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THESIS

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ACTIVE TOURISM
THE NEW TOURISM TRENDS IN AFRICA (Nigeria Precisely)

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INTRODUCTION

Nigeria is a diverse tourism destination due to its weather, vegetation, and atmosphere. She is endowed with a wealth of culture and nature which can be transformed into tourism assets. However, such potentials have not been fully harnessed through money generated from game reserves and inflow of visitors from abroad. (Chima & Malachy, 2021)

PROBLEM STATEMENT

Tourism in Nigeria is one which has a huge potential to transform the economy of the country in nominal and real basis, as outlined in the previous section of the thesis, but this opportunity has not been harnessed maximally by both local and federal authorities due to some factors. Some of which had been beyond the capacity/control of the government, and these are the issues which this research focuses on, using elaborate methodology to ascertain the impact of the challenges and the way forward.

These challenges include but not limited to the following: Funding, Insecurity, Lack of Political Will, Poor Technical Expertise, Dearth of Data, Difficulty of Doing Business, Covid-19 Pandemic, amongst others.

To this respect, this research investigated the current tourist space in Nigeria and determine what drives the industry as the tourists (who are the most important stakeholders) view it, while determining all other phenomena that influence the potentiality of these attractions and other stakeholders.

Tourism in Nigeria has evolved over the last decades and certain factors makes it difficult to ascertain the tourist sites that draw the most attention and what kind of activities. This hampers the planning and implementation ability of the government to fully tap into such avenues. It is not yet clear from tourism studies in Nigeria whether tourists prefer cultural sites/activities over natural destinations, as the Federal Government of Nigeria has often advocated.

Tourism in recent times have moved beyond just the site seeing as in the case of Nigeria where especially the local youths now engage in combining valuable tourist sites with Active forms of tourism. To this respect, this study poses the following research questions

- a. What is the role of Active tourism in the tourism industry?
- b. Has current trends in tourism improved Active tourism in Nigeria?

- c. What will be the position of Active tourism in Nigeria, in the future, considering the current growth trend?
- d. What are the indicators of Active tourism in Nigeria?

OBJECTIVE OF THE STUDY

The primary object of this study is to appraise and evaluate (Active) tourism trends in Nigeria and other factors that tend to contribute negatively or positively to activities of both local and foreign Active tourists. The objectives are as follows:

- a. Ascertain the core determinants of (active) tourism in Nigeria
- b. Highlight the importance of current trends in the Active tourism in Nigeria
- c. Examine the potential sources of growth of Active tourism and how they will impact the industry in later years.

RESEARCH HYPOTHESIS

The hypothesis of the research is stated thus:

- a. H_0 : Active tourism significantly affects the general tourism industry in Nigeria.

LITERATURE REVIEW

CONCEPTUAL OVERVIEW

The social, economic and environment importance of tourism cannot be emphasized, therefore its sustainability must be upheld because it remains one industry with the most evolution in the world; Africa and Nigeria particularly are not left out of the trend in the industry. According to Okure, (2021), the development and sustainability of tourism around the world is based on several factors that stem from the multi-faceted nature of the industry itself. In addition, the uniqueness of the part of the world adequately determines the strategy employed by the state to enhance tourism development.

Morin et al (2009) outlined the tangible and intangible major influencing factors to tourism to include weather and climate, language, site accessibility, accommodation, cuisine, and Ayeni and Ebohon (2012) further corroborated these as causing different perceptions of tourists and decision making on locations. Other factors are water and energy which go a long way in influencing the experience of tourists, their overall satisfaction, and their comprehension of tourism, based on their ability to stimulate interest(s) in the destination. See Salako et al. (2018) and Sangpikul (2020).

Nigeria is in West Africa in the Gulf of Guinea. With population of over 216,277,910, a land mass of about 923,770 km² and a coastline of about of 853 km. Nigeria is one of the 14 largest countries in Africa according to (WPR, 2022). It is bordered by 4 countries Benin, Cameroon, Niger Republic and Chad. It currently has 20 islands and currently ranks as the 32nd biggest country in the world (Worlddata, 2022). Surrounded by a coastline including beaches in its commercial center (Lagos), Mountain Resort in Obudu, Cross Rivers State, Ikogosi Warm Spring in Ekiti State, Erin-Ijesha waterfalls in Osun state, Gurara falls in Niger State, etc., which places Nigeria as a potential major attraction of tourists globally. Often, Nigeria is perceived as a potential tourist hub with nice tropical weather, a wide range of wildlife, and awe-inspiring scenery, historical relics, captivating beaches, and rolling hills, combined with the warm-hearted people.

It is important to note that Nigeria boasts of not less than 250 ethnic groups and each of them are respectively unique in terms of the above outline categorization, making Nigeria a land of endless tourism potentials. There also several notable events that take place annually like the Argungu fishing festival in Kebbi state usually in February, Calabar Carnival in Cross-River state usually in December, and Abuja Carnival in November.

In Nigeria, there exists vast tourists attractions which the government in collaboration with private sectors have attempted to harness, These efforts according to Dieke et al., (2021) includes the establishment of Nigeria Television Authority (NTA) in 1962, of the Nigeria Tourist Board (NTB) in 1976, established the Nigerian Tourism Development Corporation (NTDC) in 1992, the establishment of the Federal Ministry of Culture, Tourism and national Orientation in 2000, publication of a tourism development Master Plan in 2006, etc. (See Yusuf & Akinde, 2015; Bassey & Egon, 2016).

In 1992 the Federal government of Nigeria established the Nigerian Tourism Development Corporation (NTDC) stemming from a strategy document (Federal Republic of Nigeria Development Strategy) published in 1991. According to Dieke et al., (2021), a new Decree 81 replaced the NTB with the NTDC because the NTB did not maximize the potentials of developing the sector because of its authority limitations at the federal level. The NTDC was positioned as a commercially viable body geared towards market promotion and dissemination of information. Other efforts of the government include the establishment of the Federal Ministry of Culture, Tourism and national Orientation in 2000, publication of a tourism development Master Plan in 2006.

Through healthy partnerships, Nigeria tourism and hospitality sector are making giant strides through formation of healthy partnerships. According to PWC's projection, Nigeria was expected to be the fastest growing hospitality and tourism market with forecasted 12% compound annual increase from 2019-2023 (Osinubi, 2022). PWC projects consumer tourism to be an important future sector since adventure tourism has been the bedrock which allowed Nigeria to attract visitors from all over the world who are interested in Nigeria heritage and local culture. This means that there will be massive demand for hotel and apartment services. In 2018, the hotel revenue in Nigeria reached \$252 million and this is forecasted to reach \$445 million by 2023 (Statista, 2022).

The focal point of this research is **active tourism**, a contemporary concept which is defined as a new travelling philosophy that combines adventure, ecotourism, and cultural aspects of a discovery tour. Active tourism is low-impact, ecological, socially compatible, and high quality. (active-tourism.org, 2002). The target of active tourism includes tourists' recreation, tourists' education/enlightenment, and sustainable benefits (economic, social, ecological) to local host communities.

In other words, active tourism is seen as responsible travel to locations requiring physical and mental participation from the tourists' and following the theme of sustainability, Biodiversity preservation and conservation of culture. Its elements are recreation and education, respect and contemplation, action, exercise and active involvement in company of an expert local friend.

