



## Examining the prospects and challenges of rural tourism development in Bauchi state, north-eastern, Nigeria

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### Abstract

This project is designed to study “Examining the prospects and challenges of rural tourism development in Nigeria” (Case study of Bauchi state). The tourism development has been centered in urban areas which need to change in order to harness rural tourism, which are more natural and could attract more visitors which was considered from the historical perspective. The research was able to look at rural tourism as an instrument for tourism development and the rural community as a multi – purpose resource. The concept of agricultural and rural tourism was intensively related in terms of demand and supply of rural tourism and the various activities and rural tourism products in the area. Cottage industry for local crafts and entrepreneurship in rural based technology, marketing planning and managing rural tourism was briefly discussed. The research method adopted the careful enumeration type such as the use of questionnaire, personal interview and secondary source. Additionally, the research instrument and method of data analysis was clearly expressed based on tabulation method and simple percentage. Results were drawn and summary was made base on finding on the analysis, which reveals rural tourism in Bauchi State is not really coming up, but deserved lack of serious attention by the government and private sectors. Recommendation were finally made base on the challenge and problems of the research.

**Keywords:** Rural, tourism, development, Bauchi & Nigeria

### Introduction

#### Background to the Study

Tourism is a recent industry and faster growing industry in developing nation like Nigeria where effort are being made top city and center like hotel and games facilities (Keneth, 2006) [3]. In tourism, development has been centered in urban area which need to changes in order to harness the rural tourism which are more natural and could attract more visitors (Acilyi 2003) [1]. A lot of benefit could be derived in rural tourism through the establishment of rural populace and local community as well as private participation in tourism investment through small scale schemes would experience of rural economic benefit from economical, socially and otherwise. Rural tourism are based on image of the villages life, rural place have traditionally been associated with a special rural function, agricultural sparsely been populated area dispersed settlement pattern and rurality is known in terms of pheripherality remoteness and dependence on rural economic activities. The rural are being used to provide tourism experience and law business are pursuing market oriented approaches to the new era of commodification in rural environment (Koltler and Copper, 1996) [5].

However, For those seeking experience, the rural tourism is a segment and more specifically has been seen as vehicle that has potential influence socio – economic changes though the use of natural socio – cultural and economic resource it has been seen as tool with potential to enhance development of the rural area on the ecologically and economically viable basis and also as means that can improved the quality of the life of the people living in the rural area. Thus tourism has been linked with poverty reduction for a number of reason such as it ability resident (Burkhart and Medlik, 2000) [2].

### 1. Statement of the Problems

The researcher intended to undertake this research work base on the availability of rural tourism potentials and developed in the northeast which is not given adequate attentions in terms of government policies. These resources are found all over the states in the northeast where if proper attentions is given, is going to boost the economics of the states and the nation in general. Lack of government willingness to developed tourism in the country really affected the rural tourism development in the country. The nation richness in natural and cultural tourism is a great assets in boosting the country image and paved way for sustainability of our natural and cultural resources.

### Objectives of The Study

1. To assess the current conditions of rural tourism destinations in Bauchi State.
2. To examine the role of rural tourism in social and economic development of the rural populace
3. To identify the challenges face by rural tourism development.

### Literature Review

#### a. Rural Tourism

Stephen stated that rural tourism (1997), the rural tourism found in a frequently used interchangeable with other term as economic green tourism or nature of the tourism. This means that rural tourism is equated with specific activities or location such as farm tourism. The rural tourism is a tourism which take place in the country side this term however, is problematic before we even begin to think about the rural tourism and rural add further complication. The meaning of the rural tourism has been dealt with already in chapter 1, but how should we approaches the definition of the term rural many of the area attracting with the large

number of the tourist or visitor example National in USA which received over 250 million visitor yearly. Therefore the management focus on protection of the rural tourism.

**b. Provider of Rural Tourism**

Jansen (1997) stated that one of the important issues in rural tourism is that many providers are involved into tourism part time. For the example the main business of farm is in managing land, stick, machinery and the land. Running bed and breakfast accommodation may be an auxiliary business which provide supplementary income. As the enterprise may not be the main source of a business, there may be a lack of skill in managing a tourism business. Many farmers are isolated with lack of knowledge enterprise and training in tourism and government agencies can advice on these issues (Orunye, 2010)<sup>[6]</sup>.

Many farm tourism provide belong to the holiday bureau which assist in marketing, while other choose to use over channel such as guide book advert in tourist information center or agencies. Inference centralized system exists supported by the companies such as Gite de Frances, assist in promoting accommodation. Private sector and travel package to consumers. Gite de France has been commended for their performance in providing an environmentally responsible product to tourist for tomorrow award sponsored by the British airways (Orunye, 1999).

Introduction of rural tourism written by Richard it important stress that number of different tourist product.

**1. Touring activities**

- Hicking (football fitness, travel National Park)
- Touring in gypsy caravan wagon
- Motorized touring (trail riding all vehicle monitoring)
- Cycling
- Donkey riding (cross country skiing)

**2. Water related activities**

- Fishing
- Swimming
- River tourism (house boat and narrow boat)

**3. Aerial activities**

- High air craft
- Hot air balloon

**4. Activities on dry land**

- Tennis
- Golf

**5. Sporting activities**

- Pot – holing
- Rock climbing

**6. Discovery types of activities**

- Local industrial
- Agricultural
- Craft enterprises

**7. Cultural activities**

- Archeology
- Restoration site
- Course in craft
- Artistic expression workshops
- Folk groups

