

Harnessing Tourist Attractions for Sustainable Development in Africa: A Case Study of Nigeria, Morocco and Kenya

Ebiyefa Napoleon, Dr. **Oguamanam, Chidinma**

Department of Archaeology and Tourism, University of Nigeria, Nsukka

Email: ebiyefanapoleon@yahoo.com

Abstract;

This article focuses on the areas of attraction in the African tourism business, with an emphasis on Nigeria, Morocco, and Kenya. The study's purpose is to evaluate and exploit the tourist potential of attractions for long-term development, as well as how this may influence patronage and attraction selection, as well as the impediments to tourism attraction development. The data was gathered using a secondary research strategy, with journals, textbooks, and online materials serving as the primary sources of information. The study's findings revealed that Africa has a diverse range of natural and man-made attractions with recreational and tourism potential. Despite this, tourist development is at a very low level, and as a result, tourism participation is also at a very low level. According to the findings, the government of Nigeria, Morocco, and Kenya, as well as all tourism industry stakeholders, should develop and implement a sustainable development master plan at various levels in tourism units and majors in the area of tourist attractions to build, rebuild, and maintain tourist attractions. Governments, researchers, travellers, evaluators Anyone exploring new initiatives for the expansion of recreation and tourism will find the article informative and helpful.

Keyword: Attraction, Tourism, Sustainable Development

Introduction

Tourism is an important part of meeting the Sustainable Development Goals. Tourism attractions are critical to the tourism industry's social, economic, and environmental sustainability. Tourism provides cash, creates jobs, and encourages investments in infrastructure, education, cultural and environmental preservation, and other areas. Tourism, on the other hand, can harm historic landmarks, degrade delicate habitats, crowd out communities, and create demand for illegal wildlife trading if it is underutilized and mismanaged. Tourism refers to a traveler's entire activities when visiting a particular location, and tourist attractions are frequently the things that tourists choose to see or do. The most important feature of a tourist attraction is that it is "consumed" at the tourist destination. This means that in order to consume the tourist product, the tourist must first travel to

the attraction, laying the foundation for what we now refer to as tourism—someone travelling to a location with a tourist attraction of some kind, such as a beach destination, indigenous pyramids, a concert, a nature reserve, or a special sporting event. The visitor has come to enjoy (use) the product.

The tourism and travel industry would not exist without attractions; without them, the industry would not exist. People go to foreign countries for a variety of reasons, including to see something new. An attraction is a location or object of interest that attracts visitors due to its inherent uniqueness, beauty, value, or significance. The tourism business relies heavily on attractions. They're also called "tourist attractions" since they appear to draw visitors. Attractions are places, people, events, and objects that draw people to a location by piquing their interest. Historical sites, monuments, zoos and game reserves, aquaria, museums, art galleries, gardens, architectural constructions, and theme parks are examples of natural and cultural landmarks. All of these places are natural and cultural landmarks. Parks, sports facilities, events and activities, animals, and people are all common examples. The evolution of the tourism sector is inextricably linked to the history of attractions. It becomes an attraction when a tourist system is built to identify and elevate it to the level of an attraction. This strategy includes travel retail, housing, and transportation because they all impact and promote travellers to visit specific destinations because of the attraction. Africa has a wealth of tourist attractions that can sustain a range of tourism kinds, including sports and conference tourism, historical and cultural tourism, aqua tourism, beach tourism, and ecotourism. Africa has one of the most diverse ranges of tourist attractions of any continent. Nigeria, for example, has a varied spectrum of cultures and traditions, whilst Morocco has a big desert as well as ancient sites. Kenya's wildlife and conservation efforts are well-known. Due to their enormous population and unique climate, as well as their important importance and location in the national urban system, many African countries, including Nigeria, Morocco, and Kenya (the case study area), are popular tourist destinations.