To expatiate further on active tourism, it is needful to differentiate this concept from other closely associated concepts. According to active-tourism.com, (2022), active tourism is different from passive tourism in the sense that it is mainly small scaled; that is, it is more of a locally administered activity. Also, just like ecotourism, active tourism in addition to emphasizing environmental sustainability, it aims to create cultural and ecological enlightenment. Furthermore, active tourism differs from Action Tourism because it excludes activities and practises that are harmful to the environment and pose a threat to biodiversity and cultural structure. Wright & Dickson, (2021) opined that many activities of Action Tourism are already offered at big scale by Mass Tourism. To guarantee protection of the environment, active tourism activities are carried out by local professionals and under strict scientific supervision. The tour guides of Active Tourism have an academic degree in ecology, biology, ethnology, architecture, history, or sociology. (See DeKnop, 1990; Buckley, 2010).

Active tourism in Nigeria can only be better appraised by outlining trends and structure of the entire tourism sector of the country which is the approach of this review. Oluwatuyi & Ileri, (2015) found that in Ekiti state, Nigeria, the level of participation of inhabitants of host community (a major ingredient of Active tourism) can also be of high relevance towards the development of cultural tourism. Quantitatively, 24% were above average, 38.3% were average, and 1.2% was below average, while 6%, representing were very poor in their level of participation in cultural tourism which in line with our initial postulation is an aspect of active tourism. This idea was supported by the argument of Chris, (2003) who stated that community participation in tourism activities can sustain and increase connections among people, contributes to economic development of business districts and neighbourhoods and also provide shared cultural experiences among family, friends, neighbours and others that strengthen social ties.

Therefore, a distinct line can be drawn to show that active tourism in Nigeria, despite the developmental challenges is growing in terms of individual and community participation. Hence a breakdown of the activities tourists associated with Active tourism can be put in details in respective regions of the country. The vast nature of the country cannot allow for strictly

same kind of Active tourists' activities but the basis with respect to Nigeria is culture and adaptation.

TOURISM/TOURIST PERCEPTION IN NIGERIA

Awaritefe, (2007) gave a wholistic categorization on the ranking and trends of tourism in terms of the most popular places/sites visited in Nigeria. The categorization is outlined according to the mentioned author's study which highlights how tourists view different sites according to their respective preferences. This is the basis on which this research stems its argument of how active tourism metamorphosized. That ranking based on perception is given below.

1. Primary Tourism Region:

- a. **Lagos** – associated with both natural and cultural features, especially coastal beaches, museum/cultural centers, and hotels/recreation centers
- b. **The Middle Belt Tourism Region or Abuja/Jos/Yankari** - mostly natural features, especially nature/game reserves with good grassland environment and several aesthetic landforms

2. Secondary Tourism Region:

- a. **Western Tourism Region** - natural geo-physical landforms and cultural heritage/historic items associated with the ancient Yoruba kingdoms and the present culture.
- b. **Northeastern Tourism Region** – having contrasted altitudinal landscape which combines several mountain and valley ridge systems, together with swamps and various types of grassland and forest vegetations, rare species of animal and plant life.
- c. **Edo /Delta Tourism Region** - Benin City, an ancient historic/cultural town, Asaba, and Abraka are the important centers here.
- d. **North Central Tourism Region** – in this region, we have the Kano/Sokoto/Katsina regions.

3. Tertiary Tourism region:

- a. **River Benue/Niger Tourism Region** - this region is valued mostly for its natural features, especially game reserve and water/beach tourisms

- b. **Southeastern/Calabar Tourism Region** - Port Harcourt, Obudu/Okwango/Oban, Calabar and Enugu; Obudu Cattle Ranch, the Cross River National Park system at both Oban and Okwango, etc.

TOURISM TRENDS IN NIGERIA

This optimistic projection of Nigeria tourism trend shows how Nigeria tourism is gradually preparing to bounce back from the havoc caused by covid-19 pandemic. Tourism industry need to understand the challenging needs of its customers who now are more cautious about travelling. Tourism industry must seek out better ways of protecting tourists who will be seeking news way to protect themselves from the pandemic and other unknown factors or forces. Consumers will be looking towards new trend, wellness tourism where they can be assured, they will feel good when they return from vacation. Wellness tourism is defined as “all travel associated with the pursuit of maintaining or enhancing one’s personal wellbeing” (MBN, n.d.). Wellness tourism can include activities such as weight management, gym visits, medical check-ups, hiking, facials and yoga. Global Wellness Institute (GWI) forecasts that wellness tourism will be up by 20.9% from 2020-2025 and will be outpacing every other sector in the wellness economy (Kirkman, 2021).

Nigeria is one of the popular destinations in African for western tourists, with unimaginable tourist attractions as outlined in the previous section of this research. These tourist attractions and other not mentioned here bring visitors from all over the world to Nigeria (Awofeso, 2020).

Another new trend having substantial links and worth nothing is eco-tourism. Ecotourism is defined as “responsible travel to natural areas that conserves the environment, sustains the wellbeing of local people and involves interpretation and education” International Ecotourism Society, (2015) cited in (Thrift, 2009). With the world becoming more aware about nature and conservation, return of eco-tourism will be a new trend which might pick tourist interests.

With this level unprecedented trend in the Nigeria tourism sector, global business brands and hotel chains are working and investing heavily in Nigeria. Radisson Blue Anchorage Hotel which is a big hotel brand is patterning with Bank of Industry to provide foundation on the recovery of tourism and hostility industry in Nigeria. This boost is needed in the Nigeria tourism sector to instill confidence and boost the economy. With this sort of institutional support long term, the projected growth in Nigeria’s tourism industry which faltered due to the pandemic, can recover, and possibly reach the expected height (Adeoye, 2022).

Prior to the Covid-19 pandemic, tourism in both domestic and international travel contributed about \$2.6 billion to the Nigeria Gross Domestic Product (GDP). This represented about 4% of the Nigeria GDP in 2019. Over a decade (2010-2019) international visitors overnight stay grew by 90% while domestic visit amounted to 80% and this created about 3.3 million jobs for Nigerians thus, increasing the income and average spending (TourismEconomics, 2021). Also, this period saw Africa tourism sector making slow but steady gains with South Africa, Seychelles, among the top destination countries. Statistics revealed that tourism sector in Africa grew by 6% per year (Mitchell, 2021). Pre covid pandemic saw tourism accounting for 330 million jobs which was projected to grow to 440 million by 2030 (Nnodim, 2021).

In 2020, covid-19 pandemic disrupted the trend in the tourism sector. WTTC confirmed that Nigeria lost about 770,000 jobs because of covid-19 pandemic which unleashed unprecedented mayhem in the industry. Total lockdowns, social distancing, ban on international travels by countries all over the world led to grounding of planes and fear of catching the virus lost the tourism industry globally and estimated \$4.5 trillion (WFTU, 2021). African Union confirmed that African countries lost approximately \$55 billion in revenue from April - July 2020 (Kaster, 2020).

All tourist sites in Nigeria were shut down all in the bid to curtail the virus, essential activities like wedding ceremonies, child naming ceremonies, burial ceremonies, and festive activities which nets Nigeria tourism sectors huge income suffered a huge blow leading to a steep decline in international and domestic tourist activities in Nigeria. This provides a bigger challenge for the government on making decisions on pumping in money to keeping the tourism sector which was not yielding any income afloat or diversify into other sustainable areas to keep the economy going.

