

Tourism a Viable Path for Wealth Creation in Nigeria: An Analysis of Awka Metropolis

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Abstract: *The global economic recession has posed new challenges to the world coupled with the challenges of new energy technology in response to global warming has dwindled the economy of so many nations today. Particularly petro-mono economy countries like Nigeria whose revenue base depends mostly on proceeds from crude oil exportation. Overdependence on crude oil is a sign of blunt future consequentially if the oil mine dries up. What would be the fate of the economy? Therefore it is time for Nigeria to spread the tentacles of her economic prowess to other service sectors such as Tourism for sustainable economic exploitation. Tourism is one of the most promising drivers of growth for the world economy. As a development vehicle, tourism resources are inexhaustible unlike crude oil. Nigeria specifically Awka has vast tourism potentials awaiting development. Little wonder the administration of former President Olusegun Obasanjo the set machinery in motion to turn the sector into a major revenue earner. The machinery included the introduction of various festivals across the country for the promotion of its rich cultural heritage to woo foreign tourists. With her appealing tourism resources, this paper advocates the development and exploitation of these resources for wealth creation.*

Keywords: tourism, wealth creation, traditional festival, arts, craft

1. Introduction

The term 'largest industry in the world' is commonly used with reference to tourism, following its recognition as the largest generator of wealth (over 11.7% of the global gross domestic product) and employment (7% of the world's jobs) [1]. Over the past six decades, tourism has experienced continued expansion and diversification, becoming one of the largest and fastest-growing economic sectors in the world [2]. This wholly implies that so many nations of the world are becoming tourist destination not just to entertain tourist but to empower their economy through tourist expenditure. In view of this, an ever increasing number of destinations have opened up and invested in tourism development, turning modern tourism into a key driver of socio-economic progress through export revenues, the creation of jobs and enterprises, and infrastructure development [2]. Therefore, no country of the world whether industrialised or developing can afford to ignore the importance of tourism to its economic, social and cultural development been conscious of these enormous benefits obtainable from tourism are enthusiastically developing their tourism industry. In Ghana, tourism is one of the key sectors in the economic recovery programme and is currently the third foreign exchange earner, after mineral and cocoa. In Tanzania, tourism accounts for about 5 % of foreign exchange earnings. Kenya earns about US \$128 million annually from its tourist potentials [3].

Having recognised the important role that tourism can play in the economic growth of any country, Nigeria identified tourism as an important economic sector to be developed as one of the alternatives for bailing the country out of economic depression [4]. Assertively tourism is a viable alternative for the diversification of Nigeria economic base from petroleum to other sectors. This is because it is an industry that can be developed and sustained from resources within the country. Significantly, this sector has been shown as providing income earning opportunities for a large number of people through its satisfaction of tourist needs

(expenditure) which in turn is injected into the destination's economy. Illustratively visitors expenditure on accommodation, food and drink, local transport, entertainment and shopping, is an important contributor to the economy of many destinations, creating much needed employment and opportunities for development. In 2011, both emerging and advanced destinations reported significant increases in receipts [2].

Therefore, it has been estimated that if developed tourism will be the biggest employer of labour in Nigeria, generating employment for millions of people. Such employment will touch almost every aspect of the Nigerian economy from taxi drivers to Bank managers. It is quite clear that tourism industry has multiplier effect on other sectors of the economy namely transport, agriculture, hospitals, financial institutions, aviation and environment. In this vein, it will serve as an effective instrument for wealth creation in Nigeria especially in Awka metropolis of Anambra state, a town endowed with assorted appealing cultural and modern tourist attractions. These attractions can be harnessed, development, packed and marketed with the aim of generating wealth. Thus, the primary objective of this paper is to discuss how tourism can be used as an economy strategy to create wealth in Awka town.

2. Research Methodology

This study employed interview and observation techniques of ethnographic research as instruments of data collection. The method of interview used is direct in-depth interview which is a personal contact between the researcher and the respondent. All the information elicited from the various interviews conducted, the information retrieved via participant observation and that from other written books where adequately analysed qualitatively to give a detailed account of how tourism can act as a means of wealth creation.