- Cultural gastronomic and other route

**8. Health related activities**

- Fitness
- Health resort

**Table 1:** Urban and Rural Tourist Destination Found in Bauchi State.

Name	Location	LGA
Panshanu Stone Heaps	Panshanu	Toro
Jakiri Sacred Rock	Dass	Dass
Yankari Game Reserve	Mainamaji	Alkaleri
Mbula Rock Painting	Dass	Dass
Rimin Jaura Rock Painting	Shira	Shira
Lame Bura Game Reserve	Toro/Ningi	Ningi
Rijiyar Kande	Darazo	Darazo
Gubi Dam	Gubi	Bauchi
Marshal Caves	Yankari	Alkaleri
Ampara Ancient Iron	Ampara	Alkaleri
Ruin Old Dugun	Duguri	Alkaleri
Dukkey Wells	Yankari	Alkaleri
Tilde Milling Beacon	Tilden Fulani	Toro
Tomb of Malam Zaki	Zaki	Zaki
First European Settlement	Gadau	Itas/Gadau

**Methodology**

This is the blue prints used to guide and conduct the work. In this case, the survey designs were used due to its effectiveness in seeking the view of wider number of people with regard to the subject matter under the study (Robert, 2002; William, 2020). The researcher selected Ningi, Toro and Zaki local government areas of Bauchi Senatorial Zone. The targeted population consists of 20 people from each of the selected local governments. All the local government areas were chosen due to their potential on rural tourism. Questionnaire was used as an instrument for data collection. The questionnaire were designed and administered to sixty (60) people that include the area where the research is carried out.

**Results and Discussion**

This research used tabular presentation of the data for analysis in order to give clear interpretation of such data presented. And analysis of this data will be base on the use of simple percentage technique (%) as will be shown in tables below.

**Table 2:** Bio data of the respondents

Age	No. of the respondent	Percentage%
15 – 20	11	27.5
21 – 30	10	25
31 – 40	6	15
41 – 50	4	10
50 and above	9	22.5
Total	40	100

Source: Field Survey 2024

The table 3 above shows that, 11 respondents representing 27.5% said that their ages is within fifteen to twenty years, and they are the majority followed by 10 respondents representing 25% said their age limit is within the range of 21 – 30 and total respondents. Followed by 9 respondents representing 22% which said that, they fall within the age of 50 and above, followed by 6 respondents representing 15%

said that, their age is within 31 – 40. Finally, 4 respondents representing 10% said that they fall within the minority.

**Table 3:** Which of the following aspect of tourism practice is mostly common in Bauchi State?

Option	No. of Respondents	Percentage (%)
Rural Tourism	20	50
Urban Tourism	15	37.5
All of the above	5	12.5
Total	40	100

Source: Field survey 2024

From the table 10 above, 20 respondents representing 50% said that rural tourism is an aspect of tourism practice mostly in Bauchi State and they are the majority, followed by 15 respondents representing 37.5% which said that urban tourism is an aspect of tourism practice mostly in Bauchi State, followed by 5 respondents representing 12.5% said all of the above and they are the minority.

**Table 4:** Do Visitors come from other states and other countries to improve the life of the rural area?

Option	No. of Respondents	Percentage (%)
Yes	23	57.5
No	17	42.5
Total	40	100

Source: Field Survey, 2024

From table 14 above, 23 respondents representing 57.5% of the total population said, Yes visitors improve life of the rural area in the state being the majority while 17 respondents representing 42.5% of the total respondents and being the minority said, No visitors do not improve the life of the rural area in the state.

**Table 5:** What do you think are likely to be the major problems affecting rural tourism in Bauchi State?

Option	No. of Respondents	Percentage (%)
Lack of support by funding	15	37.5
Lack of Publicity	8	20
Lack of Infrastructure	12	30
All of the above	5	12.5
Total	40	100

Source: Field Survey, 2024

From table 17 above, 15 of the respondents representing 37.5% said, lack of support by funding is a major problem affecting rural tourism in Bauchi State which represent and are the majority, followed by 12 respondents represent 30% said, lack of infrastructure is among major problems affecting rural tourism in Bauchi state which, followed by 8 respondents representing 20% said, lack of publicity is among problems affecting rural tourism in Bauchi state. Finally 5 representing 12.5% of the total respondents and the minority said, all of the problems mentioned are faced by rural tourism in Bauchi state.

**Table 6:** In your own opinion what do you think will be prospect of rural tourism in Bauchi State?

Option	No. of Respondents	Percentage (%)
Economic Development in terms of revenue generation	17	42.5
Employment of labour	13	32.5
Even development cross the state	10	25
Total	40	100

Source: Field Survey, 2024

From the table 18 above, 17 respondents representing 42.5% and being the majority said, Economic development in terms of revenue generation will among the prospect of rural tourism in Bauchi, followed by 13 represent 32.5% said employment of labor will be among the prospect of rural tourism and finally, 10 respondents representing 25% of the total population said in their opinion that even cross development in Bauchi will be the prospect of rural tourism in Bauchi state being the minority.

**Conclusion**

In conclusion, in spite of the prevailing nature of rural tourism development, lack of awareness in Bauchi State and its rural areas have delimit the development in rural area like poor communication network, improper accessibility, low level of education and poverty.

There is need for government and NGOs to work relentlessly to address the problems of rural tourism as it affects tourism development in the state.

The researcher finding based on the research questions already stated which reveals that the source of income generated from the rural tourist destination will determine the development and growth of the people that will visit the rural tourist destination.

Additionally, the provision of infrastructural facilities in a tourist destination can improve the standard of the tourist and the rural community.

Based on the result of the finding, majority of the population were of the view that cultural tourism is the commonly practiced tourism activity including cottage industry, craft work, as well as farming and the rural populace will be encouraged and be supported by the government, their lives and the entire community will improve the image of the community.

However, it is obvious that if rural tourism is given serious attentions, it will reduce unemployment problem, rural – urban migration and it will improve the standard of living of the people and increase revenue generation to the state.

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