missing from the statistics in the tourist spending and overall tourist revenue for the country. Without these statistics, the country can not know what is failing and where to make adequate improvements. The low statistics have shown that

over the last 15 years, the number of international visitors to Nigeria has remained static (Nigeria Tourism Master plan, 2006).

The obstacles that Nigeria faces towards the effective implementation of tourism is deeply rooted in the mindset of the leaders and the extractive political and economic situations (Acemoglu & Robinson, 2012). Even the conditions and process to obtain a bank of industry funding is a difficult process that yields little to no results. What the government does in Nigeria and how it manages its country has been debatably inefficient (Dike, 2015).

Every society has socio-political and economic systems, as well as educational institutions. Which means that the basic structures of societies are the same. What differentiates them are the performances of these institutions and the way the nations develop according to the socio-political dynamics of each society. In order words, what works well for one society is not guaranteed to work for another society (Dike, 2015). In Nigeria, the transformation of multilingual and multi-religious systems, especially in the constantly socio-political and economic environment, need a leader with the appropriate skills and knowledge required to address the systemic bottlenecks that hinder national development. This much-needed change will involves developing new mental models of political leaders from their primitive "ecosystem awareness" into a much needed "ecosystem reality" (Scharmer & Kaufer, 2013).

The Nigerian elites plunder national resources for personal use and in favor of their ethnic groups and favored friends. They put themselves first and the country last. Elected officials, government workers, and other power wielders evoke primitive pillage

of the public wealth for personal and group advantage. The consequence of this approach

to development leads to poverty, unemployment, inequality, corruption, lesser probability

of self-reliance, lack of service delivery, and depreciating Human Development. Even

stolen funds are stacked in foreign banks. Unfortunately, this is the principal character of

politics in Nigeria. The lack of leadership in Africa accounts for the pathology of

underdevelopment especially in towns like Ikom local government.

Etim (2016) posited that To secure the necessary Federal investment needed to

improve tourism in Nigeria, the Federal Ministry for Culture and Tourism needs to be

strengthened. With this strength, they can also be able to secure a target setting for

tourism and monitor its growth from a suitable vantage point. Currently, the Nigerian

Tourism Development Corporation is overstaffed, overworked, without proper

dissemination of duties, and underpaid. There are no economists, planners, and personnel

with statistics and industry experience to tackle the rigorous job of collecting suitable

tourism data. The staff assigned to these duties lacks appropriate training and experience.

The Nigerian Tourism Development Corporation lacks computers, has an inadequate

budget, has poor office accommodation, and overall, is badly equipped for the type of

jobs they have. The culmination of this leads to an ineffective organization that serves no

real purpose (Etim, 2016).

Dike (2015) posited that the constitution of Nigeria is not functional. Since its

reprise in 1999, the political situation has remained static. The constitution being used by

the civilian government is the same constitution that was crafted by the military after

years of tyranny. The constitution has been imposed on the Nigerian people who face

severe consequences from the law if they choose not to abide by it. What is lacking from the constitution that governs the largest African country is true democratic principles. It vests total and absolute power on the corrupt political leaders while placing limitations on the distribution of power in society. The political misuse of this power by shifting or canceling elections without facing any real consequences (Dike, 2015).

Other constraining influences include crime and terrorism, inadequate funding, lack of detailed data, low disposable income, poor marketing, and publicity. These factors negatively impact the Nigerian's tourism development. Detailed data about the extent of tourism development is required in the enhancement of tourism in Nigeria. This is required to enable the feasibility of strategic planning. Detailed data includes the categorization of international tourists based on length of stay and time visits. It also includes tourism destinations, tourist density, total bed nights in hotels, what type of products tourists consume, room rates, length of stay and time of visits, and room rates. This information is required for a contingent plan to develop the sector. Unfortunately, in Nigeria, the major part of this data is currently unavailable (Abiodun, 2002).

Underdevelopment of Tourism Host Communities

The people who live in host communities or around the vicinity of the tourist attractions are usually directly or indirectly involved, and/ or are affected by the tourism activities. For tourism to be carried out in a particular community, it involves some element of interaction between the tourist and the destination environment (Enemuo et al., 2012). The results of these interactions, whether positive or negative are known as the "impacts of tourism" on host communities. The range of impacts from tourism often

influences areas beyond taxes, jobs, the economy, and the local people. Tourism and its impact are much broader than that. The leaders and local people of a community who can grasp the potential impacts of tourism can use that knowledge to integrate the tourism industry into their community which can be hugely beneficial (Kreag, 2001).

Oloidi (2020) cites the economic impact of tourism on host communities; They include, employment for the locals, encouraging local entrepreneurship, improved standard of living, increasing cash flow in the community and attracting new investments to host the community. If Ikom is developed and made suitable to host tourists, the town and the local people will also develop a sense of pride and community cohesion.

However, previous studies have shown that the negative impact of tourism includes but is not limited to disruptions of the normal life of the local people, overcrowding, crime, forceful relocation of residents to accommodate tourists, forceful relocation of residents to accommodate tourists, hooliganism, consumption of hard drugs, increased rents, and tax rate (Yusuf, 2016). This lends an explanation to why a town like Ikom will be hesitant about welcoming tourism into its community.

Ikom is located in Cross River State. Ikom is known for its monoliths; a phallic structure, featuring stylized faces and decorative patterns and inscriptions. The monoliths are about 300 in total and are laid out in some 30 circles, which can be found around Alok in the Ikom area of Cross River State (National Commission for Museums and Monuments, 2007). Ikom also boasts some impressive artifacts that bear ancient writings, sometimes taken to be an early form of nsibidi. The people of Ikom produce bananas and plantain for the Nigerian market. 17 kilometers from Ikom is Agbokim Waterfalls, which

is one of the best destinations in Cross River State and Nigeria. It is made up of seven

streams, surrounded by steep hills and valleys, which are encircled in a rainbow-like

atmosphere (Erick & Bankole, 2014).

As stated in chapter 1, despite the existence of monoliths, artifacts, waterfall, and

Ikom being one of the major producers of banana and plantain in Nigeria, Ikom is still

socially and economically underdeveloped. In Ikom, poverty is high, judging from the

pitiable living conditions of the community. Nigeria is known as one of the poorest

countries, despite having crude oil and enviable natural resources. In Nigeria, about 70%

of the citizens live below the international poverty line of $1.25 per day (Daily

Independent 2012, June 18). In cross river state which comprises Ikom local government,

the National Bureau of Statistics reported that the incidence of poverty has greatly

increased. In 2010, poverty incidence in Cross river state had risen to a staggering 52.9%.

In Ikom local government, farming is the main source of income in the community. The

farmlands are fertile, the crops yield in seasons, and there is an abundance of natural

resources. Despite the availability of cheap and abundant labor in farming and the

production of cocoa, the Ikom people remain impoverished (Ovat, 2015).

The negative expectations of the changes that tourism will bring to the

environment of Ikom local government also posits a great challenge to tourism practices.

These perceived changes include the invasion of locally sacred customs and traditions by

tourists, the increase in the price of goods and services for locals due to tourism activity,

congestion, and pollution, among other issues (Dedrich & Aswani 2016). Certain

geographical areas in Ikom with tourism potential were impeded from attaining long-term

marketing objectives. This is because these geographical areas did not receive full cooperation from relevant stakeholders. This is why if tourism is to take place in a community like Ikom local government, the emphasis is on a closer relationship between policymakers and host communities can not be overstated (Hussin & Buchmann 2019).

Another hindrance to tourism in Ikom Local government as a result of underdevelopment is poverty. In general, the people in the community who are poor are met with a lack of economic empowerment. The lack of skills and effective sustainable empowerment initiatives from the government, leaves the community impoverished (Onen et al., 2019). Poverty is caused by multiple factors, which include bad governance, poor economy, lack of education, lack of social awareness, or the improper use of natural and man-made resources. The government's inability to put appropriate policies, systems and frameworks in place to tackle the problem of poverty is responsible for the consistent rise in poverty in underdeveloped host communities (Anam & Eteng, 2018)

The state and the federal government have come together over time to introduce anti-poverty schemes for the people. Some of these schemes include Operation Farewell to Poverty, Better Life for Rural Women, and the establishment of a Community Banking System or the Microfinance Banks at the grassroots. Despite the schemes and collaboration between the state and federal government, poverty continues to plague tourism host communities (Eteng, 2015). The inability of the local government to develop the resources to address the rapid urbanization of the area has in many ways aggravated the shortage of standard dwelling units in the area, resulting in squatter settlements, high

rents, overcrowding, slums and poor waste management. poor waste management has greatly reduced and degraded the value of the environment (Eja, et al., 2011).

The growth in the Ikom population has required a fast increase in the demand for housing and the quality of housing type in different locations. It is safe to say that this demand has resulted in the non-linear pattern of residential housing quality and generation of waste. This waste poses a great problem for the Ikom local government. An effective urban renewal program has not yet been introduced in areas of low housing quality since most of the area has been severely degraded by human activities. Coupled with these difficulties, the government and agencies who are supposed to be fixing these issues and making sure that housing regulations are followed to the latter by housing developers are not doing their jobs effectively (Eja, et al., 2011).

Most host communities in Nigeria lack access to roads. The communities that have roads, roads are riddled with potholes, which makes it hard for the local people to drive their cars or ride their bicycles to work. In some villages in Ikom local government, the roads are so bad that movement from one rural settlement to another is done through back-roads, and narrow forest paths, instead of the roads provided by the government (Ndiyo, et al., 2013). Other methods of transportation include the use of canoes in the riverine areas. The Rural Road program brought about by the State Government was intended to reach every community by 2015 failed due to Nigerian politics. As a result, the majority of the rural areas are still underdeveloped and are yet to form the government rural road program (Ovat, 2015).

Lack of quality education and good healthcare further highlight the underdeveloped state tourism host communities like Ikom. The majority of students in local and private schools can not afford a continuity in their education because of their parent's inability to pay their tuition and the dream for a free educational system at both the primary and secondary level is still a promise that is yet to be fulfilled by the government while in countries like the United States, students from elementary to high school have access to free public education. (Mbina, 2014).

The way tourism policies and regulations are implemented may affect the economies of the local areas such as Ikom. Tourism is a critical element for travelers and the tourism sector due to the significant amounts people spend on such services. Before vising any area, travelers usually consider lodging and food first (Emeka et al., 2017). Besides, they make choices regarding the time spent during vacation based on accommodation availability and cost. Therefore, the services that the tourists require is a factor that cannot be neglected when exploring the socio-economic aspects of tourism in any country (Hussin & Buchmann, 2019).

The organizations operating in the tourism sector, such as the hotels and tour service providers, are a source of employment and contributors to the local economy. However, the operations of the organizations are influenced by existing policies. Ajake (2015) concurred by stating that the positive impact of tourism on the local economies depends on the existing regulations that guide the industry. The author added that the rules set out a framework that will determine the number of people visiting an area and the developments that are put in place to guide the sector. Therefore, the tourism policies

will affect how the industry affects the government, citizens, and employees both economically and socially. The effect may be direct, indirect, or even induced. Furthermore, the positive implications may be witnessed in terms of personal training for workers, income, generation of revenue, payment of taxes, and the development of infrastructure in the host community (Diedrich &Aswani, 2016).

Since tourism has a major influence on the economy of a region, it is considered a driver of development and growth at both the national and local levels (Amalu et al., 2020). In this regard, tourism should be viewed as a catalyst for regional and national development. It is a sector that has a positive socio-economic effect because it creates employment opportunities, increases exchange earnings, and helps in the development of local economics.

Worthy of note, are research studies that have made relevant contributions on the impact of tourism development polies on host communities. These research studies investigated the various angles of the impact of tourism on host communities, as well as the importance of designing and implementing tourism policies that are considerate of socio-cultural and economic environment of host communities, knowing that the opposite could lead to potential sabotage. Meseko, Obieje and Karpenko (2018) posited that the lack of empirical data on the viability of investments in most potential tourism destinations in Nigeria have posed a challenge to investors and policy makers. Their research highlighted the importance of understanding the economic and socio-cultural environment of potential host communities.