3. Literature Review: Tourism and Wealth Creation

Tourism is essentially the industry that specialises in providing tour related services to tourists. Annually millions of people travel to various parts of the globe experiencing and enjoying nature's splendour, cultural glamour and man's creativity. This business of travel is one of the most dynamic development strategies which provide direct and indirect opportunities for numerous economic activities and wealth creation at the local and regional level. Little wonder it was recognised at the Manila Declaration on World Tourism of 1980 as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations." This implies that Tourism holds enormous potentials for the socio-economic development of any nation because the benefit derived from it far exceeds that of oil. That is why its activity has grown by around 25 per cent in the past 10 years [2]. The ability of this sector to promote a nation's economy has lured so many countries of the world to develop its tourism resources. In effect international attention and recognition have shifted to tourism as a vehicle for poverty alleviation, employment generation and wealth creation.

Hence, diagnosing wealth generation through tourism activities focuses on how people have been economically empowered by the activities of tourists which beings and ends with expenditure. Thus, when it is said that tourism creates wealth it implies that tourism offers diverse employment opportunities to the unemployed not minding the nature of the job or the qualification of the unemployed. Of a truth, the services of cleaners are indispensable in all tourist attractions (e.g. hotel, National Park, Museum etc). In like manner tourism encourages the growth of small scale industries (craft industry). It promotes the production might of other sectors like Agriculture for food production, manufacturing industries (the production of building materials), it equally attracts the establishment of tourism related industries and it guarantees infrastructural development in the community. It increases individual income earnings and foreign exchange earnings in the country.

In view of the above [5] remarked 'tourism is a highly differentiated product which directly affects several sectors of a national economy'. Tourist expenditure is injected into hotels and other accommodation units, local shops and restaurants, local transport facilities and many other outlets, including the purchase of locally made souvenirs. The focus on wealth creation has made most countries to continuously deluge money into the industry. As former President of Nigeria, Olusegun Obasanjo [6] commented that more attention must be given to the development of tourism in Nigeria because of its huge potential as a revenue earner for the country. He went on to say that "oil and gas are wasting assets and can never be replaced, while tourism is dynamic and can be recycled". Also [7] attested that "it is the economic advantages that provide the main driving force for tourism development...tourism as a major element of the service economy has for sometime been applauded for its sustained and rapid growth ". Hence, it is not a hidden fact that tourism increases the foreign exchange earnings of most

countries. Foreign exchange is required by most countries to purchase goods and other import essential for development, of which tourist receipts form one important source of foreign exchange.

In relation to employment generation [8] stated that where tourism is important, it is a source of employment as well as wealth generation. According to his study, World Travel and Tourism Council (WTTC, 1993) in cooperation with Whaton Economic Forecasting Association (WEFA) group reported that: Tourism provides direct and indirect employment for more than 200 million people one in every nine workers globally. In his own view, Holloway (1998) affirmed that tourism enterprise account for at least 6 percent of world's Gross Domestic Product (GDP) and employ 127 million people around the world (one job in every fifteen).

From the foregoing tourism is one of the sources through which wealth can be emancipated in Nigeria. This is because tourist activities are not domicile in any sector of the economy. [9] noted that job creation in the travel and tourism is growing one-and-half times faster than any other sector and been labour intensive, it employs about 100million people worldwide. In Kenya alone it employs about 140,000 people both directly and indirectly, of which an estimated 850,000 dependents rely on these employees for their livelihood. Also the Tanzania government regards tourism as a priority sector. According to [10] the contribution of the tourism industry, to the gross domestic product (GDP) rose from 75 percent in 1995 to 12 percent in 2001 and to around 16 percent in 2004. In 2004, the tourism industry generated nearly 25 percent of the total export earnings. Therefore, tourism in Tanzania boosts other sectors of the economy in return it requires 44 percent of its input from other sectors, a rate that is above the average of all sectors. The most important sectors for tourism in Tanzania are Agriculture, livestock, poultry fisheries and dry goods, ground transportation and handicraft. [10] further stated that the tourism sector employed 160,750 people in 2004 compared with 96,000 in 1995.

