

**USE OF INFORMATION AND COMMUNICATION TECHNOLOGY
IN TOURISM DEVELOPMENT IN ANAMBRA STATE**

BY

**EZECHUKWU UGOCHUKWU VICTOR
PG/MA/13/64848**

**DEPARTMENT OF ARCHAEOLOGY AND TOURISM
FACULTY OF ART
UNIVERSITY OF NIGERIA, NSUKKA**

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TITLE PAGE

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**A PROJECT REPORT SUBMITTED TO THE DEPARTMENT OF ARCHEOLOGY
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IN ARCHEOLOGY AND TOURISM**

SUPERVISOR: PROF. E.E. OKAFOR

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APPROVAL PAGE

This thesis has been approved for the Department of Archeology and Tourism, University of Nigeria, Nsukka

By

PROF. E.E. OKAFOR
SUPERVISOR

INTERNAL EXAMINER

DR. ITANYI
EXTERNAL EXAMINER

HEAD OF DEPARTMENT

CERTIFICATION

Ezechukwu Ugochukwu Victor a Postgraduate Student in the Department of Archaeology and Tourism with Registration Number:PG/MA/13/64848 has satisfactorily completed the requirements for research work for the award of the degree of masters (MA) in Archaeology and Tourism.

The work embodied in this thesis is original and has not been submitted in part or full for any other diploma or degree of this university or any other university.

EZECHUKWU UGOCHUKWU VICTOR
STUDENT

PROF. E.E. OKAFOR
SUPERVISOR

DEDICATION

This work is Dedicated to my ever loving and great Dad whom I love and will always love, for being with me in spirit, for inspiring me to be a better man, brother, uncle, cousin and future father, Late Mr. O.S. Ezechukwu. May your soul continue to rest in the bosom of the Lord. Amen.

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ABSTRACT

This article provides evidence of the application of Information and Communication Technology (ICT) on the tourist industry. The importance gained in recent years by the tourist market in the world makes it an ideal laboratory for analyzing the sector. The results gained show how the use of this technology leads to a higher level of internationalization of the industry, development of organizational changes and introduction of new competitive strategies, which lead to a business model that is far removed from the traditional conceptions of the sector. Looking at Anambra state, it has lots of tourism potentials but is tied up by so many negative factors. The major factor which happens to boil down to the issue of bad governance or lack of government interest in tourism sector has made the state a poor tourist area, leaving the tourism resources to cater for themselves or perish on their own. Likewise, the strategic use of ICT leads to employment of a better qualified workforce in the tourism sector, more personalized service and closer links with suppliers and distributors. Nonetheless, the positive impact of ICT stands out most in the process of business innovation, job creation, easy access to global issues, as its use has contributed to overcoming some of the obstacles that existed. Finally, thanks to the use of ICT and its impact on innovation, but also thanks to organizational change in the tourist industry, improvements have been seen in productivity, which aids greater competitiveness in a changing context and high-pressure environment.

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CHAPTER ONE

INTRODUCTION

1.1 Background of Study

The tourism sector is one of the first services sectors to adapt and use Information and Communication Technology (ICT) for promoting its services. Nowadays, ICT has deeply affected the way businesses are performed and organizations compete (Porter, 2001; Mavri and Angelis, 2009).

Tourism is usually defined as services for people travelling to and staying outside their usual environment for less than one consecutive year for leisure or for business purposes. Tourism involves transport, accommodation, restaurants, cultural activities and leisure and could be more effectively viewed and evaluated as a market rather than an industry (Mavri and Angelis, 2009)

Buhalis (2004) defines e-tourism as: “the digitalization of all processes and value chains in tourism, travel, hospitality and catering industries. At the tactical level, it includes e-commerce and it is applied for maximizing the efficiency and effectiveness of the tourism organization. At the strategic level, e-tourism revolutionizes all business processes, the entire value chain as well as the strategic relationships of tourism organizations with all their stakeholders” (Andersen and Henriksen, 2000).

Similar to many other services, e-tourism products are almost exclusively dependent upon audio-visual presentation and descriptions, that is, they cannot be physically displayed or inspected at the point of sale. This is, in itself, a challenge for the tourism industry at the origin of the customer where information about the tourist destination has to be presented in an

attractive and convincing manner. Traditionally the tourist industry has used ads and brochures with intriguing photos of hotels, local attractions, nature and culture to sell its products. In the era of the internet, an alternative channel for advertising is introduced (Andersen and Henriken, 2000).

The constantly growing number of travel destinations and the enhanced quality of existing ones are putting great pressure on those responsible for destinations to find better ways to compete in the tourism marketplace and to do so in a sustainable manner. The negative impacts upon our environment, culture and peoples' ways of life have given rise to this demand for a more sustainable development in tourism. Again, new forms of tourism are merging in the place of traditional tourism. Competitive advantage is no longer natural, but increasingly man-made, driven by science, technology, information and innovation. The new tourism takes into accounts the complexity and segmentation of tourism demand; the great flexibility of supply, distribution and consumption; and the search for new sources of profitability in the industry.

It is now generally acknowledged by government, leading industries and professional associations, employers and the education and training sector that there is an urgent need for improved targeting of information and ICT courses in schools. Thus Anambra State has a major roles in providing basic ICT skills in elementary schools, and, in conjunction with education institutions, business, and individuals in providing the framework to encourage ICT skills formation at higher levels, vocational training and ongoing lifelong learning. Therefore, Anambra State Government's should move beyond policies for basic connectivity and ICT readiness to facilitate more widespread uptake and use of complex ICT applications and e-business uptake by tourism industries and other firms. It should also encourage rollout of affordable quality broad-band networks to underpin competitiveness. It should strengthen the

infrastructure for trust, security, privacy and consumer protection as well as strengthen intra-state co-operation between stakeholders and the development of rules with inter-state application.

Although we agree that innovation is becoming a key element to survive and compete in a dynamic and radically changing environment, we also have to specify that the impact of a technological innovation will generally depend not only on its inventors, but also on the creativity of the eventual users of the new technology.

Information and Communication Technology (ICT) is an umbrella term for technological development for the production, analysis, storage, search, distribution and use of Information. ICT includes a combination of hardware, software, telecommunications, netware, groupware, human-ware (Waghmode and Jamsandeker 2013). ICT enables effective data processing and communication. ICT provides enormous capabilities for consumers. It plays an outstanding role in development of modern tourism. It provides new tools and enables new distribution channels, thus creating a new business environment. ICT tools facilitate business transaction in the industry by networking with trading partners, distribution of product services and providing information to consumers across the globe. On the other hand, consumers are also using online to obtain information and plan their trip and travel. Information is the key element in the tourism industry. It can be used by tourism professionals to define the boundaries of the proposed tourist site as well as its surrounding areas and the communities living in it. It can get information on roads linking to the sites and availability of other utilities like water, power, market etc (Waghmode and Jamsandeker, 2013).

ICT affects auxiliary industries, such as the transport sector, which plays a major role in the tourism industry. With the aid of ICT applications, prospective travelers can view a

destination, book accommodation, book the flight and other forms of transport and pay the bills of all these without leaving their homes. The use of ICT has spread the travel and tourism industry. ICT in the industry consists of various components that include computerized reservation systems, teleconferencing, videos brochures, management information systems, airline electronic information system, electronic funds transfer, digital telephone networks, smart cards, mobile communication, e-mail, and internet (Waghmode and Jamsandekar, 2013).

Information Communication Technology has been in Nigeria for sometime now and has definitely come to stay. It is, no doubt, that it is taking over every sector ranging from agriculture to education system, etc. It would not be right to say that Anambra state does not have tourism products or do not have information communication technology. It does but the use of information communication technology in tourism development and in other areas is definitely not at its best. So this research will help boost up those areas where there are lapses and not only enhance but educate the people of Anambra State to understand the importance of information communication technology in tourism development in order to boost State's economy.

1.2 Statement of the Problem

Information and communication technology which simply suggests electronic based information transition, seems to have a strong link with tourism as and this seems to capture researchers' attention for many decades since mid 90's. This interest has grown with the advent of the internet and the need to better understand the role of digital technologies in shaping the tourism industry.

However, some major themes have emerged from academic discourse on the role that ICT plays in influencing the shape and the nature of Tourism and its associated development

outcomes. Although, ICT has influenced the structure and economic performance of the Tourism industry greatly, this research is mainly concerned with the extent of utilization of information and communication technologies in tourism development in Anambra State, with specific emphasis on the public awareness of the relevance of information communication Technologies and the analytical tool through which ICT can promote tourism development.

1.3 Objectives of the Study

The main objective of this study is to determine the use of ICT on tourism development in Anambra State.

Specifically, the study seeks to:

- i. determine the public awareness of the relevance of ICT in tourism development.
- ii. provide an analytical tool through which ICT can promote tourism development.
- iii. create an awareness on the use of ICT in tourism industries.
- iv. determine the challenges facing tourism industry in the course of using ICT in Anambra State.

1.4 Significance of the Study

The benefits that shall accrue from this study are numerous and will be of theoretical and practical significance.

Practically, the findings of these study will be of immense benefits to tourism industry components in Anambra State such as hotels, transport companies and tourist sites situated in the state. The findings of this study will be of immense benefit to hotel managers, in that it will

expose to them the relevance of ICT in the effective management of tourism firm like hotel. It will also expose to them the intricacies surrounding the use of ICT in every human organization.

The findings of the study will also be of immense benefit to transport firms in Anambra State. It will educate the operators on the relevance of ICT in the effective management of their firms, reduce stress on the side managers and passengers, ease communication bridges between the control and traffic units, etc. The study will help to find out the challenges hindering effective installations of ICT gadget.

The findings will also be of immense benefit to the various operators or tourists sites in the state such as the famous Okija shrine of Anambra State, Orji River and Igbo-ukwu sites amongst others.

Theoretically, the study will reveal the causal relationship between external variables, perceived usefulness, perceived ease of use, attitude towards using and actual usage behavior because it is hinged on technology acceptance model. TAM is thus an informative representation of mechanisms by which designed choices and other exogenous factors influence user acceptance and user behavior.

1.5 Scope of the Study

Geographically, the study is delimited to Anambra State. The state is one of the south eastern states in Nigeria situated at the bight of Niger with about 10 million populace. In Anambra State there are so many tourism centers ranging from hotels, motels and recreational ground, etc.

Content wise, emphasis were placed on the public awareness of the relevance of ICT in tourism development, the analytical tool through which ICT can promote tourism development, the awareness on the use of ICT in tourism industries and the challenges facing tourism industry in the course of using ICT in Nigeria.

1.6 Limitations of the Study

In carrying out this research, one of the major challenges encountered by the researcher was the poor Network system in the area, trying to compile some information online was difficult. The researcher noticed that majority of the areas in Anambra have poor network system and could not carry out the research efficiently as programmed. Calls were breaking or jittering and could not communicate clearly.

Time was another limitation to this research. Due to the fact that everyone was really busy with their daily business and runnings it was extremely trapping people down for interviews and discussion.

The limited time frame for this project was further compounded by lack of previous research and literature on this topic. The researcher had to put considerable time and effort to establishing this project which is rare and new, not only in Anambra or Nigeria but the whole Africa.

In this study, the researcher encountered poor response from the people. Most people see the researcher as invading their privacy and therefore, were reluctant in releasing information. Many refused to oblige the research an opportunity to talk to them.

1.7 Clarification of Concepts

Tourism

There is no consensus regarding the definition of tourism. Nearly every institution defines “Tourism” differently. “Tourism is a collection of activities, services and industries

which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and other hospitality service provided for individuals or groups traveling away from home. It embodies the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host government and host communities in the process of attracting and hosting these tourists and other visitors (Macintosh and Goeldner).

In order to prevent the agreement in definition UNWTO defines tourism as comprising the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes’.

Tourism is different from travel. In order for tourism to happen, there must be a displacement: an individual has to travel, using any type of means of transportation (he might even travel on foot: nowadays, it is often the case for poorer societies, and happens even in more developed ones, and concerns pilgrims, hikers.....) but all travel is not tourism. Three criteria are used simultaneously in order to characterize a trip as belonging to tourism. The displacement must be such that involves a displacement outside the usual environment. This term is of utmost importance and will be discussed later. The travel must occur for any purpose different from being remunerated from within the place visited. The previous limits, where tourism was restricted to recreation and visiting family and friends are now expanded to include a vast array of purpose. Only a maximal duration is mentioned, not a minimal. Tourism displacement can be with or without an overnight stay. We shall discuss the particularity of in transit visits, from a conceptual and statistical point of view (www.tugberkugurlu.com).

