

**BADAGRY MUSEUM DEVELOPMENT: A MILLION DOLLAR RESOURCES FOR ECONOMIC GROWTH IN LAGOS-STATE****Yusuf, O.I.S., & Jamal, T.M.****Department of Tourism and Hospitality Management****Lagos State University of Science and Technology, Ikorodu, Lagos State, Nigeria***E-mail: yusuf.ois@lasustech.edu.ng or lollytwins@gmail.com. 08029648220.***ABSTRACT**

*Badagry museum: an avenue for economy growth in Nigeria was the focus of this research, the problems at the initial stage were inadequate information on the benefit that can be derived from tourism development and lack of sustainability on the attractions. The research method employed was through descriptive survey on a sample of 89 respondents, data were sourced from text books, journals, observation and questionnaires. Response from respondents were analyzed with the aid SPSS version 25. Logit Binary Regression Model was employed to test the hypotheses of the study. The study revealed that Badagry museum development can results to economic development, private and foreign investment and development of host community (economic development of Lagos state) up to 80% (.787), it was revealed that government policy should be flexible to encourage foreign investors, corporate and individual firms as well as professional participation in tourism development. The host community should be well informed, empowered and given a mandate to contribute towards the development of this particular tourist destination, and also to recommend other potential attractions within their domain for future development.*

**Keywords: Badagry Museum, Development, Economic Growth.**

**INTRODUCTION**

Man has unconsciously engaged in recreational activities right from the ancient age where he wandered through the dark virgin forest in search of light, shelter and food, to the renaissance via modern search for novelties and fun Cooper, Fletcher, Fyall, Gilbert, and Wanhill (2021). As time went on development and discoveries came up in leaps and bounds hence giving rise to the modern day planned fun filled human activities. The development of these activities with Western culture is what brought about tourism today. Tourism development without proper planning and integration with local value and environment can lead to socio-cultural, environment and economic damage Osoh (2020).

The tourism industry has been very dynamic and fast growing over the past three decades. This sector has so far created opportunities in area characterized by natural attractions, wildlife and wilderness habitats (Afolabi, 2023). Tourism is an effective way of revitalize the economy of any destination as noted by Ajake (2023) and widely acknowledged as one of the fastest growing industries globally. The continuous and rapid growth of tourism is not in isolation of the state and global economy.

According to Dada (2023), in the year 2022 international travel got to a milestone with one billion people which is one seventh of the world's population- crossing international borders as a tourist. At a time of great economic strain, the UNWTO expects tourism to increase by 3% to 4% over the course of 2022.

One of the unique characteristics of the tourism industry that makes it a prime sector from which employment can be engineered especially in the case of the developing countries, are its labour-intensive characteristics. This is particularly significant given the huge unemployment rate, especially among the youth (Enusambyal, & Kaur, 2023), and the labour surplus characteristics of most developing economic (František, 2023). Similarly, the tourism sector can attract foreign investments and gives developing countries the opportunities to attract development of tourism infrastructures both hard and soft (Geraghty, 2023). It affords huge opportunities for creating

small and medium sized enterprises. In the experience of developed economics, the role of small and medium sized business in employment creation and technological as well as managerial innovation is widely acknowledged. It is expected to rise by an annual average rate of 4.3 percent until a record of 1.6 billion by 2020 (Gordon,2023). The British Hospitality Association suggests that it can create as many as 2000,000 jobs by 2015; nearly half of the government's goal to create 410,000 new jobs within the same time frame (Ivica, & Vukovar, 2023). The tourism industry's contribution to employment is vital to every nation's economy (Oriade, 2023) because non or semi skills and the relatively short period for training and skills acquisitions is required, the tourism industry lends itself as a sector capable of generating huge employment and income earning opportunities.

Although, it is difficult to accurately quantify the benefits of tourism (Pereira & Almeida, 2023) there is no doubt that the tourism market will expand rapidly to provide alternative income and employment opportunities for countries to seize upon (Rashad & Lim, 2023). In other words, a country like Nigeria longing for effective economic diversification, tourism presents such an opportunity (Seyitoglu, & Yuzbasioglu, 2023).The decline in the oil revenue generated by the Nigeria government, and fallout from the global financial crisis, the Nigerian government devised means to generate revenue to stimulate the country's economy. The Nigerian government selected the Tourism sector as one of the government priority sectors crucial to its economic survival as part of the government seven-point economic agenda and its 2020 program for sustainable development (Dore, & Crouch, 2020; Hannam, 2020).

