



TOURISM IN BAUCHI STATE: PROSPECT FOR DIVERSIFYING THE ECONOMY

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ABSTRACT

Tourism is not a new phenomenon: tourism and travel has been part of the human experience for millennia, described as a form of nomadism that characterized Homo sapiens which is both normal and under the right conditions pleasurable activity. Bauchi has great tourism potentials, which if properly harnessed are capable of diversifying the economy and boosting the socioeconomic development of Bauchi State. It is also a fact that Tourism over the years has proven to be a strong and resilient economic activity and a fundamental contributor to economic growth and development of countries. Nigeria's dependence on the petroleum sector over the years has resulted in many states in the country unable to carry out development projects in their states due to financial constraint. Bauchi State is no exception, thus a way out is to diversify the economy through among many others tourism, especially that Bauchi State is well known for its rich tourism resources. Both primary and secondary data were used for the study. Our findings reveal that there are numerous tourism resources spread across the 20 Local Government Areas (LGAs) of the State, and if harnessed could result in developing the tourism sector, and thus diversifying the economy of the State. However, the study findings reveals that the dearth of infrastructure, security, and safety are some of the challenges negating the development of the tourism sector. The study recommends that the State government through its agencies should draw up a plan/policy to overcome these challenges that will make possible the development of the tourism sector in Bauchi State.

Keywords: Diversify, Economy, Infrastructures, Tourism, Tourist

JEL Classification Code:

1.0 Introduction

The definition of Tourism is a particularly arid pursuit but important if one is to understand the nature, scope, impact and magnitude of tourism. The concept of tourism refers to the broad notional framework that identifies tourism's essential characteristics and distinguishes tourism from similar, often related but different phenomena. In contrast technical definitions have evolved through time as researchers modify and develop appropriate measures for statistical, legislative and operational reasons, this implies that there may be various definitions to meet particular purposes. However the concept of tourism and its identification for research purposes are important considerations, so that users are familiar with the context of their derivation. However for this study we will adopt the definition by Burkart and Medliks (1981) in which they state that the conceptualization of tourism is invaluable because it rightly recognizes that tourism is a leisure activity, which involves a discretionary use of money and time, and recreation is often the main purpose for participation in tourism. Thus, they highlight five main characteristics of tourism. a) That tourism arises from the movement of people to, and their stay in various destinations. b) there are two elements in all tourism, the journey to the destination and the stay, including activities at the destination. c) the

journey and stay take place outside the normal place of residence and work, so that tourism give rise to activities which are distinct from those of the resident and working population of the places through which tourist travel and in which they stay. d) the movement to destinations is of a temporary, short term character, with the intention to return home within a few days, weeks or months and finally e) destinations are visited for purposes other than taking up permanent residence or employment remunerated from which the places are visited.

Tourism has played key role in the growth and development of both the developed and developing countries. One of the main justification for tourism development is the potential for economic benefits, due to tourism's direct, indirect and induced impacts on economic development. Among Many other justification tourism is often encourage to draw the much needed foreign exchange, generate employment and improve economic and social cohesion and prospects in a destination area. There is also no disputing the fact that the tourism industry is one of the most tradable sectors in the world economy today, no wonder a number of nations main source of foreign exchange is the tourism sector of their economy. The tourism industry is an industry dependent on a complexity of external factors, such that direct government involvement becomes necessary. For instance there is the need for infrastructures, legislation, policy articulation and implementation that only government can do for tourism to thrive.

There is no disputing the fact that the ultimate aim of every state or country is to maximize the welfare of the citizens through the provision of basic amenities that will make life more meaningful. These can be achieved through articulate policies and programmes that ensure full employment of all resources, price stability and equitable income distribution. The possibility of all these depends on the government generating enough funding for developing all sectors and structures, that could result in improved welfare for all. Among a plethora of policies, it is widely accepted that tourism development could be a way to promote economic growth and development of a given area. However, tourism development is largely dependent upon tourism resources that are found in a given destination. The availability of tourism resources is not an end in itself, but commensurate measures must be taken through promotion, marketing and provision of tourism infrastructures, which are necessary and sufficient conditions for tourism to thrive.

Tourism is often more acceptable and preferable to industrial production which nations are striving to attain, because of the ease for which resources could be mobilized to develop tourism products. Bauchi State with a plethora of ethnic groups (over 50) with varied cultures, forest resources, scenery, etc. makes for easier for the development of tourism sector of the economy. Added to these is the hospitality of the people that makes Bauchi State one of the richly endowed potential tourist destinations in the world.

