THE ROLE OF MAPS IN THE PROMOTION AND DISSEMINATION OF INFORMATION ON TOURISM IN DELTA STATE, NIGERIA.

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ABSTRACT
Tourism is one of the fastest and largest growing industries in the world, although Nigeria is yet to fully maximize the benefits of the tourism industry. To derive her fair share of the boom in the tourism industry, the Nigeria Government formulated a National Tourism Policy in 1990 to promote tourism in the country. This has also been the focus of the Delta State Government. Delta State liked most parts of Nigeria has a wide range of existing potential attractions. Notable attractions are Sites and Monuments, Hospitality Centres, Festivals and Dances. The role of maps as an important instrument in tourism development is discussed, especially in developing the right and positive image amongst tourists. Maps provide general information to tourist at a glance (Olomo 1993). The paper emphasized a dire need for the design of specialized maps on recreation and tourism in the state. Such should be design in a way that their contents and graphic conception should be properly carried to ensure maximum legibility and clarity of information. The paper also identified and mapped major tourist attractions in Delta State.

INTRODUCTION:
Tourism is currently one of the fastest and largest growing industries in the world. Tourism provides direct and indirect employment for more than 200 million people. This means that one out of every nine workers in the world in 1993 engaged in direct or indirect tourism activities. Also in the same year, tourism generated about 1.7 trillion US dollars, accounting for 10.3 percent of the world’s total wages and it was responsible for 10.1 percent of the direct and indirect world GDP (US 3.4 trillion dollars) and 11.0 percent of all consumers spending (Filani, 2002).

The Federal Government of Nigeria has made several attempts at developing tourism in the country by merging Tourism with the Ministry of Trade and the establishment of a semi-autonomous Nigerian Tourist Board by a decree in 1976. This yield little results in terms of inflow of tourists and income generated from the sector as revealed by existing data. In order for Nigeria to derive her fair share of the boom in tourism, the Federal Ministry of Trade and Tourism formulated a National Tourism policy, which was formally launched by the Vice President on 1st July 1990. The main thrust of the policy is to generate foreign exchange; encourage even development; promote tourism-based rural enterprises; generate employment; and accelerate rural-urban integration and cultural exchange (Olomo and Ufuah, 1999). This has also been the focus of the Delta State government.

The importance of an area as tourist centre is a function of three major factors: accessibility, natural and non-natural attractions and social amenities. The destination breeds the tourism industry and brings together all aspects of tourism such as demand, transport, supply and marketing in a useful framework (Cooper et al 2001). In this context, Delta State, like most parts of Nigeria has a wide range of potential tourist attractions. However, some of them are yet to be fully developed and mapped.

Maps are essential and indispensable tools in any development and planning programme both at the national and regional levels. The level of development of most countries closely reflects their level of mapping activities. Maps showing land-use types, population, transportation networks, settlements and other natural and human resources are important in tourism development. Recreation and Tourism are age long economic activities undertaken by people across the world. Recreation may not necessarily imply travel, while tourism involves the movement of people from home, the primary goal of which is to experience change in environment and activities (Olomo and Ufuah, 1999). The tourism industry lacks consistent, credible and coherent data necessary for major planning and policy decisions. The need for data and information on tourist environments of Delta State is vital in the promotion of the industry.

The policy has some provisions for making the Nigerian Tourist Board a commercially oriented corporation with responsibility to promote, market and disseminate information on the country to residents and outsiders (see Federal Ministry of Trade and Tourism, 1990). The new policy also emphasized tourism awareness culture, embracing the promotion and dissemination of information and publications through periodical materials on tourism. One of the important ingredients is map. This is the area that the paper is making a major contribution. The paper also examines tourism development in the state and a comprehensive survey and mapping of tourist resources in the state.
Tourism Development in Delta State.