In Nigeria that tourism holds enormous potential for fast-tracking the economy cannot be over-emphasised based on the statistical account of tourists; expenditure by international tourists that has direct impact on the national economy estimated at #1.35b in 2005, # 2.2b in 2006, #2.69b in 2007, #16.8b in 2008 and #53.5b in 2009 [11a]. From the above statistics of tourist expenditure which was injected into the economy a notable increase of such would gradually boost the economy if only adequate attention will be given to this sector. By and large, as an internationally traded service...tourism has become one of the world's major trade categories... as an export category, tourism ranks fourth after fuels, chemicals and food [2]. With all fairness it is a well established fact to say that tourism is a thriving industry worldwide. As an industry, it is either the backbone or one of the top three growing industries in countries like Kenya, Indonesia, the USA, Canada, France, the United Kingdom, Morocco, the Bahamas and Barbados [12]. From the above studies tourism industry has proved to be a potent economic and social force for wealth creation.

4. Awka Tourism Resources

Awka is the capital city of Anambra state, which lies to the southern part of Nigeria. The geographical coordinates of Awka corresponds 6.22° North and 7.07° East. The town is populated by almost 1, 76,858 heads according to the latest population census. The town is situated in the rainforest region. The topography of the area presents a panorama of scenic beauty and it consist of the vast low-lying western and northern plains and the hills which traverse the other parts of the area. The race that settled in Awka is the Igbo race. Across Igbo land, there are places and events which attract tourists and visitors to a place not for the economic gains which they can offer but because they provide opportunities for recreation and sight-seeing [13]. A journey across Awka town reveals the uniqueness of Igbo life as a form of entertainment. These entertainment resources are its cultural and modern tourist attractions. Looking at these resources one may ask, is there no physical attraction in Awka? Well, there is but insignificant to be considered. This is as a result of Awka geographical placement coupled with its political status as a state capital, a status that encouraged the construction of modern structures at the expense of nature.

Thus, Awka cultural tourist attractions are embedded in its culture as [14] remarked that the Igbo culture is rich in entertainment forms such as dancing, singing, decoration and traditional arts and crafts. Also [15] are of the same opinion that today's cultural practices have continued to excite great interest among tourists. Therefore Awka town offers a wide range of cultural attractions preserved by its customs. These are events and activities which includes traditional festivals, dance, songs, religious belief and arts and crafts. For the purpose of this work only Awka traditional festival and craft industry was studied.

4.1 Awka Traditional Festival

Festivals in Igbo society are periods set apart by communities or groups of individuals for commemorating important events which may be connected with homage to gods, ancestors and spirits or they may be concerned with the transition from one season to the other...in most cases festivals are part of these commemorative events and rituals overtones can be detected in majority of these festivals [16]. In essence, festivals are indeed an indispensable event in African community. It comprises cultural events such as rituals, music and dancing, masquerading [17]. Therefore, festivals serve the purpose of transmitting perceptions, ideas, aspirations and philosophy of the people for meaningful living. It promotes social, economic as well as political activities and to a large extent, tourism in its ramifications. In order to harness the tourism potentials of traditional festivals of old Anambra state, the government established the Mmanwu (Masquerade) festival as a tourist venture. It was initiated primarily to project the rich tourist potentials of Igbo people of the state. Tourism has in modern times become an effective source of revenue for the state governments...in spite of the rich tourist potentials of the state; tourism has yet to make its impact. The Mmanwu (Masquerade) festival has come to fill this gap [18].