However despite the enormous resources in the state, Bauchi State is one of the backward States in Nigeria with an admixture of development challenges bothering on poverty, unemployment, educational backwardness, and income inequality amongst others. There is therefore the need to diversify the productive base of the economy from agriculture and the state dependence on revenue from the federation account. A way out as identified by the policy thrust of the State Government is the development of the tourism industry. If Bauchi State gets its tourism sector right, tourism will serve as an employer of labour besides agriculture and industry in addition to revenue that will be generated by the government. However, tourism development without proper planning and integration with local values and the environment can lead to socio-cultural, environmental, and economic challenges. But

that could easily be overcome as the benefits outweigh the challenges. It is not in doubt that tourism can make an effective contribution to economic development and serve as a source of revenue and income for the government and people respectively, but the challenge is in identifying and developing the tourism sub-sector of the State.

1.1 Statement of the Problem/Methodology

Bauchi State is known as 'Pearl of Tourism' in Nigeria. A recognition of the fact that tourism resources abound in the State, especially the popular Yankari National Game Reserve among a plethora of many other tourism resources. It is also a fact that the tourism resources that abound in the Bauchi State are not well developed. Thus, there is the need to undertake a research to identify; first the tourism resources in the state. Secondly to propose strategies for development and marketing of the tourism resources in order to diversify the economy of the State. The resultant impact of diversifying the economy may include; to curb unemployment, generate revenue for government and income for citizens, could as well be a way out of the problem of insurgency and other crimes in the State and the country at large. Additionally it could also be a way of reducing the over-dependence of the State on federation account for its revenue, thus diversifying the States revenue base. Additionally it could be a source of foreign exchange earnings with the influx of foreign nationals. There are various research works both individual and corporate that have been published on tourism, but very little is link to the issue of diversifying the economy of Bauchi State. However it should be noted for tourism to be a sector that could be relied on, tourism resources must be quite a number and spread across the State making possible days of activity for tourist. In other words it should not be a one day off event, especially for international tourists. This stress the need for concerted effort in locating all sites within the states and articulate strategies for developing them. All of the above justify the urgent need for this research.

The research adapted both qualitative and quantitative approaches in which we use the ethnographic research survey, oral interviews or anthropological technique of data collection and focus discussion groups. The research deploys as well descriptive research method as a phenomenological tool in which preconceived notions, bias or value judgment did not affect the research result, even as we balance the emic (insider position) with etic (outsider position) by using research assistants in the field. The researchers also made use of the quantitative method of research in which a questionnaire with specific inquiry items was distributed to sample opinions from respondents. The questionnaire was distributed after the researchers surveyed the potential tourist sites/events/festivals. The use of cameras and videos becomes necessary to allow for proper documentation that will form the core of the research.

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1.1 Objective(s) of the Study

- i. To explore the tourist resources that abound in Bauchi state.

- ii. To identify what types/forms (recreational, pilgrimage and tour, fellowship travel, missionary, and volunteer travel and religious events/festivals or a combination, cultural festivals, etc.) of tourism resources exist in Bauchi State.
- iii. To examine those factors that could hinder the development of tourism resources in Bauchi State.
- iv. To establish ways and means by which tourism resources could be marketed in order to diversify Bauchi State economy.
- v. To examine the relevance or otherwise of tourism as a way to diversifying Bauchi State economy.

2.0 Literature Review

The importance of tourism includes among many others; it is a source of income and revenue for the people and government and it provides employment for the people etc. Tourism is multifaceted, thus varied sectors of the economy will be affected positively. Keeping in view the positive contribution of tourism to economic growth and development, it becomes imperative to look into ways and means to develop the tourism sub-sector of the Bauchi state's economy.

Tourism contributions range from the provision of employment, generation of revenue, export of visitors, and the added multiplier effect that runs through different sectors and industries. Tourism over the years has proven to be a surprisingly strong and resilient economic activity and a fundamental contributor to the economic growth of many countries by generating billions of dollars in across sectors of the economy and creating millions of jobs (Yusufu N. B, Dauda A. U. & Abdullahi S. 2022). Acknowledging these facts, many developing and developed countries today rely on tourism as an option for the sustainable growth and development of their economies. Nigeria has abundant tourist centers in the 36 states of the country in different localities that could make her the leading tourism provider in the continent. The vast land and climate of the nation, in addition to rivers, mountains, plateau etc is enough to make Nigeria number one tourist destination in Africa. The potentials for tourism development cut across all the State of the Federation.

