

PHYSICAL TOURISM POTENTIALS IN MUBI TOWN, ADAMAWA STATE, NIGERIA

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ABSTRACT

World tourism is the fastest growing industries in the world that among others provides multi-million jobs opportunities; assisting in the significant infrastructure development and cross-cultural appreciations. It also supports revenue generation to governments at all levels and serves as the most contributing sector to many countries of the world. Thus, this paper carries out an empirical investigation of the physical tourism potentials of Mubi Town, Adamawa State, Nigeria. Primary data was collected through a well-structured questionnaire survey using five grading scale, and site observations of the physical tourism potentials. A total of 100 residents were selected as the respondents via random sampling technique. The research discovered six significant physical tourism potentials out of 12, namely; Tike Cattle Market, Wednesday Market, traditional local industries, Emir Palace, two minarets of Central Mosque, and River Yadzram. The analysis for the reliability test was also carried out using Spearman correlation techniques between the various segments of the questionnaire. This is based on the respondents' responses to ascertain the level of the reliability. The descriptive statistics were used to correlate the relationship between Physical Tourism Potentials (PTP) and Environmental Elements (EE) of the study area. The result demonstrates the correlation between PTP and EE is highly significant at (0.01, 2-Tailed), indicating that, the Physical Tourism Potentials (PTP) in Mubi Town plays an integral role in the tourism potentials of the town.

Keywords: Tourism potential, Environment, Mubi Town, Spearman Correlation.

INTRODUCTION

The tourism industry is the third largest industry in the United States after automotive leaders, and food stores have a significant impact on the economy. In 1998, the travel and tourism sector contributed \$91 billion to U.S. economy, supporting 16.2 million jobs directly and indirectly (Davies and Cahill, 2000). Residing in or in tourist attractions, Macaques frequently generates economic benefits to the local human and compete with them for habitat for specific resources (Fuentes, Shaw and Cortes, 2006). Choi and Turk (2011) assert that in the twentieth century, the globalisation of capitalism, the movement of population, and the advances in transportation and communication technology made tourism into one of the world's largest industries. According to the World Travel and Tourism Council (2004) as cited by Choi and Turk (2011), world tourism receipt will reach approximately \$727.9 billion by the end of 2004, with tourism generating more than 214 million jobs and contributing about \$ 5.5trillion of GDP, 10.4% of the world total. This is because it creates income, taxes, hard currency, and jobs. Tourism has become the saviour of many communities around the world (Sirakaya, Jamal & Choi, 2001) as cited in Choi and Turk (2011). The development of tourism brought positive and negative environmental consequences. The increasing number of tourists magnifies the pressures on the scene and can lead to severe negative impacts on the environment (Wolfe, 1983 in Baysan 2011). In this regard, it is acknowledged that Nigeria has vast tourism potentials, mainly its natural, cultural and diversified landscapes (Dorcas and Ebohon, 2012; Esu, 2015). Most of Nigeria's natural landscapes are eco-sensitive areas and, thus managing these places must be sustainably conducted to enhance the carrying-capacity or regenerative capacity of these treasured landscapes (Dorcas and Ebohon, 2012).

LITERATURES ON TOURISM

Tourism, as defined by Aremu (2001) as cited by Amejé (2002), is the science, art and business of attracting and transporting visitors, accommodating them and catering for their needs and wants. Tourism is more than a temporary movement of people more than 24 hours less than one year outside their original destination. Tourism covers environmental, social, economic, cultural, geographical and political dimensions. This is interdependence and impacts the tourism activities (Kauffman, 2008). It is difficult to distinguish between tourism and recreation, as they are inter-related. Tourism implies travelling a distance from home, while recreation is defined as the activities undertaken during leisure time (McIntosh and Goelder, 1996 as cited by Fuentes, Shaw and Cortes, 2006). Tourism is a demand-oriented, serviced approach sector, currently experiencing dramatic and rapid growth and innovations and in line with the phenomena. The research in tourism has increasingly developed over the past two decades with sophisticated modeling and forecasting techniques (Kollwitz, 2011). Hansel and Metzner (2011) state the factors that influence visiting friends and families as: age of the participant, the level of education of the persons, nature of their occupation and the level of income. Robert (1985) notifies that, international study group on leisure and social science defined leisure as consisting of number of occupation in which the individual may indulge of his free wills-either to rest, to amuse himself, to add his knowledge and improve skills, disinterestedly and to increase his volume of participation in the life of the community after discharging his professional, family and social duties. He further states the following as the factors that determined free time of an individual's commitment, cost, social exclusiveness and energy expenditure.

