

PROXIMITY ASSESSMENT BETWEEN TOURIST SITES AND HOSPITALITY FACILITIES IN LOKOJA, KOGI STATE, NIGERIA

Lucky S. Ikani, Benedine A. Akpu, and Adamu K. Usman

Department of Geography and Environmental Management, Ahmadu Bello University, Zaria, Nigeria

Corresponding Author's email: enemalucky@gmail.com



Abstract

The success of tourism in any local community depends on the ability of that community to sufficiently develop, manage and market the tourist sites and hospitality facilities in that area. This research examined the proximity between tourist sites and hospitality facilities in Lokoja, Kogi State. The list of tourist sites and hospitality facilities was collected from the Kogi state Tourism and Hotel Board. The Geographic coordinates of tourist sites and hospitality facilities was acquired using a handheld GPS receiver and overlaid on a georeferenced basemap of the study area to show the spatial distribution of tourist sites and hospitality facilities in the ArcGIS 10.4 software. Nearest Neighbor Analysis was performed to determine the pattern of distribution of tourist sites and hospitality facilities, while Origin-Destination (OD) cost matrix tool in ArcGIS 10.4 was used to determine the proximity between tourist sites and hospitality facilities. A Nearest neighbor ratio of 1.207017 at 0.10 level of significance indicated that tourist sites were randomly distributed, while a Nearest neighbor ratio of 0.696531 at 0.01 level of significance indicated the pattern of distribution of hospitality facilities was clustered. The result of the OD cost matrix showed that Saatof Hotel and Suites was the closest hospitality facility to the First Primary school in Northern Nigeria with a distance of 2.13km while Reverton was the closest hospitality facility to the First Prison yard in Northern Nigeria with a distance of 0.66km. The study concluded that due to the clustered nature of the hospitality facilities in the study area, it was recommended that the state government and private sector should build hospitality facilities in other parts of the study area especially in GRA/Aliu Attah road and Adankolo/Cantonment where most of the tourist sites are found.

Keywords: Geographic Information System, Hospitality facilities, Lokoja, Proximity, Tourist sites

Background to the Study

Man has unconsciously engaged himself in tourism right from the ancient age where he wandered through the dark virgin forest in search of light, shelter and food to the modern era of clamouring for novelties and fun (Franklin, 2003). According to Burkart and Medlik (1981), tourism is deemed to include any activity concerned with the temporary short-term movement of people to destinations outside the places where they normally live and work, and their activities during the stay at these destinations. Tourism is habitually viewed as a composite concept involving not just the temporary movement of people to destinations that are removed from their normal place of residence but, in addition, the organization and conduct of their activities and of the facilities and services that are necessary for meeting their needs (Stephen, 2003).

Tourism has been reborn as a possible tool to spur economic development while at the same time benefiting the environment and local social condition without harming the environment (Reynold

and Braithwaite, 2001). Tourism has become an essential factor for all-round development. It earns money and enriches foreign exchange (Stephen, 2003). It creates job opportunities and thus alleviates poverty. Several countries have set their traditional economy on modern pattern through developing tourism as a measure of regional development (Kumari, 2002). Morrison (2013) defines a tourist site as a designated permanent resource, which is controlled and managed for the enjoyment, amusement, entertainment and education of the visiting public. Medlik (2003) points out that a tourist site is a physical or cultural feature of a particular place that individual travelers or tourists perceive as capable of meeting one or more of their specific leisure-related needs. Such features are ambient in nature (such as climate, culture, scenery), or they may be specific to a location, such as a museum or a waterfall.

Tourism and hospitality go hand in hand, hospitality constitutes the most important segment of the tourism industry. Availability of hospitality facilities in the area represents the image of a tourism destination, as it is one of the basic requirements for tourists in their travel. The hospitality industry is the supplier of the services for tourism. It also has indirect impacts on the supporting tourist facilities such as the transport sector (Poudel, 2013). The success of tourism in any state or country depends on the ability of that state to sufficiently develop, manage and market the tourism and hospitality facilities in that state (Effiong, Iyiola, Ibe, Alagbe and Liwhu, 2013). Tourism has historically been dependent on the character of the destination. It is a complex activity that requires the availability of certain parameters (such as accessible road networks, standard hospitality facilities) and information on tourist sites. Hospitality can be defined as the business of helping people to feel welcome and relaxed and to enjoy themselves (Discover Hospitality, 2015).

Hospitality is important in tourism because it provides the personal touches to a tourism service and can encourage the tourist to spend more time or money at a location and subsequently to return and recommend the place to friends; therefore, hospitality facilities are infrastructures that play a vital role in customer satisfaction and successful tourism development in an area (Banerjee, 2013). Hospitality facilities refers to accommodation houses, including hotels, motels, hostels, guest houses, and other commercial enterprises. These hospitality facilities represent temporary homes away from home for tourists, and as such, are the focal point from which most tourism activity emanates in a destination (Shoval, McKercher, Ng and Birenboim, 2011). To clarify this point, for the purpose of this study hospitality facilities will be limited to hotels.

Geographic Information System (GIS) technology offers great opportunities for the development of modern tourism applications using maps (Abubakar, Idoko and Ocholi, 2017). Recent advances in GIS have facilitated more rigorous spatial analysis by utilizing spatial statistics, giving researchers access to more enhanced descriptions of spatial distribution (Wolman, 2004). Tourists who want to visit tourist sites need to have information and visual representation about those places, GIS integrates common database operations such as query with the unique visualization and geographic analysis benefits offered by maps (Jovanović, 2008).