Tourism is travel for reaction, leisure, religious, family or business purposes, usually for a limited duration. It is commonly associated with international travel, but may also refer to travel to another place within the same country. The World Tourism Organization defines tourists as people “travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”. Tourism has become a popular global leisure activity. Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country’s balance of payments. Today, tourism is a major source of income for many countries, and affects the economy of both the source and host countries.

The word tourists was used in 1772 and tourism by 1811. William F. Theobald (1994) suggests that “etymologically, the word tour is derived from the Latin, ‘tornare’ and the Greek, ‘tornos’ ‘a lathe or circle; movement around a central points or axis.’ The suffix –ism is defined as an action or process; typical behavior or quality’, while the suffix, - ist denotes one who performs a given action’. When the word tour and the suffixes –ism and –ist are combined, they suggest the actions of moving in a circle. Describing a circle implies returning to one’s starting point, so a tour is a round-trip journey, i.e. the act of leaving and ultimately returning to the original starting point. Therefore, one who takes such a journey can be called a tourists.”

Today, three schools discuss the roots of ‘tourism’. The French school, led by A. Houlot, argues that the term ‘tourism’ comes from the old Aramaic Tur, which was used for exploration and movement of people in the bible. This word was used for the first time when Moses began his expedition to the Land of Canaan. Another school of thought, the Onomastic school, considers the origin of the concept not from a linguistic perspective but rather links it to the last French aristocrat Delta Tour. According to this school, after Carlos V signed a treaty with

England in 1516, in celebration of this event, the future king gave the Delta Tour family exclusive rights to conduct commercial transport and related businesses. A third school focuses on the Anglo-Saxon world, and scrutinizes Theobald's thesis. Surmising that the roots of the word 'tourism' lie in the ancient Anglo-Saxon term Torn, these scholars have found evidence that the term was coined in the 12th century by farmers to denote travel with an intention to return.

Over the centuries, the meaning of the word has shifted. By the middle of the 18th century, English noblemen used the term 'turn' to refer to trips undertaken for education and cultural exploration. In reality, the purpose of the noblemen's trips to the different parts of kingdom was to acquire knowledge that was later useful for governing.

Tourism, according to the World tourism Organization (UNWTO), is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure. (www://media.unwto.org/en/content/understanding-tourism-basic-glossary).

Tourism is travel for recreational leisure or business purposes The World Tourism Organization defines tourists as people "traveling to and staying in places outside their usual environment for more than one consecutive year for leisure business and other purposes". It was recognized in the Manila Declaration on World Tourism of 1980 as "an activity essential to the life of nations because of its direct effects on the social cultural educational and economic sectors of national societies and on their international relations". Tourism brings in large

amounts of income in payment for goods and services available, accounting for 30 of the world's exports of services and 6% of overall exports of goods and services. It also creates opportunities for employment in the service sector of the economy associated with tourism. These service industries include transportation services such as airlines cruise ships,taxicabs as well as hospitality services such as accommodations including hotels and resorts and entertainment venues such as amusement parks casinos shopping malls, music venues and theatres. (<http://www.definition.net/definition/tourism>).

The Free dictionary.com defines tourism as the practice of traveling (whether on foot or by other means) as a leisure-time activity and a form of recreation.Tourism is the most effective means of satisfying recreational needs; combining a variety of recreational activities, it fulfills such goals as the recovery of health, enrichment of knowledge, and restoration of one's productive capacity. Tourism contributes to health maintenance, physical education, and the intellectual, cultural, and social development of the individual.

According to worldwide criteria used in estimating the scope of the tourist movement, the term "tourist" applies to all persons who temporarily and voluntarily change their place of residence for any purpose except to engage in activities for financial reward in such a place of temporary residence. Persons who spend less than 24 hours of their non working time in such a place are considered visitors. According to the data of international official tourists agencies, domestic tourism in the mid-1970's accounted for 75 to 80 percent of a worldwide total of 700 to 800 million tourists. International and national tourism are closely interconnected, with each influencing the other, since they are, by nature, homogeneous and identifiably motivated, and since they create a demand for the same basic goods and services.In many countries, foreign and domestic tourism are based on a common material technology and a common sphere of labour

investment. Depending on purpose, the following categories of tours may be distinguished: tours, or excursions, that constitute a learning experience, such as visiting attractive places and viewing cultural, historical, natural, or other notable sights. Sports tours, involving participation in sports events; amateur sports or hobby tours, for such activities as hunting and fishing; local trips out of the city (in Russian, “suburban tourism”), mass excursions of short duration by large organized groups, small groups, and individuals, including trips to special rest areas. Socially-oriented tours with participation in public activities; business trips, undertaken for professional reasons; and religious tours for the purpose of visiting places that are considered holy.

In the practice of international statistics, tourism includes trips to health and vacation resorts and trips taken to see relatives and friends or to attend fairs or congresses. As a rule, tourists pursue more than one goal combining, for example, a trip to a health resort with sightseeing. The goal that is dominant will determine the tourists choice of itinerary, time of year, duration of the journey, means of travel, type of accommodation (for example, hotel, tourists center, or tent), and such other decisions as whether to travel singly or with one’s family, to join a group, to provide one’s own camping gear, or to take use of self –service facilities. The goals and type of trips, in turn, are determined by the tourist’s material circumstances, state of health, age, occupation, and cultural level, as well as by such factors as the materials technology on which tourism is based and the extent of available public support (payments and subsidies from public and private funds, for example, or the special rates granted to tourists and tourists organizations).

Information Communication Technology

Information and Communication Technologies (ICT) refers to technologies that provide access to information through telecommunications. It is similar to Information Technology (IT), but focuses primarily on communication technologies. This includes the internet, wireless networks, cell phones and other communication mediums.

In the past few decades, information and communication technologies have provided society with a vast array of new communication capabilities. For example, people can communicate in real-time with others in different countries using technologies such as instant messaging, voice over IP (VoIP), and video-conferencing. Social networking websites like Facebook allow users from all over the world to remain in contact and communicate on a regular basis. Modern Information and communication technologies have created a “global village,” in which people can communicate with others across the world as if they were living next door. For this reasons, ICT is often studied in the context of how modern communication technologies affect society.

Information and Communication Technology (ICT) is often used as an extended synonym for Information Technology (IT), but it is a more expansive term (i.e. more broad in scope) that stresses the role of unified communications and the integration of telecommunications (telephone lines and wireless signals), computers as well as necessary enterprise software, middleware, storage, and audio-visual systems, which enable users to access, store, transmit, and manipulate information. (Brahima Sanou, Director of the ITU Telecommunication Development Bureau (BDT) department since January of 2011).

The term ICT is also used to refer to the convergence of audio-visual and telephone networks with computer networks through a single cabling or link system. There are large economic incentives (huge cost savings due to elimination of the telephone network) to merge the telephone networks with the computer networks system using a single unified system of cabling, signal distribution and management.

However, ICT has no universal definition, as “the concepts, methods and applications involved in ICT are constantly evolving on an almost daily basis.” The broadness of ICT covers any product that will store, retrieve, manipulate, transmit or receive information electronically in a digital form, e.g personal computers, digital television, email, robots. The phrase “information and communication technology”, has been used by academic researchers since the 1980s, and the abbreviation ICT became popular after it was used in a report to the UK government by Dennis Stevenson in 1997, and in the revised National Curriculum for England, Wales and Northern Ireland in 2000. But in 2012, the Royal Society recommended that ICT should no longer be used in British schools “as it has attracted too many negative connotations”, and with this being in effect since 2014, the National Curriculum began to utilize the word computing, which reflects the addition of computer programming into the curriculum. ICT (information and communication technology-or technologies) is an umbrella term that includes any communication device or application, encompassing: radio, television, cellular phones, computer and network hardware and software satellite system and so on, as well as the various services and applications associated with them, such as videoconferencing and distance learning. ICTs are often spoken of in a particular context, such as ICTs in education, healthcare, or libraries.

According to the European Commission, the importance of ICT lies less in the technology itself than in its ability to create greater access to information and communication in

underserved populations. Many countries around the world have established organizations for the promotions of ICTs, because it is feared that technological advances in developed nations will only serve to exacerbate the already –existing economic gap between technological “have” and “have not” areas. Internationally, the United Nations actively promoted ICTs development as a means of bridging the digital divide.

Information and Communications Technology (ICT) refers to all the technology used to handle telecommunications, broadcast media, intelligent building management systems, audiovisual processing and transmission systems, and network-based control and monitoring functions. Although ICT is often considered an extended synonym for information technology (IT), its scope is more broad. ICT has more recently been used to describe the convergence of several technologies and the use of common transmission lines carrying very diverse data and communication types and formats. Converging technologies that exemplify ICT include the merging of audiovisual, telephone and computer networks through a common cabling system. Internet Service providers (ISP) commonly provide internet, phone and television services to homes and business through a single optical cable. The elimination of the telephone networks has provided huge economic incentives to implement this convergence, which eliminates many of the costs associated with cabling, signal distribution, user installation, servicing and maintenance costs (<https://www.techopedia.com/definition/24152/information-and-communications-technology-ict>).

Humans have been storing, retrieving, manipulating and communicating information since the Sumerians in Mesopotamia developed writing in about 3000 BC, but the term information technology in its modern sense first appeared in a 1958 article published in the Harvard Business Review. Authors Harold J. Leavitt and Thomas L. Whisler commented that

“the new technology does not yet have a single established name. We shall call it Information Technology (IT).” Their definition consists of three categories: techniques for processing, the application of statistical and mathematical methods of decision – making, and the simulation of higher-order thinking through computer programs. Based on the storage and processing technologies employed, it is possible to distinguish four distinct phases of IT development: pre-mechanical (3000 BC- 1450 AD), mechanical (1450-1840), electromechanical (1840-1940) and electronic (1940-present). This article focuses on the most recent period (electronic), which began in about 1940([https://en.wikipedia.org/wiki/information technology](https://en.wikipedia.org/wiki/information_technology)).

CHAPTER TWO

LITERATURE REVIEW

This section reviews related literature under the following sub-headings: Theoretical literature, Research methodology, Empirical literature and Theoretical orientation.

2.1 Theoretical Literature

Information Communication Technology (ICTS) means the use of computer system and telecommunication equipment in information processing. It is the amalgamation of computer, communication and electronics to acquire, process, store and disseminate vocal, textual, pictorial and numerical information by micro-electronic based equipments. ICT enhances distribution of information at a glance. It is used for storages, retrieval and dissemination of information. It enhances buying and selling of goods and services online (e-commerce). It is also used in banking operations (e-banking), offices, even in the tourism industries. Tourism is the temporary short-term movement of people to destinations outside the place where they normally live and work as well as day visits or excursion. It involves the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes (Deighton, 1996). Tourism is rapidly growing into one of the largest industries in the world. Its potential role as a veritable instrument for economic progress of any nation cannot be ignored (Undeme, 2010).

Tourism can be classified under two forms: Internal (Domestic) and International tourism. It can be historical archeological, eco-touristic recreational or educational. It can relate to business, culture or religion. However, it can also be perceived from the aspects of safari,

environmental, youth and adult. Werthner and Klein (1997) observe that tourism services and products are based on confidence, information' and communication.

Tourism is acknowledged to be very information intensive. In fact, Sheldon (1993) described information as the 'life blood' of the industry. He further stated that, without it, the industry cannot function effectively. Before a trip can be embarked on, tourists need information in order to plan and choose between options. They also need information as the trip progresses since annual holidays or even the weekend breaks are increasingly associated with enormous financial and emotional risks. In western society, time has become a scarce commodity and, particularly for couples, synchronically shared time is even elusive. For many consumers, their annual holidays represent a major emotional investment that cannot easily be placed if something goes wrong (Pollock, 1995). Therefore, since travelers cannot pre- test the product or easily get their money back if the trip does not measure up to their expectations, access to accurate, reliable, timely and relevant information is essential to help them make appropriate choices. As Buhalis (1997) points out, "the greater the degree of perceived risk in a pre-purchase context, the greater the consumer's propensity to seek information about the product". Unlike manufactured goods, tourism products cannot be inspected prior to purchase; therefore it is almost completely dependent on representations and descriptions to help consumers make a purchase decision (Go and Pine, 1995). Tourism products are also fixed geographically Thus, customers must travel and in effect consume the product in order to experience what they are buying (Bennett, 2003) Tourism products are diverse, and in many cases, it is this heterogeneity which make them attractive in the first place. In addition, tourism products are rarely bought individually, and the endless combinations and permutations of alternative travel routes, transportation modes, time and lodging accommodation make travel decisions difficult even for the initiated (Kaven,

1974). Suppliers, therefore, face a challenge, which Kaven has poetically described as trying to gain identity with untold millions of customers covering the whole spectrum of incomes, interests, knowledge, sophistication and needs.