The Role of Destination and Attraction in Tourism

A tourist location is necessary to attract visitors. A tourist destination is a geographic region that has all of the necessary features to attract travelers and fully meet their wants and needs while visiting the attraction. A tourism destination is made up of the following aspects, which are categorized as follows:

- * Man-made and natural attraction elements, as well as cultural activities, are examples of attractions that motivate and entice tourists to visit a destination.
- * Tourists require a variety of supporting facilities and services such as lodging, food, entertainment, and amusement, which are provided by amenities.
- * Access to the tourist destination as well as the tourist attractions at the destination in terms of transportation development and upkeep.
- * Through a local tourism board, the destination provides ancillary services to customers and industry.

Tourist Attractions

Tourist attractions are one of the four basic sectors of the tourism system and are an important feature of tourism destinations. Attractions are the core of a destination's tourism product and are located within the destination. If there are no potential or real tourist attractions, a tourist destination cannot be formed. There are several attractions, but not all of them are appropriate for tourists. As a result, attractions that are used for tourism must be classified as such. Tourist attractions are part of the core tourism resources and are one of the key reasons why tourists visit a destination. The four basic types of tourism attractions are natural, man-made, sports, and events.

Natural Attraction: A natural attraction is one that occurs naturally. It was not built by humans, taking another look at it. Natural wonders can be found all over Africa, especially in Nigeria, Morocco, and Kenya. Tourism has been developed in several regions near natural assets. Because of its natural beauty, Natural attractions in Nigeria, Morocco, and Kenya are listed below.

Table1: Natural attractions in Nigeria, Morocco and Kenya.

Country	Nigeria	Morocco	Kenya
Attraction	1) Yankari National park, Bauchi State. 2) Ogbunike cave, Anambra State. 3) Oke-Idanre Hill, Ondo state. 4) Obudu mountain Resort, Cross River State.	1) Hercules Cave, Tangier. 2) Ourika valley, Ourika. 3) High Atlas Mountains, Marrakech-safi 4) Cascades d'Ouzoud (Water Fall), Ouzoud	1) Hell's Gate National Park, Naivasha 2) Lake Nakuru, Nakuru. 3) Marafa-Hells Kitchen, Malindi. 4) Arabuko-Sokoke Forest, Gede

Man-Made Attraction: Many tourist destination attractions are constructed specifically for tourists. This shows that the attractions are not natural, but rather man-made. Man-made tourist sites can be split into two categories: Attractions designed expressly for tourism as well as attractions designed for a different purpose but now exploited for tourist. "Purpose-built tourist attractions" are attractions that have been expressly developed for tourism. A theme park, a zoo, or an art gallery, for example, are examples of tourist attractions. Here are some examples of human-made tourist attractions:

Table 2: Man-Made attractions in Nigeria, Morocco and Kenya.

Country	Nigeria	Morocco	Kenya
Attraction	1) Pleasure Park- River State 2) National Theatre, Lagos State 3) Rayfield Resort, Jos. 4) National War Museum, Abia State.	1) Chefchaouen mountain city, north Morocco. 2) Hassan II Mosque, Casablanca.	1) Karen Blixen Museum, Nairobi. 2) Nairobi National Park. 3) Mombasa Marine

		3) Bahia Palace, Marrakesh. 4) Moroccan Jewish Museum, Casablanca.	National Park 4) Rhino Sanctuary, Tsavo
--	--	-----------------------------------------------------------------------------	-----------------------------------------------

Sport Attractions; They are among the most well-known tourist destinations. Sports attractions are crucial to the sports tourism sector. While a sporting attraction, like many other sorts of tourist attractions, may not always have a permanent infrastructure, athletic events are surely attractions in their own right! Spectating, participating, and stadium tours are the three main categories of sport-related attractions.

Table 3: Sport attractions in Nigeria, Morocco, and Kenya

Country	Nigeria	Morocco	Kenya
Attraction	1) Commonwealth Games. Lagos state. 2) FIFA U17 World Cup, Cross river State. 3) NUGA Games. Enugu State.	1) African wrestling Championship 2) Marrakech Street Circuit (World Touring Car Championship. 3) Badminton tournaments	1) Kenya Open Golf Tournament 2) Safari Sevens Rugby Tournament 3) Rhino Charge off-Road competition

Event Attractions; Throughout Africa (Nigeria, Morocco, and Kenya), there are various exceptional events that might be regarded as tourist attractions. Special events occur in many shapes and sizes, and the possibilities for special events are boundless. The most prevalent types of special events include marketplaces, cultural festivals, exhibitions, and entertainment locations.