Amalu, Otop, Oko and Oko-Isu, (2018) examined the spatial distribution and patronage of Ecotourism attractions in Enugu state, Nigeria. Nearest Neighbor Analysis was adopted to determine the distributional pattern. It was observed that the ecotourism sites were randomly distributed across the area. Baba, (2016) carried out a study on the spatial distribution and service delivery of hotels in Kaduna metropolis. The Nearest neighbor analysis was carried out to determine the pattern of distribution of hotels which revealed that the distribution of hotels in the area was clustered. Ofobruku, Onabanjo and Iheabunike, (2013) investigated the utilization of GIS technology for Tourism Management in Victoria Island, Lagos. The study applied the OD

cost matrix analyst tool to assess the distance between tourist sites and hotels which revealed a distance of 0.96km between Didi Museum and Radisson Blu hotel, alongside a distance of 1.28km between Eko Atlantic Resort and Laporch hotel. Lokoja, by virtue of its location offers a unique and fascinating attraction to the tourists. Located right in the heart of the country, bordered by the Federal Capital Territory to the north, it is also the converging point between the two major rivers (Rivers Niger and Benue) in Nigeria (Adah, 2014). Tourist sites and hospitality facilities are scattered across the area; however, their distribution pattern and the proximity between tourist sites and the hospitality facilities are not known. The focus of this paper therefore is to examine the spatial distribution of tourist sites and hospitality facilities as well as determine the proximity between tourist sites and hospitality facilities using geospatial techniques.

Materials and Methods

Study Area

Lokoja is located between Latitudes 7° 45' 27" – 7° 51' 22" N and Longitudes 6° 41' 19" – 6° 45' 00" E (Figure 1). It is bounded to the East by Benue State, to the South by Adavi and Okehi LGAs and to the west by Kabba LGA. It has an estimated landmass of 63.82 sq. km. Lokoja is the capital of Kogi state and lies on the western bank of the River Niger, at an altitude of 45 – 125 meters above sea level (Areola, 2004). Lokoja experiences two seasons, dry and wet; the dry season lasts between October and April while the wet season lasts between May and September. The annual average rainfall ranges from 1000mm to 1500mm, while the mean annual humidity is about 70% (Alatise and Ikumawoyi, 2007). The study area is largely drained by the river Niger with a total length of about 4180 km, basin of 2,117,700 km² across five countries and discharge rate at 5589 m³/s which serves as the major source for the tributaries in the whole Niger trough. There is also the river Benue with a total length of 1400 km. Lokoja is referred to as the confluence town as it is home to the confluence of the river Niger and Benue which is a distinguished and unique tourist site (Alfred, Davison and Oksana, 2018). According to the 2006 National Population Census, the population of Lokoja town was declared to be 196,643 persons with a growth rate of 3.04% per annum (Ukaegbu, 2011). This was projected to 291,955 in 2019. The predominant ethnic groups in the study area are the Igala, Bassange, Yoruba, and Ebira. Other ethnic groups of various tribes from all parts of Nigeria, including the Igbo, Hausa, Bini, Tiv, and Nupe, have recently established themselves (Alabi, 2011). The mainstream of the people of Lokoja engage in Agriculture both presently and in the past. The people engage in farming, fishing, grazing of livestock and trading (Ukaegbu, 2011).

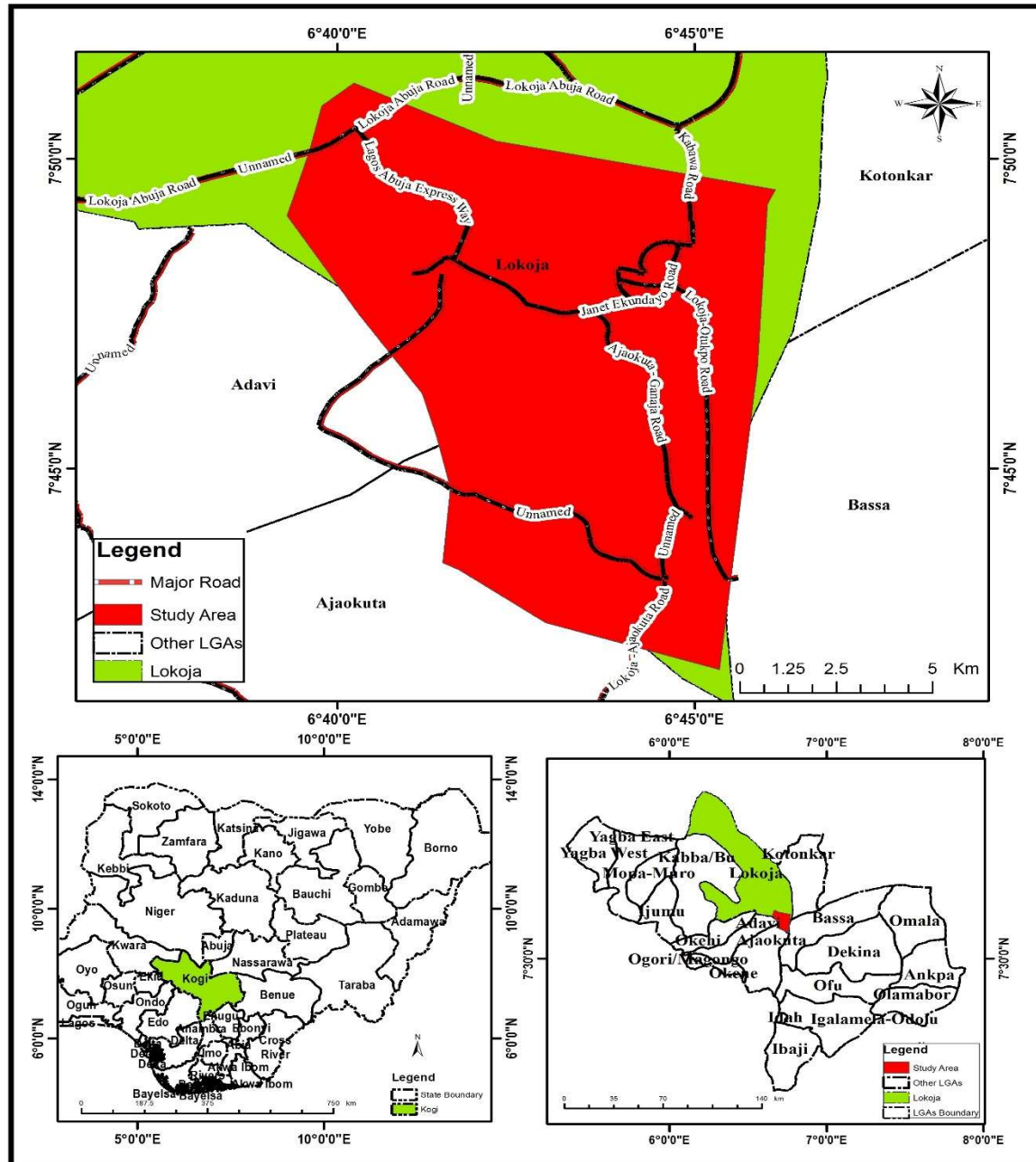


Figure 1: The Study Area

Source: Adopted from Administrative Map of Kogi State (2018)