Awka traditional festival (Egwu Imoka) has grown into an important event with an ever growing audience and with a notable improvement in standards of living in the community. Of a truth, Egwu Imoka festival serves as an avenue to showcase a wide range of Awka cultural activities especially the wonderful turnout of masquerades during the event. Masquerades in Awka are the preservation of its rich and dynamic cultural heritage. It is the manifestation of ancestral spirit conjured by incantation which thereafter take form with the cultural and colourful regalia they appear on. Egwu Imoka festival is the first feast observed in traditional Awka calendar and at the same times the most significant and colourful of all Awka festivals. This festival is a ritual recreation which traditionally involved all Awka people in both its preparation and its enactment, serving as an opportunity for Awka people to usher in new planting season through pageantry. The name Imoka is derived from Imoka god because it is celebrated in honour of the god while Egwu means dance. Egwu Imoka then means the 'dance of the gods' that is why it involves the display of all kinds of masquerade and is usually celebrated with pomp, music and dancing. The festival is generally celebrated in the first week of Awka lunar month usually in May and it lasts for one native week (four days namely Eke, Ori, Afo, Nkwo) beginning on Afo day. In essence Egwu Imoka is indeed a vibrant festival with its display and parade of all kinds of masquerade entertaining people with dancing and theatrical display. It has the propensity to attract and sustain tourist.

4.2 Awka arts and craft

Arts and craft are cultural reflection which is the result of the mental feelings of the people responding to a variety of historical events and influences and to the environment in a most spontaneous manner. By definition art is taken as a skill in doing anything through knowledge and practice. While craft on the other hand is taken as an occupation, especially one in which skills or techniques in the use of the hands are needed [19].

Awka cultural tourist resources are not limited to their festivals and dances; they are also manifested in their works of art which date back to history. Such crafts are symbols of Awka people and inseparable from their spiritual philosophies because in the past people carved abstract objects that could be used to represent the unseen world. They are therefore prized objects for the promotion and preservation of tourism. These cultural artefacts include wooden objects from wood carvers and iron objects from blacksmith.

Craftsmanship in Awka such as blacksmithing is a practice that has been passed on from generation to generation. The blacksmith industry in Awka is one of the oldest craft industries that have survived in the community. It is therefore no accident that Awka and Nkwere people in Igboland are acknowledged masters in blacksmith [15]. Also [20] remarked that the Awka smiths practically dominate the occupation and they hold a leading place in the profession throughout the Ibo country and in many places beyond. The blacksmith industry is one of the cultural attractions of Awka which attracts a lot of people to the community. The Awka blacksmithing and wood carving, the Akwete cloth

weaving, the Okigwe pottery and ritual specialists of Nri, Nando and Arochukwu have attracted curious anthropologists and sightseers to these parts of Igboland [13]. This industry attracts both curious visitors and tourists who enjoy the mere sight of watching the blacksmith at work with the bellows. Including researchers, who want to know the success behind the continuous existence of the industry in the face of modern iron implements? In a nutshell, this age long craft has a deep root in Awka culture and is well preserved in its customs. It has a festival attached to it which is celebrated by all blacksmith from both Awka and its environs.

Furthermore, Awka and Benin are acknowledged as centres of wood carving. Wood carvers have flourished in this place since time immemorial, making figurines for shrines, portraiture, masks, representations of the spirits etc. Wood carving has lived traditionally and still thrives in Awka. Being a good source of attraction, the Anambra State Ministry of Commerce, Industry and Tourism (Tourism Division) mapped out the Awka/Amawbia guild of carvers as one of the tourist attractions to be developed in pursuit of tourism development. Although the Awka/Amawbia guild of carvers was not developed before its closure yet the Ofunwa carving industry stands today as Awka carving centre. Ofunwa carver is presently a renowned carver in the world of carving in eastern Nigeria. Because of the uniqueness of his work which attracts lots of visitors to Awka he was given a honorary award by the Anambra State Government in 1987 in appreciation of his worthy contributions towards the industrialization in the state.

