

An Investigation of Tourism Structure in Rural Areas of Select States of South-South Nigeria

By

Aniedi U. Essien and Augustine M. Imikan

Department of Geography/Natural Resources Management,

University of Uyo, Uyo, Nigeria

E-mail: aniediudoessien@gmail.com

Abstract

This study aimed at investigating tourism structure in the rural areas of Nigeria with a view to assessing the relative advantage of each tourism point and also advancing regional tourism in the area. Data for the study was obtained largely from direct field observation and oral interviews held with key tourism officials in thirty tourism points, randomly selected across three South-South States of Nigeria. The statistical mapping techniques on Arc GIS 9.3 was employed to analyse tourism structure in the study area. Findings indicated a lopsided tourism structure with low distribution of tourists' accommodation, tourism infrastructure, and marketing structure in majority of the sampled tourism points thereby reducing their competitive levels and the overall tourism prospect of the region. Based on the findings, engaging the public-private partnership could help strengthen the tourism structure of the area and contribute to enhancing its level of relative competitiveness.

Key Words; Tourism Structure; Tourism points; Rural areas; GIS; South-South Nigeria; Regional tourism