Data Types and Sources

List of tourist sites and hospitality facilities was obtained from Kogi State Hotels and Tourism Board. Geographic coordinates of tourist sites and hospitality facilities was captured through a comprehensive field survey using a handheld Garmin eTrex 20 GPS. Administrative map of Lokoja was acquired from the Department of Planning under the Ministry of Lands, Housing and Urban Development, Lokoja, Kogi State.

Data Processing Techniques

Georeferencing

The administrative map of Lokoja was imported into the ArcGIS 10.4 desktop application and georeferenced. This was done by referencing corresponding coordinates of the administrative map to positions on the surface of the earth using the Universal Transverse Mercator (UTM) projection system (WGS) 84, 32N, for easy measurement of distance.

Geodatabase Creation

The geographic coordinates of tourist sites and hospitality facilities captured using a handheld Garmin eTrex 20 GPS was organized in a database format using a relation also known as a table. The relation (tourist sites and hospitality facilities) was associated with a set of attributes; name of tourist sites and hospitality facilities, addresses, latitudes and longitudes such that data in each relation is structured as a set of rows with each row consisting of a list of values, one for each attribute. The database features were created using Microsoft excel spreadsheet and converted to CSV (Comma Separated Value) comma delimited format before being exported to the ArcGIS 10.4 software. The Excel spreadsheet was converted to CSV format because this is often the best choice format for importing Excel spreadsheets into the ArcGIS environment.

Data Analysis Techniques

Spatial Distribution of Tourist sites and Hospitality facilities

The point locations of tourist sites and hospitality facilities were imported into the ArcGIS 10.4 environment and overlaid on the georeferenced basemap of the study area. This showed the distribution of the tourist sites and hospitality facilities in the study area.

Pattern of Distribution of Tourist sites and Hospitality facilities

Nearest neighbourhood analysis was carried out in the ArcGIS 10.4 environment to determine the pattern of distribution of tourist sites as well as hospitality facilities. The nearest neighbour analysis was chosen because it is more compatible with point data. The formula is given as

$$\text{Nearest Neighbour Index} = 2\bar{d}\sqrt{N/A}$$

Where $\bar{d}$ = observed distance

N = total number of Tourist sites/Hospitality facilities

A = area of the map

Proximity Between Tourist sites and Hospitality facilities

Tourists in the course of visiting tourist sites will seek accommodation at hospitality facilities closest to these tourist sites. Origin-Destination (OD) cost matrix network analyst tool was used to rank the destinations that each origin connects to in ascending order based on the distance required to travel from that origin (tourist sites) to a set of destination locations (hospitality facilities). This was achieved by adding an OD cost matrix layer to the input network analysis layer. Tourist sites were added as origins and hospitality facilities were added as destinations. Distance was selected as the mode for travel settings and the output geometry was set to straight lines. The straight lines were selected for performance reasons, as the OD matrix stores travel distance along the road network and not straight-line distance.

Results and Discussions

Spatial Distribution of Tourist sites

This section shows the tourist sites in Lokoja and their exact positions on the map of the study area. A total of 15 tourist sites are distributed across the landscape of the study area (Figure 2), while Table 2. shows the zonal distribution of the tourist sites in the study area.