Delta State, the “Big Heart” is one of the thirty–six (36) states that make up Nigeria. It has 25 local government areas with Asaba as the capital and Warri as major commercial city. Sapele, Agbor, Ughelli, Abraka, Kwale, Oleh, Ozoro, Koko, Oghara, and Burutu are other major towns. It has a population of about 2,570,181 from the 1991 national population census. There are various ethnic groups in Delta State, which include Urhobo, Itsekiri, Isoko, Ijaw and Aniocha. The state can be accessed by land, water and air with good road network, seaports at Warri, Sapele, Burutu, Koko, and a modern airport at Osubi combined with modern telecommunication facilities.

Delta State is the tourism hub of western, southern and eastern Nigeria. Other tourism sites can be accessed easily from Delta State. It is not just oil-producing state, but has a good number of beaches, historical monuments, festivals, dances and beautiful resorts. It is one of the leading hospitality centres in Nigeria. Facilities for leisure, accommodation and conferences abound in the state. In Nigeria, policies are well articulated but not properly executed or implemented. Like Nigeria, Delta State has a policy to promote mass tourism without adequately developing the infrastructures and services at the points of destination. The consequence of this is that the needs of both local and foreign tourists are not adequately met. For the tourism industry to thrive on a commercial level, there must exist sufficient tourist attractions, favourable economic base, social, legal and political environment and basic infrastructures.

To promote tourism in the state, the state government established the Delta State Tourism Board and the Ministry of Culture and Tourism. The board has a compendium of tourism resources in the state in the form of brochure, bulletin, posters and post cards. There is also a website to that effect. The goal of the Government of Delta State is to mobilize and encourage private sector participation in the development of tourism. The function of government is to create an enabling environment for private initiative to flourish. It is expected that this would generate employment and improve the general well being of the people.

To attain these objectives and make the tourism industry more attractive to investors, Government will adopt and administer the following packages of incentives:

- Providing infrastructures, such as roads, electricity, portable water and communication facilities.
- Facilitating easy and speedy access to land for the establishment of tourism enterprises by genuine investors.
- Charging concessionary rates on land meant for tourism related projects.
- Assisting investors in gaining access to development funds.
- Acquiring suitable parcels of land for allocation to investors for the establishment of resorts, entertainment centres etc.
- Embarking on joint ventures with private investors.

Another way of boosting tourism according to the state government is through the privatization of the existing state owed tourism enterprises namely – Delta hotels limited Warri, Sapele and Agbor and organization of tourism events and promotion.

Tourism Resources in the State.

In Delta State there are numerous tourism resources located in different parts of the state. These resources are grouped under the following headings according to Delta State Ministry of Culture and Tourism (2003):

A. Cultural/Historical/Education Tourism:

1. Slave trade relic, Abob
2. Mongo Park Building/Asaba Museum
3. Bible site at Araya
4. Nwoko Villa, Idumuje Ugbo
5. Obi palace, Idumuje Ugbo
6. Nana living History (National Monument) Koko
7. Expatriates grave yard, Asaba
8. Adane-Okpe, Owerokpe
9. Ozomona – Manor House, Onicha-Olona
10. Ethiope River Source, Umuaja
11. Otu – Ogwu Beach, Asaba
12. Abraka river resort, Abraka
13. Eni Lake, Uzere
14. Grand Hotel Asaba
15. Pemos Place (Hotel) Warri
16. The Deplomat Hotel Effurun

B. Nature/River/Water Beach Tourism:

10. Ethiope River Source, Umuaja
11. Otu – Ogwu Beach, Asaba
12. Abraka river resort, Abraka
13. Eni Lake, Uzere

C. Aesthetic/Scenery/Urban Tourism:

14. Grand Hotel Asaba
15. Pemos Place (Hotel) Warri
16. The Deplomat Hotel Effurun
17. Leads Guest House, Agbor Ika South L.G.A.
18. Hotel Peggy Warri Warri South L.G.A.
19. Hotel Excel Effurun Uvwie L.G.A.
20. Casa Depedro Hotel, Effurun Uvwie L.G.A.
21. Abraka River Motel, Abraka Ethiope East L.G.A.
22. Bomadi Beach, Bomadi Bomadi L.G.A.