Information Technology and its Roles in Tourism

Information Technology (IT) is a driving force in the current information driven society. Its role in the tourism industry cannot be quantified. It facilitates trading partner with other industries, provide facilities, distribution of product and services, provide information online to consumers in order to plan their trip, create a new business environment and also helps tourism professionals to define the boundaries of the proposed tour site and its surroundings. It gives information on weather, altitude and other information to pilot on board. It helps tourist on air to communicate during emergency and also to other pilot on airplanes with traffic control station. Information is very important at every stage in the sales cycle of the tourism product (Pollock, 1995). Information must be able to flow quickly and accurately between the client, intermediaries and each of the tourism suppliers involved in servicing the client's need.

The amalgamation of computer and telecommunications has become an almost universal feature of the tourism industry (Bennett, 2003). Its power allows information to be managed more effectively and transported worldwide almost instantly (Frew and Pringle, 1995). As a result, it had and continues to have a major effect on the methods of operation in the tourism industry. However, it has not affected all functions and sectors equally. As Poon (2003) points out, it is having the greatest impact on the marketing and distribution functions. Airlines use technology to manage and streamline their operations and gain strategic advantage. Information technology has reshaped our commerce and society in general. Goods and services are provided

to the consumers online (ecommerce, e-governance, e-banking) to mention but few. McGuffie (2004) posit that tourism enterprises need to understand, incorporate and utilize IT strategically in order to serve their target markets, improve their efficiency, maximize profitability, enhance services and maintain long-term profit.

Evolution and Development of Tourism

The mass tourism that exists in many parts of the world today has its origin in the years immediately following the conclusion of 1939-45 second world war. Rising standards of living, increased leisure time and developments in transportation resulted in a sharp increase in demand for international travel, which has grown steadily to the present day. Tourist destinations responded to this demand by developing a wide variety of tourist facilities and amenities. The origins of tourism can, however, be traced back much further than this, to pre-Egyptians, when there was a limited amount of travel associated with festivals and celebrations of a religious or spiritual nature. The early Egyptian civilization displayed a primitive social structure that rewarded the privileged classes with leisure time to enjoy such activities as dance, music, drama and archery. Travel in Egyptian times tended to be for the purpose of trade or associated with religious activities.

In Nigeria, the birth of tourism came to light in 1960 when it got independence with the flow of tourist of different kinds into the country. However, this manifested early in 1962 when the Nigeria Tourist Association (NTA) was formed as semipublic sector, having direct participation in the formulation of government policies on tourism. The association had its members coming from the federal government, Shell Company, Tobacco Company private Hoteliers, Airport hotels, some foreign airlines and the national carrier. In 1976, decree No 54 of

1976 reconstituted the NTA to Nigeria Tourism Board (NTB) In July 10 1990, the then Vice-President, Augustus Aikhomu reviewed the board at Eko Holiday Inn However, in 1992, decree 81 of December was promulgated to give birth to the Nigeria Tourism Development Corporation (NTDC) Through this decree, every state in Nigeria was required to form Tourism Board at the state and Tourism committee at Local Government level. In 2004, the National Assembly re-affirmed this through an Act of the parliament and its amendments.

Information Technology and the Tourism Industry Components

As indicated above the tourism industry is made up of three major components: namely,

- i. Transport sector, which includes air, water and surface transport,
- ii. Accommodation sector, all types of establishments that offer lodging to visitors (Hotel, Motel, Guest houses, caravans etc.)
- iii. Attraction sector which comprises manmade and natural attractions which are developed to satisfy visitor's educational, recreational, aesthetic needs, etc.

Transport

Transport facilitates the movement of holidaymakers, business travelers, people visiting friends and relatives and those undertaking educational and health tourism. Before setting out on a journey of any kind, every traveler makes sure which transport company has a good safety record. To this effect, airplanes coaches and even taxis are equipped with good communication equipment. An Airplane, flies with the help of modern information technology equipment which provides information ranging from weather, altitude and other information to the pilot, to communication made during emergency by the pilot with other airplanes and air traffic control

stations. In-flight entertainment is also a product of information technology, video games, video films are examples. In the case of buses/coaches and taxis, in many countries with developed tourism business. They are equipped with radio communication systems for various uses. For example, the driver or the tour guide updates the Tour Company headquarters about the progress of the tour throughout the touring period. This communication ensures the safety of tourists. Fast and easy information flow is of paramount importance to build confidence in the travelling public. In recent years, the confidence built due to the use of modern IT has been demonstrated by a tremendous increase in the number of travelers worldwide.

Accommodation

The contribution of information technology is prominent in the accommodation sector. Any individual or group wishing to travel to any part of the world now has an easy access to the accommodation service providers. A visitor can access an information about the kind of hotels at the destination, their ranges of product, the price and other relevant information, without leaving his/her office or home. What one has to do is to ring up a travel agency and get the expert advice. This will help any visitor greatly as to where to stay during any kind of away from home. Here the information can be obtained aided by still or moving pictures in order to give an exact feature of an accommodation, facilities and services of one's choice. At a destination also visitors are at ease during their stay in every respect, in getting information about their business, family or other information back home. They are also at ease to relax with the videos and television entertainment programs, which nowadays are part and parcel of many accommodation units.

Attraction

In the case of attractions both manmade and natural attraction owners need to communicate or inform their customers and potential customers about their product. Information about the kind of attraction, where they are located and how to get there is vital. The attraction owners particularly the national tourist offices discharge their duty of promoting their country's tourist attractions using the information technology products. Information through promotional videos, Internet web Sites, television advertisements and travel documentaries are the main information dissemination tools.

Travel Agencies and the role of information technology

One of the unique characteristics of tourism products is the need of the role played by the so-called travel agencies. These travel agencies are also known as, tour operators, conference organizers, booking agents, etc. They are so important because of the nature of the tourism product, perishables and intangibility. This means service products including tourism, cannot be stored for a later sale, and cannot be inspected for their quality before purchase respectively. This entails a very big effort for marketing and distribution of these products. Tourism product supply is fragmented both geographically and as product component, coupled with their relatively low capital volume. Individual components cannot afford to market and distribute their product for the dispersed potential and actual customers on their own. For instance, an airline company, which flies many destinations, can have a representative offices or product distribution channels in all routes it serves. In Addis Ababa itself, for example, Ethiopian Airlines has few offices to distribute and market its product. However, one can also buy Ethiopian Airline ticket from many other travel agencies in the city. This makes the travel agents an indispensable partner both in efficiently distributing and marketing the product and substantially reducing the cost of operation

for the airline. As these are working on commission basis, the cost of operation for the airline is relatively low. These travel agencies are performing this indispensable task of being intermediary by the use of computers and computer reservation systems (CRS).

CRS (Computer Reservation System)

The airline CRS systems were the pioneers of computer applications in the 1950s and are now virtually indispensable to airlines because they enable their revenue streams to be maximized by efficient inventory control (an inventory in this context refers to an airline's stock of passenger seats available for sale). However, these days, hotel and car hiring companies by renting the service from the airline companies are also employed these systems. The technology works by using computers of special kind and leased telephone lines. The travel agent is connected on line to the central host computer system or CRS. The host computer is always a mainframe with massive database attached. The mainframe host polls each travel agent terminal every second or so, to see if it has any messages to send. In this system, it is possible that airlines, hotels and car rental companies can talk to the travel agent and vice-versa. This system contributes to a great extent in increasing sales volume and giving precise information on the availability and selling the products efficiently ensuring substantial profit gain.

GDS (Global Distribution Systems)

GDSs are systems which distribute reservation and information services to sales outlets around the world. Unlike the CRSs used solely by an airline or hotel chain, GDS distribute more than one CRS to users who are usually travel agents. GDSs were formed from the airlines' several CRSs, each of which had its airline backer. Once formed, there was a period of some consolidation and shakeout, after which four main GDSs emerged. These are Amadeus, Galileo,

Sabre and World Span. These worlds leading GDSs are switched or simply computers are connected on the one side to many different supplier systems and on the other side to many end users. The end users of switch comprise travel agents with a single reservation system to support the sale of airline seats and related travel products such as hotel and car hire, via a single computer terminal, usually a Personal Computer. All the GDSs are owned by a group of airline companies. Eleven carriers of different countries, for example, own Galileo and there are 500 participating airlines companies. GDSs require massive investment because they are extremely large computer systems that link several airlines and travel principals into a complex network of PCs, telecommunications and large main frame computers. It is not important here to go into the complex operation how these GDSs are working. However, it is pertinent to say that GDS are the macro version of CRSs with a specialized and improved information technology for the distribution of Travel products.

2.2 Empirical Literature

As reported by Simon Milne, David Mason and Julia Hasse, the links between tourism, information and communication technology (ICT), and development, have captured researchers' attention for many decades (Poon 1993; Buhalis 2000). Since the mid-1990s, this interest has grown with the advent of the internet and the need to better understand the role that digital technologies play in shaping industry structure, performance, and impacts.

In this chapter, we review some of the major themes that have emerged from academic discourse on the role that ICT plays in influencing the shape and nature of tourism and its associated development outcomes. There is little doubt that ICT has influenced the structure and economic performance of the tourism industry greatly. Our focus here is on the degree to which

ICT is actually enhancing the ability of the tourism industry to meet the broader objectives that are increasingly being set out in tourism strategies around the world, particularly the desire to achieve higher economic yield and more sustainable development outcomes. (Sheldon 1997; Cooper and Lewis 2001)

The key questions that underlie our discussion are whether ICT can bring about a revolution in the ability of the industry to create and sustain an improved quality of life for communities, regions, and nations, or whether technology simply reinforces past trends. There is a great rush among tourism destinations to be part of the network age, and high hopes are held that digital technologies will lead to increase knowledge, more productive livelihoods, and greater participation in tourism planning. Yet many commentators argue that these technologies may be of little use to marginalized populations – and may actually widen the inequalities between rich and poor unless appropriate policy instruments are developed (UNDP 2001).

According to S.E Ogbu, S. Idris and A.B. Ijagbemi(2011), it is a fact that Information and Communication Technology (ICT) has reshaped our everyday lives and the society in general. It has turned the world to a global village where an individual can access what is happening in the other parts of the world at a glance. It is in light of this that efforts were made to discuss the importance of ICT in the development of tourism in Nigeria. This work has demonstrated various ways by which ICTs have been adapted for the course in tourism. The benefits inherent in this technology are immense. It was revealed that almost every tourism products can be sold online without the consumer necessarily visiting the place before making any choice since tourism products are not already manufactured goods. Booking of flights and hotel reservations can be done online through e-mail, telephone calls and other internet services thereby helping to reduce if not remove entirely the time wasting processes of the old system. It is, therefore,

obvious that its adoption is necessary for proper inclusion in these benefits and for sustainable tourism.

Katsoni Vicky reported that advances in electronic-based information and communication technologies (ICTs) are rapidly transforming social and economic conditions across the globe. As the cost of ICTs continues to fall and their capabilities increase, their applications are becoming even more vital to all sectors of the economy and society. Developments and continued growth in ICT and its application in the tourism sector, have empowered the tourism consumer and are driving significant changes within the tourism industry. The increasing spread and uses of ICT create new opportunities for countries to harness these technologies and services to promote social and economic development and human justice. Given the growing importance of technology in all organizational functions and areas, organizations can either adapt to technological changes or will have to face a decline in their organizational viability. This study is concerned with the administration of ICT in tourism regional planning and the concept of organizational change. The study explores areas of ICT literacy, and concludes that a number of challenges must be addressed if the full benefit of the use and application of ICT in tourism. The study draws the attention of all the stakeholders in the tourism sector to the need to support and promote ICT as the most effective tool for tourism regional planning, tourist information access and dissemination as well as the tourism regional development participants need for organizational change.