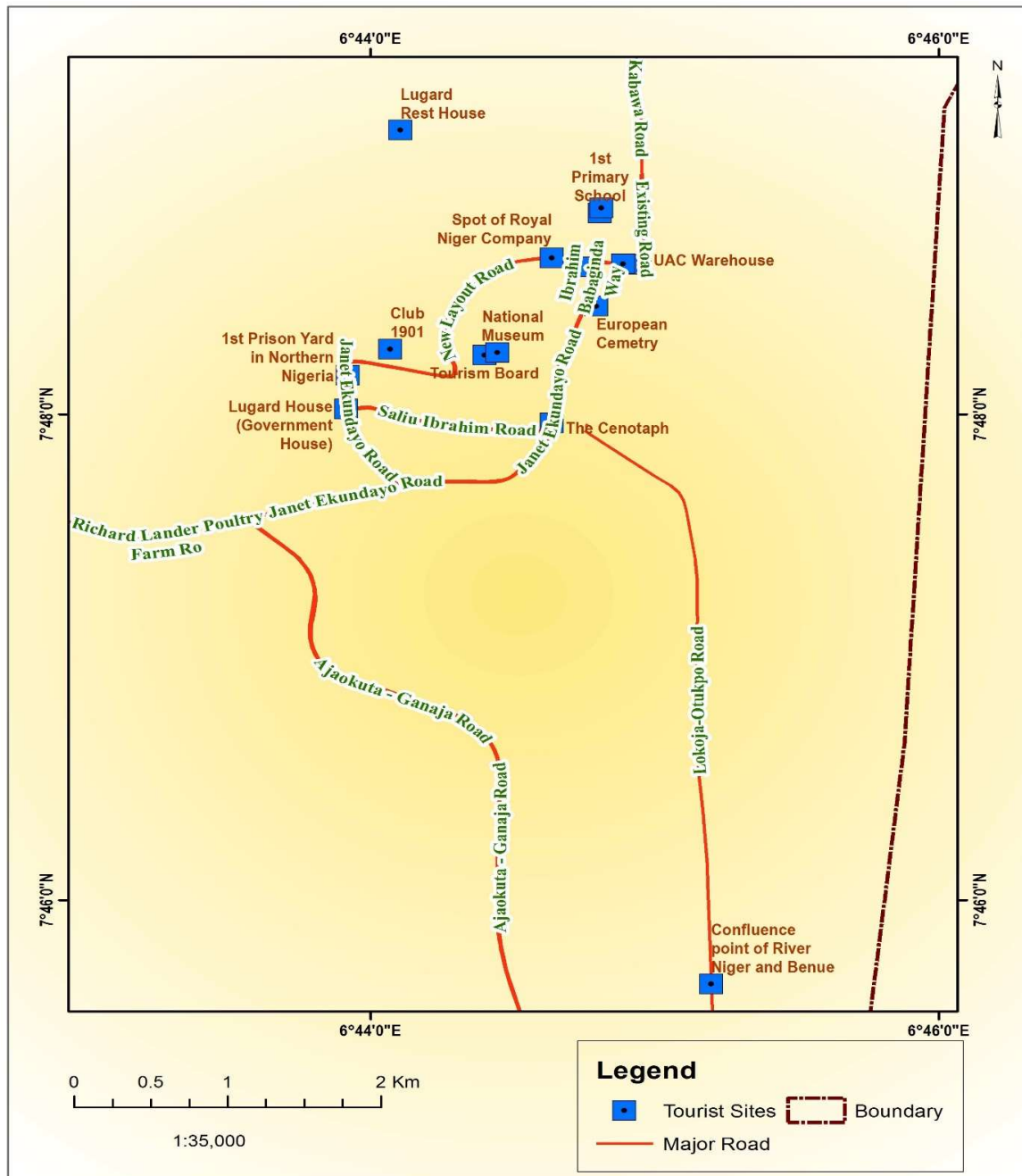


Figure 2: Tourist sites in the Study Area

Source: Author's Analysis (2019)

The NNA spatial analytical tool of the ArcGIS 10.4 software was employed to examine the pattern of distribution of tourist sites in Lokoja to explain the degree of regularity, randomness or clustering. The result is presented in Figure 3.

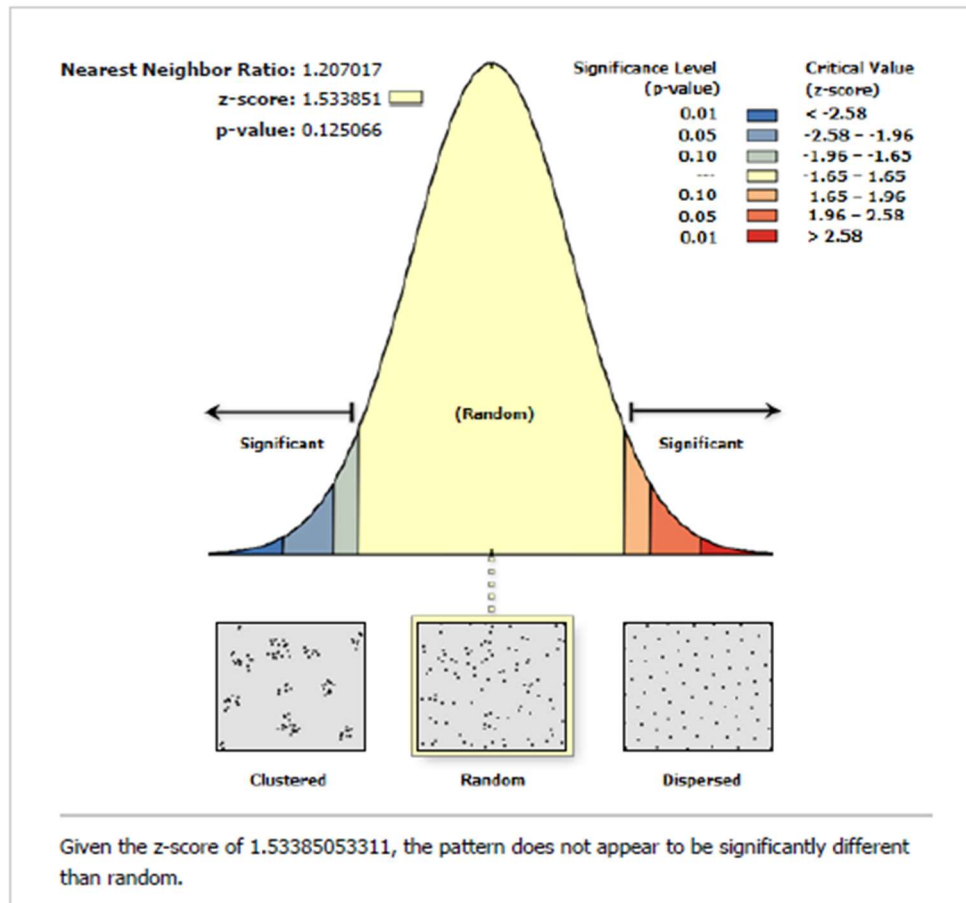


Figure 3: Pattern of Distribution of Tourist sites in Lokoja

Source: Author's Analysis (2019)

Table 1: Summary of the Average Nearest Neighbor Statistics

Observed Mean Distance	567.3726 Meters
Expected Mean Distance	470.0617 Meters

Source: Author's Analysis (2019)

Table 1. establishes the summary of the average nearest neighbor statistics. The observed mean distance from one tourist site to another is 567.3726 meters which is above the expected mean distance of 470.0617 meters and a positive Nearest neighbor ratio of 1.207017 at 0.10 level of significance indicates a random pattern of distribution as shown as Figure 3. Given the Z-score of 1.533851, the pattern does not appear to be significantly different than random. The result of this study is in agreement with Amalu, Otop, Oko and Oko-Isu (2018) who observed that ecotourism sites in Enugu state, Nigeria were randomly distributed.