Stephen and Joanne (2023) stated that tourism could be described as an engine of social, economic and environmental development, contributing to the development of states, and thus nations strive to develop monuments/sites/events to attract tourist into their nations. According to Katri Nieminen (2012), tourist activities are grouped as Mass tourism, which is a conventional one where a large number of tourists are staged in a setting, and Niche tourism involving special interest, culture, and/or activity involving a small number of tourist in an authentic setting. Poon in his own way explained Mass tourism as a "large-scale phenomenon, packaging and selling standardized leisure services at fixed prices to a mass clientele" while he explained Niche tourism "is understood to cater to more specifically to defined groups where individuals are identified by the same specialized needs or interest for certain products" Bachama, (ibid).

Niche tourism is further divided into macro and micro niches. They are Cultural (heritage, tribal, educational, religious, genealogy, and research); Urban (business, conference, exhibition, art, gallery, and sport); Environment (nature and wildlife, ecotourism, alpine, adventure, coastal and geotropism); Rural (farms, sports, gastronomy, festivals and events, arts and crafts) and others (photographic, small cruise, volunteer, dark, youth and transport).

Cultural, Environment, Urban, and Rural. Contemporary writers are now isolating religious tourism from other forms of tourism, giving it a treatment of its own right. Whatever be the type, the development of tourism is *sin quo non* to growth and development of the economy.

Several theories have attempted to explain the different stages of tourism development, which could subsequently lead to income generation for both individual businesses and the government. Considering the nature of the tourism sector in Bauchi State, the study adapted the Butlers Tourism Area life cycle model as used by Bachama et. Al. (2003) as the theoretical framework for the study. Richard Butler's Tourism Area life cycle theory explains the different developmental stages in the tourism sector development over time. The theory identified the six stages in tourism development. The first stage is called the exploration stage. At this stage, the economic and social benefits are small and the tourism activity is focused on nature or culture. The government, firms and local people begin to think about how to develop the sites/events to make use of the potential for income and revenue generation. The second stage is known as the involvement stage. The stage describes the beginning of tourism development where hotels may start to open, foreign investors, and private investors may start investing in the sector and the government may come in to provide basic and social infrastructures such as roads, airports, healthcare facilities, etc.

The third stage is the developmental stage. The stage involves building and upgrading the existing facilities and planning for the emergence of new tourist areas. Also, there will likely be an increase in marketing and promotion of the destination's center. The period will witness a continuous increase in tourists thereby making local control difficult. The fourth stage is the consolidation stage. At this stage, tourism reaches the international level and the tourism industry has become a dominant and a major source of income for the destination economy. During this period, there is the presence of international chains and conglomerates and the likely harmful effect on the economy as a result of economic leakage. Also, at this stage, there may be discontent from local people referred to as negative social impact of tourism. The fifth stage is referred to as the stagnation stage. The stage marks the beginning of a decline in tourism activity. During this stage, the number of visitors may have reached its peak and varying capacities may have been met. Also, there could be economic, environmental, and social consequences of tourism. The final stage of Butler's tourism area life cycle model is called the decline or rejuvenation stage. It describes a range of possible outcomes for the tourism area along the spectrum between rejuvenation and decline. The outcome will depend upon the plans and actions of the stakeholders of tourism development projects. Complete rejuvenation can occur via sustainable tourism approaches or changes in the target market. Alternatively, modest rejuvenation is possible through some smaller adjustments and improvements to the general tourism infrastructure and provision. If these changes do not occur, there may be a slow continuation of tourism. Gombe tourism sector is at the initial stage of exploration, in which sites/events have been identified.

3.0 Tourism Resources in Bauchi State

3.1 Yankari Resort and Safari - National Park

There is no disputing the fact that Tourism resources abounds in Bauchi State, which is well acknowledged in Nigeria, earning it the slogan 'the Pearl of Tourism'. It could as well be stated that one of the world acclaim tourism destination in Nigeria is the Yankari Resort and Safari found in Alkaleri Local Government Area of Bauchi State. At the Yankari resort area wide variety of animals including but not limited to the following are found: Elephant, Baboons, monkeys, Buffalo, Hippopotamus, Hartebeest, Antelope, Monkeys etc. There are over 50

mammal species at Yankari National Park. Yankari is the most famous, most developed wildlife park in Nigeria. A special attribute of Yankari National Park is the river which serves as a place where the animals converge especially during the dry season. In addition to the river are several natural warm water springs and a wide variety of flora and fauna.