Diedrich and Aswani (2016) espoused the potential damages of tourism to vulnerable host communities with minimal exposure, who value their socio-cultural way of life and dread foreign influence. They also held that the ignorance of host communities on the benefits of tourism is one of the reasons why they do not corporate with policymakers on tourism development initiatives. Ukaegbu, Carr, and Tucker (2018) buttressed this by positing that cultural revitalization for the purpose of tourism development in Nigeria cannot be successful without the input of stakeholders in host communities. In addition, Onyinyechi (2019) held that when the tourism sector experiences steady growth, it becomes a key driver for socioeconomic progression and therefore brings about the diversification of the nation's economy, and this socioeconomic progression will then incite the interest of investors and policy makers. However, In spite of the numerous research studies in the field of tourism, there is still a dearth of empirical literature on the impact of tourism development policies on tourism host communities. Having discovered this, this study aims to use Ikom as a case study to fill the gap that exists in literature while providing a blueprint for future research on the subject matter.

Summary

The literature review established that although Nigeria is one of the leading countries in Africa, it has not fully explored the potentials of its tourism industry to support its economy in the areas of poverty alleviation, and the promotion of development in tourism host communities. Although it created a tourism policy thrust

with the charge to develop, promote and monitor the development of domestic tourism in Nigeria, it has not successfully implemented it (Oloidi, 2020).

The literature review revealed that despite the plethora of studies that have considered Nigeria's tourism industry and its potential capacity to build a strong economy in the areas of human resource development, research development, improved infrastructure, creation of jobs, quality education, and even better governance, the country's tourism sector does not show a promise of improvement in the near future.

Furthermore, the literature review revealed that over the past years, there has been a shift in the literature, towards emphasizing the responsibility of host community members in tourism development, to addressing their deep rooted cultural barriers to the development of tourism in their community. Oloidi (2020) posited that underdevelopment breeds poverty and a community that is not economically empowered will likely not support the development of a sector like tourism, due to their ignorance of its processes. In addition, Dedrich and Aswani (2016) posited that the minimal exposure of these communities to tourism activities also accounts for their hindrance to tourism development initiatives. This therefore highlights the importance of orientation in tourism host communities like Ikom, by relevant stakeholders, on the benefits of tourism to their community.

Researchers have largely focused on the impact of tourism on economic growth across the world. The literature and topics covered in this literature review also considered the impact of tourism on the Nigerian economy. Although researchers in Nigeria have examined the various benefits that tourism can bring to Nigeria, there is

insufficient information on the correlating dynamics between the growing tourism sector and its impact on the Nigerian economy (Oloidi, 2020). There is also little to no research that assesses the Impact of Tourism Development Policies on underdevelopment in tourism host communities such as Ikom and this research is an opportunity to fill that existing gap in knowledge. The goal of this qualitative study was to assess the impact of tourism development policies on the underdevelopment of Ikom, as a host community for tourism in Nigeria. An overview of the qualitative research methodology for this study is provided in Chapter three.

Chapter 3: Research Method

Tourism is regarded as an important activity that can contribute to the development of a country. Tourism is a major source of income and a creator of employment opportunities for local citizens. In Nigeria, the tourism sector has not performed at the expected level due to a number of factors, including the nation's lackluster attitude toward packaging and promoting its tourism sites and the underdevelopment of tourism host communities (Oloidi, 2020). Furthermore, although the nation boasts attractive tourist destinations and sites, it has not been able to develop the sector and ensure that it achieves its full potential. This is because of the sector's laxity toward implementing and monitoring existing tourism development policies, as well as the lack of appraisal of existing policies to meet global standards of tourism development (Oloidi, 2020). Furthermore, there has been a lack of literature addressing the impact of tourism development policies on host communities, especially regarding their physical, social, and cultural development.

The purpose of the current study was to assess the impact of tourism development policies on the underdevelopment of tourism host communities using Ikom as a case study. This chapter consists of a discussion of the methodology of the study as well as a description of the research design and its appropriateness for the study, a restatement of the research questions, and a discussion on the population for the study. In this chapter, I also discuss the sampling strategy and data collection and analysis plan. I conclude with a discussion of the assumptions, limitations, validity, and reliability of the study, as well as the ethical considerations associated with the study.

Research Design and Rationale

The purpose of this study was to assess the impact of tourism development policies on the underdevelopment of Ikom. I formulated two research questions: What is the impact of tourism development policies on the underdevelopment of Ikom? What is the perception of the Ikom people on the impact of tourism development policies on underdevelopment in their community? Given the purpose of the study, it was determined that the qualitative method would be the appropriate research methodology. Silverman (2011) posited that due to the inductive and inquisitive nature of the qualitative method, it is suited to researchers who collect data in the form of narrations and observations, which are used as a basis for drawing conclusions.

Qualitative studies are used to study a phenomenon in its natural setting to derive meaning. Qualitative methodology is also used to garner information and collect data in a manner that reflects the perspective, gender, ethics, race, and agenda of respondents for the purpose of bringing about social change (Patton, 2015). Within the qualitative tradition, the case study approach was appropriate for the current study. The case study approach is used to gain an understanding of an issue in real-life settings and is recommended for answering how, what, and why research questions (Saldana 2016). The case study design was used as a methodological framework for inquiring into the impact of tourism development policies on the underdevelopment of Ikom as a host community for tourism in Nigeria. The case study was employed due to its flexibility and its ability to blend several traditions into a valid research design by providing an opportunity for a holistic inquiry into a phenomenon within its natural setting while subjecting the study to

well-established research protocols that the researcher and reader can follow (see Harling, 2012). Furthermore, the case study design allows for examination of the phenomenon being studied within the context in which it occurs (see Yin, 2018).

Role of the Researcher

I was the interviewer as well as the moderator of the focus groups. My skill, competence, and experience in conducting interviews for research purposes were advantageous for obtaining responses that were comprehensive, credible, and holistic. Furthermore, the study was focused on and conducted in Ikom local government area of Cross River State in Nigeria. My familiarity with the local language of the Ikom ethnic group, as well as the English language, which is the official language of governance in Nigeria, also served as an advantage because the translation of the interviews was not needed.

Methodology

Participant Selection Logic

Because in case study research, the sample size is rarely large enough for random sampling, a purposive sampling method was used for this study (see Harling, 2012). A purposive or selective sampling method is a form of nonprobability sampling that allows researchers to rely on their judgment when choosing members of the population to participate in their study. In this case study, I recruited participants from a sect of the population that was representative of the whole, as well as accessible and varied, based on a set of criteria defined in line with the objective of the study (see Barratt et al., 2015; Barratt & Lenton, 2015; Petty et al., 2012).

The purposive sampling technique was used along with a snowball sampling technique, which required the identification of individuals who met the criteria for inclusion in the study and asking them to recommend others who also met the inclusion criteria. These sampling strategies ensured that data for the study were collected from individuals who had the requisite experience and knowledge to speak authoritatively about the subject under inquiry (see Goodman, 2011; Heckathorn, 2011; Petty et al., 2012). The criteria for inclusion in the study were participants who reside and work in Ikom local government in the areas of policy administration, tourism and hospitality, and community planning and development, as well as individuals and businesses that have roles relevant to the economic and socio-cultural system of the host community. The criteria for exclusion from participating in the study were the participant did not work or reside in Ikom local government and did not play any role relevant to the subject matter being studied (see Patton, 2015).

The targeted sample size for the study was 22 participants with useful knowledge of the subject matter and based on the experience and recommendation of qualitative researchers for interview-based studies where very little new information was collected after more than 20 interviews (Green & Thorogood, 2009). Sixteen participants were used for the interviews, while six participants were used for the focus group. Mason (2010) posited that collecting more data does not necessarily mean more valuable and useful information; therefore, a large data sample size in qualitative studies is not recommended.

Six officials from the Ikom local government office were recruited for the interviews to gain the perspective of policymakers, namely the chair of the local government area and the councilors of Ikom urban ward (Apkarabong Ward and Nde ward), which make up Ikom local government. Ten additional participants were recruited for interviews from the hospitality and economic industry in the local government, namely hotels, restaurants, and supermarkets that cater to the leisure of locals and visitors to the area, as well as caretakers of the tourist sites such as Agbokim waterfalls and the Ikom Monoliths. The remaining six participants recruited for the focus group consisted of residents of Ikom without professional or specialized knowledge and experience on the subject matter of inquiry.

Data Collection

Before embarking on any data collection procedures, I obtained necessary approvals from the Walden University Institutional Review Board (IRB). Once the IRB approval (08-20-21-0971097) was obtained, I used a purposive sampling method to recruit participants for this study. Participants were recruited from offices of policymakers within the local government and the hospitality industry, as well as caretakers of the tourism sites. Once identified through research and referrals, prospective participants were furnished with formal, individually addressed invitation letters. For those with email access, I sent emails containing a brief description of the study and its purpose, the reason for their invitation to participate in the study, the nature of participation required, and the corresponding time commitment for participants. The invitation also included my contact details should the participants have any questions

regarding the study. A letter of consent was also attached to the invitation letter. The letter of consent outlined the rights of the participants, the policies and procedures that would be implemented to protect the privacy and confidentiality of the participants, as well as the voluntary nature of the participation in the study, and the policies and procedures of withdrawing from the study.

Instrumentation

Primary data were collected through face-to-face interviews using a semistructured interview guide (see Appendix A). The face-to-face interviews allowed for a plethora of information that could be derived from body languages, such as eye contact and hand movement; however, in the absence of the possibility of a face-to-face interview, email interviews sufficed. The interview guide comprised open-ended questions relevant to answering the research questions of the study. Interview questions were formulated with the help of literature sources, particularly those that pertained to the areas of interest on the subject matter. Furthermore, the semistructured nature of the interview guide allowed for all aspects of the research topic to be investigated and discussed without making the participant feel interrogated (see Patton, 2015).

A focus group was another method that was used for primary data collection in this study. A focus group was used to collect in-depth information about the perceptions and behaviors of a small representative sample of the Ikom people. Six participants were included in the focus group—the minimum suggested number for focus groups (see Patton, 2015). The individuals recruited for the focus group were not the same individuals recruited for the interviews. The interview guide for the focus group was the

same interview guide that was used during the face-to-face interviews to enable me to gather data from different sources using the same method, as well as to manage data saturation while saving time and resources during the data collection process (see Mason, 2010).

The participants for the focus group were recruited from public places such as parks, streets, and sidewalks, as well as through research and local inquiry. Selected participants were individuals without professional or specialized knowledge and experience on the subject matter of inquiry. Participants were furnished with individually addressed invitation letters to participate in the focus group. The invitation letters contained a brief description of the focus group and of the study. The invitation also contained a description of the purpose of the study, the reason for the invitation to participate in the study, the nature of participation required, and the corresponding time commitment for participants. The invitation letter also included my contact details should the participants have any questions regarding the study. A letter of consent was also attached to the invitation letter. The letter of consent outlined the rights of the participants, the policies and procedures that would be implemented to protect the privacy and confidentiality of the participants, as well as the voluntary nature of the participation in the study and the policies and procedures of withdrawing from the study.

The face-to-face interviews and focus group were scheduled at a date, time, and location that was convenient for the respective participants. On the day of the scheduled interviews and focus group, I started the sessions by reiterating the procedures of the study and the expectations from participants. I also requested that the participants sign a

copy of the letter of informed consent. I emphasized to the participants that the audio recording would be solely for data collection and analysis. Once all preliminary procedures were addressed, I commenced with the interview. After each interview, I transcribed the audio recordings for data analysis. Other data collection methods included a review of current and archival documents such as the Nigerian Tourism Policy Thrust (see Oloidi, 2020), the Ikom local government act, the Nigerian constitution, the Nigerian tourism policy and strategic plan, annual reports, community development strategic plans, budgets, memos, and directives responsible for the development, packaging and promotion of Nigerian tourism heritage sites and their host communities.

Data Analysis Plan

One of the methods that was used for data analysis in this study was coding. Coding is used in qualitative research to identify and define phrases and words in the data that is being analyzed while matching them to other sources in order to find the relationship between them (Rayvitch & Carl, 2016). Furthermore, a code is a short phrase or a word that is used to capture the essence of information; coding for this study was done before the data collection process—to prepare me for certain words that may be closest to, or related to the subject matter being studied—as well as during and after the data collection process (Saldana, 2016). In this study, coding was done both by hand using text as well as using a qualitative data analysis software called Nvivo12, which I am quite familiar with.