Table 2: Zonal Distribution of Tourist sites

Zone	Number of Tourist sites	Percentage (%)
GRA/Aliu Attah road	7	46.67
Adankolo/Cantonment	7	46.67
Lokongoma/Zone 8	0	0
Ganaja-Ajaokuta road	1	6.66
Okene-Kabba road	0	0
Total	15	100

Source: Author's Field Survey (2019)

The result of the analysis as shown in Table 2. reveals that 46.67% of the tourist sites are located in GRA/Aliu Attah road and Adankolo/Cantonment respectively. This is due to the fact that most of the colonial relics are found in these areas. About 7% of the tourist sites are found in Ganaja-Ajaokuta road.

Spatial Distribution of Hospitality Facilities

This section shows the hospitality facilities and their exact position on the map of the study area. A total of 43 hospitality facilities were surveyed across Lokoja. The hospitality facilities are shown in Figure 4. while Table 4. shows the zonal distribution of the hospitality facilities in the study area.

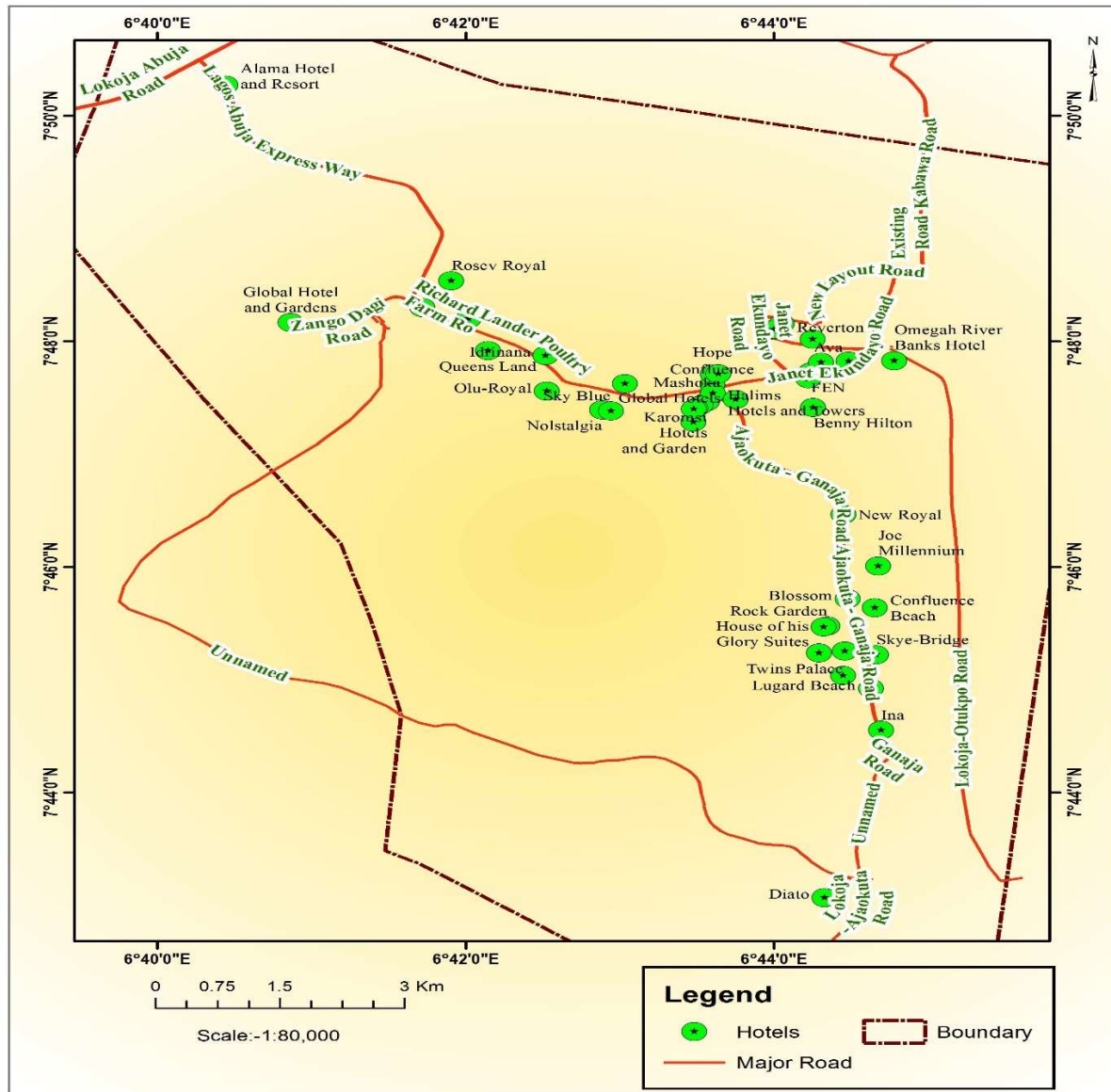


Figure 4: Hospitality Facilities in Lokoja

Source: Author's Analysis (2019)

The NNA spatial analytical tool of the ArcGIS 10.4 software was employed to examine the pattern of distribution of hospitality facilities in the study area to explain the degree of regularity, randomness or clustering. The result is presented in Figure 5.

