
**INFLUENCE OF RESPONSIBLE TOURISM ON DESTINATION SUSTAINABILITY
AND QUALITY OF LIFE OF HOST COMMUNITY OF NATIONAL WAR MUSEUM,
UMUAHIA**

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Abstract

The research evaluated the influence of responsible tourism on destination sustainability and the quality of life of the host community of the National War Museum, Umuahia. This was guided by three research questions. It adopted a survey design with the use of a structured questionnaire. The sample consisted of three hundred and seventy-two respondents from the host community and management of the National War Museum. Data for the study were collected using a structured questionnaire which made use of a five-point Likert scale. Frequency, percentage, and mean were used to analyze the data generated for the research. The findings of the research showed that the application of some responsible tourism principles in the management of the tourism site has a positive implication on the sustainability of the destination. The findings also showed that the application of some responsible tourism principles helped in improving the socio-economic well-being of the host community by improving social interaction, improving infrastructures and superstructures, influencing the world view of local people, making a better place for people to live and visit, conservation of nature and culture as a way of life, protecting valuable local resources. Furthermore, a number of different challenges including lack of government support, not improving the standard of living of the host communities, lack of economic benefits for the locals, increased crime rate and prostitution were identified as the negative implication of not applying some of the responsible tourism principles in the management of the site. Tourism can negatively and positively affect the destination sustainability and quality of life of the host community. It is important to investigate the influence of responsible tourism on destination sustainability and the quality of life of the host community in order to maximize the positive impacts while reducing the negative impacts. From the findings, it was recommended that economic benefits associated with tourism should be maximized and equally distributed amongst local communities, application of economic incentives to the locals, and active participation of the host communities is a pre-requisite in decision-making for responsible and sustainable tourism development and should be encouraged and promoted in the tourism development process to give the host communities a sense of ownership and control over the resources of the community. All the tourism stakeholders should

act responsibly in the development and management of the tourism site. As a country that is rich in natural resources, Nigeria should have more destinations that would attract tourists and benefit all relevant stakeholders as an alternative source of revenue to boost the nation's economy.

Keywords: *Influence, Responsible Tourism, Destination, Sustainability, Quality, Life Host Community, Museum*

Introduction

Over the years, the concept of responsible tourism has gained attention globally and has emerged as a significant market driver (Spenceley, 2008). Many destinations in both developed and developing countries have taken up the opportunity presented by the market and responded to the risks of unsustainable tourism by adopting a coordinated approach to the implementation of responsible tourism (Fadini, 2013; Farmaki, Constani, Yia Semi & Karis, 2014). This is particularly true in the context of post-apartheid South Africa and envisaged sustainable tourism development. In its 1996 tourism policy (the white paper on the Development of Promotion of Tourism in South Africa) (DEAT, 2002) the new democratic government identified responsible tourism as the most appropriate concept that should guide the country in attempting to achieve sustainable tourism destination (DEAT, 2012). According to the white paper, responsible tourism is recognized as an all-embracing proactive method that encourages responsibility to the environment, society as well as economic growth through sustainable use of resources by all the stakeholders- the government, the private sectors, tourists and the local communities (DEAT, 2012)

The Altruistic Traveller (2018) defined responsible tourism as a type of tourism that minimizes negative, social, economic and environmental impacts and generates greater economic benefits for local people. Stating further, the Altruistic Traveller (2018) also defined responsible tourism as travel that does not exploit or harm animals, or the destination visited. Responsible tourism was defined in Cape Town in 2002 alongside the World Summit on Sustainable Development as; Responsible tourism is about “making better places for people to live in and better places for people to visit” (Fabricus& Goodwin, 2002). Responsible tourism requires that operators, hoteliers, governments, local people and tourists take responsibility and action to make tourism more sustainable. Leslie, (2012) defined responsible tourism as a behavioural trait...based on the basic principles of respect for others and their environment, and further stated that responsible tourism assumes “acting responsibly in terms of one’s own actions in the management and operations of a business. Considering the above definition, responsible tourism is an evaluation of local communities who are residing in the tourism destinations and the extent they perceived the parties involved in tourism initiatives involved in environmental and ethical

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responsibilities during their management and operations of the tourism business. The idea of responsible tourism has its core understanding of associated individual involvement in taking responsibility for their actions and the impacts of their actions in tourism destinations. Responsible tourism is regarded as a behaviour. It is more than a form of tourism as it represents an approach to engaging with tourism, be that as a tourist, a business and locals at a destination or any other tourism stakeholder. It emphasizes that all stakeholders are responsible for the kind of tourism they develop or engage in. Whilst different groups will see responsibility in different ways, the shared understanding is that responsible tourism should entail an improvement in tourism. Tourism should become 'better' as a result of the responsible tourism approach.