D. Urban/Aesthetic Tourism:
23. Olona Ranch (Africa traditional Setting), Onicha Olona Aniocha North L.G.A.
24. Osubi Airport, Osubi Uvwie L.G.A.
25. The Niger bridge, Asaba Oshimili South L.G.A.
26. Ibru Centre Convention, retreat and pilgrimage Agbara-otor Ughelli North L.G.A.
27. The Turf Abraka (Polo and Gulf) Ethiope East L.G.A.
28. Benbo Games Village (Games and Leisure Facilities) Abraka Ethiope East L.G.A.
29. Ossissa Forest Reserve, Ossiissa Ndokwa West L.G.A.
30. Mangrove Swamp Forest, Warri, Burutu - Warri North/South and Burutu L.G.A.
31. Amena Hotel and Resort, Oghara – Ethiope West L.G.A.

Source: Delta State Ministry of Culture and Tourism.

The list above is not entirely comprehensive. The Delta State Tourism Board (DSTB) classified the tourist attractions in the state into Sites and Monuments, Hospitality Centres, Festivals and Dances. The Sites and Monuments are presented in Table 1.

Table 1: Sites and Monuments.

<table>
<thead>
<tr>
<th>Type of Tourism</th>
<th>Location</th>
<th>Local Government Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delta panorama (monument)</td>
<td>Effurun</td>
<td>Uvwie</td>
</tr>
<tr>
<td>Osubi Airport</td>
<td>Osubi</td>
<td>Uvwie</td>
</tr>
<tr>
<td>Ekumeku monument</td>
<td>Asaba</td>
<td>Oshimili South</td>
</tr>
<tr>
<td>Nana Living History Museum</td>
<td>Koko</td>
<td>Warri North</td>
</tr>
<tr>
<td>Royal Palace (Palace of the Obi)</td>
<td>Idumuje-Ugboko</td>
<td>Aniocha North</td>
</tr>
<tr>
<td>Demas Nwoko Palace</td>
<td>Idumuje-Ugboko</td>
<td>Aniocha North</td>
</tr>
<tr>
<td>The Mongo Park House</td>
<td>Asaba</td>
<td>Oshimili South</td>
</tr>
<tr>
<td>Bible Site</td>
<td>Araya</td>
<td>Isoko South</td>
</tr>
<tr>
<td>Niger Bridge</td>
<td>Asaba</td>
<td>Oshimili South</td>
</tr>
<tr>
<td>The Ibru Centre (An International Ecumenical Centre)</td>
<td>Agbarha-Otor</td>
<td>Ughelli North</td>
</tr>
<tr>
<td>Ethiope River Source</td>
<td>Umuaja</td>
<td>Ukwuani</td>
</tr>
<tr>
<td>Beautiful Beaches</td>
<td>Asaba</td>
<td>Oshimili South</td>
</tr>
<tr>
<td>Beautiful Beaches</td>
<td>Bomadi</td>
<td>Bomadi</td>
</tr>
<tr>
<td>Beautiful Beaches</td>
<td>Escravous</td>
<td>Burutu</td>
</tr>
<tr>
<td>Mangrove Forest</td>
<td>Koko/Warri</td>
<td>Warri North/South</td>
</tr>
<tr>
<td>Mangrove Forest</td>
<td>Burutu</td>
<td>Burutu</td>
</tr>
</tbody>
</table>

Sources: Fieldwork, (2004) and DSTB Brochure.
Some of the Hospitality Centres are shown in Table 2.