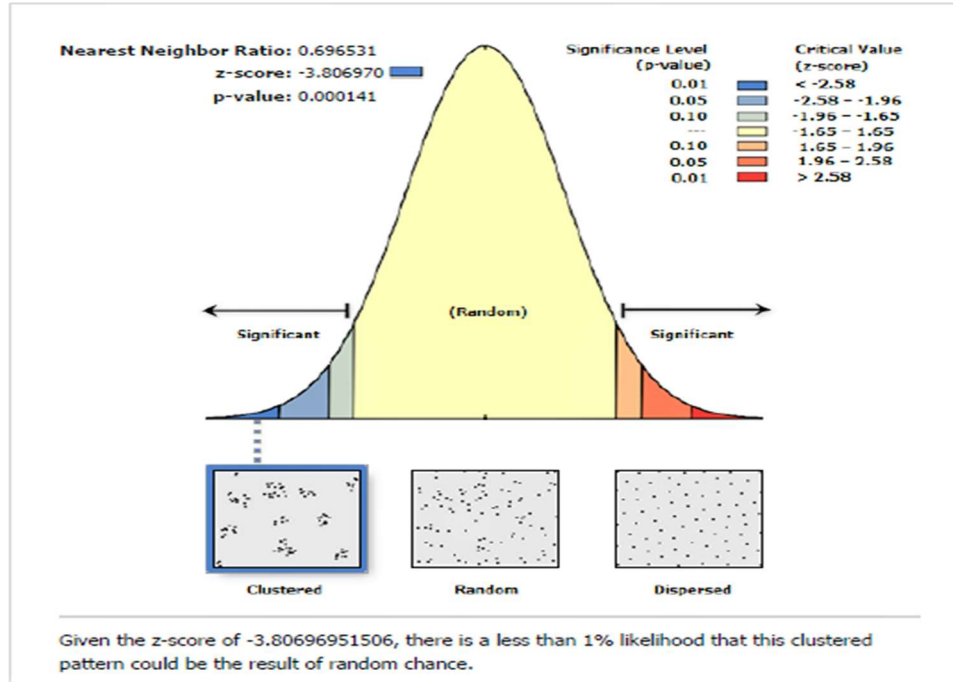


Figure 5: Pattern of Distribution of Hospitality Facilities in Lokoja

Source: Author's Analysis (2019)

Table 3: Summary of the Average Nearest Neighbor Statistics

Observed Mean Distance	487.1574 Meters
Expected Mean Distance	699.4052 Meters

Source: Author's Analysis, 2019

Based on the average nearest neighbor summary results presented in Table 3. The observed mean distance from one tourist site to another is 487.1574 meters which is below the expected mean distance of 699.4052 meters and a Nearest neighbor ratio of less than 1 (0.696531) at 0.01 level of significance indicates a clustered pattern of distribution as shown in Figure 5. Given the negative z-score of -3.806970, there is less than 1% likelihood that this clustered pattern could be the result of random chance. The findings of this research agree with that of Baba (2016) who observed that the pattern of distribution of hotels in Kaduna metropolis was clustered.

Table 4: Zonal Distribution of Hospitality Facilities

Zone	Number of Hospitality facilities	Percentage (%)
GRA/Aliu Attah road	7	16.28
Adankolo/Cantonment	5	11.63
Lokongoma/Zone 8	18	41.86
Ganaja-Ajaokuta road	12	27.9
Okene-Kabba road	1	2.33
Total	43	100

Source: Author's Field Survey (2019)

Table 4. presents the zonal distribution of hospitality facilities. The result shows that 41.86% of the hospitality facilities are located in Lokongoma/Zone 8. The location of hospitality facilities here can be attributed to the fact that this area is mostly residential and has an easy access to other

parts of the study area. Ganaja-Ajaokuta road has 27.9% of the hotels Lokoja. This area is at the entrance of Lokoja from Ajaokuta and the hospitality facilities located here seeks to exploit the fact that guests coming into Lokoja from the South-East and other areas are likely to seek accommodation in the area. The result also indicates that 16.28% of the hospitality facilities are found in the GRA/Alu Attah road while 11.63% of the hospitality facilities are found in Adankolo/Cantonment. These areas have relatively better infrastructure which encourages investors to site their businesses there. The area also seeks to provide accommodation for tourists visiting the tourist sites in the area.

Spatial Distribution of Tourist sites and Hospitality Facilities

This section shows the exact position of tourist sites and hospitality facilities in the study area (Figure 6), while Table 5. shows the zonal relationship between tourist sites and hospitality facilities.