According to HoomanTahayori, MasoomehMoharrer, one of the major limitations of all the information distribution channels in tourism industry, is that they, for the most part, all ultimately flow through the GDSs. Of course, this has several implications in terms of cost, audience and information content. As a result, many tourism suppliers would like to bypass the

GDS route and use electronic distribution to sell directly to the consumer. With the phenomenal growth in the use of the Internet and the World Wide Web, both in the home and in the workplace, and the opportunities presented by falling hardware and communications costs⁵⁰ potential now exists for tourism suppliers to both distribute information to and process reservations from customers directly. In his paper by considering some of the trends shaping modern business strategies such as the mass customization of services, the interactive design of products with customers, the service envelope a round the most basic products and the increasing information intensity of products, we illustrates how such trends apply to the tourism industry and describes the way ICT can support or enable such strategies. Then we analyze the role of ICT in tourism industry by introducing a framework to classify and analyze related organizations around three dimensions, distinguishing what happens (1) at the boundary of the firms, (2) in their relations with their customers and suppliers and (3) on the markets they reach. The actors that we primarily consider are the following: (1) the service providers (hotels, airlines, congress organizers, etc.), the travel agencies, and other intermediaries, (2) the final customers (both corporate and individual), and (3) the countries (often represented by their tourism offices). Finally, we describe some innovative ways of using ICT, among others, to expand an actor's business.

Sadr, Seyed Mohammad Hossein (2013) investigated the ICT effect on tourism industry in Iran economic growth over 1350-1390 period using co-integration and error correction methodology. As economic growth and ICT implication on society variables used in empirical analysis was integrated of one, employed Granger causality test. This study examines how the ICT and Internet gradually change the tourism industry structure in Iran; how important such changes are, and to where such changes will lead Iran's tourism industry. So far, little research

has been done to explore the ICT and Internet adoption status in the other country tourism industry and the impact of ICT on the structure of the industry. Iranian tourism makes an important and increasing contribution to economic growth and it represents one of the best opportunities to create income and employment for our country. In this study, we illustrate how such trends apply to the tourism industry and describes the way ICT can support or enable such strategies. Then we analyse the role of ICT in tourism industry on Iran economic growth by introducing a framework to classify and analyze related organizations around three dimensions, distinguishing what happens (1) at the boundary of the firms, (2) in their relations with their customers and suppliers and (3) on the markets they reach. The results show that in the short-run, the Granger causality runs from e-tourism to economic growth in Iran. However, in the long run there is bi-directional Granger causality relationship for this country. In other words, if unidirectional causality runs from tourism to income, increasing in investment in e-tourism industry could lead to an increase in economic growth.

IssaSeif, Hildebrand Shayo, Ernest Abaho and Mohammed Ali Sheikh (2013), rapid and meaningful development of information communication technologies (ICTs) and the expansion of the Internet have entered in all aspects of human life. Tourism as one of the currently fastest growing industries across the world cannot progress without ICT support so are the tourism based hotels. The study focused on tourist hotels in Zanzibar. Using a descriptive and cross-section design, this study investigated the nature of ICT resources and the prevailing encumbrances to the utilization of ICT in Zanzibar. Results indicated a high level of awareness and usage of ICT applications in Zanzibar's hotel industry. However, utilization in e-booking and e-reservation is still low. Theoretical and policy implications are discussed.

2.3 Theoretical Orientation

Institutional effort is important in the diffusion of ICT, however, the acceptance and use of these technologies by individuals within the organization is essential for its institutionalization (Zucker, 1987). A number of theoretical models have been used to explain user acceptance and usage behaviour of information and communication technologies in various scenarios. One of the most widely used theoretical models is the Technology Acceptance Model (TAM) (Davis, 1989) (Huynh & Yaling, 2013). The technology acceptance model is often used to present the causal relationships between external variables, perceived usefulness, perceived ease of use, attitude toward using and actual usage behaviour. TAM is thus an informative representation of the mechanisms by which design choices and other exogenous factors influence user acceptance and usage behaviour. TAM could therefore, be applied in the contexts of forecasting and evaluating user acceptance of information and communication technology. TAM is an adaptation of the Theory of Reasoned Action (TRA) (Ajzen & Fishbein, 1980) with a prediction that perceived ease of use and perceived usefulness determine individuals' behavioural intention to use a technology (Taylor & Todd, 1995). TAM further predicts that the effect of external variables such as system design characteristics on intention are mediated by the key beliefs of perceived ease of use and perceived usefulness. TAM has received extensive empirical support through validations, applications, and replications by researchers and practitioners, suggesting that TAM is robust across time, settings, populations, and technologies (Venkatesh & Davis, A Model of Antecedents of Perceived Ease of Use, Development and Test, 1996).

The simplicity of TAM combined with its predictive power make it easy to apply to different situations (Venkatesh, Determinants of Perceived ease of Use: Integrating Control, Intrinsic Motivation and Emotion into the Technology Acceptance Model, 2000). However, it is

argued that the predictive nature of TAM results provide insufficient understanding for system designers to enable user acceptance for new information and communication system (Mathieson, 1991). Hence, TAM has not been facilitating an understanding or explanation of acceptance in ways that guide development beyond suggesting that system characteristics impact ease of use. For instance, there are other external variables apart from design features that affect the ease of use (Venkatesh, Determinants of Perceived ease of Use: Integrating Control, Intrinsic Motivation and Emotion into the Technology Acceptance Model, 2000).

Information and Communication Technology (ICT) comprises computing and allied equipment (Wilson, 1992) and communications infrastructure which together facilitate, “the gathering and processing of data and subsequent storing and distributing and communicating information” (Evans, 1990). In other words ICT is a collection of hardware and software used in the collection, storage, processing, dissemination and use of information (Agboola, 2009). Indeed, Information and Communications Technology (ICT) has become a catchword with different interpretations and viewpoints even among experts (Osterwalder, 2003). The rapid advances in technology drastically changed the traditional ways in which information was processed, communications conducted, and services made available (Sarfo, 2007).

2.4 Research Method

This section deals with the research method and various steps involved in carrying out the study. It is organized under the following sub-headings, design of the study, population of the study, sample and sampling techniques, research instrument, sources of data, data collection procedure, method of data analysis and description of the study area.

Design of the Study

The study adopted a descriptive survey design. According to Nwogu (2006), descriptive survey is a type of study which aims at collecting data on, and describing in a systematic manner, the characteristic, features, or facts about a given population. Thus, the researcher deems it necessary to use this design because it uses a representative sample of the entire population, and because it will enable the researcher to collect data and describe facts on the impact of infrastructure on property values in Anambra State.

Population of the Study

The population of this study comprises of 195 ICT, Tourist destinations and hotel accommodations duly registered in their various registry and their hotel accommodation and tourist sites approved by the state government in the Paja six years between 2009-2015 (source: Anambra State Ministry of Information, Culture and Tourism).

Sample and Sampling Technique

The sample of this study will be 15 tourist sites in the state. The study will use stratified sampling techniques to come up with the sample. This will be based on the heterogeneous nature of the target population. This consists of five areas, all of which will be represented in the sample as shown in the table below. Stratified random sampling technique is necessary as it ensures that all the areas were represented. The sample size will be 10% of the target population, since it is a representation of the entire population.

Sample Size**Location**

Awka

Onitsha

Anaocha

Orumba South

Oyi

Research Instrument

The research instrument for this study will be a GPS, ranging pole and a structured research questionnaire. The questionnaire consists of two sections, section A and section B. Section A comprised information regarding the demographic data of the respondents. Section B contained items built in clusters representing the research questions which will be shown at the end of this chapter. The responses were made on a two point scale, thus; Agreed (A) and Disagreed (D) Undecided (U)

Sources of Data

The study will make use of both primary and secondary data sources. Primary data also known as raw or original data were new data that will be obtained from the respondents while secondary data already exists, which is data on ICT and tourism obtained from existing literature and published documents.

Data Collection Procedure

Data for the study will be collected using three research assistants. These assistants will be given some training and orientation on the purpose and nature of the study, and how to distribute,

collect and handle the retrieved copies of the questionnaire. This is necessary because in cases where it will not be possible to collect the completed questionnaire on the spot, the research assistants will help the researcher in retrieving them on agreed later dates.

Method of Data Analysis

The data collected will be analyzed using mean (\bar{X}) scores and standard deviation (SD). The mean scores and standard deviation will be employed in answering the research questions. The t test statistics will be used to test the hypothesis at 0.05 level of significance. Limits of real numbers will be used to determine the mean range and decision levels as follows: Agree (2), Disagree (1). Undecided (0)

Description of the Study Area

The study will be conducted in Anambra State Nigeria, which is a commercial center in South East Nigeria. It is made up of 21 local governments which are Aguata, Anambra East, Awka North, Awka South, Anaocha, Ayamelu, Dukunofia, Nnewi North, Nnewi South, Ojoto, Onitsha North, Onitsha South, Ogbaru, Ekwusigo, Njikoka, Idemili North, Idemili South, Orumba North, Orumba South, Anaocha, and Ihiala. Awka, Nnewi & Onitsha are the highly populated cities in the south east Nigeria because of the presence of commercial activities prevailing there. This thus, arouses the interest of the researcher to consider it necessary to carry out the study there.

CHAPTER THREE

BACKGROUND INFORMATION

3.1 Geographical Information

The geographical area known today as Anambra State of Nigeria came into being along with eight others, on 27th August 1991, following the creation of states exercise of the historic year. It was created from the old Anambra State. Significantly enough, it derives its name from Anambra River, which is a tributary of the majestic River Niger. The capital of Anambra State is Awka, but it has Onitsha and Nnewi and Ekwulobia as its major commercial centres. The Onitsha main market is reputed to be the largest of its kind in the West Africa sub-region.

A lot of Anambra people do not know their history. Most of the population of Anambra State are members of the enterprising Igbo ethnic group. Its name is an anglicized version of the original 'OmaMbala', the native name of the Anambra River. The state's theme is "Light Of The Nation". It is bounded by Delta State in the west, Imo State and Rivers State in the south, Enugu State in the east and Kogi State in the north.

Anambra is the eighth most populated state in the Federal Republic of Nigeria and the second most densely populated state in Nigeria after Lagos State. The stretch of more than 45 km between Oba and Amorka contains a cluster of numerous thickly populated villages and small towns giving the area an estimated average density of 1,500–2,000 persons per square kilometre. Anambra is rich in natural gas, crude oil, bauxite, ceramic and has an almost 100 percent arable soil. In the year 2006, foundation laying ceremony for the first Nigerian private refinery Orient Petroleum Refinery(OPR) was made at Aguleri area.

Furthermore, Anambra state is a state that has many other resources in terms of agro-based activities like fishery and farming, as well as land cultivated for pasturing and animal husbandry. Currently, Anambra State has the lowest poverty rate in Nigeria. The are renowned for their resourcefulness and spirit of entrepreneurship. The Anambra Igbo are ubiquitous and can be found in all nooks and crannies of Nigeria, as well as in virtually every region of the world. Anambra State is located in the south central area of south eastern Nigeria. With Imo State, it forms the heartland of Igbo land.

The people of the state are warm, hospitable and highly enterprising and could be found engaged in trading all over the country. The state comprised of 21 local government areas, namely, Aguata, Anambra East, Awka North, Awka South, Anaocha, Ayamelu, Dukunofia, Nnewi North, Nnewi South, Ojoto, Onitsha North, Onitsha South, Ogbaru, Ekwusigo, Njikoka, Idemili North, Idemili South, Orumba North, Orumba South, Anaocha, and Ihiala.

The State covers an area of 4,416sqkm; has tropical rain forest vegetation, humid climate with a temperature of about 87F and a rainfall of between 152cm-203cm. Situated on rolling flat land on the eastern plains of the River Niger, the State has a population of 4,055,048 people, according to the 2006 census. There are few states in the country that have as many neighbours as Anambra State, which shares boundaries with Abia, Delta, Enugu, Imo and Kogi States. (The official website of Anambra state government) www.anambrastate.gov.org.