It is often common for qualitative researchers to begin the first phase of their data analysis by placing data in generalized categories and using generalized codes for them

(Saldana, 2016). Therefore content analysis of the data collected from interviews and focus groups, during the first phase of my data analysis, were evaluated for their relationship to the research questions using categories, themes and codes, as well as the timeline of occurrence, to aid in easy data reporting. Content analysis was done using Microsoft word and the qualitative analysis software NVivo12. The second phase of data analysis utilized more defined codes in order to obtain more specific data that is relevant to the study.

Issues of Trustworthiness

Trustworthiness in research refers to the process of certifying that the findings of the study represent data that was actually collected during the data collection process. To this end, essential elements that certify the trustworthiness of a study includes confirmability, transferability, dependability and credibility (Patton, 2015). Lincoln and Guba (1985) posited that to make sure the findings in a study are credible, the researcher must engage in prolonged activity in the field by carrying out consistent observation, triangulation, negative case analysis, peer debriefing, member checking and checking interpretations against raw data. For this study, I ensured credibility by triangulation and peer debriefing. To carry out triangulation, I used the same interview guide to interview participants from two different sources, as well as to convergence and divergence, in participant' responses, in order to achieve a more thorough and well-rounded depiction of the subject matter under inquiry (Patton, 2015).

Dependability refers to the stability of data over time and conditions, characterized by the way the researcher accounts for the integrated processes and

changing conditions in the phenomena (Bradley, 1993, p. 437). In this study, dependability was ensured through peer debriefing and field testing of the interview guide. I requested peer debriefing of my interview guide from colleagues, who held impartial views of the study for the purpose of feedback and sharing of ideas on other ways that my interview guide could be improved and further developed, as well as the debriefing of my interview transcripts.

According to Patton (2015), transferability is the extent to which the findings of research can be applied in another study or context. In order to achieve this, Patton (2015) suggests researchers should provide elaborate descriptions of responses from participants in their studies, so that the findings might be transferable. To observe this, I presented detailed descriptions of participant responses to the interview questions in this study.

Guba and Lincoln (1985) referred to confirmability as the degree to which characteristics of data put forth by the researcher, can be confirmed by reviewers and readers of the research results. I ensured the confirmability of the findings in the study by elaborately describing in detail how the data were reviewed and how interpretations were arrived at. This strategy helped reduce the effect of my bias as a researcher and made the study more transparent and objective.

The policies and procedures that were used to protect participant privacy and data confidentiality, like the consent form whose content has been discussed in a previous section of this chapter, contributed to the validity of the study results, by helping to ensure participant honesty during data collection procedures (Patton, 2015). In order to

assert the voluntary nature of participation in the study, copies of the letter of informed consent were provided to the participants as an attachment to the formal letter of invitation to the study, which helped potential participants to make an informed decision on whether to participate in the study or not.

Lastly, the importance of honesty during the interviews was emphasized to the participants, by telling them that providing honest responses during the interviews would add to the trustworthiness and reliability of the study findings.

Ethical Procedures

Ethics represents a very big part of any research endeavor. It ensures the trustworthiness, credibility, and quality of any research project (Ravitch & Carl, 2016). Before embarking on any data collection procedures, appropriate and necessary approvals for the study were obtained from the IRB. Participant privacy and data confidentiality was ensured in the study by providing participants with detailed consent forms containing the rights of the participants, the policies and procedures that have been implemented to protect the privacy and confidentiality of research participants, as well as the voluntary nature of the participation in the study and the policies and procedures of withdrawing from the study. The signing of the consent form by both the researcher and the participant made the researcher liable for breaking the participant's trust (Rubin & Rubin, 2012).

Participants were also be informed via the consent form that there were no negative socio-cultural, economic or religious consequences to declining to participate in the study. Similarly, participants in the study were informed via the consent form that there was no incentives or compensation for participating in the study. These consent

were provided during the recruitment phase of the study, and before the commencement

of the data collection process. During the data collection process, participants were

encouraged to respond to interview questions with candor, but also informed that they

were at liberty to only share information that they were comfortable with. Data collected

will be discarded carefully after data analysis has been conducted (Patton, 2015).

Other procedures for protecting the rights of participants during the study

included de-identifying all data collected (Patton, 2015). De-identifying is the process of

removing all identifying information collected during the study like names. This is for the

protection of the participants because, some participants that will be recruited for the

study, include individuals representing various views on the subject matter in the Ikom

community. Therefore, in all transcriptions and drafts, as well as in the final report,

participants were referred to as "participant # 1", "participant 2", and so on

Secondly, all hard and soft copies of transcriptions, consent forms, audio

recording devices, and prints have been stored in password protected online and offline

storage devices, accessible only by me. These data will be stored for a period of five

years after the completion of the study as recommended by Patton (2015), for the purpose

of review. After five years, all hard copies of files will be shredded, and all electronic

files will be permanently deleted.

Summary

The purpose of this study was to assess the impact of tourism development

policies on the underdevelopment of tourism host communities, using Ikom as a case

study. In this chapter, I discussed why the qualitative method and the case study research

approach was the appropriate methodology to use in answering my research questions.

The sampling and participants' recruitment strategies for the study were also discussed.

Face-to-face interviews and focus groups using a semi-structured interview guide were

identified as primary data collection methods, while a review of current and archival

documents were identified as other sources of data for the study. Data analysis

procedures were discussed and the results of the data analysis procedures will be

discussed in the next chapter of this study.

Chapter 4: Results

The purpose of this study was to assess the impact of tourism development policies on the underdevelopment of Ikom. I formulated two research questions: What is the impact of tourism development policies on the underdevelopment of Ikom? What is the perception of the Ikom people on the impact of tourism development policies on underdevelopment in their community? Given the purpose of the study, it was determined that the qualitative method would be the appropriate research methodology to be used. This chapter consists of a discussion of the setting and the demographics on which the research was conducted, a description of the data collection and data analysis processes, and a presentation of the results of the study.

This study was conducted in Ikom local government area of Cross River State Nigeria. The setting comprised 11 wards: Abayom, Akparabong, Nde, Nta-Nselle, Ofutop I, Ofutop II, Ololumo, Nnam, Ikom urban I, Ikom II, and Yala. Because Ikom local government is very large, recruiting participants for the study was limited to three wards within the local government and one ward outside of the local government. These wards included Nnam, Ikom Urban I (the business and local government headquarters of the community) and Agbokim, which is a neighboring ward from Etung local government in Cross River State. Nnam ward and Agbokim ward were chosen because they are primary host communities for the Ikom monoliths and the Agbokim waterfalls, respectively, while Ikom Urban I ward was chosen because it is the local government headquarters as well as the hub of sociopolitical and economic activities within the local government and its environs. Data for the study were collected from participants

recruited within these locations according the inclusion criteria for participating in the study. Although Cross River State, Nigeria is home to some 450 ancient carved monoliths, widely known as Akwanshi, which are exclusive to the region, data on the Ikom Monoliths were collected from Alok community, located in Nnam ward in Ikom Local government, which is the location where the Ikom Monoliths were most accessible to me. Figure 1 shows an image of the Monoliths taken during data collection.

Figure 1

Image of Monoliths Taken at Alok

Due to the relevance to the subject matter under inquiry and the proximity of its location to Ikom, data were also collected from Agbokim, where the world famous

Agbokim waterfall is located 12 minutes by driving from Ikom within the neighboring

Agbokim ward under Etung local government of Cross River State. As a result of the

state's urban planning, Agbokim is often considered part of Ikom because residents from

Agbokim commute to Ikom for work or socialization. Figure 2 shows an image of the

Agbokim waterfall taken during data collection.

Figure 2

Image of Agbokim Waterfall Taken at Agbokim

Demographics

The study had 22 participants who satisfied the inclusion criteria for the study. Sixteen participants were invited for the interviews while six participants were invited for the focus group. The 16 participants invited for the interviews were selected from individuals who are local stakeholders and community leaders as well as individuals with the requisite experience and knowledge in the areas of policy administration, tourism, hospitality, community planning, and development, as well as individuals and businesses that have roles relevant to the economic and socio-cultural system of the host community.

The six individuals selected for the focus group were participants who are residents of the tourism host community without professional or specialized knowledge and experience on the subject matter of inquiry. The purpose of the focus group was to gain their perspective on the subject matter of inquiry. The same interview protocol that was used for the interviews was also used for the focus group. This was done to enable me to gather data from different sources using the same method, also called triangulation of sources, and this was done to compare the perspectives of the two different populations.

The occupations of the participants selected for the interviews ranged from community leaders like the local government chair of the host community, public or civil servants, tour guides at the tourism sites in the host community, private business owners, and workers in the hospitality industry of the community. The six individuals who participated in the focus group were selected from residents of the tourism host community without professional or specialized knowledge and experience on the subject

matter of inquiry. Other demographic information such as age, gender, education, occupation, and economic status was not collected because it was not relevant to the scope of the study.

Data Collection

Interviews were scheduled by sending formal invitations via email to potential participants who met the inclusion criteria for participation in the study. For participants who did not have access to email, physical invitation letters and a consent form were presented to them. The invitation letter and consent form contained the purpose of the study, the reason participants were contacted to participate in the study, and my contact information in case potential participants were willing to join the study. A total of 30 invitations were sent out via email and physically for both interviews and the focus group. Out of 30 invitations, 24 participants agreed to take part in the study, but 22 were selected as proposed to ensure data saturation (see Patton, 2015).

Individuals who agreed to participate in the study were asked to sign the consent form that contained the confidentiality clauses of the study, either by email. Individuals were asked to respond with the words "I consent" or to provide their signatures on the consent forms. For the interviews, face-to-face and email options were made available to participants, but for the focus group, potential participants were informed of the nature of the focus group and what would be required of them. They were further informed that the focus group would be a face-to-face group interview. The interviews and the focus group were scheduled according to the most convenient time and place for the participants, and participants were assured that all data recorded during the interviews would be stored in a

secure offline storage format that would be destroyed after five years. Furthermore,

participants were assured that they would be de-identified during the publication of the

study. Upon the collection of all the interviews, I analyzed the data.

Data Analysis

The data for this qualitative case study were analyzed using thematic analysis. In

line with Saldana's (2009) coding methods, two cycles of coding were performed. The

aim was to assign and classify codes according to the meanings of the participants'

shared responses. To acquire initial knowledge of the data addressing the subject matter

under inquiry, I uploaded transcripts from both the interviews and the focus group to

NVivo12 to determine the frequency of the words from the responses of the participants.

The word frequency allowed me to gain an idea of the probable findings in the next step

of the study. Table 1 contains the top 20 words from the frequency results.

Table 1

Top 20 Words From Word Frequency Results

Word	Length	Count	Weighted percentage
Government	10	90	2.94%
Development	11	66	2.15%
Community	9	63	2.05%
Tourism	7	57	1.86%
Policies	8	48	1.57%
Implementation	14	45	1.47%
Local	5	33	1.08%
People	6	33	1.08%
Impact	6	30	0.98%
Instance	8	21	0.68%
Waterfalls	10	21	0.68%
Agbokim	7	18	0.59%
Place	5	18	0.59%
State	5	18	0.59%
Stones	6	18	0.59%
Autonomy	8	15	0.49%
Develop	7	15	0.49%
Implement	9	15	0.49%
Underdevelopment	16	15	0.49%
Environment	11	12	0.39%

To analyze the data, I transcribed the interviews from audio to text using audio transcription software. After this was done, I uploaded to transcripts unto the NVivo12 software for coding and thematic analysis. I created initial codes using the NVivo12 software to organize, categorize, and cluster the overarching ideas I was observing from the participants' responses. After the initial coding was done, I began to transform the codes into themes that addressed the research questions of the study; the thematic analysis of the data collected from the individual interviews and the focus group was

done with the aim of identifying the most common patterns and perceptions from the responses and how they addressed the research questions of the study.

This process also helped to determine the significance of each theme, based on the number of sources and responses coded under it. To this end, the theme with the highest number of sources from the participant responses was considered as the *primary theme* of the study or the most significant perception discovered, while those that received fewer sources from the participant responses were referred to as secondary themes or the other significant perceptions and experience shared. It was included in the analysis to present an unbiased and detailed report of the data collected. Furthermore, the secondary theme was not discussed in-depth as they may need further research to ensure the credibility of the data. The next section contains the breakdown of the findings and discussion as supported by the verbatim responses of the participants.