<table>
<thead>
<tr>
<th>Nature of Tourism</th>
<th>Location</th>
<th>Local Government Located</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Hotel, Convention Centre &amp; Resort</td>
<td>Asaba</td>
<td>Oshimili South</td>
</tr>
<tr>
<td>Abraka River Resort</td>
<td>Abraka</td>
<td>Ethiope East</td>
</tr>
<tr>
<td>Turf Club – Polo &amp; Gulf ground &amp; Natural Trail</td>
<td>Abraka</td>
<td>Ethiope East</td>
</tr>
<tr>
<td>Gordon Beach Hotel</td>
<td>Abraka</td>
<td>Ethiope East</td>
</tr>
<tr>
<td>Hotel Excel</td>
<td>Effurun</td>
<td>Uvwie</td>
</tr>
<tr>
<td>Oلونa Ranch and Holiday Resort</td>
<td>Oniocha-Olona</td>
<td>Aniocha North</td>
</tr>
<tr>
<td>Mega Hilton Hotel</td>
<td>Effurun</td>
<td>Uvwie</td>
</tr>
<tr>
<td>Motel Oceanic</td>
<td>Warri</td>
<td>Warri South</td>
</tr>
<tr>
<td>P.K. Guest House</td>
<td>Warri</td>
<td>Warri South</td>
</tr>
<tr>
<td>The Diplomat</td>
<td>Warri</td>
<td>Warri South</td>
</tr>
<tr>
<td>Maxim Lotus</td>
<td>Effurun</td>
<td>Uvwie</td>
</tr>
<tr>
<td>Leads Guest Hose</td>
<td>Agbor</td>
<td>Ika South</td>
</tr>
<tr>
<td>Lighthouse Country Club</td>
<td>Asaba</td>
<td>Oshimili South</td>
</tr>
<tr>
<td>Hotel Peggy</td>
<td>Warri</td>
<td>Warri South</td>
</tr>
<tr>
<td>De-os Hotel</td>
<td>Asaba</td>
<td>Oshimili South</td>
</tr>
<tr>
<td>Benbo Games village</td>
<td>Abraka</td>
<td>Ethiope East</td>
</tr>
<tr>
<td>Asaba Hilton Hotel</td>
<td>Asaba</td>
<td>Oshimili South</td>
</tr>
<tr>
<td>Gordon Hotel</td>
<td>Ibusa</td>
<td>Oshimili South</td>
</tr>
<tr>
<td>Larry ville Hotel</td>
<td>Asaba</td>
<td>Oshimili South</td>
</tr>
<tr>
<td>Dema Kitchen</td>
<td>Asaba</td>
<td>Oshimili South</td>
</tr>
<tr>
<td>Casa de Pedro</td>
<td>Effurun</td>
<td>Uvwie</td>
</tr>
</tbody>
</table>

Sources: Field Work, (2005) and DSTB Brochure.

Some of the hospitality centres are located on the famous Rivers Niger and Ethiope. There are facilities for river-based sports such as swimming, boating and fishing.

Festivals and dances are also important tourist attractions in the state. Almost every town celebrates a festival that attracts indigenes and visitors at specific times of the year. This explains why the state is called the land of a thousand dances. Important festivals and dances include: Adnae-Okpe (Okpe), Edejenu (Ughelli and Okpara) held every 25 years; Okere-juju, Ine, Ulor and Ogbanigbe; Council for Arts and Culture (Dance Troupe); Okpanam Wonder Dance (Okpana); Emi Dancers and Midaka cultural Dance Troupe (Sapele).

Other notable tourist attractions in the state are the tertiary schools – Delta State University Abraka, Asaba and Oleh), Delta State Polytechnics (Oghara, Ogwashuku, Ozoro), Delta State Colleges of Education (Agbor, Warri), College of Physical Education (Mosogar) and Petroleum Training Institute (Effurun, Warri). Also the oil industry cannot be left out, specifically the Warri Refinery and Petrochemicals and Shell Petroleum Development Company (SPDC) among others.

The Role of Maps in Tourism Development in Delta State.

The use of maps in the promotion and dissemination of information is vital to successful programmes of tourism development and promotion. The importance of maps in tourism development has been recognized by some scholars among them are Olomo (1993), Ekpenyong (1994), Okpala-Okaka (1994), and Olomo and Ufah (1999). There are several constraints affecting tourism in Nigeria. Awaritefe (1993), recognized fifteen (15) problems constraining individual propensity to tourism participation. Of the numbers of problems identified, lack of information/publicity account for 10.6 % ranking second. Ekpenyong (1994) identified seven (7) factors, which constrain the propensity of residents of Uyo capital city for tourism. In this findings, the existence and or location of tourism attraction not known rank first, accounting for 34.1%.