Table 4: Event Attractions in Nigeria, Morocco, and Kenya

Country	Nigeria	Morocco	Kenya
Attraction	1) Eyo_festival, Lagos State. 2) Calabar Carnival. Cross River State 3) Lagos international Trade Fair, Lagos State.	1) milchil Wedding Festival. 2) Gnaoua and World Music Festival, Essaouira. 3) Marrakech Arts Festival. 4) Fez Festival of World Sacred Music. 5) Kelaa-des-Mgouna	1) Maralal Camel Derby. 2) Lamu Cultural Festival. 3) Lewa Marathon festival. 4) Rhino Charge.

	4) Fela Shrine, Lagos 5) River State Education Fair.	Rose Festival.	5) Lake Turkana Festival, Loiyangalani.
--	-------------------------------------------------------------	----------------	-----------------------------------------

There are many different types of tourist attractions in Africa (Nigeria, Morocco, and Kenya). Tourist attractions of all kinds, whether natural or man-made, large or small, contribute to and play an important role in the tourism industry.

Development of Attraction

One of the fundamental challenges of successful attraction development is to positively align the desires and ambitions of a broad cross-section of public and private stakeholder groups, from local planners and environmental groups to bar owners, taxi drivers, retailers, hotel managers, restaurants, residents, and tourists.

Attractions must innovate to keep up with changing tourist interests and habits. Travelers' aspirations to wander beyond their hotel's gates to discover what a larger attraction has to offer is a contemporary trend. While the hotel provides a foundation and facilities for visitors, it is frequently the surroundings that provide lasting experiences. The development of an amenity provision that extends beyond the actual product can help an attraction thrive. The following services are available:

Built attractions; Spas, golf courses, country clubs, theme parks, and entertainment are all examples of attractions designed to spark people's interest and encourage them to visit.

Natural resources; These are frequently 'free' with any website. Examples include views, woods, water bodies, prominent structures, landmarks, and other features. Taking good care of them and maximizing their potential can help to create a distinct and long-lasting sense of place.

Soft programming; This is the most adjustable type of facility, with a constantly changing programme of events, parties, and courses that can be adapted to fit changing tourist interests and habits. By providing a high-quality tourist experience, this aspect frequently drives visitors to return time and time again.

Balanced development

In order to achieve a well-balanced and sustainable development, it is necessary to recognise the functions served by distinct amenities and components within an attraction. While some, such as beaches and restaurants, look great on the front cover of a brochure or on social media, others, such as retail or restaurants, are less aesthetically beautiful but will assist an attraction give a positive experience. A successful attraction includes both intrinsically appealing properties and those that primarily contribute to the development's financial flow.

Sustainability and feeling of place; These are two critical considerations. Creating a sustainable attraction requires consideration of the environment as well as the local community. Environmental protection and local hiring are both important parts of "giving back" to the community. Providing a pleasant environment for tourists as they explore the surrounding area, on the other hand, helps to ensure an attraction's long-term commercial viability.

A well-thought-out landscape plan is a similar long-term investment; whereas structures decay over time, the landscape should develop in attractiveness. The gardening establishes a link to nature, and the location frames the experience, giving it a distinct flavour.

The location captures the magnificence of the surrounding environment while incorporating luxury amenities such as a rest stop, local hubs, luxury cabins, and a fireplace camping spot that pays tribute to the destination.

Tourism is clearly a significant instrument for a country's economic, social, and cultural progress, given its importance to African GDP. With all of this in mind, building effective tourism attraction development strategies in Nigeria, Morocco, and Kenya is a compelling case.