Table 2

Results of the Main Research Question

Theme	Number of participants	Percentage of participants
Lack of allocation of resources for tourism policy implementation	17	77%
Politicization of tourism development policies and implementation	16	73%
Little impact of nearby tourism hubs like Calabar and Obudu on underdevelopment in Ikom	14	64%
Lack of awareness/orientation among host community residents on the potential of tourism sites located within their community	8	36%
Impact of sacred traditions and cultural practices on tourism development	12	55%

Note. *N* = 22.

Evidence of Trustworthiness

As mentioned in chapter three, trustworthiness in research refers to the process of certifying that the findings of the study represent data that was actually collected during the data collection process. To this end, during the collection and analysis of data for this study, Lincoln and Guba's (1985) essential elements of a qualitative study were ensured—credibility, transferability, dependability, and confirmability.

The credibility of the study was determined by the triangulation of the sources from which data was collected. To achieve this, data for this study were collected from different sources like the focus group, individual interviews, and the study of relevant documents like the Ikom local government act, the Nigerian Tourism Policy Thrust, the Nigerian tourism policy and strategic plan, annual reports, community development

strategic plans, budgets, memos, and directives responsible for the development, packaging, and promotion of Nigerian tourism heritage sites and their host communities. These different sources being used within the same The research method helped to provide the study with a robust, comprehensive, and well-developed understanding of the research questions under inquiry.

To enhance the transferability of the study, I made sure that data collected during the interviews were thick descriptions of the study, to enhance the ability of the data's transferability to another context, or another study. Furthermore, dependability was achieved through the triangulation of sources where data was collected from. Finally, confirmability was achieved through an audit trail, where I detailed the process of data collection, data analysis, and how I interpreted the data, to certify that the internal process was based on hard data.

Results

This study had two research questions that were analyzed according to participant responses, as well as the study of documents that were relevant to the subject matter under inquiry. Participant feedback reported, are excerpts from both individual interviews and the focus group that was conducted. The 16 participants invited for the interview were selected from individuals with the requisite experience and knowledge in the areas of policy administration, tourism, and hospitality, community planning, and development, while the six individuals selected for the focus group of residents of Ikom, without professional or specialized knowledge and experience on the subject matter of inquiry.

The combination of feedback from both groups, allowed me to gain a holistic

understanding of the subject matter under inquiry.

Research Question 1

The first research question was, what is the impact of tourism development

policies on underdevelopment in Ikom, Nigeria? From the analysis of the participants'

responses from individual interviews and the focus group interview, 91% percent of the

participants reported that tourism development policies have not had a tangible impact on

underdevelopment in Ikom, because tourism is neither a major nor minor contributor to

development in the community. Despite existing tourism heritage sites situated within the

community and its immediate environs, as well as Ikom being a central bustling urban

community in Cross River State, tourism has contributed very little to the growing

development the town enjoys. When asked about the drivers of development in the

community, all 22 participants attributed the past and current development of the town to

its private and agricultural sector, as Ikom is known for its farm to produce exports to

other parts of Nigeria and neighboring countries like Cameroon, whose border is situated

20 minutes by road, from Ikom. Subsequently, three themes—drawn from the responses

of participants—emerged in response to this research question.

Theme 1: Lack of Allocation of Resources for Tourism Policy Implementation

The first theme was the lack of allocation of resources for tourism implementation

is responsible for the intangible impact of Tourism Development Policies on the

Underdevelopment of Ikom, Nigeria. In assessing how the lack of allocation of resources

for tourism policy implementation affects Ikom Local Government unfavorably, 17 of the

22 participants or 77% of the total sample shared the belief that policies already exist for developing tourism in Ikom, but there are not enough resources being allocated to implement these policies. Below are excerpts form participant responses:

> The impact is zero. It's completely zero in the community and that's not a good sign for us. And even though we've had politicians, especially particularly from that area that I mentioned right now. We've had the politician who has been consistent in government for 26 years and have not been able to drive those policies to full implementation. So the challenges of development are still the way it is nothing has changed. Without a budgetary allocation for implementation, a policy is as good as an opinion or a passing comment. Very many times, we have heard here how the government has promised to look into our tourism sector, you know… even if we are here in the bush, we know what is happening in Dubai, Lagos, America and the like… and the conclusion is money! They use their money to develop their tourism. Yes, we know they are policies but where is the money to implement? (Participant 7)

> I have always said that there are policies to address underdevelopment in Ikom. Every government has one, even we in the local government, there is a plan…. all we need is resources to implement them… this one that every new politician that comes to power wants to come with a new plan, new policy, let me tell you…. If they bring their plan and they don't bring money and resources to implement it, then their plan is as useless as the one that existed before it. (Participant 22)

I could say government has phases, you could have an idea, you could have a

vision and then the people you commit to run The vision are also something, I

give you an example: The road from Ikom to the waterfalls has been contracted

several times, but we keep hearing that the contractors who get involved in those

deals, don't go out fully there to do what they can actually do. So, sometimes

there are lapses between who goes to implement. The policies could be right, the

vision, the idea could be wow, but the people you commit to go Implement them

have their own motives. So, the the perception is that ideas are good. The

government wants it, right? But the implementation, when it gets to the

implementation stage, the people who get involved are not really true to the cause.

so there's not a whole lot of progress in that area. (Participant 1)

Participant 1 added that a few years back, the government has started to develop

the area around the Agbokim waterfall into a park, but this was stopped when the

politician that approved it, left power and the one that came after, did not continue the

implementation of the previous regime's policies, thereby attributing the lack of

allocation of resources for policy implementation to a lack of continuity in government:

Yes, was it not Owan Enoh that began the development of this area when he was

senator? We thought that when he left power and Ndoma-Egba came, he would

continue with Owan's policies for developing the area and making this place a

functioning tourist attraction center, but Ndoma came with his own policies, and

halted the implementation of the previous policies in place. There is no continuity.

If there is no continuity, there is failure in policy implementation and we will just

be seeing uncompleted buildings everywhere.

Owan Enoh when he needed the support of his people …. That is when he was

running for senator, because you know his village house is a stone throw from the

waterfall… yes, so when he needed their support, he made an effort to show

interest in the development of the place, but after he got elected, his priorities

changed… I can't say for sure that resources are allocated because they're needed

in a particular place, because Ikom is telling a different story in that regard you

see… I think it is based on elite interest. (Participant 9)

Participant 11 who lived only 2 blocks from one of the tourism heritage site—

Agbokim Waterfalls— and was a member of the focus group, stated that even when

resources are allocated for tourism policy implementation, local governments like Ikom

get a smaller share of those resources: "By the time this small share goes into the hands

of the people in charge, there will be nothing left to promote tourism in Ikom."

Participant 2 shared various statements on how the lack of allocation of resources

for tourism policy implementation has led to Ikom local government lacking the

resources it needs to take its tourism industry to great heights:

One major resource is money and it has a channel of flow. It has to get from one

hand to another hand until it gets to the hand of the person in charge of

implementing the policy, in this case, local engineer who has to implement the

policy. This is why local government are clamoring for autonomy because we

would rather receive allocation from the federal government directly, and that

way, we are…. You know… sure of having what we need to implement policies.

The state government always keeps the lion share of allocations and we never get

any and that is why things are the way they are. The roads are bad, there is barely

electricity supply.

The response from participant 2 further showed how the lack of allocation of

resources for tourism policy implementation impacts underdevelopment in Ikom.

Participant 5 shared that tourism and the Ikom people are suffering because of the lack of

proper dispensation of resources that's why there's a clamoring for Local Government

autonomy so that Local Governments can get their funds directly from the government to

implement their policies.

We have been seeking for local government autonomy for some time now, and

hopefully in the upcoming elections process, our demands will be made clearer….

I don't know how we will do it, but local government needs autonomy, especially

Ikom… otherwise, we will keep eating the crumbs that falls from the master's

table, to our detriment. (Participant 5)

Participant 8 added that until the Local Government has its autonomy, they'll

continue to be a shortchange of resources which puts development in Ikom Local

Government at a great disadvantage. The following excerpt is from the participant's exact

response.

The development that Ikom is enjoying now is from these Igbo boys with money

from Ebonyi and Enugu …. that have come to build hotels and businesses

here…you know Igbo people can be very illustrious… yes! But government funds

have done very little to support development in Ikom. Is it right for an outsider to come and develop my hometown? Is it even beneficial to the indigenes of the community in the long run? No! we are selling our indigenous lands to investors because they are bringing development…... if the government is playing their part, we won't have to…. Once the local government can be autonomous, we will be getting allocations directly from government and not through the middlemen who shortchange us. (Participant 8)

Participant 15, a member of the focus group, shared that budgetary allocations for development and policy implementation should be a priority of the government because it will promote and preserve the welfare of tourism host communities: "the government is a key stakeholder in every step of the policy implementation process, especially to keep an eye on how things are being done."

If private sector, I mean these Igbo businessmen from East, if they are given the mandate and license to develop these places, they will aim for profit maximization and perhaps in the process, adulterate and tamper with the sacred cultures and traditions of the indigenous community all in the name of recovering their investment and making profit abi? …. But if the government can do the needful, they can regulate the activities of businesses that want to benefit from their investment and in the same vain, protecting the welfare of the community. (Participant 21)

Participant 13 who was also a member of the focus group shared that the tourism sector in ikom has gotten a recent facelift solely from the efforts small hospitality

business owners who seek to harness its potentials and not from government resource allocation:

> From what I've seen, these young boys, these young boys who have gone to Calabar and Abuja and seen how ordinary citizens are creating businesses for themselves out of tourism, have returned to start to organize vacation trips to Agbokim waterfalls, especially in December when the tides are down…. Recently I heard that they made a lot of money from hosting the visitors who lodged that that hotel opposite forestry road…. They took them to Agbokim and made some money…. They have even worked on the waterfall, they put like a sit out at the entrance to promote their business…Isn't that a good thing? (Participant 13)

Participant 17 shared that waiting for government approval and action to develop and promote existing tourism sites in Ikom has inhibited them from harnessing the potential benefits of the tourism sector for their economy.

> We have waited and waited. We have written so many proposals, letters and sent design plans to the relevant and appropriate offices, because we are seeing what people are doing outside with their own natural resources and we want to do the same here…. each time it's one story or the other, I personally think that it is not a priority to them and maybe only Calabar, because maybe it is beautiful enough for rich men…. Maybe that's why they are focusing their attention there. (Participant 17)

In addition, participant 4 who worked in the local government office, suggested that due process and bureaucracy may also account for the lack of allocation of resources for tourism development, from the government.

> This question about asking what efforts have the government made towards tourism development…. hmm…. Do you know how many jobs we have tried to put in the state budget for the development of Agbokim here? Every time you ask, they'll say we are on it… our hands are tied. We have done our part, and I know it is not enough for the people they elected us to serve them and we won because we made promises…. it is on getting here now that I'm seeing that even promises are subject to due process…. So you see? If government office says they're on it, then we wait. We can only send reminder. (Participant 4)

Participant 12 shared that "financing and proper supervision is the backbone of sustainable policy implementation", and Participant 3 also shared that proper allocation of resources would be used to ensure the implementation of tourism policies and a sustainability of the same, which will then begin to impact underdevelopment in the community.

> As a government official in Ikom ward, I know that they are policies in our local government constitution that if implemented and sustained, will definitely impact underdevelopment in this community…. For example, the Nigerian tourism policy thrust proposes the promotion and marketing of tourism in this country… in our case, it has remained a suggestion you see…. Very little effort and very little resource has been put by the state government towards packaging and

promoting Agbokim which is already a very popular natural heritage site in this

country. If the potentials in our tourism sector is not harnessed, where can

development come from? Farming? Impossible, because even our agricultural

sector is not being harnessed. Plantains and yam the size of my whole body are

grown in Ikom, yet, there is no single processing factory. It all goes to waste

every harvesting season, because how much food can a small community

consume without resorting to wastage? (Participant 3)

Further analysis of participants' responses showed that if they are no resources to

implement policy, tourism cannot be developed to a stage where it will begin to

positively impact unemployment and small business growth in the community.

Furthermore, proper allocation of resources for tourism implementation will also impact

underdevelopment in that, the host community will enjoy the provision of basic amenities

like good roads—at least the ones leading to the tourist site—pipe borne water, and

electricity, in other to make the community around the tourist site, functional.