Covid-19 pandemic uncovered another trend in Nigeria tourism which was highly dependent on foreign travelers. Locations with developed tourist facilities were not making income from their usual visitors from around the world and those businesses who had little or no support from the government went into liquidation due to lack of support. For example, international tourists arriving Africa fell by 98% from April to June 2020 when compared to the same period previous year. According to the data released by African Development Bank, nations which depend on tourism as source of income were hard hit by the pandemic. For instance, the economic growth for these tourist dependent economies Cape Verde shrunk by -6.6%, Seychelles -12% and Mauritius -14.9% (Page, 2021).

COVID-19 SITUATION AND (ACTIVE) TOURISM

Most significant lesson learnt from the covid-19 pandemic the importance of leveraging digital technology services to perform tasks such as contactless payments, remote education, social media marketing and e-commerce. Confidence is higher due to the measures put by the government of Nigeria such as covid-19 vaccinations, PCR test for international travelers, partial to full resumption of contact-based activities even though some people are still skeptical to the mutation of covid-19 virus.

Tourism in Nigeria is a big business for both public and private sectors and the Nigeria government have drawn some economic plans to diversify the economy in this post covid-19 period by aligning it activities with the new economic opportunities and directions opened up by the digital world ” digital transition and transformation need to be accelerated in the tourism sector in Nigeria in order leverage the information and communication technologies in order to enhance work and industry operations such as the adoption of cloud-based computing systems which offer remote working, cultivation of client and creation and marketing of innovative products” (Coker, 2021).

With the projection from Brookings Institution that consumer spending on tourism will increase to \$261.77 billion by 2030, more than \$137.87 billion which was projected in 2015, there is no doubt that Nigeria being one of the popular destination countries for tourist in Africa will not benefit from this. As a result of this projection, Bon Hotels, a south African hotel brand has set it sight on the Nigeria tourism and hospitality industry to benefit from this future trend. Currently the company is planning to construct about 22 new hotels in addition to already existing 10 BON hotels operating in Nigeria, in the next few years across major Nigeria cities such as Abuja, Lagos and Port Harcourts. The company will also focus on expanding to other states in Nigeria such as Awka, Enugu, Asaba, Owerri, Kano, Yobe, Ibadan, Warri and Onitsha. This is to support visions of BON Hotels as explained by its executive director of West Africa Mr Umoh, who said “Nigeria hospitality industry has been concentrated across major cities like Abuja and Lagos. Expanding to other cities in Nigeria will provide increase the business and leisure travel potential across Nigeria” (ATTA, 2020)

This review shows that tourism in Nigeria and Africa at large is continuing to boom despite the challenges caused by covid-19 pandemic. Tourism and hospitality business in Nigeria is one of the highest incomes earning venture for both public and private sectors in Nigeria. Nigeria due to its diverse resources, good weather, ethnic groups, food, language, culture and natural

reserves continue to be the top destination in West Africa for tourist all over the world. This evident by the number of hotels in pipeline as well as business collaboration with hotel brand in the private sectors to continue expansion of hotels to increase the benefit tourism in Nigeria. Other benefits include creating employment opportunities for the locals, foreign exchange as well as payment of taxes by the businesses who engage in tourism and hospitality activities.

METHODOLOGY

RESEARCH DESIGN

Data will be classified as quantitative data. This refers to the data which creates numerical statistics and is measurable. According to Dawson, (2019), quantitative research methodologies “are meant to create numeric statistics by using survey research to gather data because this approach tends to reach a larger amount of people in a shorter amount of time”. Quantitative research methodology is made up of 3 sections sample population, how you will collect your data and data analysis. (Labaree, 2020).

In line with this, I generated unique dataset from primary sources, sorted, categorized, visualized, and grouped the results respectively and is used to expatiate the postulated arguments.

The analysis is done on primary data collected for this research. Questionnaires used, mainly consist of open ended and close ended questions. Questions will be analyzed individually to find out if they support the research topic subject matter, which is active tourism in Nigeria.

SOURCES OF DATA AND MODE OF DATA COLLECTION

The Data I employed in this research is primary data. Primary data includes information which I collected (in their original form) specifically for the purpose of this research. According to Persaud (n.d) “A primary data source is an original/unique data source, that is, one in which the data are collected directly by the researcher for a specific research purpose or project. Primary data can be collected in several ways and techniques such as self-administered surveys or questionnaires which are sent via emails, face to face interviews, field observation and experiments.

Using a questionnaire to gather data for this research afforded me the opportunity to interact with the respondents and gather first-hand information on active tourism in Nigeria. Data gathered are analyzed in order to get accurate information that helped I, the researcher to make recommendations and conclusions on the research topic.

POPULATION OF THE STUDY

Population sample will be chosen at random, but this will be concentrated mainly on respondents who live in Nigeria currently as these are the samples who will give accurate

reflection on the currently tourism climate in Nigeria and foreign nationals who have toured Nigeria in the recent past.

VALIDATION OF THE DATA

To ensure validity of the research questionnaires, I sent the set of drafted questions to the research supervisor; an expert in research supervision, who ensured that the questions are clearly appropriate and covered the research objective of the study. The input, observation and suggestions led to modification of some questions, additions, and selection of some other questions, leading to a set of questions that are clear and unambiguous with enough coverage of the research objectives.

Ethical Issues to be considered

Ethics means a moral principle that governs someone's behavior while conducting an activity. While conducting a research, ethical concerns will emerge in relation of how data is processed, accuracy of data, access to confidential data from organization and to individuals and storage of data. According to WHO (2016) "research ethics govern the standards of conduct for scientific researchers.

It is important to adhere to ethical principles to protect the dignity, rights and welfare of research participants. The code of ethics for this research is to ensure the confidentiality of information provided by the respondents throughout the study. Respondents will be informed about the purpose of this research and gain their consent on how the data they provided will be handled. Data used in this research will comply with European General Data Protection Guidelines rules (GDPR) a legal framework for keeping everyone's personal data safe by requiring companies to have robust processes in place for handling and storing personal information.

LIMITATIONS OF THE RESEARCH

1. The respondents used for this research might not be a perfect reflection of the entire population.
2. Due to the limited sample chosen at random, this may therefore influence the margin of error contained in the results.
3. Respondents, due to their tight schedule, found it hard to respond to questionnaires in a timely manner. This has an effect on their general responses

4. Due to limited access and high cost of internet services in some parts of Nigeria, some respondents did not complete the questionnaire sent. Thereby limiting the reach of the study.
5. Time constraint gathering all the questionnaires and analyzing them for the best results.

PRESENTATION OF RESULTS AND DISCUSSIONS OF FINDINGS

RESPONSE RATE

The study targeted a response rate of at least fifty (50) respondents. Fifty-five (55) questionnaires returned with responses while only one (one) was void and this represents over 90 percent response rate which significantly reflects a reliable response as Mugenda and Mugenda (2003) showed that 50% of response rate is sufficient for analysis and presentation of the data, 60% is reliable and 70% of response rate and over is excellent. It is also important to note that some of the respondents left some of the questions contained in questionnaire unanswered, but this does not significantly affect the aggregate result of the survey.