However, the works of earlier carvers remain in many villages where they provide the villages with their shrine utensils and ornaments to this day. Presently, the commonest wood crafts in Awka include traditional title stool, carved wooden doors, figurines; mask head and present day contemporary carve wooden objects used for interior decoration. All these products form the bulk of tourist souvenirs found in hotels and commercial centres in the town.

4.3 Awka modern tourist attractions

Awka, the capital city of Anambra state has gradually acquired a modern look because of the various massive governmental parastatals, industries, missionary organisations, individual and corporate bodies that are found all over the town. All these structures constitute modern tourist attractions where people go to for sight-seeing, entertainments, conferences etc. In the light of the above [13] asserted that the big educational, medical and religious institutions scattered all over Igboland are tourist attractions and draw visitors from all over the country. Such places as the University of Campuses though built to serve the purposes they are meant for, attract tourists who would like to know more beyond the four walls of such institutions. The church missionary society cathedrals... apart from being buildings with impressive architectural designs attract visitors on local pilgrimages to such holy places. Tourist Garden hotel was chosen amongst other modern tourist attractions to showcase the hospitality facilities in Awka.

Tourist Garden Hotel Awka was established in 2004 as one of the twenty-one limited liability companies of Pokobro group owned by Dr. P.C. Okonkwo (mfr) with its head office at Onitsha. It is a three star hotel and with an ISO standard. The hotel has a total number of seventy (70), three (3) large halls, swimming pool, bar, Tourist Garden Police station including other facilities put in place for the comfort and entertainment of tourists and visitors. The hotel restaurant offers continental cuisine but dwell more on local menu.

The Tourist Garden Hotel contributed substantially to tourism development in Awka. Of a truth the success of this hotel in attracting and sustaining tourists and visitors coupled with its qualitative services, promoting local menu and arts and craft souvenirs opened the flood gate of hospitality industry in Awka for tourism development.

5. Evaluation of Tourism and Wealth creation in Nigeria

Wealth is the abundance of valuable resources or material possessions or the control of such assets. Therefore the evaluation of tourism in wealth creation analyses the efficacy of tourism activities in promoting the economy of a destination. In Nigeria, tourism offers employment in different service sectors of the economy. These service industries include transportation services, such as airlines, bus and taxicabs; hospitality services, such as accommodations, including hotels and resorts; and entertainment venues, such as amusement parks, restaurants, shopping malls, music venues, and theatres. It encourages and promotes craft industry while providing additional sources of revenue for the government from the various forms of taxation and foreign exchange generated by these activities. To buttress this Director General of NTDC (Nigeria Tourism Development Corporation), Otunba Olusegun Runsewe gave a clear hint on the contribution to government revenue from levies on Hospitality sector (registration and other charges) recorded #1.149m in 2004, considered grossly inadequate as compared to over #100m in 2009 and company tax generated by the hospitality sector which recorded #313m in the year 2005 [11a]. This is clear evidence that Nigeria has a lot to accrue from tourism if much attention will be paid to the industry.

5.1 Tourism and Employment

Most scholars [5, 9] asserted that the tourism industry is labour intensive which implies that the industry has a higher capacity of labour employment. In view of this [21] noted that Tourism is known to create jobs at various levels that are essential to the growth of the rural and national economy of a country. Emphatically tourism creates jobs for the population of the destination both directly and indirectly but the qualitative evaluation of tourism employment in Nigeria would be quite difficult as a result dearth of comprehensive statistical analysis on tourist expenditure in the country. Nevertheless, based on the information from countries with data available, tourism's contribution to...employment tends to be slightly higher and is estimated in the order of 6-7% of the overall number of jobs worldwide (direct and indirect) [2]. The employment flow in the hospitality sector is most time high to commensurate with the flow of tourist.