Participant 6 further posited that provision of resources for implementation of

tourism development policies will also motivate both stakeholders and members of the

host community to invest their time and energy in maintaining the investment that has

been made in their community because of its impact on underdevelopment in their area:

If we get what we need, these businesses will know that at least, they have the

backing of the government to support their efforts. But as it is, one ant cannot

feed a colony… you know. If the government creates a foundation for tourism to

thrive in ikom by providing the resources, then these businesses can become like

agents for the tourism sector and everybody wins. (Participant 6)

Lastly, Participant 20 shared that implementation of tourism development policies

will lead to enhancement and redistribution of income, poverty alleviation, job and

employment creation, and most importantly, foreign exchange of goods and services in

the area, a positive impact on underdevelopment.

When policy is implemented, the results will be obvious. If Agbokim waterfall is

developed, you will begin to see development in the community, they will be light

to support the hotel and restaurant in the area that will house guests and visitors,

the local vendors in the community will have customers for their business. These

things are obvious, so I don't know what the delay is…. Its almost as if the

government wants the local people to remain local. (Participant 20)

Theme 2: Politicization of Tourism Development Policies and Implementation

16 out of 22 or 73% of the participants shared that when it comes to implementing

tourism development policies, politics plays a huge factor in the allocation of resources.

Who gets to finally execute a government contract is largely determined by

partisanship—favoritism shown to members of a political party. When a Local

Government is not in the same political grouping as one of the major political parties that

govern Nigeria, that local government is sure to suffer. Politicization goes further than

stunting the implementation of policy, because even when resources are allocated for

policy implementation, the contract is almost always never awarded to the most qualified,

but rather, to the company with the greater political influence. Below are excerpts from their responses.

> In this community, we are sick and our disease is a political one! It is affecting even the price of ordinary drinking water. We can move forward; we can develop but the corruption of politics will not allow us to. It's so bad that a chief will not allow something like a hotel to be built in his community, if they are not in the same party. They will frustrate the investor. (Participant 5)

> But as long as politics exists in Nigeria, Ikom's tourist attractions may never have any tangible impact on the underdevelopment in the community. For instance, Ikom Local Government stakeholders can be denied projects for tourism development if an opposition party wields a greater power. Equality and fairness in Nigeria, therefore, do not exist, and Ikom Local government tourism is suffering because of it…… Cross River used to be a PDP state but since PDP is not in the federal seat of power, only community members where their leaders won election with APC party are enjoying state and federal allocation. (Participant 2)

> Anytime a new government comes in power, you will notice that they do not continue the activities of the previous government. That is why the development in Agbokim stopped. Someone started when he was in power, but as soon as he left, it stopped. We will benefit more from continuity in governance. (Participant 19)

They are many well-meaning and over-qualified engineers and project managers

who have sent proposals to the state government to work on this place, this

Agbokim Waterfall and turn it into an attractive resort…. But because they have

no political pull, no godfather in the government house to influence the powers

that be, this place and this community is suffering as a result. (Participant 6)

There is a true story going around of a councilor of one of the wards in Ikom who

switched parties from PDP to APC because the governor changed his party … he

had to, otherwise who will pay his salary? So do you see what I mean? If an

elected person in office is forced to do that due to condition, what is expected of

the average man. Is that the person that will fight for development of the

waterfall? Someone that is after his daily bread? (Participant 7)

Agbokim has gotten a lot of interest from investors… they want to come and

develop the place, these people from the East who have bought lands in Ikom,

they want to also develop that place, but the government is not helping to make

this happen because they are not awarding contracts by interest or merit, they are

awarding contracts in the budget to people that they know will sort them out when

payment eventually drops. (Participant 18)

Participant 21 and participant 3 interestingly shared the perspective that politics

had meddled into sectors of the community's economy like funding and governance,

suggesting that the politics of governance was what determined the allocation of funding

for policy implementation. Below are excerpts from their responses

If it were just politics alone, that would have been fine, but I am talking about the politics of funding, the politics of resource allocation, the politics of governance, do you see where I am going with this? They have turned everything into politics, to the detriment of the people. It almost seems like the people ae the state house are motivated by their own interest, rather than the good of the collective. If not so, why will they be aware that developing tourism in this community will boost other sectors of the economy and still do noting about it? (Participant 21)

Politicians are not saviors or messiahs you know, because that is what they pose as when they come to do campaign. They act like they will show us what we don't know and deliver us from what is troubling us, yet, they are just humans, interested in their own welfare. If not so, explain to me why all the biggest businesses in Ikom are owned by politicians? They are the ones making the rules in their Favour, giving themselves contracts and reaping the rewards. What happens to the common man like me? We vote them in to help us, they get there and help themselves. (Participant 3)

Participant 22 and participant 19 shared in their responses that The politicization of policy development and implementation is a national problem. Below are excerpts from their responses

This thing did not start today, neither did it start in Ikom, from the federal government down, everybody is guilty. It baffles me really, that so much potential goes to waste in this country because of politics. When you go for a meeting in the statehouse and it is your relationship with the governor that determines what

you take back home to the local government, that affects policy implementation tremendously. (Participant 22)

In my little knowledge, you have to bid for contracts…. Even if they are in the budget already, you have to bid for them and when you win that is when you get them. To bid for a contract, you have to have money to execute it and connections to even get you to the point where you can begin to clamor for it…. If you look at it well, we are already at the loosing end in the local government. From Abuja down, this is the process so it is not by what is needed. If you cannot do what is obtainable, all you have is I wish… I wish. (Participant 19)

The responses from participant 9 and participant 17 showed that for the development and growth of tourism sites in Ikom local government to be actualized and for it to have any impact on underdevelopment in the community, the stability of the political system is essential. Because even if there is a policy in place for tourism development, its implementation and the aftermath effect on underdevelopment in the host community is dependent on the unity and singular vision of the political system it exists within. Below are excerpts from their responses.

Our political system is not united. It shouldn't matter what party you belong to or what flag you fly. The collective goal, the vision should always be priority. We will not see tourism impacting underdevelopment in this community any time soon because there is no unity to focus on developing that sector. Everyone is after their own pocket. (Participant 9)

There is no unity among investors, community leaders and the government. If

someone comes to develop the monolith now, like to clean up that area and

suggests that they move the stones to a place that will be easier for tourists to

access, and the chief says no because of political interests, the representative of

government leadership does not give approval because the investor is from a

different party…. What becomes of the idea? Nothing. (Participant 17)

When asked about the recommendations they would provide to improve the

impact of tourism development policies on underdevelopment in their community,

participants 16 and 4 shared in their responses that the politicization of the tourism sector

in particular is further considered to be a result of primordial identities such as ethnicity,

religion, godfatherism and the partisanship and Nigeria will only begin to benefit from its

well-meaning policies when the trend of politicization is reverted. Below are excerpts

from their responses.

Ikom has expanded a little to contain people from other places, let's just say

migration. We now have Igbo, Hausa, Yoruba, Benue, people of different tribes

now living in Ikom. Even Muslims, ae becoming a big part of the population,

unlike before. We need the opportunities and the allocation of funds to reflect the

demographic dynamic in Ikom. Some people are still doing business based on my

brother my tribe. It will not benefit them. (Participant 16)

Some people are in power today because of their godfather. Not because they

merited it. Some are in power because of their religion or because of who they

know. The fault is everywhere. We need the people to know that these things,

religion, who is my godfather…. All of that is just division and disadvantage.

Division will not help us, unity of purpose will. (Participant 4)

Theme 3: Little Impact of Nearby Tourism Hubs Like Calabar and Obudu on Underdevelopment in Ikom

The third theme that followed is the little impact of nearby tourism hubs like the world renowned Calabar Carnival which happens every year in December in the capital city of Calabar, just 4 hours or 217.6 kilometers away from Ikom, and Obudu cattle ranch mountain resort, located 2 hours or 139.6 kilometers from Ikom, have had no tangible impact on underdevelopment in Ikom, which is situated centrally between these global tourist hubs, in Cross River State. This theme was drawn from the responses of 14 out of 22 or 64% of the participants.

The Calabar Carnival festival in Cross River State, Nigeria, has made Cross River State a huge tourist destination for Nigerians and international tourists. It has boosted the economic sector of the municipality wherein it occurs, while providing the cultural heritage of the Calabar people with global exposure and interaction. In 2004, the then governor of the State, Donald Duke had a vision of making the State the hub for tourism and hospitality in Nigeria and Africa. It was the most suitable platform for brand visibility for consumers. It also generated a huge stock value in terms of market awareness. By strengthening the capacity of the locals to participate in an economically beneficial way (Amalu, Titus E., et al., 2012).

Participants 18, 19, 21 and 22, in their responses, shared that they could not notice any visible impact of nearby tourism hubs on underdevelopment in their community.

They however admitted to noticing that every year before the carnival, roads within the municipality are repaired, stakeholders and investors build new hotels and other businesses to cater to the expected visitors. In the same vein, the Obudu Cattle Ranch in Cross River State, the town of Obudu in Obanliku Local Government benefits from the influx of both Nigerian and international tourists because of the development of tourist attraction sites by the Cross-River State Government. Below are excerpts from their responses.

> There is no year that the governor does not fix roads in Calabar or start one development project or the other, not in January or anything like that o, no… like when we're approaching December, that carnival period, then they begin to do projects and rich people begin to build hotels. If you even go with your small food business to Calabar that period, you will sell until you're tired. Calabar is enjoying most of the things its enjoying now because of the carnival. In fact, that is what people know Calabar for. If there was a festival in the Waterfall now for example, I'm sure our senator or house of reps member will put jobs in the budget, so that roads will be fixed and they will be electricity in the area because of visitors that will be coming…. Agbokim will be developed because of the waterfall. (Participant 18)
>
> Ikom has well to do sons and daughters all over the world, and they come back home in December. Yes, from all over but there is nothing to spend their money on. In fact, some of them end up coming to visit their family here, and then go to Calabar to spend their money. Those people are tourists….. the only thing a

nearby tourism hub like Calabar carnival is doing for us, is robbing us. We are not benefiting from them in any way. (Participant 19)

When the Carnival did not hold because of Corona virus, Calabar suffered. That is when a lot of hotel owners knew that their only real money is from the carnival. Calabar suffered…. It was just an ordinary place like Ikom without that carnival. So picture that yeah…. If Ikom is like this now without any real impact form tourism, what would it be like if we had our own carnival activity here? The whole place will come alive…. That is why I am suggesting a smaller version of the carnival here in December. One here, one in Calabar, so we can enjoy carnival development too. We are centrally located, it is perfect. (Participant 21)

If you have never gone to Obudu before, you will not know what government has put there. It is like a small America on that ranch. You know the federal polytechnic is there and the sitting governor is also from there…... the have put a lot in that place and Ikom is just on the way to Obudu…...you must pass through Ikom to get to Obudu. Ikom is like bus stop and we have this beautiful waterfall here… if half of what was put in the ranch is put here, Ikom can be bigger than Calabar overnight…. Because we are close to Enugu… already half of the people that live here now are from Enugu and Ebonyi. (Participant 22)

Analysis of responses from participants suggested that Ikom would benefit more from its tourisms sector if tourist attractions like the Calabar Carnival in Cross River state is broken down into carnival sub-centers within the state—Ikom being one of them due to its central location—this way, every tourism host community in the state would get to

experience the benefits of being located near a popular. Additional benefits include a seasonal economic boost due to tourism activities and an opportunity to advertise their own tourist attractions for potential stakeholder investments. In addition, residents of the carnival sub-centers and its immediate environs would not have to go all the way down to Calabar to experience the carnival, therefore reinvesting the funds they would have spent in Calabar into their own community. Below are excerpts from participant responses:

> I have seen a lot of people stop cyclists on the road at Ikom four corners and ask... which side is Obudu road? We are going to ranch…. Can you believe? Ikom is here with the monoliths at Nkarasi, and the waterfall at Agbokim, but we are missing out on these people and their investments. Hotels here would be happy if visitors can stop here from Calabar on the way to Obudu, and see what we have to offer and patronize our traders on the way. (Participant 9)

> Even though Calabar is supposed to be one hour away by Original design, the road leading to Calabar now is very bad and the government has done nothing to fix these bad roads for years now. The journey that usually takes 30 minutes to an hour now takes up to 5 hours. Transportation has also increased because of the bad roads and most people in Ikom would not want to take the risk to go to Calabar because of the carnival, so also people in Calabar would hesitate to come to Ikom because of the bad road. (Participant 6)