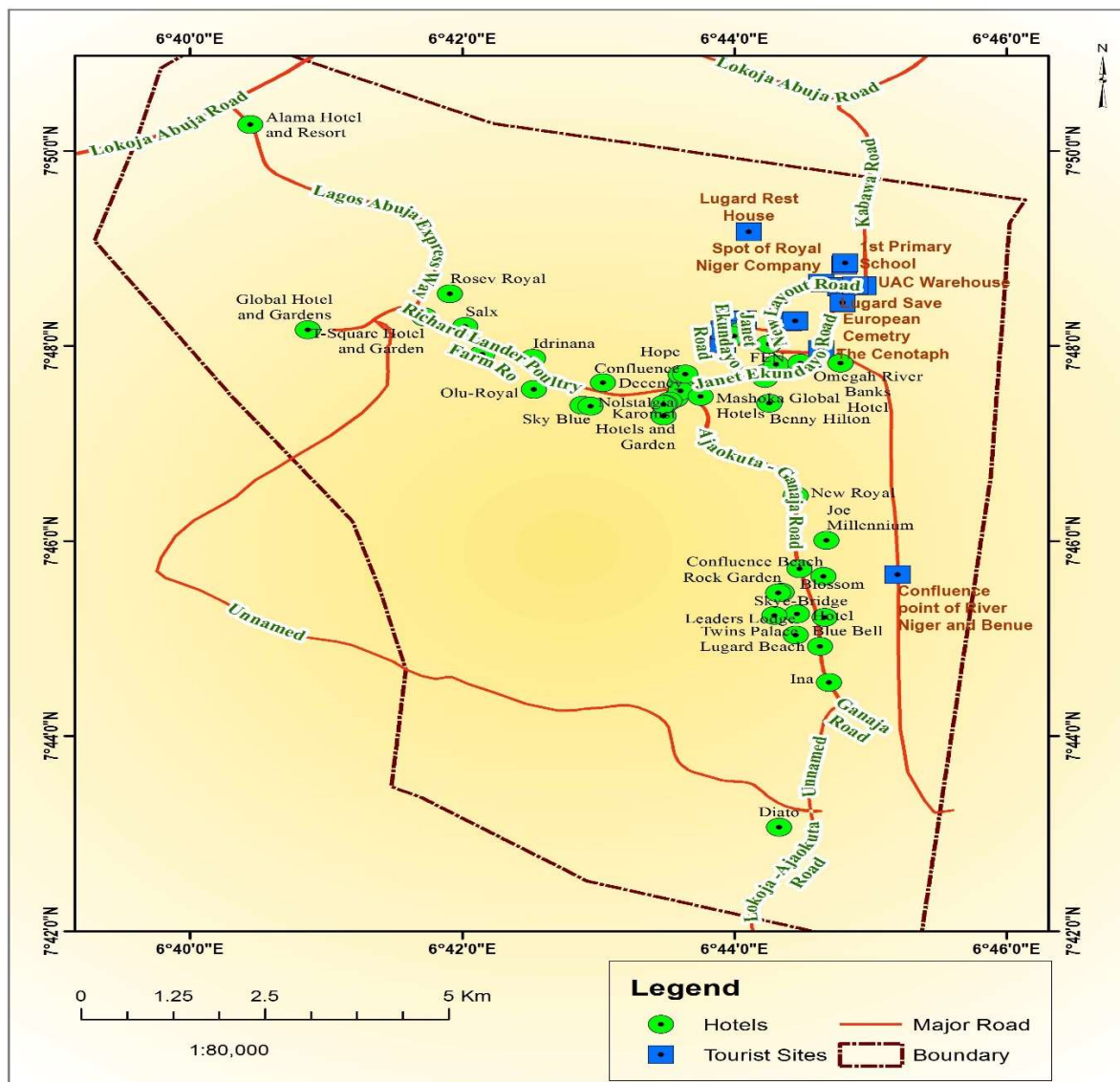


Figure 6: Tourist sites and Hospitality Facilities in Lokoja

Source: Author's Analysis (2019)

Table 5: Zonal Relationship Between Tourist sites and Hospitality Facilities

Zone	Number of Tourist sites	Percentage (%)	Number of Hospitality facilities	Percentage (%)
GRA/Aliu Attah road	7	46.67	7	16.28
Adankolo/Cantonment	7	46.67	5	11.63
Lokongoma/Zone 8	0	0	18	41.86
Ganaja-Ajaokuta road	1	6.66	12	27.9
Okene-Kabba road	0	0	1	2.33
Total	15	100	43	100

Source: Author's Field Survey (2019)

The result of Table 5. presents the zonal relationship between tourist sites and hospitality facilities in the study area. It shows that no tourist site is located in Lokongoma/Zone 8 cluster where 41.86% of the hospitality facilities were located. On the otherhand, while 93.34% of the tourist sites are found in GRA/Aliu Attah road and Adankolo/Cantonment, only about 28% of the hospitality facilities are found in the area. It was also observed that about 7% of the tourist sites and about 28% of the hospitality facilities are located in Ganaja-Ajaokuta road.

Proximity Between Tourist sites and Hospitality Facilities

This section shows the proximity between tourist sites and hospitality facilities in the study area. The OD cost matrix network analyst tool was used to measure and rank hospitality facilities according to their travel distance from each tourist site. Figure 7 presents a visual representation of the result of the OD cost matrix from origins (tourist sites) to destinations (hospitality facilities). Table 6 ranks the hospitality facilities based on their distance to the tourist sites.