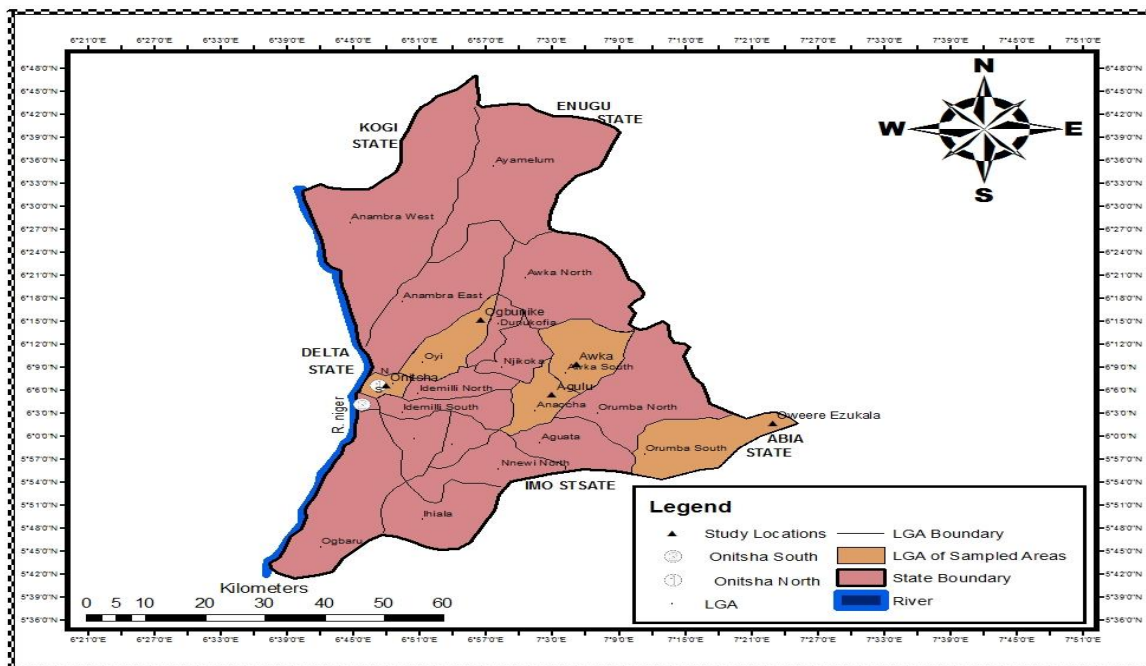


FIGURE 1: MAP OF ANAMBRA

3.2 Historical Background.

Anambra possesses a history that stretches back to the 9th century AD, as revealed by archaeological excavations at Igbo-Ukwu and Ezira; Great works of art in iron, bronze, copper, and pottery works belonging to the ancient Kingdom of Nri, revealed a sophisticated divine Kingship administrative system which held sway in the area of Anambra from c. 948 AD to 1911.

During the Nigerian/Biafran war, a relief airstrip, was constructed by Biafran engineers in the town of Uli/Amorka (code named "Annabelle"). Extremely dangerous relief flights took off from Sao Tome and other sites loaded with tons of food and medicine for the distressed Biafran population. Uli/Amorka airstrip was the site where brave American pilots like Alex Nicoll, and scores of others, made the supreme sacrifice in the service of humanity, delivering tons of relief

supplies to the Biafran population. Disgusted by the suffering and mounting death toll in Biafra from starvation as well as the continuous harassment of the relief planes by the Nigerian Airforce, Carl Gustaf von Rosen resigned as a Red Cross relief pilot and helped Biafra to form an Airforce of five Minicoin planes Malmö MFI-9 stationed at the Uga airstrip. He named his tiny but effective airforce "Babies of Biafra" in honour of the babies who died via starvation inside Biafra. Old Anambra State was created in 1976 from part of East Central State, and its capital was Enugu. A further re-organisation in 1991 divided Anambra into two states, Anambra and Enugu. The capital of Anambra is Awka. (Origin and history of Anambra Towns by Tony Christopher)

One of special characteristics of Anambra State is the immense resourcefulness of its people who carry on a most animated business and other relationships with people who come across them. Perhaps, because of this, the state for its survival is dependent on both inter and intra-peace, harmony and uninterrupted flow and exchange of ideas, goods and services.

There is no question at all that there is a large variety of ways, especially through 'do-it yourself' development programmes, that clearly give expression to the people's commitment in several community development efforts. These efforts, which are easily visible in the areas of construction of rural roads, culverts & bridges, health institutions, rural electricity supply, educational institutions, bore-holes etc, have now come to acquire a proverbial dimension. Thus, the highly industrious and resourceful people of Anambra State have done remarkable development work in all parts of the state with energy and determination. Indeed, the rich human resources of the state are not in doubt; NdiAnambra are known for their enterprising disposition.

Perhaps, nowhere is the tenacity of NdiAnambra more evident than in their vigorous struggle for personal achievement.

The Igbo language is the mother tongue, but English is widely spoken and a lot of the non-literate population understand and speak 'pidgin' English. However, a small group of Igala-speaking people exists in Anambra West LGA of the state. In addition, citizens of the state live and work in virtually every part of the country and easily learn the languages of their places of sojourn. They also integrate easily with host communities where they find themselves because of their friendliness and large-hearted nature. NdiAnambra have very high regard for, and are openly generous to strangers. Indeed, the people are willing to go to great lengths to shower their well-known traditional hospitality on visitors and strangers.

Anambra's political history can be described as varied and up until recent history, troubled. It is a state with a long list of "firsts" in Nigeria history that dubbed the sobriquet "The Light of The Nation". On May 29, 1999, Chinwoke Mbadinuju was sworn in as civilian governor of Anambra state, after many years of military rule. His administration was marred by heavy problems. The most notable is the teachers' salary which was withheld for a long time. This led to a ten-months strike in all the government secondary schools in the state. Also, before his rule, secondary education had been free of charge. But his administration prescribed a tuition fee of 3000 Naira per term for all secondary schools, which led to an unprecedented massive demonstration by the secondary school students from all over the state. Many people attribute Mbadinuju's failure to political godfathers a debacle that also trailed his successor. On May 26, 2003, Chris Ngige was sworn in as the new governor of the state, but he was removed in March 2006 when Peter Obi of APGA dragged him to court on charges of electoral malpractice. The

Court of Appeal in Enugu asserted that his election victory in 2003 was fraudulent and ordered him to leave the seat. Peter Obi was in turn ousted by a faction of the Anambra State House of Assembly on November 2, 2006 and replaced by Virginia Etiaba, his deputy. On February 9, 2007 Mrs. Etiaba handed power back to Obi after the Court of Appeal had nullified Obi's removal.

On April 14, 2007, Andy Uba of PDP was "elected" the new governor of the state and, on May 29, was sworn in as the new governor. The election was reported to be massively rigged and was disapproved all over the country. On June 14, 2007 the Supreme Court of Nigeria removed Andy Uba from office and replaced him with his predecessor Peter Obi, on the ground that Peter Obi's tenure had not ended, therefore there was no vacancy in the governorship.

On Saturday, 6 February 2010, Peter Obi was re-elected governor for a second term of four years, after a hot contest with Chris Ngige, a former governor of the state Prof. Charles Soludo, a former governor of the Central Bank of Nigeria and Andy Uba who was a strong voice in the state's politics. Other contenders included Mrs Uche Ekwunife, Prince Nicholas Ukachukwu and many others. Altogether, there were twenty-five contestants for the office. Peter Obi was named the winner of the election, with more than 30% votes above the immediate runner-up. Presently, Chief Willie Maduabuchukwu Obiano was sworn in on the 17th of March, 2014 as the new governor after the expiration of the Peter Obi second term, having won the November 16th, 2013 election. With an annual population growth rate of 2.21 percent per annum, Anambra State has over 60% of its people living in urban areas making it one of the most urbanized places in Nigeria. The major urban centres of Anambra state are Onitsha including Okpoko, Nnewi, and Awka. Awka and Onitsha developed as pre-colonial urban centres with Awka as the craft

industrial centre of the Nri hegemony and Onitsha the city state on the Niger and a river port and commercial centre.

Onitsha is a fast-growing commercial city, and has developed to become a huge conurbation extending to Idemili, Oyi and Anambra East LGAs with one of the largest markets in West Africa. Nnewi (the Taiwan of Nigeria) is a rapidly developing industrial and commercial centre; and Awka, by becoming the state capital is, as it were, regaining its pre-colonial administrative eminence.

Other main towns of Anambra state are: Abagana, Abba, Abacha, Abatete, Achalla, Achina, AdaziAni, Adazi-Enu, Adazi-Nnukwu, Agukwu, Aguleri, Agulu, Aguluezechukwu, Aguluzigbo, Ajalli, Akpo, Akpu, Akwaeze, Akwaukwu, Alor, Amaetiti, Amansea, Amanuke, Amaokpala, Amawbia, Amesi, Amichi, Amorka, Anaku, Atani, Awa, Awba-Ofemili, Awgbu, Awka-Etiti, Awkuzu, Azia, Azigbo, Ebenator, Ebenebe, Ekwulobia, Ekwulumili, Enugwu-Agidi, EnugwuAguleri, EnugwuUkwu, Ezinifite, Ezinihite, Eziowelle, Ezira, Ichi, Ichida, Ideani, Ifitedunu, Ifite-Ogwari, Igbakwu, Igbariam, Igbo-Ukwu, Ihembosi, Ihiala, Ikenga, Iseke, Isuaniocha, Isulo, Isuofia, Lilu, Mbosi, Mgbakwu, MmiataAnam, Nando, Nanka, Nawfia, Nawfija, Nawgu, Ndikelionwu, Ndi-okpaleke, Ndiukwuenu, Nibo, Nimo, Nise, Nkpologwu, Nkpor, Nkwelle-Ezunaka, Nneni, Nnobi, Nnokwa, Nnokwa, Nsugbe, Nteje, Oba, Obeledu, Obosi, Ogbunike, Ogbunka, Ogidi, Ojoto, Okija, Oko, Okpeze, Omasi, Omogho, Omor, Ora-Eri, Oraifite, Oraukwu, Orsumoghu, Osumenyi, Owellezukala, Ozubulu, Ubuluisiuzor, Ufuma, Uga, Ugbenne, Ugbenu, Uke, Ukpo, Ukpor, Uli, Umuanaga, Umuawulu, Umuchu, Umudioka, Umueje, Umuerum, UmuezeAnam, Umuleri, Umumbo, Umunachi, Umunya, Umunze, Umuoji, Umuomaku, Unubi, Utuh and so on.

3.3 Climate and vegetation

3.3.1 Climate

Anambra state has a tropical climate. The average temperature in Anambra is 25.9⁰c in a year, the average rainfall is 1386m m. the driest month is January, with 8 mm of rainfall in September; the precipitation reaches its peak, with an average of 279m. The warmness month of the year is March, with an average temperature of 28.1⁰c. At 24.2⁰c on average, August is the coldest month of the year (en.climate-data.org) Anambra state experiences two major seasons, the rainy season which starts at the end of the month of March and lasts till end of October, and the dry season which starts in the month of March. It records about 3,000mm of rain water per annum, this makes the area suitable for agricultural production. Among food crops grown on the state include; yam, cassava, cocoyam, amongst others.(www.cometonigeria.com)

3.3.2 Vegetation

Annual rainfall is high in Anambra state. Consequently the annual vegetation in the greater part of Anambra state is tropical dry or deciduous forest, which in its original form, comprises tall trees with thick undergrowth and numerous climbers. The typical trees (sill, cotton and oil bean) are deciduous and shed their leaves in the dry season. Only the southern part of the state where the annual rain fall is higher and the dry season is shorter, is the natural vegetation marginally the tropical rainforest type. Because of the high population density in the state, most of the forests have been cleared for settlement and cultivation. What exists now is secondary regrowth, or a forest savannah mosaic, where the oil palm is predominant, together with selectively preserved economic trees. Relic of the original vegetation may, however, be found in some “juju” shrines or some in accessible places (www.onenigeria.com/links/anambraadu.asp?blurb=195).

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 TOURIST DESTINATION AND SITES IN ANAMBRA STATE

From the research carried out, the researcher found out that Anambra State is a place basically known for trading. Tourism in Anambra is less developed because state government does not see it as a business notwithstanding that there are a good number of interesting sites and tourist locations in the State. This chapter shall reveal some fascinating sites which could be good sources of income through tourism but have been ignored not only by the government but by its people.

The researcher narrowed down his study to four major local governments in Anambra State, namely Awka, Onitsha, Agulu and Orumba south. These places were selected based on the fact that they were the more developed places in Anambra and have more chances to meet people who could throw more light on the views of ICT on tourism development.