> Calabar is not suppose to be far from Ikom, the sitting governor tried to remedy the current transportation issue between the two places by proposing a super highway project which I believe he started and stopped half way…. Story of our

lives. Anyways… some people will definitely not go to Calabar because of that long journey in December…. Why not put a carnival like that here in our own stadium? We have a stadium here, we have hotels. Why not do a carnival here? Instead of having people who come home in December with money to spend, return back to their base with the same money. Ikom loses, the economy loses. (Participant 4)

When asked about how tourism activities have impacted the development of their community, some participants in the focus group (participants 11, 13 and 14) admitted to having knowledge of the carnival in Calabar. According to their responses Since the inception of the Calabar Carnival, the festival has become one of the biggest tourism and leisure attractions in West Africa. But its tremendous growth and popularity have failed to rub off on neighboring communities like Ikom. Below are excerpts from their responses:

I have been to the carnival, my friends attend uncial, so during that period, I go to Calabar to stay with them and enjoy the celebration, in fact my friends sell food at night on Marian road to make some money from the visitors that period….there is nothing like that in Ikom, that is why I go to Calabar self…. Ikom is dry is December. (Participant 11)

The carnival is very big o! white people from other countries come for it self, some of the dancers displaying are from Brazil and places like that I've gone two times! Calabar is very choked that period… but nothing happens in Ikom. They don't even say let them come to this side of Cross River after the carnival…. If

even half of that population come this side in December, hotels will make a lot of money. (Participant 13)

Tourism does not provide for people in Ikom, it is farming. Farming is our work…. And bush bar is our enjoyment. Although it would be nice if someone can make money from something other than cocoa farming. (Participant 14)

From participant 20, I garnered that the heavy investment of the state government in the development and promotion of popular tourist locations within the state like the Obudu mountain resort and the Calabar Carnival have aided the development and economic growth of those host communities, as well created employment opportunities for its residents. Underdevelopment in ikom would definitely experience a facelift if the same effort was put into developing, packaging and promoting its tourist attraction centers:

The carnival has helped Calabar, but left communities around it void of the same experience…. I'm not saying that everywhere must be like Calabar…I'm just saying that with the population of people that visit during the carnival period, the whole state is supposed to be reaping the dividends of tourism. (Participant 20)

Because at their local level, the agitation has been for basic amenities…. You have some of these attractions that probably brought development. Now, if you make them comfortable in Agbokim, where you have the falls, you won't have to hear them talk about Buhari. They have water to drink. They have good roads to move their agricultural products to the ladder Market where they can sell and make the against and go back to fall back… things like that… Now you could

imagine if they have a working functional park there by the waterfall…. it will to

boost the economy in the area. if they have all the basics in their community, why

would they want to go all the way to Calabar for recreation? (Participant 5)

Research Question 2

This question was the following: What is the perspective of the Ikom people on

the impact of tourism development on underdevelopment in their community? Response

to this research question was garnered from both the individual interviews and the focus

group. However, the focus group served as an advantage to answering this particular

research question because, the interaction between the focus group members allowed me

to confirm some insights on the perception of the people towards the impact of tourism

development policies, on underdevelopment in their community. Furthermore, because

the focus group was comprised of residents of Ikom, without professional or specialized

knowledge and experience on the subject matter of inquiry, it allowed me to gain

undoctored insights into the perception of lay men on the subject matter.

This happened because the focus group provided an interesting way to develop

insights from information that was garnered from participants' responses because, when

each participant provided their response or perspective on a question that was asked, the

experiences of the other participants would either contradict or expand on the initial

concept that was shared. It provided me with holistic data, with which to analyze the

research question in focus.

After analyzing the responses of participants, it was garnered that their perception

of the impact of tourism development policies on underdevelopment in their community

was that tourism, although having significant potential, was in its early development stages in the community and therefore, tangible impact on underdevelopment in the community was not observable. Subsequently, two themes, drawn from the analysis of participants' responses to interview questions, as well as the study of relevant documents to the subject matter, provided an explanation for the drawn conclusion:

Theme 1: Lack of Awareness/Orientation Among Host Community Residents on the Potential of Tourism Sites Located Within Their Community

This theme, drawn from the perception of 8 out of 22 of the participants—and this sample included all 6 participants from the focus group—is the lack of awareness and orientation within the host community about the tourism attraction sites located within their community and its potential impact on underdevelopment within their community. Particularly, participants in the focus group—comprising of laymen without professional knowledge in the area of tourism, policy or administration—while having a general knowledge of tourism, did not show awareness of the potential impact that the tourism attraction site located in their community on the effects of underdevelopment that they experienced on a daily basis like no access to pipe-borne water supply, electricity, healthcare centers and a decent road network. Their feedback allowed me to confirm some insights on the perception of the people towards the impact of tourism development policies, on underdevelopment in their community. Below are excerpts from the participants 13, 11, 12, 14, 15 and 16 in the focus group:

> The impact of personnel on community awareness is very low…. the historical
>
> perspective is very low. So everybody just know we have a fall and that's it…

they have no idea what it can do for them…... even the monoliths…. I had no idea

that these stones use to be located in the headtown (entrance to the community)

Me I thought this is where they've always been. See how they're arranged in a

circle, I always thought this was the most interesting part of the stones because I

thought God made them like that. I didn't know it was a human that arranged

them like this and moved them from their original location. (Participant 11)

It is obvious that a lack of access to information can prevent us from using it for

our own good. I live in Ikom but I haven't thought given much thought to how

Agbokim waterfall can bring development to the community. Its funny because

even when I go to that area, I don't really think of visiting the waterfall…. The

people in the community just fetch water from it to drink, wash cloth, bath and

stuff like that…. Not use it as business. (Participant 13)

I do not know the history behind the waterfall. But I have heard that there is an

underground cave there that you can use to go to Abia state, they said that people

use to use it during the civil war to escape… who will come and pay to get that

kind of information? Can that be used as business? (Participant 12)

There is a town hall in Ikom, if you have complaints you can go there, if the

councilor wants to hold a meeting, we go there, if there is meeting of the youth or

elders in the community, we go there… I have heard the town hall use to be like a

small museum for the community where people can go and learn history, see

cultural display and other things, but I have personally not seen anything like that

there. I only heard. I have not even gone to the place before, I only heard this one as talk. (Participant 14)

Knowledge is power and if the people can be properly educated on the history of its community and how tourism will benefit the economy, they will become human capital. If our schools can teach history, the youths will begin to create jobs for themselves as opposed to waiting for the government to give them jobs. If the orientation agency works hard to educate the residents of the host community on the potential of what they have, it will go a long way in increasing their interest in tourism development here. There's a whole lot of deception concerning who is to do what… but what can you say if the people don't even know what to expect? (Participant 16)

I have lived close to these stones for almost all my life and every morning I wake up, I see them, I come back the next day and the same thing. They're interesting, but they are not doing anything for the community, they are not helping the community. (Participant 15)

Participants 18 and 20 who were part of the individual interviews were very abreast with the history of the monoliths. Their responses suggested that if information about the tourism heritage site was made available to members of the community, the potential of harnessing it for the benefit of the community will increase. Below are excerpts from their responses.

Look at the human capital…. And let's look at personal development. In our schools these days, they no longer even encourage history. So even the the the

host community and the people living in the host community Don't even have an idea of what that waterfalls can be useful. They don't even have any history backing up that stuff not to talk of what this can generate, like the income, the Development, and the revenue that that particular place can generate. (Participant 18)

Most of the information we have about our community, our history, is from stories, hearsay here, hearsay there… if we can package this information and do more research before our generation passes with the little knowledge we have, it will benefit the youth and maybe like the carnival in Calabar, they can package this information, put it on display for the world to see. (Participant 20)

The apparent lack of awareness by members of the host community on the potential impact of the tourism attraction site on underdevelopment within their community could be alleviated by reorientation or an awareness campaign on what they have in their community, its potential impact on the underdevelopment of their community. With this knowledge, host community members will become activists for domestic tourism as well as beneficiaries of the boundless contributions of the tourism sector to their existing economic and socio-cultural lives.

Theme 2: Impact of Sacred Traditions and Cultural Practices On Tourism Development

This theme, drawn from the responses of 12 out of 22 participants, is the impact of sacred traditions and cultural practices of host communities, on tourism development. The reflection of a policy is in the environment upon which it is implemented. To this

end, the extent to which tourism development policies can impact its environment is heavily dependent on its acceptance of members of that community. Diedrich and Aswani (2016) cited the lack of exposure of tourism host community members to the ability of tourism to develop, empower and sustain a thriving socio-cultural and economic society as a causal factor for Nigeria's underperforming tourism sector.

Some of the participants from whose responses this theme was drawn shared that they were traditional worshippers and therefore held these sites in high regard, for their mystical powers and the role they played as a place of worship, prayer and consultations of ancestral spirits. To this end, they were not welcoming to the idea of foreigners seemingly desecrating the sanctity of these sites in the name of tourism. Below are excerpts from participants' responses:

> The stones are very important to us, to us, they are more than just something for spectators to awe at. Yes, tourism is good, but must everything sacred be turned into an object for entertainment? Maybe they are the way they are for a reason. Maybe that is how the spirits of the land want them to be. (Participant 3)
>
> I am all for development, but some things, like some traditions and customs are not for the public. It is not something you put in the hotel brochure for everyone to see…. anyways, nowadays, since Christianity, people don't really value traditions again, it like caricature… but tradition is real and should be revered. (Participant 5)
>
> In the old times, when a woman is barren, they come to the stones to pray for children. In order for her prayers to be heard, the woman will paint the stones

with chalk while praying and making her request and by so doing, she becomes
pregnant. although it isn't common knowledge, it is only elders that have this
knowledge because they have been around for much longer that the youth…. In
times of war, we were told that the stones protected us from attacks, but like I
said, it is only we the elderly that know this and it's mostly from stories our
parents told us. (Participant 18)

If the person in charge does not come around, you cannot enter into the cave to sit
and look at the waterfall, because as you can see, these stones are arranged in a
certain way, they represent our elders of the community who have gone ahead of
us to the other world. They have to give permission before you can pass…. And I
cannot speak their language, only the person in charge can do that for you.
(Participant 15)

There is a particular place in Agbokim waterfall that if you stand there as a
woman and request for twins, you will have it, the place is the road in-between
two rocks called Amba and Manyo, which are the local names for twins in
Ejagham… one woman from Port Harcourt went and stood there, and asked for
twins according to the names of the rocks and she got it, it's a popular story. But
we are very sensitive about certain places in that area, that is why people cannot
just go in anyhow they like. (Participant 8)

I am a Christian and I do not believe in traditional worshipping, but even the bible
says you should give to Ceaser what is his. In that regard, while I will not indulge
or entertain these traditional practices, I will not abuse them either. If the guardian

says no not go here, or do not go there, I will have to respect it or face the consequences. Perhaps that is the reason why development has not come to the waterfall… maybe the spirits in charge of the place do not want progress because it will interfere in their activities. (Participant 1)

I am personally from Agbokim, that is my village, although I live in Ikom. In Agbokim we are very traditional, especially that waterfall, I think it's a shrine because how can a place so obvious and in need of development not see any investors to take interest? I have gone to Calabar and Lagos and I know what tourism can do for a community, it can change the trajectory of their economy for the better. My conclusion is the spirits of that waterfall are holding it hostage. (Participant 4)

This perception was further buttressed by their lack of exposure to tourism activities and its potential to open up their sacred cultures and traditions to socio-cultural interaction. From some participants, I gathered that some of the participants had not travelled outside of Ikom, even to nearby tourism hubs like Obudu and Calabar and therefore could not understand the ability of tourism to improve the state of underdevelopment in their community. Participant 10 stated that like some residents of Ikom, he had never left Ikom except to go to *sleeping farm*—a concept of going to a farm so deep into the forest that one would have to spend the night, or even days there, depending on the nature of farming. Furthermore, participant 10 shared that tourism had never been a reason for him or anyone he knew to leave Ikom and because of this, it was

hard for them to understand that marketing certain aspects of their cultural practices was a way to bring development to their community:

> Well, I have not been to Calabar before, because I do not have any reason to go there, if I have to travel outside of Ikom, then I am going to sleeping farm…. is sleeping farm tourism? my children help me on the farm, what are they going to Calabar for? Maybe for university they will go, but not to go and visit any particular place just for the fun of it. If people are looking for where to go and what to do, they should go to farm. (Participant 10)