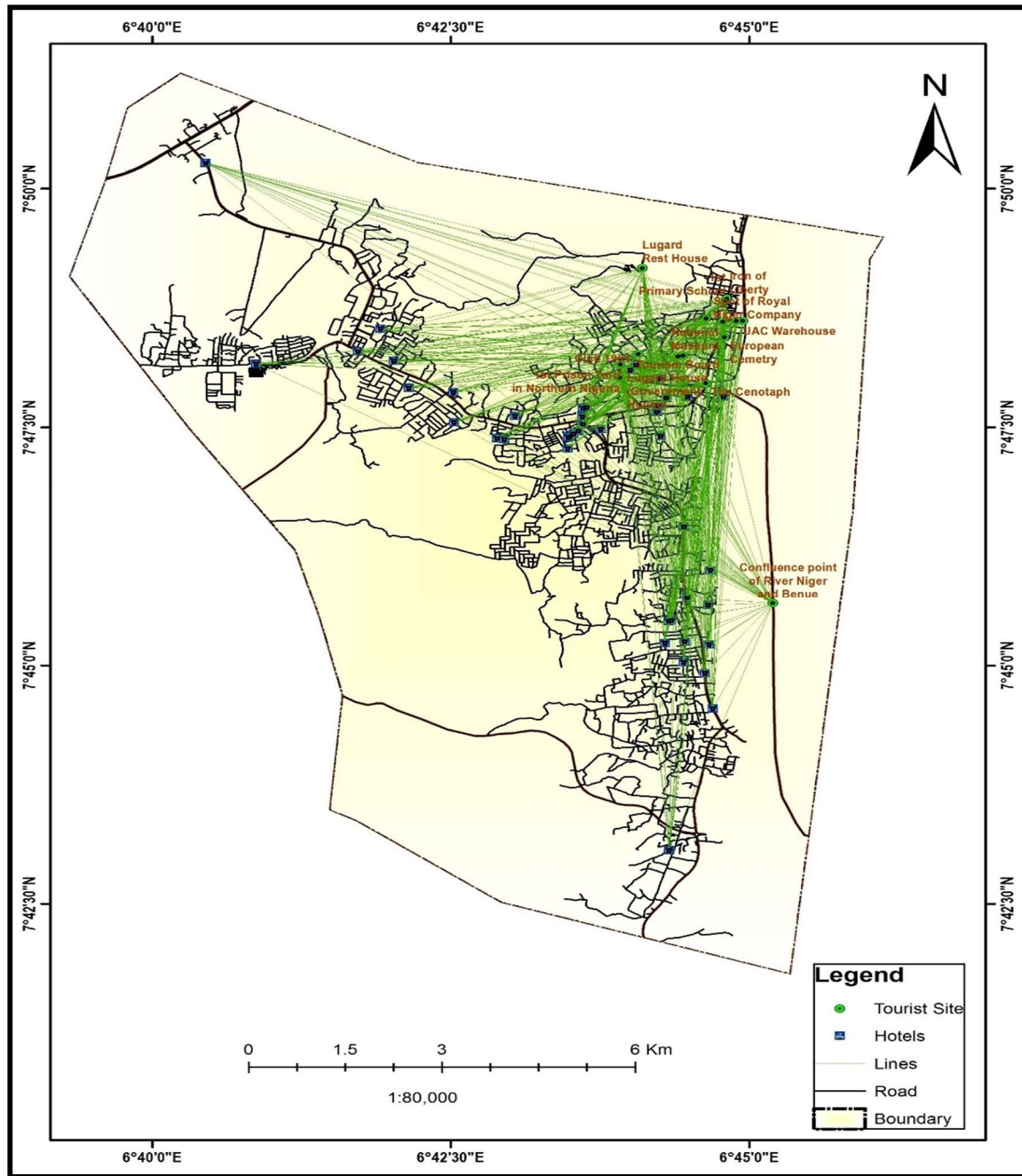


Figure 7: Proximity Between Tourist sites and Hospitality Facilities

Source: Author's Analysis (2019)

Table 6: Proximity between Tourist sites and Hospitality Facilities

S/N	Origin (Tourist site) – Destination (Hospitality Facility)	Destination Rank	Distance (km)
1	1st Primary School in Northern Nigeria - Saatof Hotel and Suites	1	2.13
2	1st Primary School in Northern Nigeria - Omegah River Banks Hotel	2	2.16
3	1st Primary School in Northern Nigeria - Revertton	3	2.35
4	1st Prison Yard in Northern Nigeria - Revertton	1	0.66
5	1st Prison Yard in Northern Nigeria - Edge Drive	2	0.80
6	1st Prison Yard in Northern Nigeria - Miami Hotels and Towers	3	1.16
7	Club 1901 - Revertton	1	0.65
8	Club 1901 - Edge Drive	2	0.80
9	Club 1901 - Prudent Hotel and Garden	3	0.97
10	European Cemetery - Saatof Hotel and Suites	1	1.48
11	European Cemetery - Omegah River Banks Hotel	2	1.51
12	European Cemetery - Prudent Hotel and Garden	3	1.77
13	Iron of Liberty - Saatof Hotel and Suites	1	2.17
14	Iron of Liberty - Omegah River Banks Hotel	2	2.20
15	Iron of Liberty - Revertton	3	2.39
16	Lugard House (Government House) - Miami Hotels and Towers	1	0.94
17	Lugard House (Government House) - Revertton	2	0.96
18	Lugard House (Government House) - FEN	3	0.97
19	Lugard Rest House - Revertton	1	4.18
20	Lugard Rest House - Edge Drive	2	4.32
21	Lugard Rest House - Prudent Hotel and Garden	3	4.50
22	Lugard Safe - Saatof Hotel and Suites	1	1.71
23	Lugard Safe - Omegah River Banks Hotel	2	1.75
24	Lugard Safe - Prudent Hotel and Garden	3	1.99
25	National Museum - Prudent Hotel and Garden	1	0.80
26	National Museum - Revertton	2	0.81
27	National Museum - Edge Drive	3	0.95

28	Spot of Royal Niger Company - Reverton	1	1.79
29	Spot of Royal Niger Company - Prudent Hotel and Garden	2	1.81
30	Spot of Royal Niger Company - Edge Drive	3	1.94
31	Tourism Board - Prudent Hotel and Garden	1	0.71
32	Tourism Board - Reverton	2	0.72
33	Tourism Board - Edge Drive	3	0.87
34	UAC Warehouse - Omegah River Banks Hotel	1	1.77
35	UAC Warehouse - Saatof Hotel and Suites	2	2.07
36	UAC Warehouse - Prudent Hotel and Garden	3	2.33
37	Graveyard of Deposed Northern Emirs - Saatof Hotel and Suites	1	0.48
38	Graveyard of Deposed Northern Emirs - Omegah River Banks Hotel	2	0.51
39	Graveyard of Deposed Northern Emirs - Ava	3	0.84
40	The Cenotaph - Prudent Hotel and Garden	1	0.71
41	The Cenotaph - Reverton	2	0.72
42	The Cenotaph - Edge Drive	3	0.87
43	Confluence Point of River Niger and Benue - Omegah River Banks Hotel	1	1.77
44	Confluence Point of River Niger and Benue - Saatof Hotel and Suites	2	2.06
45	Confluence Point of River Niger and Benue - Prudent Hotel and Garden	3	2.32

Source: Author's Analysis (2019)

The result of the analysis as shown in Table 6. presents the proximity between tourist sites and the hospitality facilities in the study area. It was observed that Saatof Hotel and Suites was the closest hospitality facility to the First Primary school in Northern Nigeria with a distance of 2.13km, Reverton was the closest hospitality facility to the First Prison yard in Northern Nigeria with a distance of 0.66km, Miami Hotels and Towers was the closest hospitality facility to the Lugard House (Government House) with a distance of 0.94km, while Prudent Hotel and Garden was the closest hospitality facility to the Cenotaph with a distance of 0.71km.

Conclusion and Recommendation

Based on the results of this research, it is observed that the tourist sites in the study area were randomly distributed, while the pattern of distribution of hospitality facilities was clustered. It also observed that most of the tourist sites were located in GRA/Alieu Attah road and Adankolo/Cantonment while hospitality facilities were found across all areas in Lokoja. The result further indicates that Saatof Hotel and Suites was the closest hospitality facility to the First Primary school in Northern Nigeria with a distance of 2.13km, Reverton was the closest hospitality

facility to the First Prison yard in Northern Nigeria with a distance of 0.66km, Miami Hotels and Towers was the closest hospitality facility to the Lugard House (Government House) with a distance of 0.94km, while Prudent Hotel and Garden was the closest hospitality facility to the Cenotaph with a distance of 0.71km. Therefore due to the clustered nature of the hospitality facilities in the study area, this research recommends that the Kogi State Hotel and Tourism Board should encourage the state government and private sector to build hotels in other parts of the study area especially in GRA/Alieu Attah road and Adankolo/Cantonment where most of the tourist sites are found.

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