Table 1: Location and Nationality of respondents

Country of residence	Frequency	Proportion
Nigeria	39	72.3
Ukraine	1	1.9
Gambia	1	1.9
Austria	1	1.9
USA	2	3.7
Hungary	2	3.7
England	6	11.2
Turkey	1	1.9
Total	53	99.5
Nationality		
American	1	1.9
Brit	1	1.9
Nigerian	50	92.6
Nigerian Brit	1	1.9
Total	53	98.3

Source: Author's survey, (2022)

Table 1 above shows that a total of 53 persons identified their location and nationality, out of the total 53 responses received, with respect to this question. Apparently, most of the respondents are of Nigerian origin and are physically located in Nigeria, therefore the average personality investigated in this study are mainly Nigerians. However, the responses of other

country nationals contributed to giving the analyses credibility and diversity. The implication of this is a 99.5% and 98.3% response rate for residence and nationality, respectively.

SOCIAL CHARACTERISTICS OF RESPONDENTS

Gender of Respondents

Table 2 indicates the distribution of the respondents by gender as gathered during the survey. It was revealed that 69.1% of the sampled respondents amounting to 38 persons are male and 15 responds, making up of 27.3% of the respondents are female.

Table 2: Distribution of the respondents by Gender

Sex	Frequency	Proportion
Male	38	69.1
Female	15	27.3
Prefer Not to Say	2	3.6

Source: Author's survey, (2022)

As indicated in the table 2 above, it can be asserted that most people involved in tourism activities, including active tourism, particularly in Nigeria are of the male gender.

Age of the Respondents

In addition to understanding the demographics of the respondents, the age distribution is an important aspect and the table 3 below succinctly categorizes the age distribution of respondents.

Table 3: Distribution of Respondents by Age

Age	Frequency	Proportion
18-25	10	18.2
26-35	25	45.5
36-45	18	32.7
45 and above	2	3.6

Source: Author's survey, (2022)

The minimum age considered in this research is 18 years and no maximum age. The distribution revealed that 10 (18.2%) of the respondents are between ages of 18-25, 25 persons amounting to 45.5% are between the age range of 26-35, 18 persons are between the ages of 36-45 years which is 32.7% and for other above the age of 45, only 2 persons/respondents (3.6%).

This implies that people tend to engage more in tourism activities as they grow older up until their mid-thirties, after which they get less involved as tourists. Respondents above the age of 45 have minimal participation forms of tourism.

RELATIONSHIP BETWEEN STATES AND (ACTIVE) TOURISM

Literature revealed that some states attract more tourist activities than others. As Awaterife, (2007) outlined in their findings of the categorisation of popular regions; Lagos and Abuja still stand out as one of the most visited regions of Nigeria by both locals and internationals. This may be because of the advantage of Abuja by virtue of being the federal capital of the country and Lagos on the other hand which stands as the former capital city and commercial nerve centre of Nigeria with almost every form of recreational activity obtainable in the state. (See table 4). Bauchi state is a clear indication of this argument, with only six (6) of the respondents having visited the state, although it is sometimes perceived as a favourable location for hiking, wildlife and parks attraction which are mostly used as sites for tourists.

Table 4: Relationship between States Visited and (Active) Tourism

States	Frequency
Lagos	40
Enugu	34
Abuja	33
Imo	33
Abia	29
Rivers	25
Ogun	20
Delta	19
Ebonyi	19
Edo	17
Oyo	16
Kaduna	15
Akwa Ibom	15
Ondo	14
Bayelsa	12
Osun	12
Benue	11
Kogi	10
Ekiti	8
Nasarawa	7
Kano	7
Bauchi	6
Sokoto	6
Plateau	5
Katsina	4

Source: Author's survey, (2022)

It is observable at the bottom of the list that the prevalent states are more of those located in the northern part of the country which seem to create a disparity as to which states are perceived as primary, secondary or tertiary locations. This is not unconnected to the current insecurity situation which has bedevilled that region of the country, thereby causing a reduction of the influx of people to states situated in the region.

By and large, of the top ten most visited states as ranked in table 4 above, only Ogun state (20 respondents) from the western region ranks among the best in terms of attracting tourists, while most of the other western states like Oyo, Ondo, and Osun are averagely ranked. In addition, it is pertinent to note that Active tourism in its strict definition entails the company of locals of communities to facilitate its activities including culture and environmental sustainability because only the locals understand requirements of its environment. Therefore, some other states including Ekiti, Sokoto and Plateau (which was initially a preferred tourist attraction) need to do more enlightenment of its populace to encourage tourism at large and active tourism within its environs.

In addition to the states visited by tourists, as shown in the previous table 4, the respondents who had not visited certain states also iterated that they would love to visit other states like Abuja, Lagos, Cross-River (Calabar) (See table 5 below). This indicates that these states offer the best opportunities for tourism activities in Nigeria, hence other states ought to adopt models implemented in the preferred states/locations.

Table 5: Preferred States to visit

States	Frequency
Lagos	5
Abuja	4
Rivers	3
Cross Rivers	9
Adamawa	4
Bauchi	2
Akwa Ibom	2
Kano	4
Benue	3

Source: Author's survey, (2022)

IMPACT OF CHOICE OF ACCOMMODATION ON (ACTIVE) TOURISM

The importance of accommodation cannot be over emphasized when discussing tourism and its associated activities, therefore its importance in terms of the choice of travelers as observed by this study holds that most people prefer to patronize hotels which is a common trait of tourists in the world over.

In table 6 below, hotel accommodation accounted for 64% responses, while non-rented accommodation, the second most popular accounted for about 22.6%. These kinds of accommodation include accommodation such as that offered by a person who has a secondary or tertiary relationship with the tourist.

As will be presented in the latter part of this study, I observed that such kinds of contact persons contribute mainly to the furtherance of (active) tourism activities due to the fact that active tourists seek enlightenment, sustainable recreation, and the associated benefits, as they understand the environment better.

Table 6: Impact of Choice of Accommodation On (Active) Tourism

Accommodation	Frequency	Proportion
Hotel	34	64.2
Non-rented accommodation	12	22.6
Airbnb	4	7.5
Family	1	1.9
A mix of all safe Airbnb	1	1.9
N/A	1	1.9
Total	53	100

Source: Author's survey, (2022)

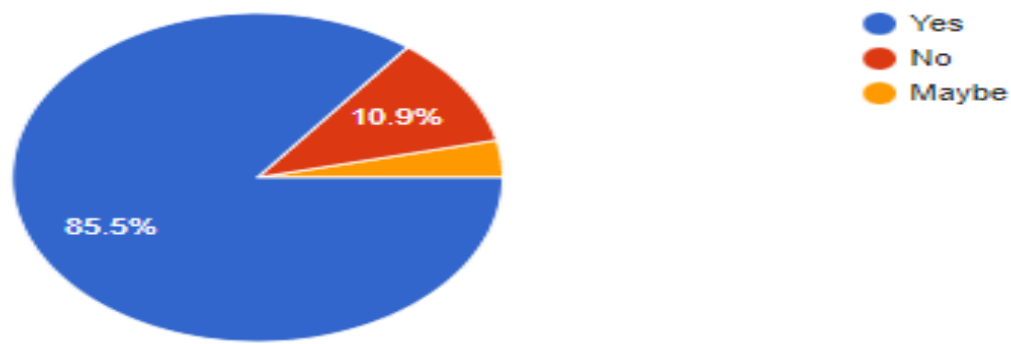
Table 5 above shows that services such as Airbnb are not so pronounced in Nigeria, hence the preference for hotels, while the patronage of other forms of accommodation such as 'staying with family members' are insignificant. We can therefore posit that most tourists travel to states/cities where they probably do not have families and simply need the services of tour guides to achieve the tourism fantasies. Hotel bookings account for 64.2% of the total accommodation observed in this study because it is easier to find Active tourism related activities and participants in such places. The 5-star and 3-star hotels offer such services as secondary and or tertiary services.