Before going down to the research areas, it is pertinent to give a run down of some tourist sites and locations found in Anambra State in no particular order:

- Agulu lake
- Igbo-ukwu site
- Awka Amusement park (still under construction).
- The on going international Airport
- Obi of Onitsha palace
- Onitsha head bridge
- Ogbunike cave

- Ogbaukwu cave & water fall
- Nanka Erosion site seeing view

4.1.1 Tourism Products in Anambra State

Anambra state has a few number of hotels, road transport companies and the attractions which have been listed above. These products are found in Anambra State but are mainly not for the purpose of tourists coming into the state, (especially the transport system)but for traders coming in and out of the state for business purpose. Its good news to see that the state government have started the project of constructing an Air port in the state.

Since we have the concept of business tourism, it will be fair to say that few of the business men who visit Anambra state for business can be classified as tourists. Some of the transport companies are;

- Glabos transport company.
- Rivers state transport
- Peace mass transit
- Tracas
- Chisco
- G.U. Okeke& Sons
- All welcome Transport
- AnayoChukwu
- Bestway motors
- E. Ekesons
- Ekenedilichukwu Nig. LTD
- A B C. Motors

- Young Shall Grow, etc.

The research showed that some of the business men come from different part of the country to relax and lodge in hotels and guest houses and also attend the live band shows which these hotels provide for relaxation.

However, this brings us to the accommodation sector which is one of the basic tourist products. Accommodation could be hotels, motels, guest houses, inns, or even family houses. But for the sake of this research, we will concentrate on hotels because it is a huge source of revenue for the state.

Accommodation is a place where someone can have rest and comfort after a stressful day or event. Most tourists find hotel accommodation comfortable because it is peaceful and relaxing and also it feels like a home away from home. Anambra state has over 207 hotels. Some of these hotels are:

- Dolphin suites & hotels
- Dolly hills hotels
- Beverly hills Resort & hotels
- Marbe Arch Hotels
- Queens Suits
- De lumen Suits
- Trig point Hotels
- De Benjamine's hotels, etc

4.1.2 ICT in Anambra State

Information communication Technology in Anambra State has grown within the different sectors ranging from Banking, Telecommunication, Transport, education, media, health, and even hospitality even though its hold is not that strong on hospitality in Anambra State. ICT is widely used in these different business sectors in Anambra States. The banks uses computers, internet services, ATM machines, POS, TV's, phones, and even CCTV cameras. The Telecommunication sectors which include globacom, MTN, etisalat, and airtel use every form of ICT to operate effectively, like the computers, phones, internet services, etc.

The transport, health, education and even the media sector use computers, phones, internet services, CCTV cameras, projectors, speakers, radio, television etc.

4.2 THE STATE OF ICT ON TOURIST SITES IN ANAMBRA STATE

From the research carried out by the researcher, Information Communication Technology on tourist sites in Anambra State is very poor. Most of the cultural sites have no form of ICT, although most of them have internet presence i.e these tourist sites can be found online when using a search engine. Aside that, the sites in Anambra need urgent attention. It is not necessary to change everything in the site into modern facilities. They sites can still retain their cultural touch while developing internet network services so that visitors and tourists could operate there mobile phones when visiting these sites because from the research carried out, these sites have no network signals. It was even difficult to get the GPS of some particular sites during the research (e.g Ogbaukwu cave & water fall).

However, from the research carried out, the new Awka children's park which is under construction will be making use of ICT for operations and same with the on-going mall and airport which are still under construction.

The construction of cable cars and internet services around the tourist sites in Anambra would be a very big development and huge platform for visitors and researchers to carry out a good research and also have fun which would be difficult for them to resist. This will, in return, generate jobs for the people of Anambra and also generate income to the state government.

4.3 FACTORS MILITATING AGAINST ICT IN TOURISM PROMOTION IN ANAMBRA STATE

One of the major factors militating against ICT in tourism development is politics and government lack of interest. The state government has not taken deep interest in tourism matters in the state. If the state government puts interest in tourism, it will see the need for ICT and how it can help develop and promote the transit sites and cultural heritage of the state. The government should not just allocate funds for these projects and ignore it, because the political system of this country is so irresponsible. Political office holder can embezzle the funds and leave the projects at their document stage without carrying them out.

Insecurity and vandalization is another factor that militate against ICT development. It is no news that where there is no security, there is bound to be crimes. Installing the ICT equipment is not the major issue, but getting high security to guard these equipment because of criminals who would break in and steal them for their own selfish gain. Most times, the criminals end up selling those equipment to the black market.

Lack of electricity supply, when there is no or less of electricity supply, how the ICT engine functions? That is why the federal government must come in and in make sure that there is constant power supply especially in the state that is known to be a trade zone/ commercial centre. This will not only enable tourism to develop but also improve on the trading system of the state, making it an international affairs.

Accessibility: It is no longer news that the Anambra state government has improved on the major roads in Anambra state, but during this research, the researcher found out that the roads that lead to some of the sites like Ogbunike cave and Ogbaukwu cave and water fall are still under-developed. This will make it difficult for most ICT firms and sectors to set up any form of network system which would be helpful to the tourism sites. Once there are good accessible roads, the movement of information communication technology can take its place in those tourist sites and function effectively.

(e)Literacy is another major factor. Most of the local communities do not know what ICT is. They feel people want to come and take over their place or come to make money from them. When carrying out this research, some of the local community members who posed as custodians of the sites tried to stop the research, reasons being that the researcher has come to make money from their land. They insisted that before anything is done or said about the site, the researcher must pay a huge sum of money. This attitude is what you see or experience, and it drives people away and also development from the town.

4.4 MEASURES TO IMPROVE ON ICT IN TOURISM DEVELOPMENT IN ANAMBRA STATE.

There are certain measures which can be taken to help improve on the development of ICT in tourism. The measures are not meant for the state government alone but also the federal government, private firms, stakeholders, business men, lecturers and teachers, managements of companies, students and even the people of Anambra State.

4.4.1 Educational Measures

Education is the key to success. If the state must succeed in developing tourism through ICT, it must first educate the masses on what ICT is and its importance to the development of the state as a whole. Starting from the primary schools to the tertiary, also on Medias such as radio and television, news paper, etc can be used to create public awareness. This will help the people to open up their minds and accept this innovation so that they donot think otherwise or feel cheated. It is also necessary to educate and train tourism operators of firms on the use of ICT, especially how to operate them through the use of manuals, trainings and poster signs.

4.4.2 Management Measures

Having ICT facilities does not end the problem of ICT usage in tourism sectors. Managing and initialing these facilities is necessary. Constant check of these facilities would help them last longer and function effectively. It is necessary to have ICT specialist who would help rectify any issues that come up immediately and also keep them in good shape. These management measures also goes to tourism facilities, it is also necessary to manage and maintain the facilities for them to be in good shape for a good number of period, before changing or replacing any that has fault.

4.5 DATA INTERPRETATION AND ANALYSIS

Obi of Onitsha Palace

The Obi of Onitsha palace is a beautiful scenario located at the heart of Onitsha in Anambra State. The palace is beautifully placed by the side of the road and has beautiful esthetics, and sculptures of the past Obi's coated in bronze beautifully planted flowers and nicely arranged seat-outs for visitor and tourists alike. The palace is a place for meeting the Igwe for help and assistance and settling of disputes between indigenes. It has no other form of ICT expect the use of mobile phones.

Onitsha Main Bridge

The Onitsha main bridge which is also known as the Niger Bridge is a beautifully constructed bridge and is known to be one of the largest bridges in West Africa. It is a beautiful site for tourist to see and also stand or walk on the sideways of the bridge to see fishermen boats moving in the river. This Onitsha main bridge is located between the exit of Onitsha town and entry of Delta state. The bridge is a link from the south east part of Nigeria to the west and is a major road for traders travelling to Lagos from the south east.



PLATE 1: ONITSHA MAIN BRIDGE

Onitsha Main Market

Onitsha main market is the biggest market in West Africa. Just like other trade centers in the European countries, the Onitsha main market is also a tourist site, depicting the actual nature of a real African woman market. But according to Nwabueze Okonkwo or the Vanguard online news, October 1st, 2014, Onitsha main market, the acclaimed largest market in West African showered economium on Governor Willie Obiano of Anambra state for the installation of metro digital mobile camera television, CCTV inside the market lines to help detect and prevent crimes and fire incidents within the market premises.

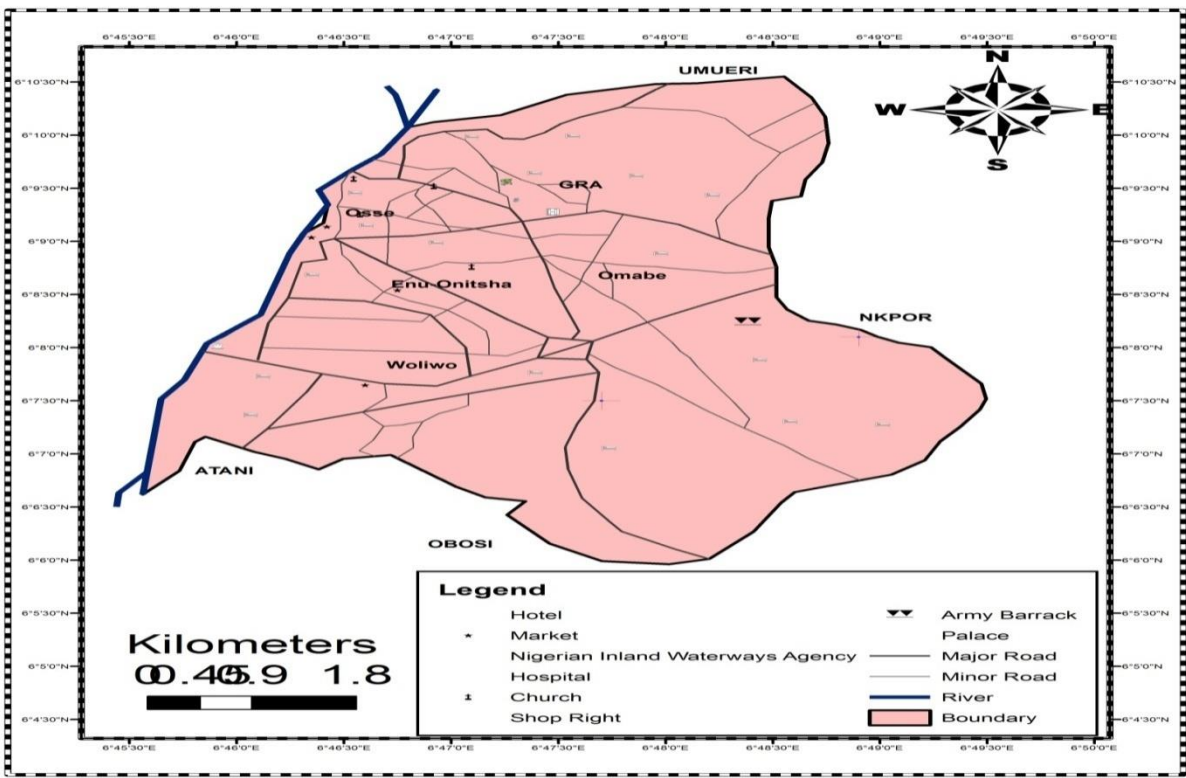


FIGURE 2: MAP OF ONITSHA

Ogba ukwu Cave

It is said this is one of the largest caves in West African. Its entrance starts from a town called Owerre – Ezukala in Anambra ends in Awlaw (oro) in Enugu state. The cave is said to be where God lived when he was on earth (myths). Legends has it that the father of the town (Ogba Mbiata) from Owerri, Imo state, settled in the cave and lived there, which justify the structures and equipment found in the cave like baskets, cow leg in form of a stone, palm tree, gun, tortoise, human skull, etc all in rock formations.

Before now people do not visit the cave anyhow, but now people usually visit there anytime they want. The visitors are both students on excursions and other visitors who know about the place The cave is said to be on Anambra state government website.