At the Yankari National Park is Wikki Warm Spring which has a constant temperature of 31°C. This affords tourists the opportunity to relax in a tranquil environment while being serenaded by the beauty and splendor of nature. It is indeed a beauty to behold. Wildlife-based tourism is an irreplaceable national heritage which can be harnessed for the transformation of the rural areas into model towns; through the provision of revenue and infrastructure for accelerated rural development. If national parks and other equivalent reserves are developed, they can help to transform rural areas into centres of attraction and generate revenue in foreign exchange. When forests are conserved, wildlife resources are also conserved and the economy is improved (Bauchi State Government Bulletin, 2022).

A major challenge at the National Park is poaching and the insecurity bedeviling the State and the nation in general. The rate of poaching is alarming such that some of the animals at the park are at the verge of extinction.

3.2 Sumu Wildlife Park

This wildlife park is an 8 square kilometers wildlife park in Ganjuwa L.G. A. of Bauchi State. The State Government in its quest to regenerate and boost animal population in the reserve imported 300 animals from Namibia which includes Giraffe, Eland, Kudu etc. These form the foundation for the establishment of the 8 square kilometer Sumu Wildlife Park within Lame Burra Game Reserve in Ganjuwa L. G. A. of Bauchi State. The wildlife in the park are people friendly'. Additionally Sumu Wildlife Park has diverse flora and fauna that could attract tourists. Found within the park are many tourism support facilities such as accommodation, restaurant, well, park roads, tourist guides, transport facilities etc. There is however the challenge of encroachment by farmers, herders activities and killing of animals by hunters.

3.3 Lame Burra Game Reserve

Lame Burra Game Reserve is in Ningi L. G. A. OF Bauchi State which lies south east of Falgore Game Reserve in southern Kano State Nigeria. The game reserve has very beautiful green environment with unique biodiversity. This forest is a potential tourism attraction resource site with a beautiful green environment.. The park is undeveloped in terms of infrastructure that support tourism, which is a challenge that must be overcome for the game reserve to attract tourists. Another challenge just like that of other forest reserve has to do with farmers encroachment, desertification caused by bush burning or wildfire and activities of herders and hunters and the local community.

3.4 Forest Reserve

Generally Game reserves and forest reserves are linked and cannot be separated. Across Bauchi State's wildlife areas are forest reserves rich in Flora and Fauna. The beauty displayed by the rich vegetation of trees, grasses and flowers across the length and breadth of these forests is enough to serve as sites for tourism where recreation of all sorts are possible such as; educational tourism, botanical gardens, game parks, horse riding, etc. This forest can make possible ecotourism. Ecotourism- known also as 'nature tourism' contributes to conservation, generating funds for protected areas, creating employment opportunities for local communities and offering environmental education. It is also seen as a type of tourism that

involves travelling to relatively undisturbed natural areas with the objective of admiring, studying and enjoying the scenery and its wild plants and animals as well as any cultural features found there. Ecotourism thrives in reserved areas where there are undomesticated and untamed wild animals and uncultivated wild plants. Ecotourism or wildlife based tourism is nature-based tourism that is more environmentally sensitive forms of tourism. It is one of the types of tourism that can help to boost the tourism industry and enrich the economy if sustainably managed. Various plant communities in the tropics support a wide range of wildlife which includes herbivores and carnivores such as monkeys, leopard, cheetah, Zebra, Giraffe etc. Ecotourism can be promoted easily considering the size of Bauchi State in terms of land and the climate that could support both plants and animals of different kinds.

However it is necessary to note that the people living around the reserves and wildlife parks in Bauchi State mentioned earlier are poor, such that they hunt the wildlife for meat and sale to earn income, while the plants serve as food and firewood for cooking and keeping them warm, in addition to being a source of income for them derived through the sale of forest products (wildlife and plants). Thus the poaching and felling of trees in unprecedented rate. Coupled with these, is lack/inadequate facilities and the efficient means to develop many of the tourism resources found across the length and breadth of Bauchi State. All these constitute a serious challenge to developing tourism in Bauchi state and thus diversifying the economy of the State.

3.5 Water Bodies

Gubi dam was constructed in 1979 to serve as a permanent water supply scheme for irrigation and dairy farming to Bauchi and its environment. Aside Gubi dam there are other dams and water bodies in Bauchi State, if planned and developed can serve as tourism Sites. Gubi Dam is in Ganjuwa LGA. The Dam is situated at Yali village in Ganjuwa LGA, where fishing and farming activities take place at the sites. Gubi dam could be developed as a tourist haven, given the serenity, large expanse of land, and the great water body at the dam. Water bodies or major reservoirs could be used as hubs of adventure tourism. The scenic beauty of major reservoirs could be tapped to promote adventure sports and entertainment sports and for relaxation. This could be done through public/private partnerships. Availability of lands, rivers, backwaters, hilly and mountainous terrains at different dam sites could be utilized for aqua sports (river rafting, boat riding, kayaking, running cruises, small boats riding, trekking in the surrounding hills and water skiing), trekking and rock climbing (Yusufu et. Al. 2022). A fishing festival could also be organized at a particular time of the year at the dam or along the rivers that flow into the dam.