Tourism is widely acknowledged as an effective tool for socio-economic development, because of the possible backward and forward linkages with the rest sectors of the economy, which allow it to facilitate employment opportunities, income, local economic development, and enhance the quality-of-life(Shiram, 2023). However, the extent to which these benefits accrue to a nation crucially depends on local conditions.

Furthermore, Yusuf (2023), argue that for tourism to be sustainable, the community has to benefit directly from it, as this will enable them to protect and conserve the resources upon which it is based. This is further emphasized by Akpan and Obang (2022), the extent to which tourism confers economic benefit on any country also depends on the expectations of the tourists and the host country's ability to provide appropriate and adequate facilities, tourism will not be a potential source of economic growth if the economic policy to promote tourism is not given proper attention by developing countries (Conway & Lance, 2022).

This has been a major concern for developing countries with inadequate infrastructure generally and tourism supporting infrastructure in particular. The problem of inadequate infrastructure is more pronounced in Nigeria where the dearth of infrastructure is compounded by the inability to maintain the few existing ones and replicate infrastructures to areas lacking in amenities usually outside of the capital and major cities (Esu, & Ebitu, 2022). Lack of infrastructures is most pronounced in the rural areas where incidentally most of its tourist sites are generally located (Kalaskar, 2022). Nevertheless, efforts at developing infrastructure to support tourism in Nigeria happen only in the urban centre. In developing countries like Nigeria with huge opportunity and hope for economic diversification, efforts should be made to manage possible adverse social and environmental impacts.

Although, the quality of the environment both natural and man-made is essential to tourism, this cannot be taken for granted given the complex relationships that exist between tourism and the environment (Salehi, Mirzaei, Aghaei, & Abyari, 2022). Many of these impacts are linked with the construction of general tourism enhancing infrastructure such as road, airports and of tourism facilities, including resorts, hotels, restaurants, shops, golf course to mention a few. The associated environmental problems have consequences for the quality and quantity of available resources, which in the long run could determine tourism development. However, Stach and Serenko (2022), argued that it is not difficult to mitigate the negative impacts of tourism and associated benefit this can be effectively done through tourism planning. The carrying capacity of the biophysical environment should not be undermined (UNWTO, 2022).Tourism involves long

term planning which may eventually result in long term benefits. These benefits or implications of tourism could be discussed under the following.

Globally, tourism contributes significantly to a nation's Gross National Products (GNP). The sector produces 4.4% of the total GDP. It can also contribute to the overall economic development through the provisions of roads, telephones, piped and treated water disposal and recycling, sewage treatment (Al-Salman, 2021). Tourism equally promotes bilateral, multi-lateral and sub-regional co-operation among countries and states (Zeng, 2022).

Tourism is regarded as the world's number one employer of labour. Each year, over one billion people that is, one seventh of the world's population- crossing international borders as a tourist, Walker, (2013), Hundreds of millions more people embark on journey within their home countries, doing so for both work and pleasure Yusuf, (2011).As a result, the tourism industry-including hotels, resorts, airlines, travel agencies and other businesses that cater for travellers is described as the "world's number one of employer of labour".

Sustainable tourism can be effective instrument "strategy" for realizing millennium development goals (Charlesworth, 2021). It could be a viable strategy for achieving poverty alleviation goal providing sustainable development opportunities to isolated poor communities, even in the most rural areas (Ivuanyi,2021). Socially, tourism has a great influence on host societies, The multiplier effects of tourism cannot be over emphasised; Developing positive attitude towards each other learning about each other's culture and customs reducing negative perceptions and stereotypes. Tourism can however be both a source of international unity, peace and understanding, appreciation, respect and tolerance for each other's culture. It increases the self-esteem and psychologically satisfy interaction of host community and tourist.

### **History of Badagry Museum.**

Badagry museum is located in the ancient town of Badagry. Lagos, and it housed in the former district officer's office built in 1863 (Kehinde, 2021).

Badagry museum, founded in part by the Nigerian Cultural Commission, preserves artifacts and records from the slave route that once ran through Badagry. The hundreds of artifacts and historical relics it house chronicle more than 300 years of the movement of slaves through Lagos.