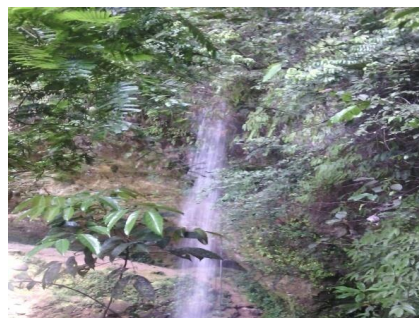
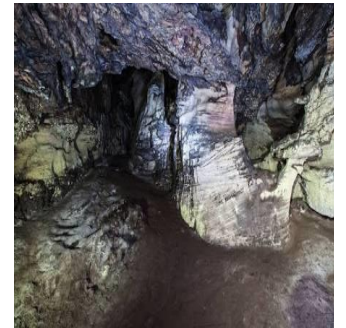


PLATE 2: OGBA UKWU CAVE AND WATER FALL

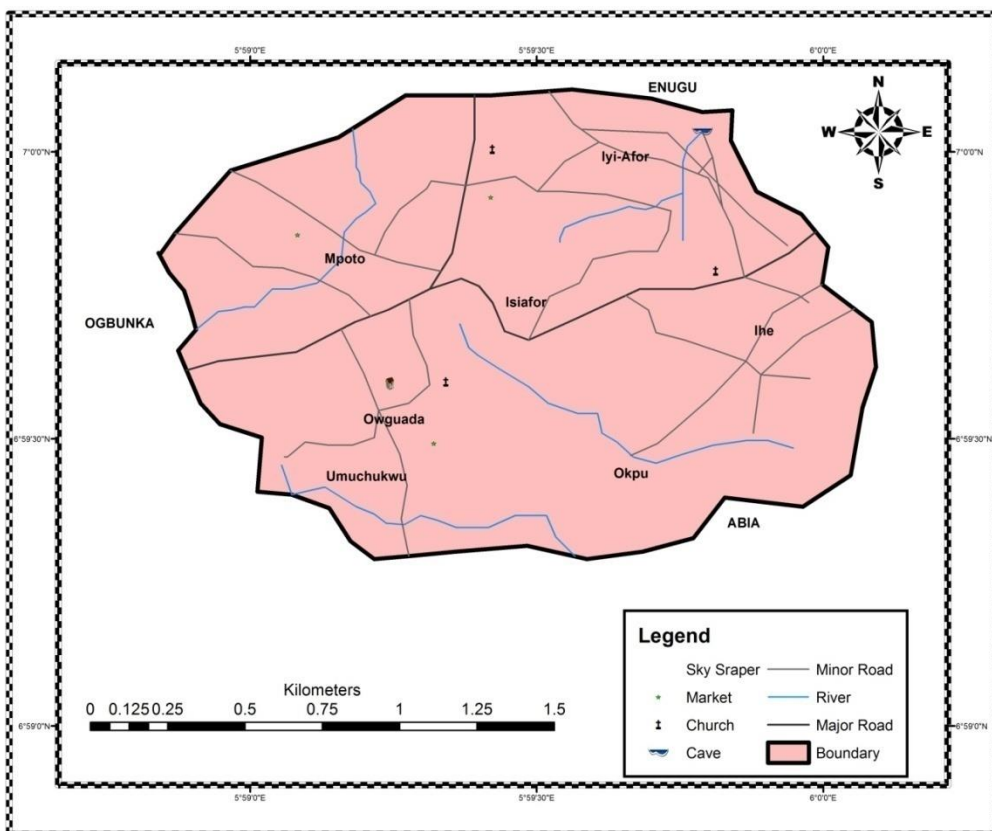


FIGURE 3: MAP OF OWEERE EZUKALA

Rojenny Tourist Village

The Rojenny tourist village is located in Oba, a peaceful town located on the Owerri-Onitsha Express way in Anambra. The land is about eight kilometers long and has been described as a dream tourist destination; one day isn't enough to explore it all. The village is a green oasis and visitors are welcomed with the finest African hospitality. Inside, there is a zoo. There is also a museum, an amusement park, stadium, swimming pool, night club and much more. There are also restaurants and tourist's accommodations with all the comforts you need to ensure you have a relaxing and enjoyable stay. The village is a fantastic base for those who want to explore the south of Nigeria and also a spiritual destination for Christians.

(www.mydestination.com/nigeria/things-to-do/192394/rojenny-tourists-village)



PLATE 3: ROJENNY TOURIST VILLAGE

Ogbunike Caves

The Ogbunike cave was said to be discovered by a hunter called Ukwa. The cave is situated in a valley with tropical rain forest behind the “Ogba” hills in which lies St Monica college, Ogbunike. It is also said that the cave served as a hiding place where Africans hide from slave raiding, parties during the slave trade period.

The cave has a tropical rainforest type of vegetation suitable for tourists to visit and relax. Among the fauna of the site are deer, antelope, grass cutter, porcupine, rabbit, alligator, snakes, frogs, fish, crabs and birds.



PLATE 4: OGBUNIKE CAVE

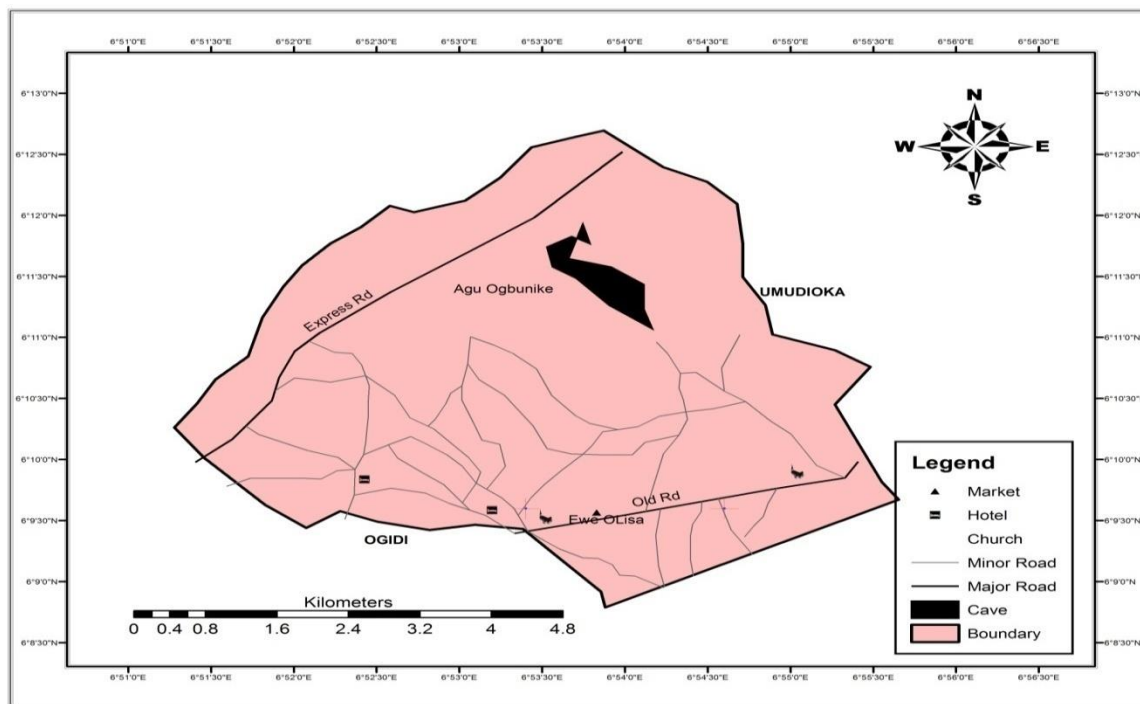


FIGURE 4: MAP OF OGBUNIKE

Awka Amusement Park

Awka Amusement park is an ongoing development effort along the Awka Onitsha express way in Anambra state. It is an amusement park for kids and tourists alike. The amusement park is being constructed to contain a maximum capacity of 5,000 tourists and visitors. It contains facilities for entertainment and relaxation, children centre, cinema, shipping halls, fast foods and lots more.

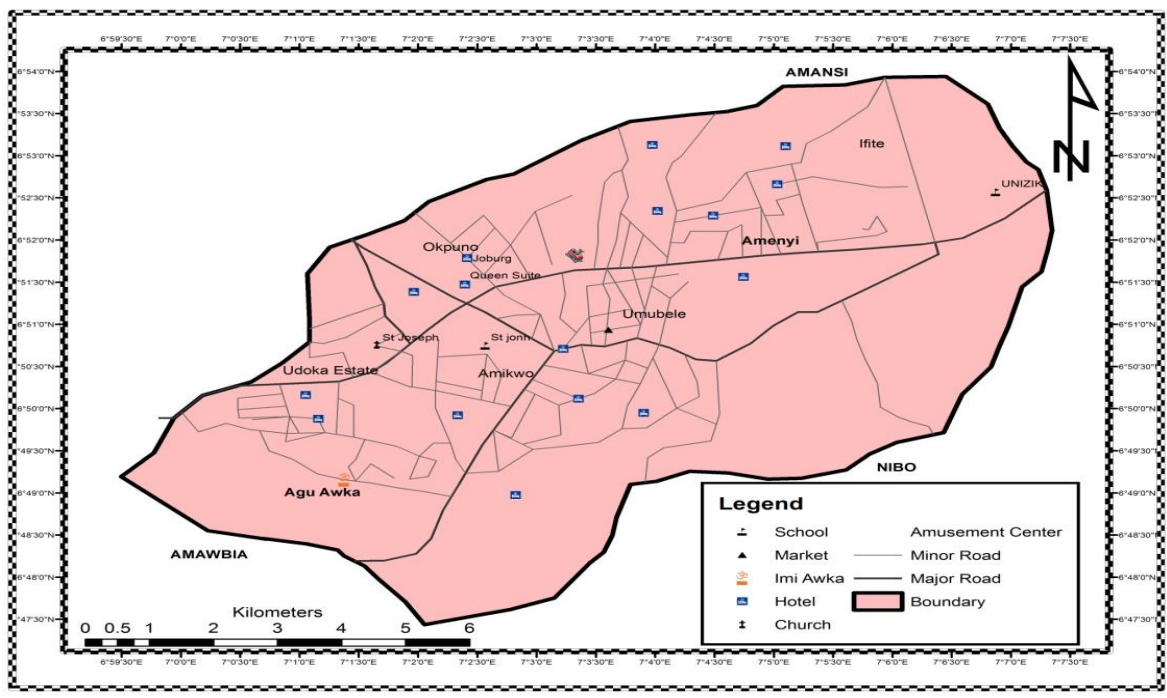


FIGURE 5: MAP OF AWKA

Nanka Erosion Site

Nanka erosion site is located in Nanka town, Orumba North Local Government Area of Anambra State. As horrible as the land slide may look, it could create a very good tourists site if well harnessed and developed for site seeing and games reserve. It is also of archaeological value and if taken care of properly by the state and federal government.

Agulu Lake

Perhaps when it is said that politics is a dirty game, what readily comes to most minds in Agulu in Anaocha Local Government Area of Anambra State and environs, is how Agulu lake, a veritable tourist attraction, has suffered neglect by successive administration right from the Eastern Region era.(newtelegraphonline.com). Anambra state has traditional attractions such as sacred streams, lakes with potential for investment and tourism development of which Agulu lake is one. “The Agulu Lake is not a common lake, it is traditionally inclined, has cultural landmarks and is believed to be possessed by spirits and has no form of ICT within the environment.