It is beyond the scope of this study to determine and or analyze why respondents prefer hotel accommodation to other forms.

INBOUND TOURISM IN NIGERIA

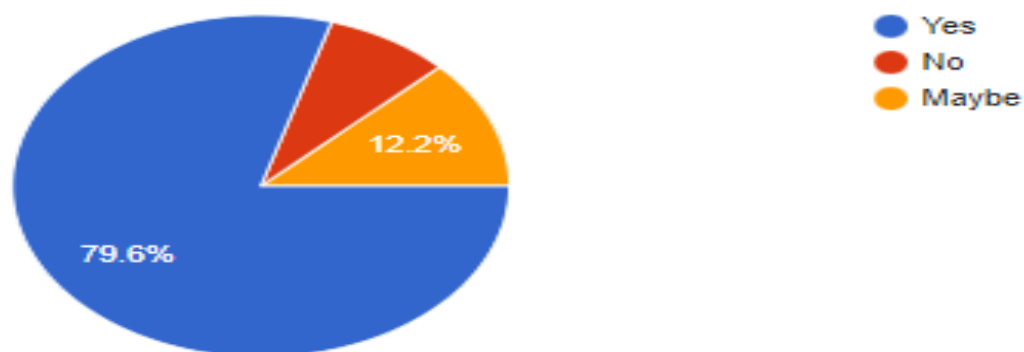
Respondents who are mainly Nigerians were asked if they'll want to travel to other parts of the country for tourists associated activities, including leisure and the positive responses are at least eight times greater than the negative response. Figure 1 indicates an 85% positive to 10.9% negative, while others are uncertain for undisclosed reason(s). I juxtaposed this finding with the responses from figure 2 (Willingness to Embark on Tourist Activities) that shows the states visited by respondents, indicating that the respondents have a similar level of information about other parts of the country, especially Lagos and Abuja.

Figure 1: Indication of Intra-tourism in Nigeria



Source: Author's visualisation form survey (2022)

Figure 2: Willingness to Embark on Tourist Activities



Source: Author's visualisation form survey (2022)

Figures 1 and 2 are closely related in the sense that the former indicates the proportion of the respondents who have travelled within Nigeria for tourist related activities while the latter shows the proportion of respondents willing to embark of travels for recreation, leisure and other of such activities.

CHALLENGES ASSOCIATED WITH TOURISTS LOCATION/SITES

The kinds of activities (social, infrastructural, political, economic, etc.) tenable in places that welcome tourists contribute to the influx of people into such communities. Not excluding other locations that serve as routes to the intended locations.

Respondents gave an outlook of such challenges/problems and table 7 below categorizes same, whereas 50% are satisfied with their experiences. Issues such as accessibility, security, traffic, lack of coordination (which became important as a result of the covid-19 situation), functional facilities, etc. are the main points of the respondents. What this implies is that for (active) tourism to thrive, communities and the government need to continuously invest in their environment to encourage related activities.

Table 7: Challenges Associated with (Active) Tourist Sites/Location/Activities

Response	Frequency	Responses
<i>Good</i>	12	50%
<i>Bad</i>	2	Poor road networks, Poor Road network, the places are not properly maintained, Half the things/facilities were not functional, Below expectation, Indifferent, Unnecessary security checkpoints, Road traffic, Poor customer service, Uncoordinated crowd at Ibadan Zoo, Xenophobic tendencies, Poor security, High cost.

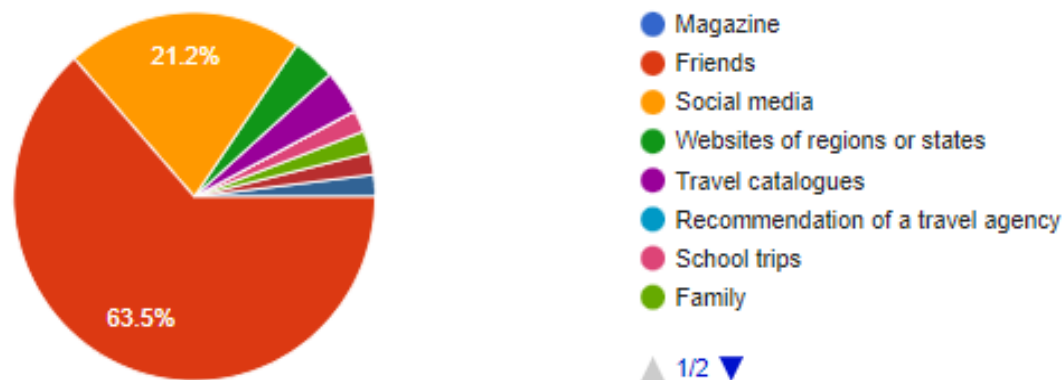
Source: Author's survey, (2022)

The question of challenges associated with tourists' sites in the survey did not get an impressive response as shown in the table 7. Only 14 respondents out of the total number had one form of negative experience or another to present. It can be considered that the other respondents who are silent to this respect are said to be indifferent, therefore it could be a good or bad experience but not one that has significantly affected their decision to engage in the choice of tourism in the future.

EFFECTIVE PROMOTION CHANNEL OF (ACTIVE) TOURISM

A key aspect of the definition of Active Tourism is that it entails that the tourists being mostly guided by friends or associates in their exploration of activities related to tourism in the host community/location. This argument is corroborated in figure 3 below. In the sense that the most impactful medium of enabling Active tourism is mainly through friends of tourists.

Figure 3: Effective Medium of Transmission and Promotion of Active Tourism



Source: Author's visualisation form survey (2022)

The importance of social media such as Facebook, Instagram, WhatsApp, TikTok, etc. serve as important tools in our daily lives and tourism is not left out. To a great extent, the popularity of activities of active tourism is primarily enabled according to this research by word of mouth (friends) and social media. As indicated in figure 3, 63.5% of respondent agree that friends suggested locations and leisure activities in varying locations around the country; this further corroborated the view of AcTour, (2022) who stated that “Active Tourism important elements are recreation and education, respect and contemplation, action, exercise and active involvement in company of an **expert local friend.**”

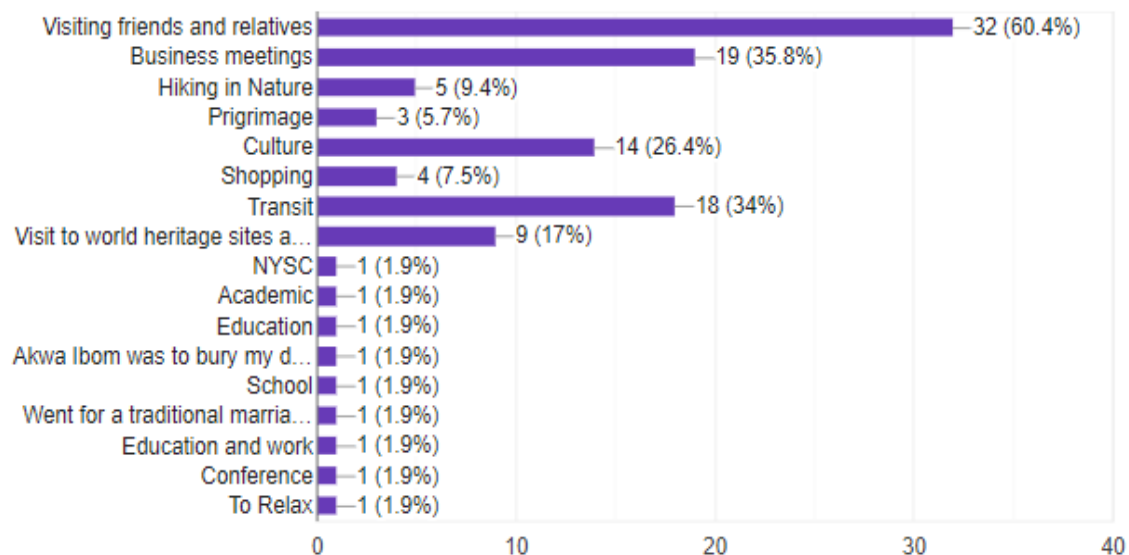
In addition, social media accounted for 21.2% of the observed means by which respondents reacted or found out about activities and or groups associated with (Active) tourism. Others include travel magazine, websites of states, travel agencies, academic trips, etc, all contributing minimally to the total responses. It becomes apparent that if more can be done to improve the reachability of these other media, then the tourism can be extensive beyond its current trend in Nigeria.