From the early 1500's, slaves were transported from West Africa to the Americas through Badagry. It was reported that Badagry exported no fewer than 550,000 African slaves to America during the period of the American Independence in 1787 (Pitta, Weisgal, & Lynagh, 2021).

In the course of a journey through the museum's nine galleries, tourist will be confronted with sobering reminders of this barbaric industry like trade documents, dated, shackles, sketches, photos, sculptures and other salvaged historical records that documented the city's dark past (Babalola, 2020).

In addition to the museum, the entire town of Badagry is a living historical museum – from the 1502 open market where slaves were auctioned off to make shift Baracoon cells, which were used to keep slaves to the final exit routes used in the 17<sup>th</sup> and 18<sup>th</sup> centuries to transfer slaves to the Point of No Return at the tip of the peninsula (Bartov, 2020). The Black Museum performs an incredibly important function, reminding visitors of a difficult segment of the past. It is also a testament to the resilience of the region. Visiting the museum allows tourists to see a bleak past and learn more about Badagry (Clow, & Baack, 2020).

Despite the aforementioned, non-awareness on the benefit and high profit margin that can be derived from tourism developments by the government and private investors, also, lack of maintenance culture and sustainability of existing tourism attractions are some of the major reasons for this article. This topic will help to throw more light on how to identify the effect of tourism on the development and growth of a location as well as the huge tourism potentials (Cox, & Koelzer, 2020).

### **METHODOLOGY**

This study was carried out at Badagry tourist town in Lagos State (Heritage Museum, Point of No

Return) Badagry. The respondents are tourist, tourist product provider, economy analyst entrepreneur that were randomly selected from host community. Since this category of respondents are infinite, an estimate of 120 respondents was determined using the official records of the tourist centre showing the number of tourists that visit the site. The techniques used were observation, and close ended questionnaire.

### **Validity and Reliability test**

For internal consistency, Cronbach's alpha coefficients was used because it is regarded as a suitable measure of reliability. The basic question on the mind of scholars is whether or not the instrument(s) measure accurately what it is meant to measure? Wanous and Reichers delineate validity into content, criterion-based, and construct validity modes. To establish this, the following validity tests were conducted in the pilot study: Face validity Content: that is whether content cover the concept correctly; and Construct (Convergent, i.e., whether common items loaded together and Discriminant, i.e. variables dully separated). These are discussed in details

The instruments (questionnaire) were designed on a 5-point Likert scale (1= not relevant, 2 = somewhat relevant, 3 = quite relevant, 4 = relevant, 5 = very relevant). To evaluate the relevance and suitability of the measurement items. After developing the instruments, it was issued out to ten (10) experts who include: researchers, tourists, practitioners, consultants and psychometrics. Expert evaluation was used to rate the instruments and modified based on their comments and their comments will be incorporated in the final questionnaire.

Table 2 shows the results reflecting Content Validity Index (CVI) for the questionnaire all above 0.7 taken as acceptable basing on Sekaran (2020).

Table 2 CVI for Questionnaire

| Variable                       | Experts |     |     |     |     |     |     |     |     |     | Mean CVI |
|--------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|----------|
|                                | 1       | 2   | 3   | 4   | 5   | 6   | 7   | 8   | 9   | 10  |          |
| Economic development           | 0.9     | 0.8 | 0.7 | 0.8 | 0.8 | 0.7 | 0.7 | 0.9 | 0.7 | 0.6 | 0.76     |
| Private and foreign investment | 0.7     | 0.8 | 0.8 | 0.7 | 0.8 | 0.6 | 0.6 | 0.7 | 0.8 | 0.7 | 0.72     |
| Development of host community  | 0.9     | 0.8 | 0.8 | 0.8 | 0.7 | 0.8 | 0.8 | 0.9 | 0.7 | 0.8 | 0.80     |

Source: Researchers Field Survey (2023)

### **Reliability**

Reliability is a measure of the degree to which a research instrument yields consistent results or data after repeated trials. After the development of the questionnaire, a pilot study was conducted using the opinion of experts which comprises of 10 which were picked at random. The main rationale behind the preliminary study was to assess the clarity and relevance of the items in the instrument. Cronbach Alpha technique was used to determine the reliability of the question. More so, Cronbach Alpha measures internal consistency among a group of items combined to form a single scale. It is a reflection of how well the different items complement each other in their measurement of different aspects of the same variable or quality and it interpret like a correlation coefficient. Qquestionnaires is considered reliable if the Cronbach Alpha coefficient is greater than 0.70. This is in line with the rules of thumb for the Cronbach alpha: >.9 is Excellent, >.8 is Good, >.7 is Acceptable, >.6 is Questionable, >.5 is Poor, and <.5 is Unacceptable. As could be seen in the table 2 below, all the variables have Cronbach's alpha coefficient above 0.7. Thus, confirming reliability of the instrument for the study.