Otherwise, tourist expenditure in a destination to a large extent is high in the hotel sector as every tourist needs a comfortable accommodation. Also this is one sector that offers employment both to skilled and unskilled labour force in a destination. In this vein, the Director of General of NTDC (Nigeria Tourism Development Corporation), Otunba Olusegun Runsewe affirmed that the hotel industry has in the last few years, recorded an unprecedented boom partly due to the...strict supervision and regulation of hotels to conform to international standards and best practices. In his words "This has therefore created a huge demand by foreigners who now enjoy staying in hotels of international standards, pointing out that Lagos alone has more than 30 hotels of international standard [11a]. Categorically it is a clear indicator that tourism is indeed one of the highest employers of labour in Nigeria.

However, the qualitative evaluation of tourism employment in Awka would be quite difficult due to inadequate research on tourist expenditure to certify the flow of income. Nonetheless, analysing the data from Tourist Garden hotel Awka Mr. Dennis Atta stated that the industry has in a big way decongested the already congested labour market of Awka town through the employment opportunities it offered the skilled, semi-skilled and unskilled labour although greater number of its employees are unskilled. The total number of the hotel workforce is sixty-five (65), fifty-five (55) out of the total force are semi-skilled and unskilled workers it comprises: house keepers, waiters and waitresses, porters, sales girls, receptionists, drivers, laundry men and security officers. The remaining ten (10) are skilled workers and consists of the Accountant, Manager, Computer analyst, Cashier, Chef, Swimming pool life saver, Electricians and Mechanical Engineers. Since, the hotel is built in Awka, sixty percent of its workforce are Awka indigenes while forty percent are none indigenes. By so doing the hotel has in great measure empowered Awka people economically through employment. Also analysing the data retrieved from Ofunwa Carving industry Miss Mary Okeke, a sales representative stated that the industry is short of staff. The total number of their work force is only six (6) four are semi-skilled wood-cutters and carvers and two unskilled sales ladies.

In addition Nnamdi Azikiwe University Awka is presently the highest employer of labour in Awka. Those who are not directly employed by the University are self-employed as result of business centres around the campus. Thus, the University has influenced the increase in business activities such as transportation to accommodation, entertainment and catering services within the town.

5.2 Promotion of Craft Industry

A recent study on the economic impact of the arts and crafts industry indicated that the sector contributes more than \$54 million each year to the economy of state of West Virginia, USA, through the sale of arts and crafts. Arts and craft is one of the indigenous technologies in Nigeria which produced the famous stylized Nok terracotta sculptures, intricately designed and decorated Igbo-Ukwu bronze ceremonial vessels, naturalistic brass heads and figures from Ife, Owo terracotta animals, Benin bronzes, the famous Moroccan leather, Bida beads, Tsoede bronzes [11b].

Nigeria ancient art works are displayed in different museums across the world. However, Awka people are renowned for woodcarving and blacksmithing. This accounted for their mastery in blacksmithing and wood carving which today are the only surviving craft industries in the community. The local products of the craftsmen which depict Awka culture constitute today's tourist souvenir. In the light of the above [22] remarked that the artisans are carrying on a long tradition of producing delightful items for ornamental purposes as well as utilitarian goods for everyday life...with no tourism in Morocco, several branches of handicrafts would have languished in relative obscurity instead of experiencing the rather buoyant demand of today. Craft works are highly in demand today in Awka as people delight in using them for interior decoration both at home and offices. Also the use of craft work for titled men for their coronation illustrates their cultural relevance to Awka community invariably this has sustained the growth of the industry. The appreciation of the works of arts had increased its patronage. In effect the development of craft industries would scrub off the menace of unemployment in Awka. This is because its development would become a catalyst to the growth of small and medium scale industries and would provide employment to the unemployed graduate artisans roaming the streets in search of white collar jobs. The Nigerian arts and craft industry when developed, packaged and promoted could be the elixir needed to empower people.

5.3 Tourism and Community Development

Tourism entails visiting places with unique cultural and physical attractions. As attractions are located in different regions their development for viable tourism pursuits would invariably bring about community development. The definition of community development emphasises the involvement of the local people in their own social and economic welfare. Their participation is necessary and important because tourism products and services offered are owned by the people. For instance the culture that may be packaged and consumed by the tourist such as the Imoka festival belongs to Awka community. Since Awka possesses tourist attractions, the community hosts the tourists thereby benefiting from the tourism expenditure.