Richard (1999) informs that, the profound and rapid changes that have taken place in the world in the past two decades have been mirrored in changes in tourism. Global political and economic reorganisations have resulted in the expansion of tourism both in a spatial sense and regarding a significant increase in the size of the tourist market. Additionally, he adds that geographers have long been interested in the relationships between tourism and the environments, both physical and human, in which it operates, and it is logical that they would be particularly interested in the discussion and application of sustainable development in the context of tourism. Tourism development is given relatively low or not harness. It is a plain truth that, limited scholarly and academic writings for the tourism sector at local and at a regional level. Few documents are found in Ghana, Kenya and Nigeria, but the detail is for South Africa (Rogerson, 2004). In the context of Nigeria, it is essential to know the strengths and weaknesses in managing tourism for improvement purpose as literature indicate that tourism brings enormous positive impacts. Esu (2015) suggests that if tourism is taken significantly in Nigeria, provided that most of the tourist products were to be developed to visitor-ready state and effectively packaged and marketed, thus the country will gain the following benefits: economic benefits, cultural benefits, social benefits, and environmental benefits (Fig. 1). The co-existence of these four components of interest will boost the development growth of the nation.

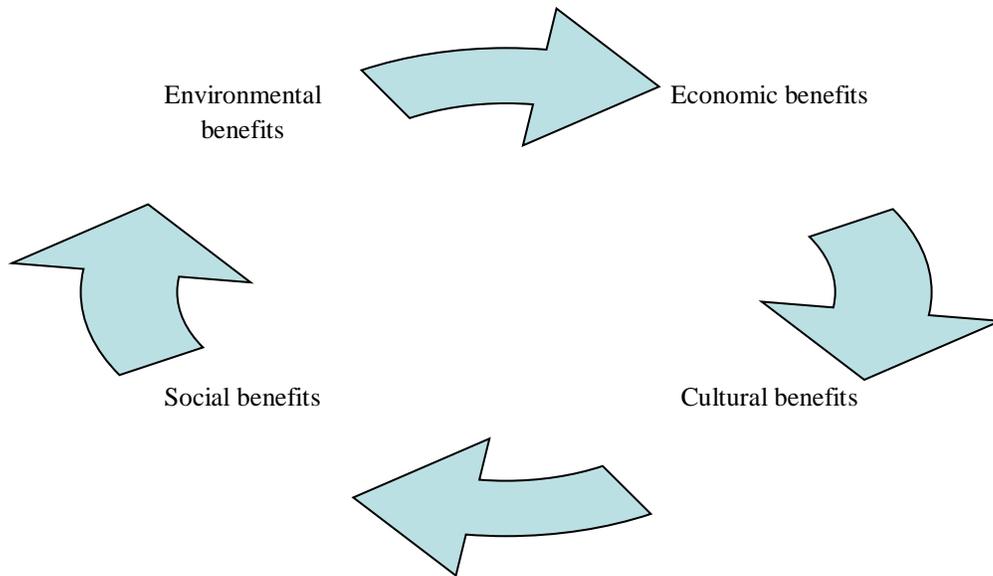


Fig.1: The benefits gained from tourism development
(Source: Adopted from Esu, 2015)

STUDY AREA OF MUBI TOWN

Mubi is a town in Adamawa North Senatorial Districts in Adamawa State, Northeast, Nigeria (Fig. 2). It lies on the west bank of the Yedseram River, a stream that flows north into Lake Chad, and is situated on the western flanks of the Mandara Mountains. Mubi is a cosmopolitan, border and second important town in Adamawa State with a lot of tourism possibilities (Abdullahi, Umar and Tinau, 2010). Mubi Town is blessed with tourism resources that comprise of River-Yedzaram and Wuro-Bulude-Vimtim Mountains as well as traditional cultural attraction sites that include; Tike cattle market, two parallel bridges, Emir's Palace, Emir's central mosque, Sallah Festivals, concentrations of tertiary institutions and Wuro-Gude German Colonial Administrative Quarters among others.

The location of Adamawa within Sudan and the Guinea Savannah belt, and the presence of the Cameroon/Mandara and other mountain ranges, has been an essential resource for tourist activities. The varied climatic conditions, the numerous river valleys and the diverse cultural landscapers, also hold significant potentials for tourism in the area. Thus, the tourist resources of the state can be mainly categorised into two; natural and cultural attraction. The Mubi region is a miniature of what is obtained in many parts of Nigeria concerning tourism potentials. The area is characterised by mountain ranges with adjacent undulating lowlands, transverse by spectacular inland drainage is known as Yedzaram. Besides, the region is endowed with a diverse cultural heritage which portends a vast potential for tourism development.