Table 5: Developing Attractions in Nigeria, Morocco and Kenya

Country	Developing Attraction
<p>Nigeria</p>	<p>Provision of Infrastructures</p> <p>To encourage people of all classes to visit and participate in the attractions' activities, the government must ensure that basic amenities such as electricity, good water, a good communication system, good roads, and others are available close to tourist attractions in order to boost their development and accessibility. Furthermore, all modes of transportation—land, sea, and air—must be made safer, more affordable, and more comfortable for tourists visiting the attractions.</p> <p>Demonstrating the tourism potential</p> <p>This is an opportunity to show folks what you have so they are aware of it. The government should provide the Ministry of Culture and Tourist the authority to organise an annual festival where different states can display their tourism potential, enticing visitors and encouraging local participation.</p> <p>Concession of Land</p> <p>The state government should encourage land ownership in order to contribute to the country's growth of sustainable tourism. For tourism development, land should be made available without any strings attached, at a discounted rate, with favourable terms for investors. The requirement should also include the elimination of annual ground rent throughout the construction and development of tourism.</p>
<p>Morocco</p>	<p>The Moroccan government have launched many programmes to help and promote tourist attractions as an essential economic pillar, recognising the necessity of promoting tourist attractions as a contributing axis for the growth of the Moroccan economy. The Moroccan government and commercial sector collaborated on a strategy plan to promote and enhance tourist sites, comprising six intervention areas.</p> <ol style="list-style-type: none"> 1. by increasing the capacity of lodging with attractions, with 75 percent for coastal areas and 25 percent for cultural tourism attractions. 2. In the transportation sector, by building new infrastructure (roads, ports, and airports) and improving existing infrastructure. 3. Redefining the attraction's dissemination and communication techniques in terms of promotion and marketing.

	<p>4. On public sector management, by establishing a consultative group and improving collaboration between the public and private sectors.</p> <p>5. On training, by focusing on the qualifications of those working in the industry.</p> <p>6. By increasing the services and equipment linked with the activities of the attractions in the tourism context</p>
<p>Kenya</p>	<p>The Kenyan government has enacted laws and regulations to protect tourist destinations and those who work in the tourism business, such as tour guards, travel agencies, hoteliers, tour operators, vehicle rental companies, and others. This will verify that their behaviour is consistent with the attraction's goals and for security purposes. More importantly, their services must be reviewed and enhanced, and fees must be reasonable for travellers visiting a tourist attraction. and also Tourists have easy access.</p> <p>The government is exploring the following measures to enable rapid expansion and development of tourist attractions to worldwide standards: To highlight the potential of tourism sites, big and vigorous publicity should be done. Tourist attractions in the country must also be promoted internationally through foreign media, international trade shows, and other means. Visa and permit issuing should be made simple and flexible, and visas should be provided to tourists with return tickets without any form of delay.</p>

Importance of Attraction

Tourism in Africa (Nigeria, Morocco, and Kenya) has not yet reached its full potential; it is still a crucial sector of the economy that needs to be promoted because it may provide numerous benefits.

Employment: Job creation is one of the most important benefits of tourism for Nigeria, Morocco, and Kenya. Tourism can provide employment chances for guides, restaurants, coach services, and hotel personnel, as the unemployment rate is exceptionally high. It will be an excellent opportunity for business expansion! Tourists prefer to buy local souvenirs from tourist attractions, therefore it is beneficial to the local products industry. It may also be able to provide new funding to municipal budgets.

income for the locals within the attraction communities: Tourists prefer to spend their money on local attractions, which means more money for the communities within and surrounding the tourist area. Locals, on the other hand, spend far more. In cities, tourists buy a wide range of basic human necessities. Additionally, international tourists regularly arrive with dollars or euros that must be converted to local currency, necessitating foreign exchange. These foreign monies help to keep local economies stable.

Diversification: Tourism contributes to the diversification of local economies by supporting in the development of new sources of revenue, consequently increasing local entrepreneurs' creative capacity. Tourist money could serve as a form of insurance for local governments. It's especially important for

rural communities whose primary source of income is agriculture; these communities require help from a variety of economic sectors.