Sustainable tourism is a type of tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities (WTO, 2005). Manwa (2012) argued, however, that for tourism to be sustainable, the community has to benefit directly from it, this will enable them to protect and conserve the resources upon which it is based. The United Nations World Tourism Organization (2005) defines sustainable tourism as tourism that meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. The UNWTO stated that the objective of sustainable tourism is to retain the economic and social advantages of tourism development while reducing or mitigating any undesirable impacts on the natural, historic, cultural or social environment and it is achieved by balancing the needs of tourists with those of the destinations. The concept of sustainable development is considered one of the basic concepts, which aims to reduce the tension, imbalance and environmental degradation that can result from the interaction and overlap between the tourism industry and tourists on one hand and between the environment and local communities on the other hand (Hall,2000). The World Tourism Organization (WTO, 2004) defined sustainable tourism development as tourism that meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future.

According to Gursoy et al.(2002) and Williams and Lawson (2001), the host community consists of different groups of people who live in the same geographical area, which does not mean they necessarily belong to the same 'community'. Smith (2001) also defined a host community as people who live in the vicinity of the tourist attraction and are directly or indirectly involved with and or affected by tourism activities.

The positive consequences of tourism can arise only if, and when it is carried out and developed in a sustainable way and responsible manner. In order to achieve a positive correlation between tourism and the local community, the involvement of the local population is essential. A community involved in the planning and implementation of tourism has more positive attributes, is more supportive and has a better chance to make a profit from tourism than a population passively ruled (or overrun) by tourism. Additionally, steering tourism growth towards local

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needs and interests can greatly enhance the value of tourism to the community's sustainable development (Fandi, 2015). According to Fandi (2015), creating a local tourism industry is not a daunting task, but making tourism really "fit" the community requires a lot of work. The first step in steering tourism development in a more sustainable direction is to change the community's perspective of seeing tourism as an economic future. A tourism enterprise/business should be done in such a way that it doesn't destroy the natural, cultural or economic resources, but encourages an appreciation of the very resources that tourism is dependent on. Any tourism business that is run on the three principles of sustainable tourism (economic principles, environmental principles and socio-cultural principles) can enhance the conservation of natural resources, bring appreciation to cultural values, bring revenue into the community, and be profitable.

The pillars of responsible tourism are therefore the same as those of sustainable tourism-environmental integrity, social justice and economic development. The major difference between the two is that, in responsible tourism, individuals, organizations and businesses are asked to take responsibility for their actions and the impact of their actions. There has been the promotion of sustainable tourism practices surrounding the management of tourist locations by the host community. Thus it can be inferred that when the local communities perceive that responsible tourism initiatives build appropriate sustainability-based strategies and policies, then it will result in appropriate actions or behaviours called sustainable actions or behaviours. The relationship between responsible tourism and destination sustainability can be corroborated by the stated objective of responsible tourism as a tool to minimize negative social, economic and environmental impacts whilst maximizing the positive effects of tourism development (Frey & George, 2010). Responsible tourism is about enabling local communities to enjoy a better quality of life through increased socio-economic benefits and improved natural resource management (Spenceley et al., 2002). When residents perceive that the tourism development happened at the cost of their resources and it outweighs the benefits, they may feel resentment and irritation towards tourist that in turn reduce community satisfaction (Stewart, 2002).

According to Goodwin (2005) and Frey (2008), the mid-1990s saw a shift in the way in which tourists, companies and individuals look at tourism which impacted negatively on the environment. The global threats of climate change and the diminishing of flora and fauna, prompted consumers to become so vigilant that they wanted to learn more about the host destinations and about what the companies at such destinations were doing to reduce the negative environmental impacts of their actions (Feruzi, 2012). Responsible tourism is the type of tourism that makes better places for people to live in and better places for people to visit. It is in this notion that this research seeks to determine the influence of responsible tourism on destination sustainability and the quality of life of the host communities in the National War Museum, Umuahia.

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Even though different studies were conducted to understand the role of responsible tourism and its impact on different outcomes, to the authors' knowledge no studies to date examined how responsible tourism influences the sustainability of tourism destinations and the quality of life of the local communities. This understanding is important because the real benefits of responsible tourism will be fulfilled only if the local communities in tourist destinations perceive that the activities concerning responsible tourism initiatives create favourable destination sustainability and improved quality of life (Hanafiah et al., 2016). At the point when a tourism destination is born, the quality of life of the host communities goes through radical changes, which are not necessarily negative. At the same time, they know that some negative physical, cultural, social and economic impacts will emerge.