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Fig. 2: Location of the study area of Mubi town, Adamawa.
Source: <https://www.bbc.com/pidgin/tori-42068288>

RESEARCH METHODOLOGY

The key method used was conducting a questionnaire survey for the primary data, indicating the current scenario on the ground. A total of 100 questionnaires were administered across the sampled population. The research employed a random sampling technique; this is because every member of the community has an equal chance of being selected for the interview. The descriptive statistics were used to correlate the relationship between Physical Tourism Potentials (PTP) and Environmental Elements (EE) of the study area. The results demonstrate the correlation between PTP and EE is highly significant at 0.01, 2-Tailed. This result means that the Physical Tourism Potentials (PTP) in Mubi play an integral role in the tourism potentials of Mubi town.

RESULTS AND DISCUSSIONS

This section is descriptive analysis on the physical tourism potential in the study area of Mubi town. This part explains in detailed the general perception of the respondents concerning their agreement or disagreement with the stated physical tourism potentials in Mubi Town Adamawa state Nigeria. The physical possibilities comprise both natural and human-made tourist sites in the area. The natural consists of the nature given tourism site like agricultural land and the spectacular mountain range while the human made covers those constructed by the man sometimes referred to artificial and an example are the well-constructed central mosque and two parallel bridges. Besides, the physical tourism potentials are assessed by the respondents with different scores that range between 453 as the highest while 304 the lowest (Table 1). Additionally, the researchers used the respondents' feedbacks as the criteria in ranking the entire physical potentials. The statistical assessment showed that Tike cattle market is the most popular potential among the respondents.

1. Tike Cattle Market

It has the total score of 453 which is the highest in the ranking table. This situation is because Mubi town is well known for its Tike Cattle Market, where domestic animals especially cows, sheep and goats with their attractive colours, shapes and sizes are sold. The market is a weekly market that takes place every Tuesday; the animal selling is in thousand where the majority are made to the southern regions of Nigeria. This potential has agreed as the dominant with 45%, while strongly agree with 40% correctly, while the remaining if sum up together made of 15% only. This shows that Tike cattle market has many interactive activities that will be of interest to the tourists.

2. Wednesday Market

Weekly Wednesday Market and traditional industries also provide cheap products. The result shows that this product has a total score of 420. This is because, from the time immemorial, Mubi town has been playing the role of particular centre for social and economic interactions; as a result, people from in and outside the region to participate in these activities in the town. This potential shows a slightly different perception from the respondents, strongly agree records the majority compared to admit but the neutral idea remained three times the number of the respondents that strongly disagree and disagree together. This also confirms the fact that, Wednesday market is a social market that will play a vital role the social interactions of both the local tourists and the visit tourists and will contribute positively to the tourism planning in Mubi Town.

Table 1: Ranking of physical tourism potentials

No.	Physical tourism potentials of Mubi Town	Strongly Agree		Agree		Neutral		Disagree		Strongly disagree		Total	
		No %	Score 5	No %	Score 4	No %	Score 3	No. %	Score 2	No.%	Score 1	No. %	Score
1	Tike cattle Market has many interactive activities	40 (40)	(200)	45 (45)	(180)	11 (11)	(66)	3 (3)	(6)	1 (1)	(1)	100 (100)	453
2	Wednesday market is a social market.	44 (44)	(220)	39 (39)	(156)	13 (13)	(39)	1 (1)	(2)	3 (3)	(3)	100 (100)	420
3	The traditional industries is an attractive place	37 (37)	(175)	50 (50)	(200)	8 (8)	(24)	3 (3)	(9)	2 (2)	(2)	100 (100)	410
4	Emir palace is the major land mark in Mubi Town.	33 (33)	(165)	43 (43)	(172)	13 (13)	(39)	8 (8)	(16)	3 (3)	(3)	100 (100)	395
5	Two minarets and two domes central Mosque is attractive.	26 (26)	(130)	49 (49)	(196)	17 (17)	(51)	6 (6)	(12)	2 (2)	(2)	100 (100)	391
6	The seasonal River-Yedzaram has good landscape	17 (17)	(85)	53 (53)	(212)	20 (20)	(60)	8 (8)	(16)	2 (2)	(2)	100 (100)	375
7	The traditional master plan of the entire Mubi is worth visiting	21 (21)	(105)	38 (38)	(152)	35 (35)	(105)	2 (2)	(4)	4 (4)	(4)	100 (100)	372
8	The traditional master plan of the entire Mubi town is like other traditional cities.	18 (18)	(90)	48 (48)	(192)	17 (17)	(51)	13 (13)	(26)	4(4)	(4)	100 (100)	363
9	German colonial building in Woru Gude is an interesting place	25 (25)	(125)	27 (27)	(108)	33 (33)	(99)	5 (5)	(10)	10 (10)	(10)	100 (100)	352
10	The tower of Hecan church is well constructed.	18 (18)	(90)	37 (37)	(148)	29 (21)	(81)	6 (6)	(12)	10 (10)	(10)	100 (100)	341
11	Informal open yard Qur'anic school	29 (29)	(145)	33 (33)	(139)	27 (27)	(81)	6 (6)	(12)	5 (5)	(5)	100 (100)	332
12	Fresh vegetable and grain market	33 (33)	(165)	48 (48)	(192)	14 (14)	(42)	0 (0)	(0)	5 (5)	(5)	100 (100)	304