RELATIONSHIP BETWEEN (ACTIVE) TOURISM AND POTENTIAL TOURISTS

The kind of activities that tourists engage in is the focal point of this study because it is geared towards determining active tourism tendencies. Figure 4 gives a clear indication of the activities that the respondents alluded to and the most common is visiting friends and relatives with a rate of 60.4% of the total respondents, while Business meetings accounted for 35.8% of the respondents choices of reason(s) for touring a state. Although this may not be strictly tied to active tourism activities, I therefore draw a correlation with other activities.

In addition, transit accounts for 18%, this is a relative factor as the respondents did not actually take a tour of the state or engage in any kind of tourist activity but this can give an insight to the traveler to consider visiting such states.

Figure 4: Relationship Between (Active) Tourism and Tourists



Source: Author's visualisation from survey (2022)

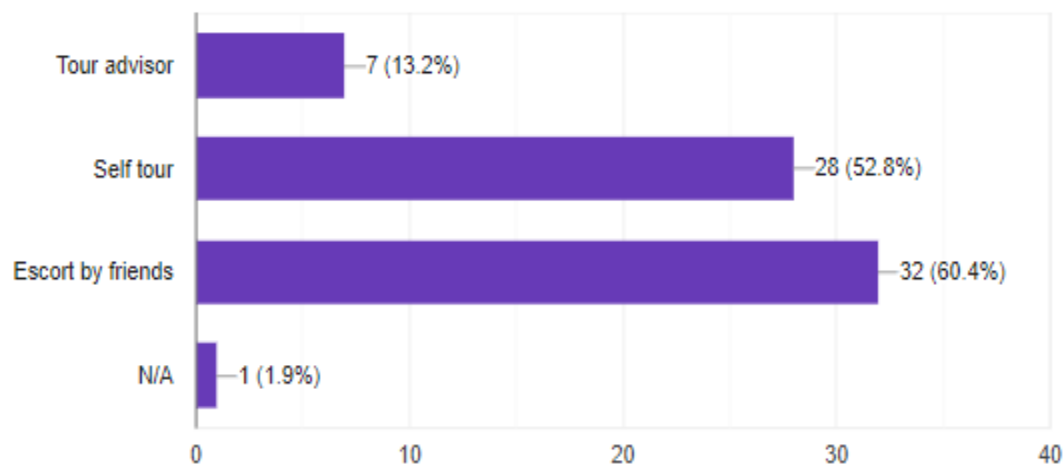
Furthermore, relevant active tourist activities revealed by the respondents include visits to world heritage sites, culture, shopping, hiking in nature, and pilgrimage accounting for 17%, 14%, 7.5%, 9.4%, 5.7%, respectively. By implication, tourists as the respondents captured in this survey primarily visit locations with potential active tourism activities because their friends are inhabitants of the host communities.

Also, activities such as hiking in nature, and pilgrimage are primary active tourists activities and it's rank in figure 4 above is an average choice but not the main reason for tourists visits as suggested by the survey. In most cases, there is a mixture of activities that people engage in when they decide to visit a location. May be to visit family but there is always the consideration to explore the city/state and engage in healthy recreational activities.

Means of Exploration of Sites

In their quest to explore cities in Nigeria, respondents are asked which exploration guide suits them the most, whether expert, experienced or not, 'escort by friends' top the list.

Figure 5: Means Used by Tourists to Explore locations in states



Source: Author's visualisation form survey (2022)

Owing to previous responses, an informed distinction can be drawn from figure 5 above. Escorts by friends account for the highest proportion of how respondents explore the states they visited with 60.4%, whereas self-tour is the second highest accounting for 52.8%.

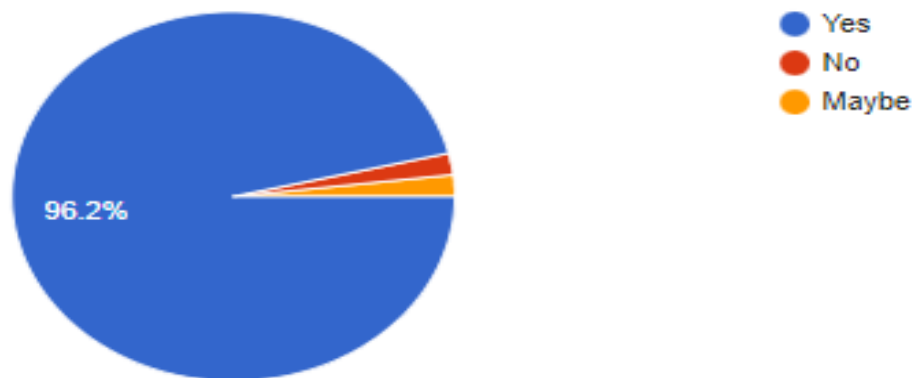
The implication of this is that the survey shows that since friends contribute more to the reason most of the respondents visited certain states (as shown in figure 4), then there is a clear indication of the explanation for the high response of escort by friends in exploring tourists locations and engaging in other tourist related activities.

Individuals who engage in self tour can be referred to adventurous persons who probably learn about the places and activities via different platforms and attempt lone or group (as may be indicated by pilgrimage) exploration.

EFFECT OF INSECURITY ON (ACTIVE) TOURISM

For about a decade, the security situation in Nigeria has nosedived, initially in the northern part of the country. This point is obvious as observed in table 4 with the number of visits to the northern part of the country being least in terms of ranking on the table. Over the years, the spate of insecurity spread across other parts of the country in the form of kidnapping, terrorism, banditry.

Figure 6: Impact of (In)security on Decision of Tourists



Source: Author's visualisation form survey (2022)

Conflict in different forms and regions has plagued Nigeria for decades and this has affected its socioeconomic development adversely. Wherever there are people, there will always be conflict. Conflicts are a normal and unavoidable phenomenon in every human society because societies are made up of different value systems. Security instability has a great influence on the influx of people into a community and figure 6 above gives a clear pointer to this fact as 96.2% of respondents agree that they would rather not visit locations where there exists security breakdown.

PERCEPTION OF HOSPITALITY AND (ACTIVE) TOURISM

Table 8 below is a summary of the activities associated with Active tourism that the respondents experienced. Since Active tourism fuses other forms of tourism in its dimension, while emphasizing sustainability, I group the responses gathered from the survey into four (4) namely culture, cuisine & Entertainment, Location/Attraction sites and sustainable sports.