Specifically, projects around water bodies could include but not limited to water park, hotels, a golf course, botanical garden, theme parks, cottages, trekking sites, wildlife reserves, camping sites, boating decks, viewpoint restaurants, and a visitor's center at the Gubi Dam site. These could be planned in such a way as a phase-by-phase development of a particular tourism activity.

Aside Gubi Dam there are water-based resources such as Maladumba lake in Misau LGA of Bauchi State. Maladumba lake is a natural lake located in the Sudan Savannah of Bauchi State. It is a shallow depression lake, situated in a structurally guided, counter clockwise and clockwise semi circular drainage line occupied by river Kuka that drains into the lake, and river kari that drains the lake during high water. The lake is surrounded by forest reserve that contains a lot of fauna and flora. The threat to this beautiful water body is the activities of the local communities that harvest the wild resources from the lake and reserve, while pastoralist

graze the open grassland area during the dry season. Additionally, there is some cultivation (fadama farming) in the area, this is done without decor or discrimination. The lake and reserve are gazetted but not accorded the required protected area status and this makes it vulnerable to degradation.

The Maladumba lake and the adjoining wetlands have a unique assemblage of plants and animal species in a single limited location. There are large number of migrant bird species and has a variety of fish species. It supports populations of plants and animal species a very important supporting resource for tourism (<https://rsis.ramsar.org.files>).

3.6 Water Springs

Other potential tourist sites include the following: Wikki warm spring Mawulgo warm spring Gwana warm spring and Dimil cold spring Spring water is considered one of the important natural resource sites for tourism especially that they are considered one of those wonders/marvel of nature, thus, the religious beliefs as to the sacredness associated with such natural resource, in addition, to health benefits, educational and cultural enrichment (Bachama et al, 2023). While little is known of these spring waters except by the local community, there is much to be done to make these places known by constructing access roads and other infrastructures through sustainable planning, promotion (marketing) and management. Aside the Wikki Warm Spring which is located within the Yankari National Park very little is known of the other spring waters.

There are a number of rivers that passes through the length and breadth of Bauchi state. The rivers that passes through Bauchi state includes Gongola and Jama'are Rivers. Water bodies (rivers, lakes, dams) or major reservoirs could be used as hubs of adventure tourism. The scenic beauty of major reservoirs could be tapped to promote adventure sports and entertainment sports and for relaxation. This could be done through public/private partnerships. For example a fishing festival such as Argungu fishing festival in Kebbi State could be organized at a particular time of the year at the dam site or any of the rivers. As stated by Bachama et. al. (2023), projects that could be undertaken could involve a water park, hotels, a golf course, botanical garden, theme parts, cottages, trekking sites, wildlife reserves, camping sites, boating decks, viewpoint restaurants, and a visitor's center at the any of the water bodies site in the State. These could be planned in such a way as a phase by phase development of a particular tourism activity.

3.7 Cultural/Religious Tourism Resources

Religious festivities are well celebrated in Bauchi State and Across the length and breadth of Nigeria. There are two main religions in Nigeria, with the third being traditional religion which is fast going into oblivion. The Muslims have three main religious festivals that are well celebrated in Bauchi State. The first is the Eid al Kabir (festival of sacrifice) popularly referred to in Hausa language Babban Sallah and the second is Eid al Fitri which is known in Hausa as Karamar Sallah. During these festivals homage is paid to the traditional rulers across the state. There is horse riding with colourful display of the horses and the riders. In front of the Emirs Places are open space for the festivities. Other side attraction of the festival are drummers, praise singers and a lot of cultural display that attract tourist from within and outside Nigeria. The third festival is during the birth of Prophet Mohammed - Eid al Maulud. Eid Maulud is usually celebrated on the 12th day of the Islamic month of Rabi' Alawwal. This celebration is an open celebration in the front of Emir's Palace as well as marching through the town with convoys of dancers with vehicles carrying loud speakers blaring out music in Praise of

Prophet Mohammed as they go across Bauchi City. A major challenge of these festivals is that they are not well coordinated, negating the possibility of generating revenue for the government and income for the people. Much more has to be done in terms of infrastructures, organization and planning of the festival