The mental images of prospective tourists about the facilities and condition available in tourism destinations are crucial factors in deciding where to visit. The extent to which a country can project her environments and facilities determines the prospects for tourism. The information on specific tourist sites or people’s knowledge of such sites is also vital to tourism development. Periodical publications such as recreational maps, tourist maps of towns, tourist maps of a state and guide maps can aid the development of tourism, especially international tourism. Unfortunately, in Nigeria, there has been no comprehensive survey and mapping of the nations tourist resources and this has hampered the capacity for planning and development of her tourist resources (Olomo, 1993). Maps showing these resources are vital to the understanding of the problems and prospects of tourism. The maps will compliment the work of the media houses as a means of propagating and disseminating information on tourism in the state.
From the above discussion, maps are important in developing the right and positive image amongst tourists who will not be at loss during visits. The maps of towns are vital information used by tourists; their design, contents and graphic conception should be properly carried out to ensure maximum legibility and clarity of information. Maps provide general information to tourist at a glance (OLOMO, 1993). The content of such maps may include: the geographical area of the town, the general communication systems, functions of the various parts of the town, location of interesting monuments and tourist services. These are better explained in map form. This is why there is a dire need for the design of specialized maps on recreational and tourism in the state, in addition to the maps of major settlements.

According to Olomo and Ufuah (1999), it is sad to note that there is no tourist map of the country, at a time when some countries have already standardized and tested the symbolization of their tourist maps notably Dutch, Polish and British (Blok, 1987, Ostrowski and Ostrowski, 1987 and Clarke, 1989). Thus, much is yet to be done as far as tourist mapping is concern in Nigeria. Some of the works carried out in this area are tourist related projects identified by Akpami (1994), which are essentially tourist/street guide maps of some major towns and states in Northern Nigeria. Okpala-Okaka (1994) also designs a tourist map of Anambra and Enugu States. However, most of these work are skeletal, they are yet to be coordinated at the National level comparable to the status already attain in advanced countries (Olomo and Ufuah, 1999).

Maps of tourist attractions in the state will provide the basis for identifying their spatial variations, the extent of their development as well as their potential for future growth and development. This pioneering work in Delta State is therefore a major landmark. Figure 1 is a Map of Delta State Showing the Major Tourism Resources.

### Figure 1: Map of Delta State Showing the Major Tourism Resources

Source: Authors Field Work, 2005

**Conclusion.**

Tourism is currently one of the fastest and largest growing industries globally in terms of employment and income generation. In order for Nigeria to derive her fair share of the boom in tourism, the Federal Ministry of Trade and Tourism formulated a National Tourism policy in 1990 aimed at promoting tourism in the country. This has also been the focus of the Delta State Government. The tourism industry been constrained with several problems, such as inadequate mapping, lack of credible data and inadequate data. Currently, there is no comprehensive survey and mapping of the nation’s tourist resources, and this has affected the effective planning and development of the nation tourist industry. Tourism is an important source of revenue generation which appropriate information dissemination through mapping could enhance (Olomo, 1993).

Delta State in the tourism hub of western, southern and eastern Nigeria, as other tourism sites can be easily accessed from the state. Beside oil production, the state has a good number of beaches, historical monuments, festivals,
dances, beautiful resorts and other tourist attractions. It is one of the leading hospitality centres in Nigeria. To promote tourism in the state, the state government established the Delta State Tourism Board and the Ministry of Culture and Tourism. The thrust of the state government is to provide an enabling environment for private sector participation in the industry. The paper examined the various tourism resources in the state, majorly classified into Sites and Monuments, Hospitality centres, Festivals and Dances.

The paper recognized the importance of tourism maps as inputs in the planning and development of the industry. Consequently, the state should expedite action on a comprehensive survey of her tourist resources, mapped them adequately to aid the systematic planning and development of tourism. Some of the major tourist attractions in the state were identified and mapped. The paper recommend the need to design recreational maps of various tourist attractions in the state and tourist guide maps to facilitate the activities of tourists and promote tourism in the state.

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