From participants' responses, I found that their perception of the impact of tourism development policies on underdevelopment in their community as intangible, not only lied with their lack of awareness of the potential of these tourism sites to bring development to their community, but also in their lack of participation, as stakeholders in the formulation, funding, implementation and monitoring of tourism development policies in their community. Below are excerpts from participants' responses:

> A lot of the people in Obanliku have never been to the ranch, and the ranch is just in their back yard….. they do not have the financial muscle to enjoy such luxury. The same way if residents in Agbokim see people coming to tour the waterfall….. one time my friends and I went there for a picnic in December when the water tides were low…. They were looking at us like foreigners with money to spend. They have named tourism an activity for the rich and therefore see no reason to agitate for its development in their community. They have this kind of…. E no concern us vibe. (Participant 12)

There is a chief in all these villages. Agbokim has a chief, it has elders and things like that, yet they rely on government from everything. Yes, local government does not get allocations like they should, but they sure get something….. what do these people do with the money? A whole Agbokim, till not does not have light? Does not have decent water supply? Does not have a clinic, yet a former senator is form that community, a former senator even has a giant house in that community where these amenities exist… like an island almost. (Participant 20)

The truth is that the people in these communities do not know what they have. Usually people wait until they lose something before they begin to appreciate it, not so? Ehen, there is not enough pressure from the people on their counselor, to do the needful. Funny enough, I believe that if the people even knew what they had, they would find a way to start harnessing it and that will force the government to take notice. Unluckily for us, we only know how to talk here. Everyone seems to know what they need, but they don't know how to get it. They are always pointing fingers. (Participant 17)

We are not participators, we are spectators. That is why Igbo people can come and develop our own community better than us. See now, hotels everywhere… it is these Igbo men. We are watching it happen. The truth is that, the one who puts an effort into something, is the one who will reap rewards. It is a popular saying. So the one who is joining to advocate for the development of our tourism sector, is the one who will reap the benefits when money starts coming. (Participant 7)

By being willing to open up some of the cultural practices and sacred traditions that they hold dear to public interaction in the process of tourism, they would be making room for the economic and socio-cultural advantages it will hold for their community. Although tourism holds potential disadvantages and damages like pollution, increase in illegal activities, and socio-cultural conflict with tourists over observance of community customs and traditions for vulnerable host communities with minimal exposure, who value their socio-cultural way of life and dread foreign influence, it also holds potential benefits when embraced, like economic and infrastructural development (Diedrich and Aswani, 2016).

Summary

This chapter contained the presentation of findings from The analysis of the interviews with the 22 participants of the study. The purpose of this qualitative case study was to assess the impact of tourism development policies on underdevelopment in Ikom, Nigeria. The data was analyzed using the thematic coding strategy as outlined by Saldana (2009) to discover themes that would provide meaning to the purpose and research questions of the study. Through the analysis, the two research questions of: what is the impact of tourism development policies on underdevelopment in Ikom? and what is the perception of the Ikom people on the impact of tourism development policies on underdevelopment in their community? Were addressed.

From the analysis of the data collected, five major themes were generated. The results of the study indicated that tourism development policy has had no tangible impact on underdevelopment in Ikom and the perception of the Ikom people on the subject

matter was the same. To answer the first research question, three themes were found: Lack of Allocation of Resources for Tourism Policy Implementation, the politicization of tourism development policies and implementation and the little Impact of nearby tourism hubs like Calabar and Obudu on Underdevelopment in Ikom.

To answer the second research question, two themes were found: Lack of Awareness/Orientation among Host Community Residents on the potentials of tourism sites located within their community and The Impact of Sacred Traditions and Cultural Practices On Tourism Development. These themes provided insights to the different perceptions of the participants on why tourism development policies have had no tangible impact on underdevelopment in Ikom. The fifth chapter contains the discussion of the findings in relation to the literature and theoretical framework of the study, as well as the limitations of the study, recommendations gathered from the study and the implications of the findings of the study.

Chapter 5: Discussion, Conclusions, and Recommendations

Although Nigeria has inestimable aesthetic, natural, and cultural tourism resources, the Nigerian tourism sector is underperforming as a contributor to the national gross domestic product. According to UlochaNna (2018), although African countries such as South Africa, Kenya, Tanzania, and Morocco enjoyed an overall increase in international tourist visits and contributed to making Africa the fastest growing tourism region with a 5.6% growth against the global average of 3.9% in 2018, Nigeria's tourism sector was underperforming domestically and internationally, recording a 10.4% decline from 2017 while it witnessed a 6.65% increase in outbound tourism from the country. Furthermore, in 2019, the World Tourism Organization yearbook of tourism statistics showed that Nigeria witnessed a further 25.59% decline in international tourism from 2018 (UlochaNna, 2018). Tourism host communities are fraught with underdevelopment crises such as the lack of basic community services such as schools, health care facilities, roads, water systems, markets, and civic centers, despite the potential of the tourism heritage sites within their communities to generate economic and socio-cultural development.

Existing literature has indicated the lack of implementation of tourism development policies and the low involvement of host communities as stakeholders in the implementation of tourism development policies given their lack of exposure to the ability of tourism to develop, empower, and sustain a thriving socio-cultural and economic society as the most significant of the causal factors that contribute to the inability of tourism to champion development in its host communities (Oloidi, 2020). In

addition, Dedrick and Aswani (2016) cited the poor packaging and promotion of tourist

locations as another factor that contributed to the inability of tourism to contribute to

development in its host communities. Dedrich and Aswani posited that once a potential

tourist attraction is not properly developed and promoted, potential tourists will not

engage with it. Furthermore, Onyinyechi (2019) posited that the lack of sufficient

information about the impact of tourism development policies on tourism host

communities in Nigeria has contributed to its inability to contribute to development in its

host communities.

Having discovered through research that the Nigerian government has made a

provision through its national policy thrust to develop sustainable tourism within the

confines of the global tourism market by capitalizing on the country's heritage and

geographical diversity as the basis for promoting domestic and international tourism

(Bassey & Egon, 2016), it became significant to determine whether the existing tourism

development policies have had any impact on underdevelopment in tourism host

communities. The purpose of this qualitative case study was to assess the impact of

tourism development policies on underdevelopment in Ikom as a host community for

tourism. Ikom is a community well positioned to benefit from the Nigerian tourism policy

thrust due to its tourism heritage sites such as the Ikom monoliths and Agbokim

waterfalls.

I used the elite theory and Christaller's central place theory as analytical

frameworks to examine attitudes of individuals toward tourism and the level of support

they give toward its development. The elite theory posits that public policy and its

implementation reflects the interests of the governing elite; therefore, policies and the resources to implement them flow downward from the elite to the masses (Ozel & Kozak, 2017). Christaller's central place theory explains how tourists develop over time and suggests that once a destination is developed and changed, different types of tourists will visit that place; as time goes by, the experiences of the tourists will change and these changes will result in new cycles of development for the destination (Daniels, 2007). The purpose of the current study was to assess the impact of tourism development policies on the underdevelopment of Ikom as a host community for tourism to advance the knowledge that currently exists on the subject matter. Given that the Nigerian government has already made policy and resource provisions to develop sustainable tourism within the confines of the global tourism market by capitalizing on the country's heritage and geographical diversity as the basis for promoting domestic and international tourism (Bassey & Egon, 2016), the purpose of the current study was to inquire into the impact of these policies on underdevelopment in tourism host communities such as Ikom.

To achieve the purpose of this study, I employed the qualitative case study method due to its ability to blend several research traditions into a valid research design. Given that the study was conducted in its natural setting (Ikom local government), the case study method was chosen due to its ability to allow for the holistic inquiry of a phenomenon in its natural setting. The primary finding of this study was that tourism development policies have not had a tangible impact on underdevelopment in Ikom, and the perceptions of the Ikom people on the subject matter are the same. Despite existing tourism heritage sites in Ikom and its immediate environs, 91% of the participants

reported that their perception on the impact of tourism development policies on underdevelopment is that it is not a contributor to the current growing development that the community experiences. According to participants' responses, the causal factors for the lack of impact of tourism development policies on underdevelopment in Ikom included the lack of allocation of resources for tourism policy implementation, the politicization of tourism development policies and implementation, the minimal impact of nearby tourism hubs like Calabar and Obudu on underdevelopment in Ikom, and the lack of awareness/orientation among host community residents on the potentials of tourism sites located within their community, as well as the impact of sacred traditions and cultural practices on tourism development. This chapter consists of a discussion of the finding of the study and their interpretation, a discussion of the limitations of the study, recommendations for future research, and the implications for social change.

Interpretation of the Findings

This study had two research questions: What is the impact of tourism development policies on underdevelopment in Ikom? What is the perception of the Ikom people on the impact of tourism development policies on underdevelopment in Ikom? The primary finding of this research, according to 91% of participants, was that tourism development policies have had no tangible impact on underdevelopment in Ikom as a host community for tourism, and the perception of the Ikom people on the subject matter is that there was no observable impact of tourism development policies on underdevelopment in their community. The first factor that accounted for the intangible impact of tourism development policies on underdevelopment in Ikom, as identified from

participant responses, was the lack of allocation of resources for policy implementation. According to participants' responses, policies already exist for the development, promotion, and packaging of tourism heritage sites in the community, but adequate resources for their implementation have not been allocated. Participants posited that Ikom local government is at a disadvantage for allocation of resources because the interests of the state government have to first be catered to. This finding is supported by previous studies. According to Oloidi (2020), although official mandates like the Nigerian tourism thrust has made provisions for the development, packaging, and promotion of tourism in Nigeria according to international standards, corruption and inconsistencies in the allocation of resources have stopped these policies from having effect and fulfilling their original purpose.

This finding is also supported by the elite theory that posits that the allocation of resources for policy implementation are representative of the interest of the elite. According to Paul, (2005), individuals in power are selected from the elite and serve the interest of the same, much to the detriment of the masses. The consequence of the elitist approach to leadership and resource allocation for development at the national, state, and local level is poverty and underdevelopment in the communities of the nonelite and disadvantaged. According to the lens of elite theory, the current finding is best explained by the corruption of the elitist system.

The practice of allocating resources for policy implementation according to the interest of the elite is fueled by corruption, which is an injustice to the masses in tourism host communities. Corruption interrupts and reduces due process to a transactional

process in favor of the elite. Under this circumstance, development in tourism host communities like Ikom will remain subject to the interests of the elite and as such will be denied the opportunity to maximize the potentials of their tourism heritage sites to generate economic and social development for the community.

Consistent with this finding, Ukaegbu and Carr (2018) postulated that the absence of a regulatory body to monitor and evaluate the allocation of resources contributes to a lack of accountability. The creation of an independent body to provide a check and balance for the allocation of resources will support the efforts to ensure that tourism host communities such as Ikom receive the necessary allocation for the development of their tourism sites; the independent body will also provide the community stakeholders with a means to seek redress in the event of unaccountability.

Another factor found was the politicization of tourism development and its implementation. According to participants' responses, godfatherism and partisanship control and manipulate the formulation and development of tourism policies, as well as the allocation of resources for their implementation. Contracts are almost always not awarded to the qualified, but to the company or individual with the most influence in the state government house.

This finding is consistent with existing literature. According to Ajibade and Ibietan (2016), the increased discretion vested in appointive officials, whose behaviors can be neither anticipated nor controlled, subjects the development and implementation of public policy to the disadvantages of due process, such as bureaucracy. Because the delivery of goods and services by the government rests on the public bureaucracy and

institutions of allied mandates, it is essential that personnel in these agencies and commissions be qualified to carry out these functions. This is not the case in many of Nigeria's bureaucratic organizations due to politicization (Ajibade & Ibietan, 2016)

Lobbyists with influential godfathers in politics use their connections and access to buy and sell contracts and resources awarded for the development of tourism heritage sites and tourism host communities such as Ikom. On an administrative level, clientilism propelled by administrative discretion is the order of the day in many Nigerian bureaucratic agencies (Ajibade &Ibietan, 2016). This explains the corruption in the system of policy development and implementation and the lack of trust that the Nigerian people have in bureaucratic processes. There is a need to monitor the amount of discretion that is vested in public officials, as well as a need for a system that monitors that allocation of public service delivery to ensure that it is done by the qualified professionals.