There are a total 55 ethnic groups in Bauchi state which includes amongst others; Hausa, Fulani, Gerawa, Sayawa, Jarawa, Bulewa, Kare-Kare, Kanuri, Warjawa, Zulawa and Badawa as the main tribes. Each of these ethnic groups have unique and captivating cultures that itself make tourism products possible. During occasions like Muslims and Christians festivals these cultures are in display in the different localities of the ethnic groups. The activities that took place could be traditional and costumes display. Among the traditional festivities in the State is the traditional boxing (Dambe) and wrestling (Kokowa). these traditional Boxing and wrestling attracts quite a number of participants from within the country and from neighbouring countries - Niger, Chad and Cameroon. It is done in stadium in LGAs that have stadium and in fenced arena where there is no stadium. However in certain areas no money is charge to watch, especially when the festivities take place in market place or town square or any other place such as school playing ground.

Aside these festivals, the state also holds the Bauchi State Festival of Arts and Culture (BAFEST). The annual event is held among Local Governments. It includes a display of various traditions of the people of the state in the fields of traditional dances, music, arts, crafts and fashion designs, as well as inventions and innovations. There are other festivals that include Kyaro war dance. Every ethnic group in the state has its unique festival celebrated in their locality. These festivals attracts indigenes of the areas as well as visitors from other states and abroad.

3.8 Durbar festivals

Bauchi Emir's Palace is the traditional seat of power for the Traditional Leader, the Emir of Bauchi. The Emir is also the chairman of the Bauchi State Council of Emirs and Chiefs. The palace is classified as a religious and traditional center located at the center of the Bauchi State capital. So it is also for other emirs in the 5 other emirates in the state. Tourists usually visit the palace during religious and cultural festivities and pay homage to the prominent Emir who is considered a religious leader and traditional leader as well. One of the most attractive events in the palace that takes place in the front of the Emir's palace during the Sallah festival is the Hawan Durba where tourists from within and outside the country come to grace the event. Sallah is a Muslims festival celebrated after the Ramadan Fast or during the sacrifice offered by Muslims to Allah. The events are usually conducted for four consecutive days (starting from the Sallah day to the next 3 days). In addition to locals and foreigners, the event is also witnessed by Federal Government Representatives mainly from the Federal Ministry of Information, Tourism and Culture, and the State Government Officials including the Governor/or his Representative.

The sequence of events is as follows: the first event is called the 'Hawan Sallah' where the Emir's retinue ride horses to the Eid praying ground to observe the Sallah, which is a show of appreciation to Allah for His blessings. Thereafter, the Emir will ride back home through a different route and exchange pleasantries with his followers. The second-day event is called the 'Gaisuwan Sallah'. On this day, key personalities from different institutions, trade unions, and community leaders pay a courtesy visit to the Emir to greet and congratulate him for witnessing the end of the month of Ramadan. On the third day is 'Hawan Gomna/Daushe' takes place when the Emir and his entourage ride horses to pay a courtesy visit to the

Governor of the State and on the last day, the popular event called the 'Hawan Tudun Wada' takes place where the Emir and his men ride through the town to exchange pleasantries i.e. celebrate the Sallah with the people of the city (Bachama, *ibid*).

It is important to note that while the event takes place (for four) 4 days, the organization of the festivities during the period can be harmonized and more organized. The period the festival takes place varies due to the period of Ramadan and so should be the planning and information as to the period of the festivities. Announcements/jingles could be made in several media organizations such as Social Media, Print Media, and Television, etc. This will make potential Tourist to adequately prepare for the festival. The coming of tourists for the event means more income for hoteliers, tourist guides and translators, security personnel, transporters, other businesses etc. more income could translate to more revenue for the government through levies, fees and taxes.

3.9 Sir Abubakar Tafawa Balewa Tomb

Sir Abubakar Tafawa Balewa an indigene of Bauchi State was the fir Prime Minister of Nigeria. He was buried in Bauchi, in Bauchi State after his demise in 1966. one of the monuments , heavily patronized by tourist is the tomb of Abubakar Tafawa Balewa. The tomb was declared a national monument in1979. within the enclosure are reference library, mosque and grave of the former Nigerian Prime Minister. There are other tombs of prominent Bauchi State indigenes that draw in numerous tourist to the sites. The tombs includes that of ten Emirs of Katagum and the Tomb of Malam Zaki all in Katagum Emirate of Bauchi State.

Other places that are worth mentioning are first European settlement at Gadau, the first mining beacon at Tilden Fulani, Panshanu Stone heaps along Bauchi Jos road. Geji rocks painting, Shira rocks and Paintings Mbula Rock in Dass, Rimin Jigawa Rocks, State Museum etc all spread across the States. These are tourism resources that could be harnessed package a products for tourist home and abroad.