3. Traditional Industries

Traditional industries also provide cheap product maintained higher score (410) because the availability and abundances natural raw materials for the local industries in Mubi Town make the end products of the domestic sectors relatively cheaper; this is because of the labour less expensive, and technology is traditional. This is supported by the field survey that shows the interviewer opinions of strongly agree and agrees on the sum to 87%. This indicates that traditional industries also provide cheap products and can create market atmosphere and subsequently generates job opportunities to the local dwellers of Mubi town. The figure 5.11 shows the percentages of the respondent's opinions.

4. Emir Palace

The questionnaire survey conducted reveals that for the Emir Palace, respondents that agreed with the above statement has the highest percentage of 43% correctly, then followed by respondents that strongly agreed with the statement covers 33%, respondents with neutral opinion shows 13 %, while disagreeing and strongly disagree were left with 8% and 3% as their percentages. This result indicates that the Emir palace is a significant tourism potential in Mubi town that worth visiting.

5. Two Minarets And Dumes Central

The field survey carried out demonstrates that, those that agreed with the two minarets and domes central mosque is attractive dominate with 49%, respondents with strongly decided on opinion cover 26%, while those with neutral view was 17%, but opinion of the interviewers that disagree and strongly disagree was 6% and 2%. The analysis demonstrates that the central mosque is potentials and attractive tourism site in the town that will be a good tourism package for both local and visit tourists.

6. River-Yedzaram

The seasonal River-Yedzaram obtains a score of 375 at sixth place. The field survey conducted reveals that this potential site has an opinion of strongly agree as for the most selected option with 53%, neutral option follows with 20%, then strongly with 17% disagree and strongly disagree if combined has 10% only. This finding shows that the seasonal River-Yedzaram is an excellent landscape that can attract the potential tourists as supported by the respondent's opinions and it is worth visiting by the tourists.

This part is about the correlation analysis of Physical Tourism Potentials (PTP) and Environmental Elements (EE). The report for the reliability test is carried out using Spearman correlation techniques between the various segments of the questionnaire. This is based on the respondents' responses to ascertain the level of the reliability. Table 2 indicates the descriptive statistics between PTP and EE. While, Table 3 demonstrates the correlation is highly significant at (0.01, 2-Tailed). This result means that the PTP in Mubi will play an integral role in the tourism potentials of Mubi town.

Table 2: Statistical relationship between Physical Tourism Potentials (PTP) and Environmental Elements (EE).

	Descriptive Statistics		
	Mean	Std. Deviation	N
Mean of PTP	4.0329	.86358	100
Mean of EE	3.7420	1.03095	100

Table 3: Correlation analysis between Physical Tourism Potentials (PTP) and Environmental Elements (EE).

Correlations			
		Mean of PTP	Mean of EE
Mean of PTP	Pearson Correlation	1	.975**
	Sig. (2-tailed)		.000
	N	100	100
Mean of EE	Pearson Correlation	.975**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

CONCLUSIONS

In short, this paper demonstrates the physical tourism potentials of Mubi town, Adamawa, Nigeria. Of the 12 tourism products, six were considered as the main products reflecting the aspect of physical concerning the environmental elements. The Spearman correlation reveals significant perfect and positive relationship 0.01 at 2 Tailed. As a

result, environmental tourism potential is confirmed to have identified possibilities correlated are of great value to tourism planning and the development. Thus, the products can promote physical development, hoping that the consequences will bring more positive outcome such as providing revenue to both local and government, creating cultural tolerance atmosphere, preserving the environment, increasing the educational level of the locals and promoting the physical well-being of the people.

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