PLATE 5: AGULU LAKE

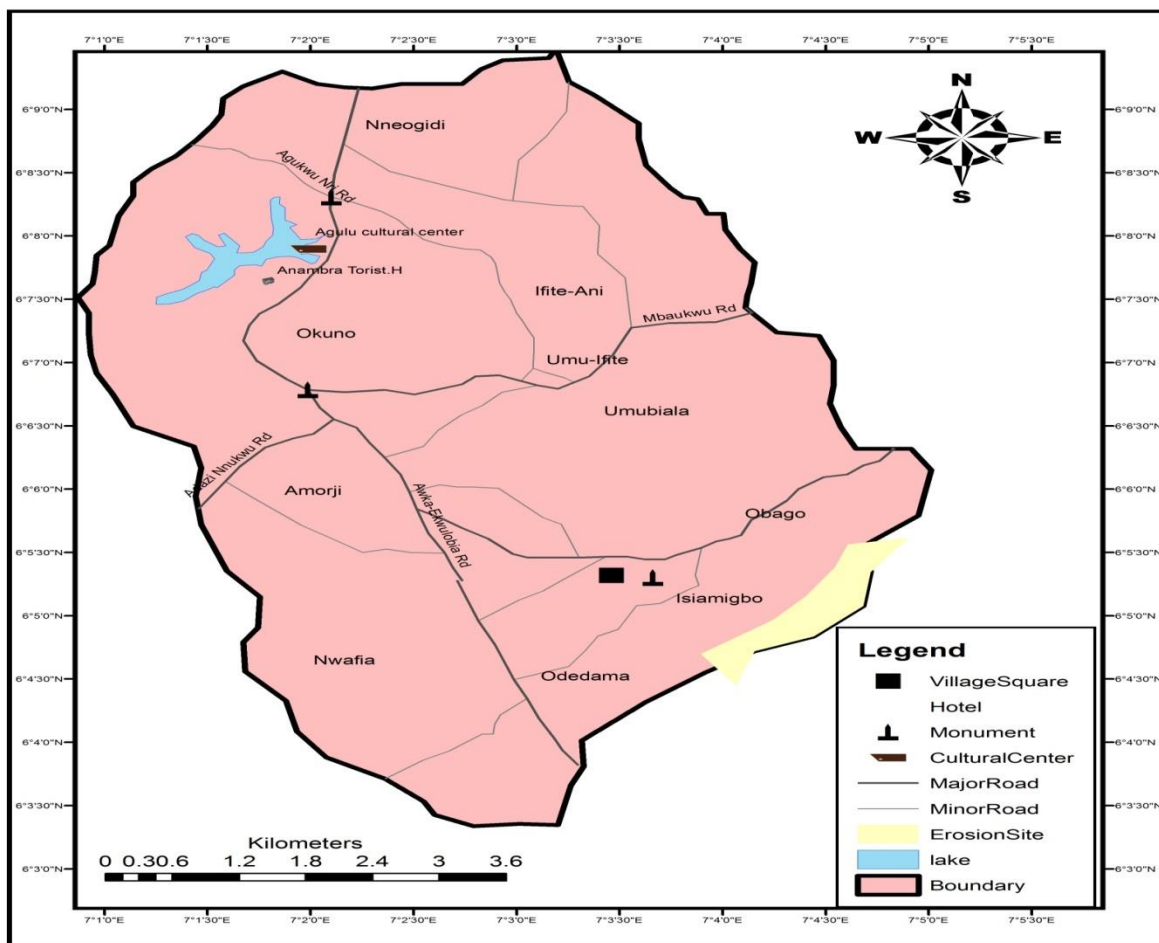


FIGURE 6: MAP OF AGULU

Igbo Ukwu Museum

Igbo-Ukwu is a town in Anambra which was the site of three famous archaeologists that revealed a highly sophisticated metal-working culture. (www.touristlink.com) 2015. The museum is a large compound fenced round with an iron gate in front. A big sign board on the road notifies the visitor of arrival to the Igbo-Ukwu museum. The usefulness of a museum cannot be overemphasized. It helps to preserve our cultural heritage through artifacts which bear a lot of information about our past. (Herbert Eze, (nigeriaworld.com) 2011).

50 questionnaires were shared to guests in hotels, staff of the hotels, government officials, entrepreneurs, civil servants and others who are conversant with ICT usage in the 5 areas selected for study. Below is a table showing the total score of the response to the questions in each area studied.

Awka

1. Major problems against ICTon Tourism in Awka

	Bad roads	Illiteracy	Govt. neglect	Poor electricity
Agreed	15	8	17	10

2. Tourism functions efficiently and better with the use of ICT

Agreed	-	40
Disagreed	-	5
Undecided	-	5

3. Sectors using ICT are better than those that are not

Agreed	-	31
Disagreed	-	15
Undecided	-	4

4. Awka has poor ICT equipment and disorganized tourism destination that are not well harnessed

Agreed	-	40
Disagreed	-	8
Undecided	-	2

5. People in Awka prefer to pay for services using online or POS than cash payment.

Agreed	-	10
Disagreed	-	30
Undecided	-	10

6. ICT and Tourism are important to the Economy and development of Awka

Agreed	-	50
Disagreed	-	0
Undecided	-	0

Onitsha

1. Major problems against ICTon Tourism in Onitsha.

Bad road	Illiteracy	Govt. neglect	Poor electricity supply
11	11	18	10

(2) Tourism functions efficiently and better with the use of ICT

Agreed	-	38
Disagreed	-	8
Undecided	-	4

(3) Sectors using ICT are better than those that are not

Agreed	-	30
Disagreed	-	17
Undecided	-	3

(4) Onitsha has poor ICT equipment and disorganized tourism destination that are not well harnessed

Agreed	-	45
Disagreed	-	3
Undecided	-	2

(5) People in Onitsha prefer to pay for services using online or POS than cash payment.

Agreed	-	15
Disagreed	-	32
Undecided	-	3

(6) ICT and Tourism are important to the economy and development of Onitsha

Agreed	-	37
Disagreed	-	10
Undecided	-	3

Anaocha

1. Major problems against ICT on Tourism in Anaocha.

	Bad road	Illiteracy	Govt neglect	Poor electricity supply
Agreed	11	7	14	18

(2) Tourism functions efficiently and better with the use of ICT

Agreed	-	32
Disagreed	-	10
Undecided	-	8

(3) Sectors using ICT are better than those that are not

Agreed	-	41
Disagreed	-	5
Undecided	-	4

(4) Anaocha has poor ICT equipment and disorganized tourism destination that are not well harnessed

Agreed	-	41
Disagreed	-	3
Undecided	-	6

(5) People in Anaocha prefer to pay for services using online or POS than cash payment.

Agreed	-	13
Disagreed	-	32
Undecided	-	5

(6) ICT and Tourism are important to the Economy and development of Anaocha

Agreed	-	40
Disagreed	-	7
Undecided	-	3

Orumba South

1. Major problems against ICT on Tourism in Orumba South.

Bad road	Illiteracy	Govt neglect	Poor electricity supply
13	2	10	25

(2) Tourism functions efficiently and better with the use of ICT

Agreed	-	42
Disagreed	-	2
Undecided	-	6

(3) Sectors using ICT are better than those that are not

Agreed	-	47
Disagreed	-	1
Undecided	-	2

(4) Orumba South has poor ICT equipment and disorganized tourism destination that are not well harnessed

Agreed	-	50
Disagreed	-	0
Undecided	-	0

(5) People in Orumba South prefer to pay for services using online or POS than cash payment.

Agreed	-	15
Disagreed	-	35
Undecided	-	0

(6) ICT and Tourism are important to the economy and development of Orumba South

Agreed	-	41
Disagreed	-	5
Undecided	-	4

Oyi

Major Problems Against ICT on Tourism in Oyi

Bad road	Illiteracy	Govt neglect	Poor electricity supply
13	7	20	10

(2) Tourism functions efficiently and better with the use of ICT

Agreed	-	33
Disagreed	-	15
Undecided	-	2

(3) Sectors using ICT are better than those that are not

Agreed	-	40
Disagreed	-	3
Undecided	-	7

(4) Oyi South has poor ICT equipment and disorganized tourism destination that are not well harnessed

Agreed	-	45
Disagreed	-	5
Undecided	-	0

(5) People in Oyi prefer to pay for services using online or POS than cash payment.

Agreed	-	15
Disagreed	-	30
Undecided	-	5

(6) ICT and Tourism are important to the economy and development of Oyi

Agreed	-	40
Disagreed	-	1
Undecided	-	9

TOTAL CALCULATION

Major Problems Against ICT on Tourism in Anambra State

Study Area	Bad Road	Illiteracy	Govt Neglect	Poor Electricity Supply
Awka	15	8	17	10
Onitsha	11	11	18	10
Anaocha	11	7	14	18
Orumba	13	2	10	25
Oyi	13	7	20	10
Total	63	35	79	73

From the calculation, it is obvious that amongst all the factors militating against ICT in tourism development, government neglect happens to be the most rated. This is to say that the government is the key factor to the improvement and development of ICT in tourism in Anambra State. Therefore, the government should put in interest and effort to see that Anambra state not only becomes a tourism producing state but also have a functioning ICT facilities to harness it.

Below are pictures of the basic ICT equipment and facilities found in tourists location within the study areas in Anambra state.



PLATE 5: LIST OF PICTURES ABOVE:

- Intercom
- CCTV camera
- ATM machine
- Telecommunication mast
- Computer system
- Decoder Dish

CHAPTER FIVE

SUMMARY, RECOMMENDATION AND CONCLUSION

5.1 SUMMARY

From the research carried out, people are of the opinion that Anambra is not a tourist state but a trading one. It is of no doubt that the state has some tourist sites which are attractive and if well harnessed could put Anambra State on the tourist map of Nigeria. (IkeugonnaEleke, Mafi News issue on 2013 pg 57).

To ensure that the state comes alive, several billions of naira have been mapped out by the Obi administration for projects that will reposition Anambra on the Tourism map of Nigeria. Among these are construction of an International Hotel and Conference Centre, a five star hotel, located in Onitsha; and the construction of a large shopping mall in AguAwka area of Awka, the capital city. The Governor has also expressed commitment to building the Agulu Lake Resort, a project that is very aggressively being constructed, which will enable visitors to the state to lodge in a place where they can experience pristine beauty of nature, without losing touch with modern facilities that make for the ease of life.

This is to state that in no time, Anambra State will shine in its glory when "Tourism" is mentioned. Tourism gives an alternative or additional foreign currency source which is very much scarce in developing countries. However, not the earning of income from tourism but its judicious distribution among the stakeholders is an issue. It is noted that in many cases the income remains in the pockets of handful multinational tourism business companies and national tour operators. This should be avoided, and only then, that tourism can serve as a development vehicle for socio-economic and environmental development. The development can not be

achieved without keeping pace with the development in Information Technology. (EzeaniJohnPaul E, Tourism Expert).

The internet has dramatically changed both the demand and supply of tourism market. It has changed the way consumers plan and enjoy their holiday obtain travel information and book airline, etc. It has also affected how tourism providers design, promote and sell their products and services. This is what Anambra State should be like in the near future if ICT and Tourism are taken seriously in the state. All that the state needs for things to fall into place would be to tackle those factors that militate against ICT and Tourism within the state and then ensure that those measures, listed in the previous chapter, to improve on ICT and Tourism development, are carried out promptly.

5.2 RECOMMENDATION

It is hereby recommended that tourism industries in Anambra State should hook up to the current trends in information technology and subsequently endeavour to keep up with relevant developments in information and communication technology. At the same time, the policy makers should try to make policies and laws that will enhance tourism development in our dear country, Nigeria.

5.3 CONCLUSION

ICT has the potential to alleviate some of the traditional problems associated with tourism and its impacts on the development process. Nevertheless, we have shown that many of the factors that reduce tourism's potential development benefits which include limited economies of scales, isolation, dependency, and lack of capital, will continue to persist regardless of the introduction of new technologies.

While there are no clear answers about whether ICT is creating a revolution in tourism's relationship with the development process or merely reinforcing existing patterns, it is clear that tourism researchers ignore these issues at their peril. If we are to better understand the ability of the local to survive and thrive in the era of globalization, we must grapple with ICT impacts on the perception, consumption, and construction of tourism spaces, and the final development outcomes of the industry (Milne and Ateljevic 2001).

In line with the submissions by Connor (2009), information is the life blood of any organization; it is needed in every facet of life especially in contemporary time when internet has ensured that information is at the fingertips. Advancement in technology equally has its impact on diversification of information. Various literatures equally affirm the role of information as the tool for liberating and unlocking the wealth of a nation. The influence of information and communication Technologies (ICTs), which is a product of marriage between information and technology, has also touched the field of tourism. It is playing vital roles in the development of tourism.

This work has demonstrated that tourism is not an isolated economic activity; the sector is composed of several branches. The effects of tourism are not limited to foreign earnings alone but also earnings from local resources. Unlike the industrial sector, which benefits the wealthy only, it has the capacity to flow down the line benefiting different categories of workers. It has been shown that its immediate impact is usually more widespread than that of export to many other goods or services. In view of benefits inherent in incorporation of ICTs into tourism development, it is necessary to state that this technology cannot be ignored if this part of the globe is to be included and meet up with emerging challenges.

The political instability in Anambra state can be seen as a major hindrance in the development of the state, be it in tourism or any other sector. The current protest between Nigeria and Biafara is currently headed by Anambra State. The people might not know this, but it is affecting the tourism market. No tourist in his or her right senses would want to go to a place where there is a huge protests to seek for refuge, comfort of even business as the case may be.

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