Infrastructure: The rate of infrastructure development accelerates as more tourists visit local communities. More tourism means more money for the town to spend on new roads, parks, and social services. Better amenities attract more tourists while also providing major benefits to those who can take advantage of them! It will bring in enough money to help build schools, hospitals, airports, and other tourist attractions.

In terms of culture: Locals can benefit greatly from tourism as well! Tourists bring with them new viewpoints and cultures. As a result, most tourist-friendly towns and locations around the world have a diverse range of cultures. Furthermore, tourism may contribute to the promotion of local cultures; for example, tourists can pay to see local dances and purchase local products.

Environmental Benefits; Remember that poor air quality or environmental degradation will repel many tourists. As a result, polluting and filthy cities cannot be included among the world's top tourist destinations. This is why tourist-dependent municipalities invest money to clean up their cities.

Opportunities: Frequent tourist visits can provide local communities around the site a fresh lease on life, making them more socially, economically, and environmentally active. As a result, if you invest in tourism, you may turn a downtrodden village into a supermega-city.

Case Study Area

Nigeria is an African country on the continent's western coast. Nigeria's terrain is diverse, with climates ranging from dry to humid tropical. Nigeria's people, on the other hand, are its most diversified aspect. Yoruba, Igbo, Fula, Hausa, Edo, Ibibio, Tiv, and English are among the hundreds of languages spoken in the country. Natural resources abound throughout the country, including substantial amounts of petroleum and natural gas. Abuja, the national capital, is located in the Federal Capital Territory, which was established in 1976 by decree. Lagos, the historic capital, continues to be the country's most important commercial and industrial centre. Nigeria is bordered by Niger to the north, Chad and Cameroon to the east, the Gulf of Guinea of the Atlantic Ocean to the south, and Benin to the west. Nigeria is Africa's most populated country, with a population of 225,954,000 people.

Morocco is a mountainous country in western North Africa, situated across the Gibraltar Strait from Spain, with a population of 35,731,000 people as of 2021. Morocco, the traditional homeland of indigenous peoples currently known as Berbers (self-name Imazighen; singular, Amazigh), has experienced substantial migration and has long been the site of urban communities founded by people from outside the region. Carthage ruled the territory from the beginning, and it later became the Roman Empire's westernmost province. The greater territory of North Africa became known as the Maghrib (Arabic: "the West") after the Arab conquest in the late 7th century CE, when the majority of its people joined Islam. The Almoravids, the first native Amazigh dynasty of North Africa, took control of an empire spanning from Andalusian (southern) Spain to parts of Sub-Saharan Africa in the 11th century. European attempts to establish permanent footholds in Morocco began in the late 15th century and were mainly unsuccessful, but the country later became the focus of Great Power politics in the 19th century. In 1912, Morocco became a French protectorate, but it regained independence in 1956.

Kenya is an East African country known for its picturesque landscapes and huge animal preserves, with a population of 48,952,000 people as of 2021. For many years, its Indian Ocean coast supplied significant ports through which products from Arabian and Asian traders entered the continent. Along that coast, which offers some of Africa's best beaches, are mostly Muslim Swahili cities like Mombasa, a historic capital that has contributed much to the country's musical and culinary history. Inland, the populated highlands are known for their diverse animal species, including lions, elephants, cheetahs, rhinoceroses, and hippopotamuses, as well as its tea plantations, which were an economic staple during the British colonial era. Kenya's western provinces are forested, with lakes and rivers, whereas the north is mostly arid and semidesert. Kenya's unique wildlife and scenic environment attract a considerable number of European and North American tourists, and tourism is a significant contributor to the country's economy. Nairobi, Kenya's capital, is a large metropolis that, like many other African cities, is a study in contrasts, with contemporary skyscrapers gazing out over vast shantytowns in the distance, many of which are home to refugees escaping civil wars in neighboring countries.