4.0 Findings

There is no disputing the fact that tourism resources and opportunities abounds in Bauchi State. However, our findings reveals that most of these resources are not developed as tourism products. The following should be noted:

1. Potential tourism sites and festivals/events were identified and visited across the 21 LGAs of Bauchi State.
2. Findings revealed aside Yakari Game Reserve, Tomb of Sir Tafawa Balewa, Sumu Wildlife Park, most of the tourism resources are left fallow with complete absence or dearth of infrastructures in the sites identified and in areas events take place that will allow for robust tourism activities.
3. Findings reveal the challenges of the identified potential tourism sites/events, and that the challenges are surmountable with proper planning coordination and implementation. Deliberate, purposeful action is all that is required.
4. Most of the potential tourism sites visited are undeveloped for tourism and thus could not be marketable for tourism activities.
5. The potential tourism destination areas visited attract only a few visitors (mostly locals), and no proper records of the number of tourists that visit or attend events nor the origin of the tourist and the purpose of the visits are known.

6. The tourist sites are porous, such that poachers, herders, farmers and firewood cutters are a serious threats to the tourism resources across the state.
7. In most of the sites, no tourism guides and personnel are employed to guide and safeguard the sites.
8. The sites, events, and festivals can easily be developed and marketed for tourism. As a first step, the state government must take sole responsible for planning and mobilizing resources for the development of potential sites and events in all LGAs in the State.
9. The benefits that could be derived from developing the tourism sector in Bauchi State surpass any negative threat from the activities of tourists or developing sites and events for tourism. In fact, tourism could result in fostering unity and peace, facilitate the employment of citizens in the sector, make possible the generation of more revenue for the government, etc. And thus diversifying the economy.
10. Virtually all forms/types of tourism can take place and do take place within the state - Educational, Recreational, Fellowship, Pilgrimage and Tour Cultural and Religious Festivals, etc.

5.0 Diversifying the Economy

The possibility of diversifying the economy of Bauchi State through tourism activity does exist, but only if the tourism resources are mobilized, harnessed, developed and well-marketed. Sites, festival, monuments, forest reserves etc. don't advertise themselves, but deliberate efforts are made to make them known. Ministries, Departments and Agencies (MDAs) of Government especially the Ministry of Trade, Tourism, and Industry has a key role to play by developing a blueprint for the development of sites and events into standards that will attract visitors from within and outside the country. What is needed principally is the development of the needed infrastructures and marketing of the tourist sites and events. The infrastructures needed are in form of transportation; for example, having a well-paved road to and within the Yankari National Park. In addition to roads, there is a need for hotels, electricity, etc. in areas around Dam site. What is needed for some of the infrastructure is to empower the private sector to take the lead. Additionally, the security architecture in the State and the nation in general, must be improved upon to ensure the security of tourists. When that is done the private sector could be encouraged to developed tourism resources to the acceptable that that could lead to the demand by tourist, and then promote and market the areas or events/festivals for patronage.

Diversification reduces dependence one or few sectors of the economy. The broader the range of tourism products by tourism providers, the less they have to depend on the petroleum sector or other sectors of the economy for revenue and income, the better for the economy. Another advantage of developing the tourism sector of the economy is that it promotes innovation. When diversification is consistently implemented, it means always engaging with prevailing trends and development and on this basis developing ideas for new and innovative products. Diversification could serve as key strategy for a way out of unemployment, inadequate finance and achieving greater competitiveness in a world of competing products and demand. Diversification is considered a key strategy because it enhances adaptability, reduces dependencies and protects livelihoods within an industry and between different sectors of the economy.

In explaining the value of tourism in Bauchi State, a number of issues must be clearly focused at. If properly harnessed, tourism will generate income that can be tremendously beneficial to the host community that are mostly poor and the state as a whole. The tourism sector

encompasses many different areas, with tourism development comes hotels, restaurants, car rental agencies, tour companies, service stations, souvenir shops, equipment rentals and much more. All these create many different levels of employment for people in a given community. A silent but important fact of tourism that is mostly neglected is provision of recreation. Travel based recreation provides relief from the monotony of daily routine. A change in place and climate helps a tourist to recharge his mind, body and spirit in today's life ups and downs. Aside the aforementioned tourism benefits, there are other economic benefits. Tourism can provide direct jobs to the community such as tour guide or hotel housekeeping, indirect employment is generated through other industries such as agriculture, food production and retail. Visitors expenditure generates income for the local community and can lead to the alleviation of poverty in Bauchi State.