Table 2 Reliability Test

| Variable                       | Cronhach alpha ( $\alpha$ ) | Scale |
|--------------------------------|-----------------------------|-------|
| Economic development           | 0.754                       | 1 – 5 |
| Private and foreign investment | 0.874                       | 1 – 5 |
| Development of host community  | 0.794                       | 1 – 5 |

Source: Researchers Field Survey (2023)

#### Method of Data Analysis

Descriptive and inferential statistics were used to determine the sample characteristics. Logit Binary Regression Model (LBRM) using Statistical Product and Service Solution (formally known as Statistical Packages for Social Sciences – SPSS) version 25 of IBM was employed for data analysis.

Logit Binary Regression Model for Hypotheses of the study

Mathematical Model Expression:

$$\text{BMD} = f(\text{ED}) + e.$$

Where:

BMD = Badagry Museum Development

ED = proxied by economic development; development of host community; and private and foreign investment in Lagos State.

Formula for Logit Binary regression model:

$$L = \ln \left[ \frac{P_i}{1 - P_i} \right] = \beta_0 X_i$$

Where:

L = Logit Regression

ln = Log

Pi = Economic development

$\beta$  = Beta

X = Economic development of Lagos state

The decision rule is to accept  $H_0$ : if and only if the P value is lower than 0.05, otherwise, accept  $H_1$ .

#### Data Presentation and Analysis

Out of the targeted sample size of 86, those who responded to the administered questionnaire were 84. The high response rate (97.7%) is attributed to fact that a personal (self-administered) approach was employed in collecting data. More so, the researcher maintained useful contacts with the respondents, which were instrumental in identifying the relevant sampled respondents and maintaining good relationships with them, which yielded excellent response rates. Table 3 summarizes the response rate:

**Table 3: Response Rate**

|                       | No. of respondents | Percentage |
|-----------------------|--------------------|------------|
| Questionnaires Issued | 86                 | 100        |
| Responses Received    | 84                 | 97.7%      |
| Responses Discarded   | 1                  | 1.19%      |
| Responses Used        | 83                 | 98.1%      |

Source: Researcher's Questionnaire, (2023).

#### Data Entry, Editing, Diagnostic tests and Analysis

After retrieving the questionnaires from the respondents, they were sorted to identify the usable ones. As stated earlier, out of the 86 questionnaires administered to the respondents, 84 usable ones were returned. The returned hand delivery questionnaires were serialised from 1-84 on top

each questionnaire before entering the data into SPSS software. Similarly, one (1) questionnaire with a substantial number of items (for example 1.19%) left unanswered were discarded.

Table 4 Skewness and Kurtosis Results

|                        | Economic development | Private and foreign investment | Development of host community |
|------------------------|----------------------|--------------------------------|-------------------------------|
| N                      | 83                   | 83                             | 83                            |
| Mean                   | 3.1008               | 4.2353                         | 4.3070                        |
| Min                    | 3.02                 | 2.96                           | 3.44                          |
| Max                    | 6.00                 | 6.00                           | 6.00                          |
| Variance               | .536                 | .461                           | .250                          |
| Std. Deviation         | .72218               | .61916                         | .58018                        |
| Skewness               | .240                 | .328                           | -.235                         |
| Std. Error of Skewness | .86                  | .86                            | .86                           |
| Kurtosis               | .498                 | .924                           | -.551                         |
| Std. Error of Kurtosis | .300                 | .300                           | .300                          |

Source: Field survey, (2023).