Result and Discussion

According to the findings, tourism may be one of the most important drivers of economic growth and job creation in emerging economies around the world if its full potential is harnessed. The study areas (Nigeria, Morocco, and Kenya)' unique history and natural beauty are garnering attention as cultural, heritage, and sustainable development tourism grows locally and globally. Based on analyses of various countries' governance and business environments, The nations under consideration (Nigeria, Morocco, and Kenya) clearly have a lot of potential, such as cultural, historical, and wildlife, to become or remain vibrant hosts for visitors, investors, and entrepreneurs, which can help low-skilled workers, women, and youth obtain economic inclusion. Exploiting the potential of destination attractions is a relatively recent issue in the research field that is now attracting the attention of policymakers. Tourist expansion will benefit local communities more since they will have more work opportunities and will be able to earn money from it. Using a tourist destination's attractions to open up new areas for tourist exploration is one of the most effective tactics, especially when infrastructure is in place. Natural and man-made attractions are the most crucial precondition for the expansion of the tourism industry in general and the host location in particular, as they will assist local artisans by increasing sales of their items. This would either directly or indirectly educate tourists about the handcraft and allow them to purchase it. Tourism has the potential to revitalize underdeveloped tourist places and improve people's living situations.

Problems of Attraction

These are the common issues affecting the growth of any tourist attraction in Nigeria, Morocco and Kenya. They include

- Natural environmental contamination, the deterioration of some natural attractions, and a lack of environmental consciousness among sections of the people are all factors.
- Major transportation routes will be renovated, and infrastructure is still being created.
- Tourist destinations are overcrowded, and others are undervalued.
- Many structures and monuments are in poor condition.

- Promotion of cultural goals and events at the attraction is insufficient;
- Many of the resorts surrounding the attraction's lodgings and recreational facilities need to be renovated.
- In general, tourism services lack quality and diversity; the quality/price ratio is uncompetitive.
- A short tourist season in seaside or winter sports resorts; insufficient visitor information (signalling, information centres, etc.);
- Lack of understanding of the economic relevance of attractions;
- Employer needs may not necessarily align to training in the hospitality business.
- Inadequate institutional structures for the development of regional tourism attractions;
- There is a lack of integrated attraction tourism development.
- Investor incentives and support measures are lacking.

Recommendation

In Nigeria, Morocco, and Kenya, governments at various levels in tourism units and positions of major use should create, rebuild, and preserve tourist sites, as well as pass indigenous tourism-friendly regulations to regulate investor activities. Tourism attractions and activities should be administered by tourism specialists who are knowledgeable with the present state of tourism attractions and may concentrate on conserving and displaying historical, cultural, and educational objects, locations, and natural beauties (e.g., museums, art galleries, historic sites, botanical gardens, zoos, nature parks, conservation areas).

Each tourism authority in Nigeria, Morocco, and Kenya should create a favourable environment for foreign investors to boost competitiveness, which would increase patronage, and must give a desirable experience for people to return for recreational and tourist purposes.

Relaxation and tourism are dependent on a secure political climate devoid of criminal activity. As a result, in order to achieve maximum sustainable growth from tourism, appropriate security at tourist places should be given to protect both tourists' lives and property as well as the environment.

To this purpose, activities that jeopardise the flora and wildlife populations should be avoided. In addition, to fulfil international requirements, hotels and restaurants in the field of study should maintain high standards and quality environmental conditions.

Another technique for improving the socio-economic status of the tourism industry in Nigeria, Morocco, and Kenya is better management in terms of harnessing and utilising tourism attraction potential. Furthermore, comprehensive information and communication technology utilisation, as well as computerization of tourism records and operations, should be introduced.

In order to harness and develop all tourism attraction potentials as well as overhaul the industry, attendance at local, national, and international recreation and tourism exhibitions, symposiums, seminars, and conferences should be made mandatory for the management staff of the study areas' tourism boards. Because the research area has a diverse recreational and tourist resource base, tourism-training institutes must be constructed in strategic areas throughout the research area to boost

the industry's human resource development capabilities. To attain this goal, more recreation, leisure, and tourist research should be supported on a local, state, national, and international level. It is also necessary to increase public awareness of available tourist attractions. Greater financial, advertising, promotion, and marketing commitments to developing this potential should be demonstrated as well.