The quest to host visitors necessitated the building of magnificent hotels including Tourist Garden Hotel, Olde English Suite, Parktonia hotel, Choice Hotel etc. Today the presence of these hotels has continued to attract conventions, seminars and other numerous tourism related activities. Hence, tourism development in Awka has attracted infrastructural development in the community.

5.4 Preservation of community's culture and environment

Awka cultural heritage is woven from the threads of history and legends which constitute a rich blend of oral traditions manifested in its art, festivals, dance, language, literature, folklores, mores, music, etc. For instance Awka blacksmithing and carving industries attract lots of visitors including researchers while its traditional festival is been appreciated by tourists and visitors alike. The glamour of western life is gradually eroding this unique way of life. However, tourism if properly harnessed can boost the

preservation and transmission of Awka cultural and historical heritage and will also provide an avenue through which Awka culture can be showcased and appreciated.

6. Effects of Tourism in Awka

Tourism is an industry and every industry is an agent of change which either transforms a community positively or negatively. In other words the tourism industry offers diverse employment opportunities but majority of the employment are for the semi-skilled and unskilled labour force. For instance the Tourist Garden Hotel Awka has a total number of 65 work force, 55 of them comprises 26 semi-skilled and 29 unskilled workers.

Analysing the total work force of Tourist Garden hotel and Ofunwa carving industry revealed that majority of the tourism employment in Awka falls within the category of semi and unskilled workers. This implies that tourism industry in Awka employs more semi-skilled and unskilled than professionals, who are needed in small number for administrative role. In addition, most often these tourism jobs are seasonal in which case people are employed during the peak season after which they need to seek other ways of supplementing the job. Peak season here refers to the period when tourists flood the town because of one event or the other. For instance during the Imoka festival, church conference, Christmas, etc. According to Mr. Dennis Atta, Tourist Garden hotel is usually fully booked at this time thereby requiring the employment of more workers to supplement the existing ones. After the peak period in other for the hotel not to run into financial crisis the less efficient unskilled workers are paid off.

However, tourists who patronize the tourism industry are people from other parts of the world with culture different from that of the community visited. Thus there is bound to be cultural clash. In view of this it is not surprising culturally tourism can have a disruptive influence on the communities resulting in loss autonomy and local identity. It can encourage deviant behaviours (crime, street begging, prostitution etc) within the community. With the influx of visitors to Awka there is a big trail of moral decadence. Students who troop the town in pursuit of University degree at Nnamdi Azikiwe University; these academic tourists come with their own culture which contradicts that of town. Furthermore, to satisfy tourist quest for entertainment necessitated recreational avenues such as club houses, cinemas, restaurants etc. These recreational outlets are patronised by both tourists and indigenes. Therefore, it is not surprising that the young girls and boys of the community are popular faces at these club houses. These unwelcome behaviours have stained the moral tradition of the community. [23] buttressed this in the following words "tourism does generate income in the Caribbean where alternatives are few but the flood of tourist cannot be said to have a beneficial effect on a great majority of Caribbean residents...Tourism, then is a mixed blessing". Clearly, the tourism is not the smokeless industry it claims to be [1] though it contributes positively to a community economy but it can also strains the fabric of the community involved if not well managed.