The survey showed that the respondents took part in one form of local (Active) tourism or the other with a notable sustainable sport like the Argungu fishing festival which only occurs once in a year in Kebbi state.

Table 8: Perception of Hospitality and (Active) Tourism

General Hospitality	Hospitality, serenity, reception from locals were good, general safety
Culture	Festivals, Historic landmarks, Osogbo festival, culture fade,
Cuisine/Entertainment	Cheap food in the North, Nightlife,
Location/Attraction	Historic, landmark, Olumo rock, Erin ljesha waterfall, Ogun state, University of Ibadan Zoo, Obudu cattle ranch, weather
Sustainable sports	Boat riding Oron, Argungu fishing festival

Source: Author's Tabulation form survey/questionnaire

Finally, the survey carries a relationship between the respondents/tourists, the states/cities they choose to visit and the means of exploration of the respective state. Local forms of tourism as I observed from the survey shows that on an average, tourist wish to explore other locations in the country other than their immediate environs, owing to an assured security situation and respondents prefer family friends to suffice as tour guides, including suggesting the types and locations where preferred active tourist activities may be obtained.

The Active Tourism sub sector in Nigeria is not very pronounced, in addition to the Covid-19 situation and security challenges that has bedeviled different parts of the country in the last decade. Tourists only seem to take advantage of already existing popular, serene and safe locations to get involved in tourists' activities and other associated explorations. Therefore, effort is needed from host communities with potential for such activities to promote sustainable Active tourism attractions in addition to the contribution of governments at state and federal levels.

Active tourism is purposeful because it is specific and intentional regarding the choice of activities that must be engaged in by the participants. This brings doubt of the actual effect and are influence of such activities on the total tourism horizon in the country. Respondents only allude to general recreational activities, but a conclusion is drawn if such respondents are particular about how, when and where they engage in tourism; especially in the company of friends who may have attained some level of expertise at least in their immediate environment.

The implication of these findings entails that active tourism being a deliberate form of tourism that is different from generic tourists' practices, holds on to sustainability in all it does, hence only the active population can be practically involved as shown in the demography of the results. In addition to this, as earlier stated, the tourism sector has suffered massive neglect from government, as only host communities take charge of tourists' sites and attractions within their vicinity.

This therefore helps active tourists to take advantage of such situation as a pivot to promote active tourism. Our results show the kind of activities that mostly young males engage in. As it were, active tourism remains a concept that still begs for better comprehension but there seems to be a gradual shift in the kinds of activities that people prefer, especially after the Covid-19 situation. Young people gather in small groups for activities like nature hiking, in a secure environment. Popular tourists' attraction/sites may get adequate security for physical preservation but other forms of nature which are better appreciated by active tourists do not

have same and this will have a ripple effect because the same group of people are involved in Active tourism as a part of other tourism's activities.

Furthermore, if the major influential factor for travelling is visiting family and friends, business meeting, followed by culture, as shown in figure 4, then this gives insight why the common means used by tourists to engage in (active) tourism is with the assistance of friends and self-tour (which helps with learning-a vital ingredient of active tourism).

Overall, the argument in the hypothesis of this thesis is accepted because of the above stated postulations because Active tourism is a micro aspect of the entire tourist sphere due to its specificity as compared to others like ecotourism, passive tourism, action tourism, etc. - the focal point of the argument is that Active tourism is self-determining by its participants, as contained in the definition, therefore if people are not interested in exploring nature and their immediate environment, then the government and other stakeholders are limited in what they can do to promote tourism in general.

CONCLUSION

In the strict sense of the definition of Active tourism, it remains a new concept in Nigeria, to Nigerians. Nonetheless there is a distinct line/correlation because one tourism begets active tourism, therefore active tourism will be practically nonexistent without the extensive appreciation of tourism.

This research is centered on the topic Active Tourism (The new tourism trend in Africa (a case study of Nigeria). The hypothesis formed the center of the research and it aimed to make contributions to the research questions with the use of descriptive statistics analyzed from the questionnaires/survey used in this study. It supported the hypothesis active tourism significantly affects the general tourism industry in Nigeria, but the extent varies from state to state, and activity to activity.

Although the focus of this study is Active Tourism, it does not completely relegate its interest in general tourism as a whole in Nigeria, hence the nature of the survey employed in analyzing the concept.

The study highlighted a possible relationship between Active tourism and the tourism industry in Nigeria which has greatly been influenced by a plethora of factors that are both external and internal of the country, including security challenges, functional facilities, effective transportation, sustainability, and Covid-19 being responsible for the latest decline in world economy. Several tourists' activities are peculiar to different parts of Nigeria and literature reviewed showed that some states in the country are preferred to others as a result of their established popularity to this respect. From Lagos in the western part, to Abuja in the central, to Calabar in the south, and Kano, Bauchi in the north.

In the last decade, the trend of tourism has nosedived especially in the northern part of the country, which is not unconnected to the decline in the security situation and Covid-19. Active tourism requires a lot of physical proximity and group participation for events that display culture, cuisine, and recreational locations.

Analysis of the results shows the position of Active tourism in Nigeria might be untenable in the future if some of the trends highlighted by the respondents are not tackled by the government. 50 percent respondents rated the challenges associated with tourism in Nigeria good, but others highlighted poor networks, insecurity, poor customer service, road traffic, poor infrastructural facilities among other as the main issues they have encountered while on

tour in Nigeria. This is supported by Baje (2022) who said that some of the “critical factors that act as frictional forces on the path to maximizing the huge potential of tourism in Nigeria include the hydra-headed monster of insecurity, unemployment, lack of impactful legal framework, the weak institution of ill-motivated, ill-equipped security forces, lack of credible data on tourist sites, inadequate focus on domestic tourism and of course, corruption across the social spectrum. Insecurity seems to be the main challenge, and this can be evidence in the recent press release by some countries advising nationals not to travel to Nigeria. US department of State warned her citizens not to travel to Borno, Zamfara Yobe, Bauchi, Gombe, Kaduna states due to kidnapping and terrorism and states in the riverine areas Rivers, Delta, and Cross Rivers due to maritime crime and kidnapping (US Department of State 2022). Australia also warned citizens on 19th October 2022, to avoid travelling to Nigeria because “terrorism, kidnapping, crime and civil unrest remains high throughout Nigeria” (Sulaimon, 2022).

The study observed that mostly young persons in their early twenties and mid-thirties are actively involved in activities related to tourism especially in Lagos, Abuja, Enugu, Calabar, Oyo, Nasarawa, etc., where prominent activities such as boat riding, local sports, hiking in nature, fishing festivals, carnivals, elaborate ranches, and Zoo just to mention a few attractions. The study further noted that respondents are mainly business travelers but seem to take advantage in exploring the state visited with the help of friends who are also key elements in the promotion of specific tourist destinations while other means as social media, magazine, websites owned by state government, travel agents, etc., play little roles in facilitating tourism.

However, respondents learned about the activity or state of their interest, the respondent have similar preferences in their choices of states they ae willing to visit next. Figure 4 shows other indicators which include visiting friends and families had 60.4% of the

respondents while business tourism garnered 35.8%. Pilgrimage, hiking, culture, and shopping make up the top six meaning people embark on tourist activities-based on these indicators. This is supported by the literature review which posits that “wellness tourism can include activities such as weight management, gym visits, medical check-ups, hiking, facials and yoga”.