Summary/Conclusion

What tourism entails is going to places of interest for fun rather than working. It's a cross-industry activity. Contributions are needed on all levels: economic, social, cultural, and environmental. It is frequently referred to as multi-faceted because it is one of the world's fastest-growing economic sectors. It is a major employer of labour as well as a source of foreign exchange. The growth of tourist attractions and the availability of leisure activities boosts self-esteem and curiosity. Africa has a wide variety of tourism attractions (Nigeria, Morocco, Kenya). Attractions must adapt to changing tourist preferences and behaviours. Guests are increasingly wanting to venture beyond their hotel's gates to explore what else the destination has to offer. The development of an amenity provision that extends beyond the built product can help an attraction thrive. Natural assets include views, trees, bodies of water, famous architecture, landmarks, and other aspects. The most adaptable type of amenity is soft programming, which offers a constantly changing schedule of events, services, and courses. To achieve a well-balanced and sustainable development, it is critical to understand the roles that various amenities and components play. Creating a sustainable tourist attraction requires consideration of the environment as well as the surrounding community. A good attraction brings together people who have a strong intrinsic appeal and those who are primarily responsible for the development's financial flow. Landscape preservation, community services, and the development of national parks, as well as the provision of appealing services and facilities, as well as the development of roads, forestry, water supply, industry, agriculture, and other economic sectors, are all necessary for a sustainable tourism attraction potential. On this basis, both private and public participation in tourism development is encouraged to fully exploit Nigeria's, Morocco's, and Kenya's rich and exotic tourist attractions. This effort would pique the interest of the government, policy makers, and individuals in the development of rural tourism attractions. If all of the recommendations are implemented, the number of visitors to tourist attractions and the revenue base of the studied areas are expected to increase.

Reference

Accessed 21/03/2021 on http://tourism.powef.org/tourist_destinations_lagos

Avci, U., Madanoglu, M. and Okumus, F. (2011). Strategic orientation and performance of tourism firms: Evidence from a developing country. *Tourism Management*, 32(1), pp.147-157.

Ayeni, D. A. and Ebohon, O. J. (2012). Exploring sustainable tourism in Nigeria for development growth: Europe

Badagry Coconut Beach. *Tourism for Development Initiative* 2013.

Benckendorff P. (2014) Attraction, tourism. In: Jafari J., Xiao H. (eds) *Encyclopedia of Tourism*. Springer, Cham. https://doi.org/10.1007/978-3-319-01669-6_12-1

Bonham, C. and Mak, J. (2012). Private versus Public Financing of State Destination Promotion. *Journal of Travel Research*, 35(2), pp.3-10.

Ebiyefa Napoleon, N. (2021). Tourism Development in Nigeria: Issues and Challenges. In GSJ (Vol. 9, Issue 7). www.globalscientificjournal.com

Napoleon, E., & Amaechi, N. E. INFORMATION TECHNOLOGY IN MUSEUM PRACTICE IN 21ST CENTURY.

Fesenmaier, D., Xiang, Z., Pan, B., & Law, R. (2010). An analysis of search engine use for travel planning. na.

Hassan, A., & Burns, P. (2014). Tourism policies of Bangladesh—A contextual analysis. *Tourism Planning & Development*, 11(4), 463-466.

Ijeomah, H. M., Abubarkar, S. I., Ezeano, C. I., & Adetola, B. O. (2019). Assessment of Tourist Attraction and Satisfaction in Selected Eco-destinations in Lagos State, Nigeria. *African Journal of Agriculture, Technology and Environment*, 8(1), 85-104.

Nigeria High Commission 2009-2014: Culture and Tourism: London, UK. Accessed 15.03.2014 <http://www.nigeriahc.org.uk/culture-tourism>