Table 5 K-S and S-W Tests of Normality

| Variable                       | Kolmogorov-Smirnov <sup>a</sup> |    |      | Shapiro-Wilk |    |      |
|--------------------------------|---------------------------------|----|------|--------------|----|------|
|                                | Statistic                       | Df | Sig. | Statistic    | Df | Sig. |
| Economic development           | .120                            | 83 | .200 | .954         | 83 | .368 |
| Private and foreign investment | .053                            | 83 | .134 | .988         | 83 | .097 |
| Development of host community  | .104                            | 83 | .200 | .967         | 83 | .515 |

Lilliefors Significance Correction. This is a lower bound of the true significance

Source: Field survey (2023).

Multi-collinearity: This is where three or more independent variables are highly correlated. The objective of conducting the test is to establish the Variance Inflation Factors (VIF) and the Tolerance (being the reciprocal of VIF) values. If the multi-collinearity problem is detected, it can be resolved by deleting the offending. To screen for multi-collinearity, Variance Inflation Factor (VIF) and tolerance level were examined through regression results from the SPSS. The general rule of the cut-off points is that the VIF and the tolerance values should not exceed 5 and supposed not to be less than 0.10, respectively (Hair et al., 2019). After conducting the test, the data conform to both assumptions (Table 5) meaning that the data is qualified for further statistical tests.

Table 6: Multi-collinearity Results

Coefficients<sup>a</sup>

| Model                          | Unstandardized Coefficients |            | Standardized Coefficients |       | Collinearity Statistics |           |       |
|--------------------------------|-----------------------------|------------|---------------------------|-------|-------------------------|-----------|-------|
|                                | B                           | Std. Error | Beta                      | t     | Sig.                    | Tolerance | VIF   |
| (Constant)                     | .775                        | .305       |                           | 2.543 | .012                    |           |       |
| Economic development           | .160                        | .070       | .187                      | 2.276 | .024                    | .365      | 2.740 |
| Private and foreign investment | .115                        | .074       | .110                      | 1.563 | .020                    | .498      | 2.427 |
| Unutterability                 | .133                        | .077       | .122                      | 1.743 | .015                    | .475      | 2.211 |

a. Dependent Variable: Economic development of Lagos state

Source: Field survey, (2023).

**KMO and Bartlett's sphericity test**

To evaluate the feasibility of the study, the Kaiser-Meyer-Olkin sampling adequacy index and Bartlett's sphericity test were conducted; both methods suggested the existence of an acceptable inter correlation considering the criteria suggested by George and Mallery (2019). The Maximum extraction method was performed because it best reproduces the population values when the data has normal, multivariate distribution and the statistical significance of the extracted factors can be calculated Martinez (2017). The results for all the five variables show the KMO values are above 0.7 (table 7). This implies that the items in our questionnaire correlate well with other items within their respective clusters to measure the underlying dimension, hence, adequate to continue with further analysis.

Table 7: KMO and Bartlett's Results

| Variable                         | KMO   | $\chi^2$ | Bartlett's test<br>df | Sig  | No of<br>factors |
|----------------------------------|-------|----------|-----------------------|------|------------------|
| Economic development             | 0.934 | 600.823  | 15                    | .000 | 2                |
| Private and foreign investment   | 0.936 | 898.198  | 21                    | .000 | 2                |
| Development of host<br>community | 0.977 | 794.361  | 21                    | .000 | 2                |

Source: Field survey, (2023).

## Test of Hypotheses

H<sub>01</sub>: Badagry museum development will have no significant effect on economic development of Lagos state.

H<sub>02</sub>: Badagry museum development will have no significant effect on private and foreign investment.

H<sub>03</sub>: Badagry museum development will have no significant effect on development of host community.

Table 8 Model Summary

| Step | -2 Log likelihood    | Cox & Snell R Square | Nagelkerke R Square |
|------|----------------------|----------------------|---------------------|
| 1    | -44.124 <sup>a</sup> | .797                 | .774                |

a. Estimation terminated at iteration number 7 because parameter estimates changed by less than .001.