In addition to bringing prosperity to an economy, tourism allows an economy to develop new form of income. This acts as an insurance policy in case of hard times as is often the case in Bauchi State and other States and the country at large (dwindling revenue from oil sector). because additional money coming in can help support government in case they come under financial pressure as is often the case when price of crude crumble. Tourism equally helps a state to overcome balance of payment problem. This is because international tourists who buy tourism services add value to the receiving country's or state's revenue account in invisible transactions.

6.0 Challenges

Despite the numerous tourism resources in Bauchi State, the sector industry remains undeveloped. The lack of interest of investors in the sector could be a result of lack of incentives by the State for them to invest in the sector. Aside from the incentives another factor that could affect the development of the tourism sector in Bauchi State is the issue of insecurity bedeviling the nation more so in the northern part of the country, especially for tourists that are not from the region. Terrorism, banditry, and kidnappings have been vices affecting not only Bauchi State but the Nation in general. Where there is insecurity of any form the tourism industry is seriously affected and that is the stack reality confronting the country in general. Thus diversifying the economy through tourism becomes impossible.

Other challenges have to do with the development of infrastructures that support the tourism sector, such as good roads, electricity, hotels, government policies, the attitude of government officials, etc. these cumulatively make the investment in the sector difficult and risky. Thus, the reasons investors shy away from the sector. Another factor that could likely affect the sector has to do with government commitment in terms of finances, plans, and policies toward the development of the sector with is only on paper. Despite the government's realization of the relevance of the sector. Our findings from the Ministry of Trade, Industry, and Tourism reveal that there are plans to develop the sector especially since there is the craving to diversify the economy for diverse reasons, some of which are for revenue generation, employment, and increase income for communities where the sites are. However, the implementation of policies is a major challenge to the development of the tourism sector in Bauchi State.

It is important to note that even the sites that are considered monuments as well as equipment that have historical relevance are poorly kept and maintained. A good example is Tafawa Balewa Tomb in Bauchi Town Bauchi LGA where the tomb is not well maintained and it is even not known by most resident of Bauchi town.

7.0 Recommendations

In line with the findings of the study, the following recommendations are made to improve tourism sector and diversify the economy.

1. There should be a well-developed plan/masterpiece for the development of the tourism sector in Bauchi State involving the public and private sectors.
2. The provision of tourism infrastructure in the form of commercial infrastructure - Hotels, tourist information, and tourist arrival servicing, Public infrastructure - transportation, communication facilities, security, trade and service facilities, and lastly Investment infrastructures in tourism destinations. Considering the poor performance of the public sector in Nigeria, the private sector should be encouraged to invest majorly, while government investment should be a minority shareholder if necessary. Aside from these broadly mentioned infrastructures, it is important that roads, railways, airports, electricity, and the like be in place which will make tourist destinations more easily accessible to tourists.
3. Marketing of the State as a tourists hub by creating awareness through advertisement at media houses (print and electronic), social media, pamphlets and souvenirs of all sites and events in all the LGAs.
4. Securing of tourist sites and events venues and paths. They should be made more secured for visitors and participants.
5. Skilled personnel that will guide the tourists and conserve the tourism centres should be employed.
6. Proper record keeping and appropriate fees should be charged where possible.
7. While it is possible that revenue could not be generated directly by government through tourism activities, excerpt government invest directly, however, the multiplier effect will trickle down even if the investment is by the private sector, through taxes, licensing, and other levies. The more people are employed in the tourism sector spread across many other sectors, the more income is generated for the government.
8. For a successful tourism sub-sector of the Bauchi State economy to thrive, it is a must that the issues of safety and security, health and hygiene, infrastructure, education, and training must be in place. The State can rely on International Organizations for support.

7.1 Conclusion

The tourism resources inform of sites and events/festivals identified have a great potential of achieving economic diversification and generating income and revenue for the government as well as communities, citizens of the States, and businesses. However, the challenges of insecurity, inadequate funds for the development of the potential sites and preservation of the sites and monuments, and animals, lack of skilled personnel, and lack of awareness have been observed to be the major factors affecting the development of the tourism sector in Bauchi State and the nation in general. To develop the tourism industry, appropriate policies that will encourage private and public partnerships are of paramount importance. In addition to all these, there are no serious deliberate planning, promotion, and development of the potential tourist sites and festivals on the part of the State Government and Local Government. Richard Butler's theory of the tourism area life cycle model could be helpful in considering the development of the tourism sector in Bauchi State.

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