Other trends highlighted in Table 8 show that people would visit a location due to the hospitality of the host community. Culture, cuisine and entertainment, location-attraction sites, and sustainable sports were other trends noted. Respondents said they took part in one form of

local (active) tourism activity with a notable sustainable sport like the Argungu fishing festival which only occurs once in a year in Kebbi State Nigeria.

RECOMMENDATION

Contemporary ideologies are hinged upon sustainability, including tourism. Hence if tourism must be sustainable and developmental, Active tourism must be appreciated and upheld by all stakeholders. Recently, there has been a rapid growth of (active) tourism as a result of the employment of modern means of transportation and equipment, even in the wildest nature. This has encouraged regular tourists to take inaccessible routes and reach environments where it used to be difficult for tourism to reach like highlands, desert, marshy areas, etc. The perception of both active tourism and related recreation, which is mostly youth oriented as outlined in the author's survey, it lays foundation for further tourism development.

Although active tourism is prevalent with middle aged males, it is obtainable in other age brackets. Nonetheless, it is worth observing this phenomenon to understand the drive in young people to participate in active sports and nature hiking in unexplored territories. This will streamline tourist market offers to individuals and or groups in the industry, highlight the demand factors and outline new ways to progress the industry even with the prevailing challenges facing Nigeria at large.

To this respect, I recommend the following

1. Federal, state, and local governments of Nigeria need to urgently tackle the increasing threats of insecurity across the country caused by incessant kidnappings and terrorist activities as these will discourage international and inbound tourism in Nigeria. Suffice it to say that for tourism to continue to flourish in Nigeria, government must invest to in the environment to encourage tourism and some of the negative trends highlighted by Baje (2022) need to be tackled to fully maximize the potentials of active tourism in Nigeria.
2. The government should encourage tourist visits to other states. Analysis shows the majority like to visit Lagos and Abuja with other states like Enugu and Imo. Investing in tourist facilities such as government websites and granting loans to tourism industry will help to diversify people's choice of location when visiting Nigeria.
3. Further research may be conducted to understand why Airbnb seems to be very unpopular choice of accommodation for tourists in Nigeria and why hotels seem most preferred by tourists.

4. To achieve a sustainable tourism (the focal point of active tourism) sector in Nigeria, the government and traditional rulers in host local communities must play a great role in active tourism destination development. This can only be achieved by being present and getting involved in tourism strategic development planning. These plans include setting priorities regarding tourism products that are desired in certain locations, boosting private investment in the tourism sector.

5. Policy and regulations should be made available in order to regulate the involvement of professionals in the industry.

SUMMARY

Overall, active tourism plays a significant role, without which the industry is developing at a slow pace with minimal prospects. It is important for concerned stakeholders and communities to support the young people in their quest to conquer new locations and already existing ones in new ways in an active way. Note that that (active) tourism is youth-male popular and is mostly carried out on the in local communities that make it easy to communicate with nature and help in sustaining nature.

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STATEMENT

STATEMENT ON CONSULTATION PRACTICES

As a supervisor of Erenwa Olaedo Cynthia_ (Student's name) VAP7RI (Student's NEPTUN ID), I here declare that the final essay/thesis/master's thesis/portfolio¹ has been reviewed by me, the student was informed about the requirements of literary sources management and its legal and ethical rules.

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DECLARATION

on authenticity and public assess of final essay/thesis/master's thesis/portfolio¹

Student's name: Erenwa Olaedo Cynthia
Student's Neptun ID: VAP7RI
Title of the document: Active Tourism ; The New Tourism Trends In Nigeria
Year of publication: 2022/2023 Academic Session
Department: Institute of Rural Development and Sustainable Economy

I declare that the submitted final essay/thesis/master's thesis/portfolio² is my own, original individual creation. Any parts taken from an another author's work are clearly marked, and listed in the table of contents.

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APPENDICES

Appendix A: QUESTIONNAIRE

10/23/22, 10:16 PM Active Tourism. (A case study of Nigeria)

https://docs.google.com/forms/d/1IUb_Gifjbo9dfHes_WMDYXXTlrzVqabfG9Z5TH3CnH4/edit?ts=6331ecb9 1/8

Active Tourism. (A case study of Nigeria)

Dear sir/ma, my name is Cynthia, I am a Bachelor student at MATE University in Gyongyos, Hungary. I am studying Tourism and Hospitality; I am currently doing my final year research project which is an important part of my study. Please kindly help me to complete my thesis by filling in the questionnaire, It takes 5 minutes to complete The questionnaire is to analyze the study of new tourism trends in Africa, "Nigeria" precisely. Thank you!

1.

Country of residence

2.

Nationality

3.

Sex

Mark only one oval.

Male

Female

Prefer not to say

4.

Age Group

Mark only one oval.

18 - 25

26 - 35

36 - 45

45 and above

5.

How many states in Nigeria have you been to?

Mark only one oval.

1 - 6

6 - 12

12 - 18

18 - 24

24 - 30

30 and above

6.

Can you please list them

7.

Inbound Tourism in Nigeria : Have you ever travelled away from your environment either for leisure or tourism activity?

Mark only one oval.

Yes

No

Maybe

8.

Was your expectations when you travelled to these states been met?

Mark only one oval.

Yes

No

9.

If No what was your problem?

Mark only one oval.

Good

Bad

Other:

10.

If you had a good experience, what was the best?

11.

If your experience was bad, what did you not like?

12.

What platform did you get to know about your visited destination?

Mark only one oval.

Magazine

Friends

Social media

Websites of regions or states

Travel catalogues

Recommendation of a travel agency

Other:

13.

What was your purpose(s) of the visit? You can choose more options

Tick all that apply.

Visiting friends and relatives

Business meetings

Hiking in Nature

Pilgrimage

Culture

Shopping

Transit

Visit to world heritage sites and attractions

Other:

14.

How did you explore your visited destination(s)

Tick all that apply.

Tour advisor
Self tour
Escort by friends
Other:

15.

If you have not travelled to any region or state of the country, would you like to pay a visit in the future?

Mark only one oval.

Yes

No

Maybe

16.

If yes which state(s) would you like to visit in the future?

17.

Have you ever used any of the online apps to book / search for any service when travelling to any touristic destination?

Mark only one oval.

Yes

No

Maybe

18.

If "Yes" please specify which category of the online sharing platforms? Tick anybox(es) applicable to you.

Tick all that apply.

Accommodation

Food and Beverages

Activities (tour guide)

Transportation

Information (weather)

Other:

19.

What was your experience when using this platform?

20.

Where did you spend your night(s) when you travel?

Mark only one oval.

Hotel / motel

Airbnb

Non-rented accommodation (family or relatives)

Other:

21.

Where do you find places to eat / drink?

Mark only one oval.

Hotel restaurant / bar

Free meals from family and friends home
restaurants or bar around me

Other:

22.

What means of transportation do you use to and within the given destination(s)

Tick all that apply.

Your own vehicles

Public transport : bus, train

Rented sharing services : rented car, bicycle

Free ride from friends and relatives

Uber

Other:

23.

Will Terrorism and other insurgent activities such as kidnapping influence your decision in selecting a certain state?

Mark only one oval.

Yes

No

Maybe

Other:

24.

How would you classify hospitality in terms of the location you visited?

Mark only one oval.

Very Good

Good

Bad

Other:

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