7. Set backs on Tourism development in Awka

The development of tourism in Awka is beset with so many problems. Basically it is a development approach which does not yield immediate profit. This accounts for the undeveloped state of most tourist attractions within the state. Every investor seeks immediate profit but tourism unlike other investments is a legacy

The management of government owned industries that attend to tourist needs hinders further development of tourism in Awka. An example of such is the Ikenga Royal Hotel Awka which was built and managed by the government. But presently the hotel has been ceased to exist due to laissez-fair attitude of management. Therefore, the growth of tourism industry in Awka has a long way to go because most of the sites mapped out initially by the government for tourism purposes were on a later date reallocated for other purposes. The Ikenga Royal hotel according to Mr. Nwalor, former officer-in-charge of tourism division Anambra state noted had vast unused land attached to it which was to be developed for tourism purposes but has been leased out to people for purposes other than tourism. Also the Professor Kenneth Dike Park at Umudioka Awka created as a legacy of a man who promoted the culture of Awka people has also been leased out to Banks.

Conclusively, all the cultural attractions in Awka has been mapped out but is yet to be developed, packaged and marketed to the world.

8. Government Efforts Towards Tourism Promotion In Awka

It is therefore, not surprising that the Ministry of Commerce, Industry and Tourism (Tourism Division) Anambra state has followed other states in the pursuit of tourism development. This is evident in the proposed construction of Children's Park depicting Abuja Wonderland. The creation of the Children's Park will open the flood gate of tourism investment in the town.

Moreover, the Ministry's involvement in the organisation of Igbo Cultural beauty contest in the town is also another means of promoting tourism. In 2006 the Ministry in collaboration with Pan-Igbo cultural pageant and Ecotourism organised a beauty pageant to show case Igbo Cultural heritage dressing which is meant to be an annual occasion. The contest attracted a lot of visitors to Awka. In addition the government of Anambra state through the infrastructural development especially the recent road construction made it easy to access tourist attractions in the state.

9. Recommendations

Based on the findings of this research work, the following recommendations are made for a successful future tourism development in Awka. For tourism potentials in Awka to be utilised sustainably, the necessary infrastructures and enabling environment must be in place. Enabling environment in this case refers to all the parameters required to make a complete tour such as constant power supply as against the epileptic supply of today, good waste

management, good road, functional telecommunications, accommodations and adequate security. I recommend that the government should assist in the provision of these basic infrastructural facilities. In furtherance of this goal, the appropriate government agency responsible for tourism promotion and development should establish and maintain close liaison with other government agencies responsible for the provision of infrastructures.

Since tourism industry requires land for the construction of Modern attractions such as Amusement Parks, Museums etc the state government should assist investors in acquiring land without hindrances for tourism development at concessional rates and conditions favourably for investment and the realisation of investment thereon. This will necessary include the abolition of annual ground rent within the period of construction and development of tourism.

I also recommend that the government since they are the tourism policy makers should regulate and monitor the tourism industry as well as promote its development by establishing mechanisms to monitor its standards and services and to promote the involvement of local communities.

Tourism industry will thrive in Awka if the government opens its hands to welcome interested individuals and corporate bodies who want to partner with them for project execution. This is because if people remain passive object of gaze, tourism will never benefit them. They must be active and meaningful participants who exploit the opportunities offered by the industry for their own socio-economic development. Finally, the creation of more attractions in Awka to complement the existing ones will boost tourism. In this case there is need to establish a cultural museum in Awka where cultural objects will be stored and exhibited to the public.

10. Conclusion

Tourism is a composite business industry whose activities are connected with providing tourist with products and services needed to make their choice of destination memorable. It involves the movement of people which serves to satisfy man's quest for new experiences and knowledge. The satisfaction of man's quest makes tourism not only an entertainment industry but a business-oriented industry, which attracts and transports visitors, accommodates and caters for their needs and wants. Through this means tourism generates employment, creates wealth and facilitates rural development. In addition it is an industry that has the ability to recycle resources, tourism resources are inexhaustible when compared to manufacturing industries and its negative effects on the community can be managed.

Conclusively the analysis of tourism in wealth creation in Awka town is a future assessment of the benefits that tourism could accrue Awka if she invests into meaningful tourism development. Of a truth, her tourism resources are awaiting development yet it is believed that with an estimate on tourism benefits it would motivate government, individuals and corporate bodies to invest into tourism and

also facilitate the development of the already existing tourist attractions.

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