The third factor found in the current study was the minimal impact of nearby tourism hubs such as Calabar and Obudu on underdevelopment in Ikom. Although Ikom is situated in the center of two world-renowned tourists' hubs (Calabar carnival and the Obudu cattle ranch), they have had very little impact on underdevelopment in Ikom. This finding is consistent with previous research by Amalu and Ajake (2012) who posited that although the Calabar carnival was created by the state government in a bid to make the entire state of Cross River a tourist hub, which would lead to the generation of employment, the enhancement of cultural and social issues, and the alleviation of poverty, its impact has been contained to Calabar, the city where it occurs. Until the

current study, there had been no findings that assessed the impact of tourism development policies on Ikom as a local government in Cross River State with the potential to have abundant tourism activities as a result of its proximity to Calabar. There is a need to reappraisethe state's tourism development policies to make provisions for Ikom in the development and packaging of its tourism heritage sites.

To answer the second research question, the first theme, drawn from the perception of 8 out of 22 of the participants, was the lack of awareness and orientation within the host community about the tourism attraction sites located within their community and its potential impact on underdevelopment within their community.

Previous literature like Hussin & Buchmann (2019) have considered that certain geographical areas with tourism potential were impeded from attaining long-term marketing objectives because they did not receive the full cooperation from relevant stakeholders in the community. Diedrich and Aswani (2016) also espoused the potential damages of tourism to vulnerable host communities with minimal exposure, who value their socio-cultural way of life and dread foreign influence. These damages include pollution, increase in illegal activities, and socio-cultural conflict with tourists over observance of community customs and traditions.

An effort by relevant bodies to bring awareness to tourism host community members like Ikom on the potential of the tourism sites in their community to positively impact underdevelopment will go a long way towards growing community activism and leadership accountability.

The second theme that followed was the the impact of sacred traditions and cultural practices on tourism development. Hussin & Buchmann (2019) posited that certain geographical areas with tourism potential were impeded from attaining long-term marketing objectives because they did not receive the full cooperation from relevant stakeholders in the community. This finding offers an explanation for their lack of cooperation of community members with policymakers. This finding attributes the lack of exposure by the locals on the potentials of tourism to bring development and economic growth to their community, to a lack of awareness and orientation about the tourism sites located in their community. In an effort to protect their sacred cultures and tradition from external influence and potential contamination, they unknowingly prevent their community from benefiting from the benefits of tourism development.

This finding is consistent with previous research from Ukaegbu, Carr, and Tucker (2018) who posited that cultural revitalization for the purpose of tourism development in Nigeria cannot be successful without the input of host communities as stakeholders in tourism development and implementation. Besides farming, tourism host communities like Ikom have very few sources of revenue generation. Tourism can be used as a means of generating revenue and economic growth for the community, if only the members of the host community would be willing to share their cultural heritage through the process of tourism development.

Limitations of the Study

The first limitation of this study was the method of data collection. while participants were expected to answer the questions in the interview guide truthfully, their

responses were based on their own personal experiences which can have a lot of bias. Furthermore, because self-reported data is predisposed to the limitation of of rarely being independently verifies, the potential for bias in participant responses were present and served as a limitation to the study.

While existing studies have considered the issues accounting for the lack of tourism development policies in Nigeria, there is very little research on the impact of existing tourism development policies on underdevelopment in tourism host communities in Nigeria. This served as as limitation for the study because there was very little foundation for understanding the subject matter of inquiry.

Finally, the sample size was a limitation to the study. While data was collected from Ikom according to the inclusion criteria for participating in the study, and from only participants, the sample size may not have been representative of all the perspectives relevant to subject matter under inquiry.

Recommendations

Future researchers could consider using quantitative data collection methods like surveys and polls to assess the impact of tourism development policies on underdevelopment in Ikom. This could be useful towards identifying and measuring the relationship between variables that been identified in this study and even previous studies.

Future researchers could also consider a larger sample size for this type of study to increase the representation of participants' perspectives. Furthermore, having a more

heterogeneous sample size with more varied backgrounds could improve the generalizability of results of research studies of this manner.

A comparison study with other tourism host communities who experience a positive impact of tourism development policies on underdevelopment in their community. The insights of a study of this nature could help provide insights that could increase the conversation among relevant stakeholders on the impact of tourism development underdevelopment in tourism host communities in Nigeria.

Implications

The primary finding of this research is that tourism development policies have had no tangible impact underdevelopment in Ikom as a host community for tourism in Nigeria and the perception of the Ikom people on the subject matter was that tourism development policies have had no observable impact on underdevelopment in Ikom. The lack of allocation of resources for policy implementation, the politicization of tourism development policies and their implementation and the little impact of nearby tourism hubs like Calabar and Obudu on underdevelopment in Ikom were identified as factors for the intangible impact of tourism development policies on underdevelopment in Ikom. The consideration of these factors in the place of tourism policy development and implementation could lead to policies having a more tangible impact on underdevelopment in ikom as a host community for tourism.

In addition, the lack of awareness/orientation among host community residents on the potentials of tourism sites located within their community and the impact of sacred traditions and cultural practices on tourism development were identified as factors that

explained the perception of the Ikom people on the impact of tourism development policies on underdevelopment in their community. Stakeholders in tourism policy development should consider the inclusion of orientation and awareness campaigns in tourism host communities, as well as in their educational curriculum. These awareness campaigns could build and strengthen the knowledge and awareness of residents in tourism host communities on the potential of tourism to generate development, and economic empowerment for their community.

The findings of this study could therefore be used as an instrument of information towards the sensitization initiatives of host community residents on the benefits of tourism on underdevelopment in their community; this could bring about social change because according to Onyinyechi (2019), tourism enables communities' poor in material wealth but rich in history, culture, and heritage to be able to convert those unique resources towards financial wealth.

The findings were consistent with the elite theory and Christaller's central place theory available in the field. The elite theory posits that public policy implementation reflects the interests of the elite (Ozel and Kozak, 2017), while Christaller's central place theory posits that once a destination is developed and changed, different types of tourists will visit that place and as time goes by, the experiences of the tourists will change and these changes will result in new cycles of development for the destination (Daniels, 2007). These theories were appropriate in explaining the findings of this study.

The findings of this study could help in advancing the understanding of the factors that account for the intangible impact of tourism development policies on

underdevelopment in Ikom as a host community for tourism in Nigeria. this research could be the foundation for future studies on the impact of tourism development policies on underdevelopment in tourism host communities across Nigeria. Using the qualitative method of research especially helped to provide first hand information form participants in the host communities on the impact of tourism development policies in their communities.

The findings of this research may also be beneficial to stimulating the conversation among tourism stakeholders on the local, state and national level on various ways that policy implementation could impact host communities, as well as the importance of their participation and collaboration with stakeholders to utilize the potentials of tourism sites—especially those they hold sacred due to culture and tradition— in their community as an avenue for socio-cultural and economic development.

Ikom local government could also benefits from the results of the study. Insights from this study could lead to the revival of its public policy in the tourism sector, and tourism heritage sites, by informing the allocation of reasonable resources and implementation of policies towards their development and promotion. This could bring about positive social change reflected in the improvement of the social and economic lives of its residents, by strengthening relations between Ikom and nearby tourism hubs like Calabar and Obudu, and increase employment opportunities through the many jobs and local businesses that will be created to accommodate tourists and tourism activities.

Conclusions

This study assesses the Nigerian tourism development policies and why tourism host communities are still severely underdeveloped. Emphasis is placed on Ikom as a case study and its tourism sites as the setting in order to promote the understanding of the impact of tourism development policies on the underdevelopment of host communities. The purpose of this qualitative case study therefore was to assess the impact of tourism development policies on the underdevelopment of ikom as a host community for tourism in Nigeria.

Given the theoretical framework of the study, it was expected that some of the findings of the study will be linked to the impact of the elites on tourism policy implementation as well as the impact of nearby tourism hubs like Calabar and Obudu on Ikom as a host community for tourism. Existing research has linked the failure of the Nigerian tourism sector to perform as a contributor to Nigeria's gross national product, to Poor packaging and promoting of its tourism sites, as well as a low involvement of host communities as stakeholders in the formulation, implementation, monitoring, and evaluation of tourism development policies. These findings were also considered in the results of this study.

The primary finding of this study was that tourism development policies has had no tangible impact on underdevelopment in Ikom and the perception of the ikom people on the subject matter was that tourism development policies have had no observable impact on underdevelopment in Ikom. Five factors were identified as the reasons for the intangible impact of tourism development policies on underdevelopment in Ikom: The

lack of allocation of resources for policy implementation, the politicization of tourism development policies and their implementation and the little impact of nearby tourism hubs like Calabar and Obudu on underdevelopment in Ikom were identified as primary factors for the intangible impact of tourism development policies on underdevelopment in Ikom. In addition, the lack of awareness/orientation among host community residents on the potentials of tourism sites located within their community and the impact of sacred traditions and cultural practices on tourism development were identified as factors that explained the perception of the Ikom people on the impact of tourism development policies on underdevelopment in their community.

In this chapter, the purpose of the study and the summary and interpretations of the key findings as well as the limitations of the study were discussed. The implications of the findings of the research as well as Recommendations for future research were also presented. This chapter concludes the study.

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Appendix A: Interview and Focus Group Protocol

This protocol guides the researcher's interview with research study participants and the focus group participants

Questions:

1. As a starter, can you describe how tourism activities have impacted the development of your community?

2. What is your perception of the government's efforts at tourism development in your community?

3. How has government policies on tourism development influenced underdevelopment in your community?

4. What is your perception on the impact of tourism development policies on the underdevelopment of Ikom as a host community for tourism?

5. Do you think that existing tourism development policies is committed to the interest of community development or just the interest of the elite? Please explain your position

6. How do you think that the allocation of resources for tourism development at the national and state level impact tourism development, and underdevelopment, in Ikom as a local government?

7. What influence does tourism activities in nearby cities like Calabar and Enugu have on tourism activities and underdevelopment in Ikom?

8. What impact will the participation of tourism stakeholders in your community have in the implementation of tourism development policies?

9. What impact will community participation in tourism policy development have on the underdevelopment of your community?

10. What recommendations would you provide to improve the impact of tourism development policies on underdevelopment in your community?

Appendix B: Letter of Invitation to Participate in Interview

Dear _____

I hope this note finds you well.

This is to request your participation in my doctoral study titled: Assessing the Impact of Tourism Development Policies on the Underdevelopment of Ikom, Nigeria. As a stakeholder in the tourism sector of the community, you are in an ideal position to provide me with valuable first hand information from your perspective, as well as publicly available documents on the subject matter appropriately.

The whole interview process should take no more than 60 minutes of your time and with your permission, the interview will be conducted face to face, and it will voice recorded using a digital audio recorder, to enable me effectively capture your responses. Where a face to face interview is not feasible, you may also provide your responses via email. Your responses to the interview questions, as well as your identity will be kept confidential, and your information will not be used for any purposes outside of this research project. Your participation will be voluntary and you may decide to withdraw from participating at any time. There is no compensation for participating in this study.

If you are willing to participate in this study, please read the attached consent form provide your consent as directed therein. If you have any questions or concerns, please do not hesitate to contact me by e-mail.

Thank you for your consideration of my request,

Blessing Ayuk Tangban

Ph.D candidate, Public Policy Administration

Walden University

Appendix C: Letter of Invitation to Participate in Focus Group

Dear _____

I hope this note finds you well.

This is to request your participation in a focus group for my doctoral study titled: Assessing the Impact of Tourism Development Policies on the Underdevelopment of Ikom, Nigeria. A focus group is a group interview with group of people that have been brought together to participate in a group interview about a topic and also answer questions asked by the moderator of the group.

You are being invited to take part in this focus group because you meet the inclusion criteria to participate in the research study. Participants who are invited to participate in the focus group are residents of Ikom without professional or specialized knowledge and experience on the subject matter of inquiry. The purpose of the focus group is to gain the perspective of the lay man on the subject matter of inquiry.

The whole focus group process should take no more than 2 hours of your time and with your permission, the interview will be conducted face to face, and it will voice recorded using a digital audio recorder, to enable me effectively capture your responses. Your responses to the focus group questions, as well as your identity will be kept confidential, and your information will not be used for any purposes outside of this research project. Your participation will be voluntary and you may decide to withdraw from participating at any time. There is no compensation for participating in this study.

If you are willing to participate in this study, please read the attached consent form provide your consent as directed therein. If you have any questions or concerns, please do not hesitate to contact me by e-mail.

Thank you for your consideration of my request,

Blessing Ayuk Tangban

Ph.D candidate, Public Policy Administration

Walden University