Source: SPSS 25 Output

Table 9 Variables in the Equation

|                                   | B     | S.E.   | Wald  | df | Sig. | Exp(B) |
|-----------------------------------|-------|--------|-------|----|------|--------|
| Economic development              | 3.141 | 3.212  | 2.211 | 4  | .001 | 34.111 |
| Private and foreign<br>investment | 4.141 | 3.221  | 3.321 | 4  | .001 | 15.214 |
| Development of host<br>community  | 2.251 | 2.011  | 6.341 | 4  | .009 | 5.214  |
| Constant                          | 6.141 | 22.117 | 5.141 | 4  | .001 | 7.321  |

a. Variable(s) entered on step 1

Source: SPSS 25 Output

The study revealed that Badagry museum development can results to economic development, private and foreign investment and development of host community (economic development of Lagos state) up to 80% (.787), while The *Nagelkerke* indicated that Badagry museum development account improves theeconomic development of Lagos state.

Table 9 revealed that there is positive relationship between Badagry museum development and economic development of Lagos state. The table revealed that Badagry museum development will have significant effect on economic development of Lagos state, the p-value (0.001, 0.001, and

0.009) is less than the significant level of 0.05. The decision rule is that if the p-value is less than the level of significance of 0.05. The result in the table 9 shows that the p-value is less than the level of significance of 0.05. Therefore, Badagry museum development can contribute significantly towards economic development of Lagos state.

### **CONCLUSION AND RECOMMENDATION**

The study highlights the benefits tourism development may have on Nigerian economy and how it can aid the growth of that particular location (tourist destination). The potential of tourism development on one hand and in the other hand, the huge scope for diversifying mono-cultural economics through tourism has drawn the attention of policy makers, unilateral and multi-lateral organizations contending with the underdevelopment and the attendant poverty in developing countries of the sector. One of the unique characteristics of the tourism industry that makes it a prime sector from which employment can be engineered; especially in the case of the developing countries, are its labour-intensive characteristics.

Investors need to identify possible means of investment. Tourism development afford a nation economy diversification. Tourist visits create wealth for local dwellers. Sustainability of tourist product and attraction leads to economy expansion, lastly tourism can reduce the poverty of local dwellers in the destination.

Tourism development should include policy that encourages foreign investors, professionals, corporate firms and human participation. The host community of any tourist attraction should be empowered.

Finally, each area or community should have a mandate of providing / revealing other potential tourist attractions as a means of income (internal economies), because different community has one comparative advantage over the other, invest their territorial ability and manpower.

### **REFERENCE**

- Afolabi, F. (2023). Tourism Entrepreneurship: Putting Profit After Suitable Location and Sustainable Hotel Operations. *54th Inaugural Lecture*. (pp. 1 - 27). Ekiti: Ekiti State University, Nigeria.
- Ajake, O. (2023). Influence of Marketing of Tourism Strategies on Tourists' Choice of Destination Area in Cross River State, Nigeria. *American Journal of Tourism Management*, 49(3), 147 - 199.
- Akpan, E. I., & Obang, C. (2022). Tourism: A Strategy for Sustainable Economic Development in Cross River State Nigeria. *International Journal of Business*, 3(5), 67 - 88.
- Al-Salman. (2021). *Mobile Marketing of Tourism*. Ibadan: Save Press.
- Babalola, W. (2020). *Hospitality Marketing of Tourism*. Lagos: Adeyz Consulting.
- Bartov, F. (2020). Trying to Consume. *Journal of Consumer Research*, 17(2), 127 - 140.
- Charlesworth, A. (2021). *Internet Marketing of Tourism: A Practical Approach* . Oxford: Butterworth Heinemann.
- Clow, K. E., & Baack, D. (2020). *Integrated Advertising, Promotion of Tourism, & Marketing of Tourism Communications*. Upper Saddle River, NJ: Prentice-Hall.
- Conway, C., & Lance, Y. (2022). Customer Satisfaction in the Restaurant Industry: An Examination of the Transaction-Specific Model. *Journal of Services Marketing of Tourism*, 20(1), 3-11.

- Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2021). *Tourism Principles and Practice* (4th Ed.). Essex: Pearson.
- Cox, B., & Koelzer, W. (2020). *Internet Marketing of Tourism in Hospitality*. New York: Pearson Prentice hall.
- Dada, B. (2023). *The Commercial Leisure's Role in Tourism Promotion of Tourism and Management, Sustaining Hospitality and Tourism Industry in a Challenging Economy* . Abuja: De-Lius Printers Nigeria.
- Dore, L., & Crouch, G. I. (2020). Promoting Tourism Destinations: An Exploratory Study of Publicity Programmes Used by National Tourism Organization. *Journal of Marketing of Tourism, 9*(2), 97 - 107.
- Enusambyal, A., & Kaur, T. (2023). Online Marketing of Tourism Communication. *Biz and Bytes Maketing Journal, 8*(1), 79 - 91.
- Esu, B. B., & Ebitu, E. (2022). Promoting Tourism An Emerging Tourism Destination. *Global Journal of Marketing of Tourism., 12*(4), 24 - 37.
- František, D. (2023). New Tools for Effective Marketing of Tourism Communications. *Journal of Marketing of Tourism, 22*(4), 699 - 724.
- Geraghty, A. (2023). *The Study of Traditional and Non-Traditional Marketing of Tourism Communication: Target Marketing of Tourism in the Event Sector*. Dublin: Dublin Institute of Technology Press.
- Gordon, D. (2023). Traditional and Non-Traditional Marketing of Tourism Communications: Target Marketing of Tourism in the Events Sector. *International Journal of Marketing of Tourism, 18*(2), 166 - 176.
- Hannam, K. (2020). Tourism and Development: Globalisation and Power. *Progress in Development Studies, 2*(3), 45 - 59.
- Ivica, D., & Vukovar, R. (2023). Conducted a Study on the Role and Importance of Internet Marketing of Tourism in Modern Hotel Industry. *International Journal of Maketing, 12*(4), 224 - 237.
- Ivuanyi, O. (2021). Promotion of Tourismal Problems in Hospitality Industry (A Study of Selected Hotels in Enugu Urban). *Faculty of Business Administration, University of Nigeria Journal, 12*(3), 167 - 188.
- Kalaskar, A. (2022). Marketing of Tourism Strategies for Standalone Hotels. *India Journal of Management, 34*(5), 99 - 108.
- Kehinde, A. (2021). Integrated Marketing of Tourism Communications and Consumers' Patronage of Nigerian beverage Products. *Journal of Marketing of Tourism, 16*(3), 74 - 89.
- Oriade, A. (2023). *Impact of Economic Recession on Tourism and Hospitality Enterprise in Nigeria*. . Wolverhampton: Wolverhampton University.

- Osoh, R. (2020). *Practice of Marketing of Tourism* (1st Ed.). Lagos: Global Annuals.
- Pereira, L., & Almeida, P. (2023). Marketing of Tourism and Promotion of Tourism in the Hotel Industry: a Case Study in Family Hotel and Hotel Group. *Tourism and Hospitality International Journal*, 2(1), 166 - 188.
- Pitta, D. A., Weisgal, M., & Iynagh, P. (2021). Integrating Exhibit Marketing of Tourism into Integrated Marketing of Tourism Communications. *Journal of Consumer Marketing of Tourism*, 23(3), 66 - 74.
- Rashad, Y., & Lim, T. (2023). Impact of Social Networking Sites on Hospitality and Tourism Industries. *Global Journal of Human-Social Science*, 6(2), 24 - 57.
- Salehi, M., Mirzaei, H., Aghaei, M., & Abyari, M. (2022). Dissimilarity of e-Marketing of Tourism vs Traditional Marketing of Tourism. *International Journal of Academic Research in Business and Social Sciences*, 7(3), 122 - 137.
- Seyitoglu, F., & Yuzbasioglu, N. (2023). The Role of Strategic Communication in Hospitality Industry "Case of Antalya". *Journal of Social Science Studies*, 2(2), 224 - 241.
- Shiram, D. (2023). Advantages of Digital Marketing of Tourism Over Traditional Marketing of Tourism. *International Journal of Marketing of Tourism*, 17(5), 104 - 127.
- Stach, A., & Serenko, a. (2022). The Impact of Expectation Disconfirmation on Customer Loyalty and Recommendation Behaviour: Investigating Online Travel and Tourism Services. *Journal of Information Technology Management* xx, 3(1), 64 - 91.
- UNWTO. (2022). *Tourism Highlights*. . Madrid: Hink Publisher.
- Yusuf, O.I.S. (2023). Preservation of National Heritage Through Tourism Development in Lagos State (A Case Study of Lekki Conservative Centre). *International Journal of Hospitality and Tourism Management*, Volume 10, Number 3, ISSN 7381 – 4875, 103 – 114.
- Zeng, B. (2022). Social Media in Tourism. *Journal of Tourism and Hospitality*, 2(1), 97 - 105.