The non-application of responsible and sustainable principles in the development of most of the tourism destination in Nigeria have negatively affected both the lifespan of the destinations and the growth and development of the host communities. An example of such a destination is the Ogbunike cave where neither the tourists nor tourism developers are responsible for their actions. In the course of tourism development, if the developers do not take responsibility for their actions in the tourism destination, it will lead to negative impacts on the sustainability of the tourism destination and negatively affect the life of the host communities. It is against this backdrop that this study seeks to ascertain the influence of responsible tourism on destination sustainability and the quality of life of the host communities in the National War Museum, Umuahia.

Methodology

Research objective: The main objective of this work is to assess the influence of responsible tourism on destination sustainability and quality of life of the host communities of the National War Museum, Umuahia. Specifically the study

- i. Outlined the various responsible tourism principles.
- ii. Examined the application of responsible tourism principles in the management of tourism sites.
- iii. Assessed the influence of responsible tourism principles on the socio-economic well-being of the host communities.

Research questions:

- i. What are the various responsible tourism principles in tourism development?
- ii. To what extent do the various responsible tourism principles apply in the management of tourism sites?
- iii. To what extent do responsible tourism principles influence the socio-economic well-being of the host communities?

Scope of the Study: The content focused on the influence of responsible tourism on destination sustainability and the quality of life of the host communities in the National War Museum, Umuahia. Geographically the study was carried out in Amafor, Isingwu in Umuahia North Local Government of Abia State.

Population for Study: Amafor Isingwu autonomous community is in Umuahia North Local Government of Abia State. The population for the study covers the host community (5272 people) and the management (60) of the National War Museum. The population for the study comprises 5332 (five thousand three hundred and thirty-two) people according to the 2006 National Population Census for Amafor Isingwu (National Population Census, 2006).

Sample for the study: The host communities and management of the National War Museum ranging from 20 years and above, both males and females were sampled. In order to select a fair representation of respondents across the selected group, the projected population figure was subjected to the formula Taro. A sample of 372 participants was used for the study.

Sampling Technique: Purposive random sampling techniques were used to determine the sample for the study.

The instrument for data collection: The instruments used for the study were a questionnaire and an oral interview, which were guided by an interview schedule.

Research question 1: What are the various responsible tourism principles in tourism development?

Table 1: The various responsible tourism principles in tourism development

S/N	VARIOUS RESPONSIBLE TOURISM PRINCIPLES	SA	A	U	D	SD
1	Minimize negative economic factors	168 (45.16)	190 (51.08)	7 (1.88)	5 (1.34)	2 (0.54)
2	Minimize negative social impacts	149 (40.05)	210 (56.45)	3 (0.81)	5 (1.34)	5 (1.34)
3	Minimize negative environmental impacts	200 (53.76)	170 (45.70)	2 (0.54)	0 (0)	0 (0)
4	Generates greater economic benefits for the local people	72 (19.36)	170 (45.70)	40 (10.75)	50 (13.44)	40 (10.75)
5	Enhances the well-being of local people	200 (53.76)	150 (40.32)	2 (0.54)	10 (2.69)	10 (2.69)
6	Improves working conditions and access to the industry	190 (51.08)	160 (43.01)	15 (4.03)	5 (1.34)	2 (0.54)

7	Involves local people in decision making	112 (30.11)	100 (26.88)	50 (13.44)	30 (8.07)	80 (21.51)
8	Makes a positive contribution to the conservation of natural resources	90 (24.19)	142 (38.17)	80 (21.51)	40 (10.75)	20 (5.38)
9	Facilitates positive interaction between local people and the tourists	200 (53.76)	135 (36.29)	24 (6.45)	3 (0.81)	10 (2.69)
10	Provides access for physically challenged people	100 (26.88)	140 (37.63)	12 (3.23)	50 (13.44)	70 (18.62)
11	Build local pride and confidence	100 (26.88)	250 (67.20)	7 (1.88)	10 (2.69)	5 (1.34)
	Grand Mean Total	143.73 (38.64)	165.18 (44.40)	22 (5.92)	18.91 (5.08)	22.18 (5.96)

Note: Parenthesis = Percentage

Table 4.2 above identifies the various responsible tourism principles in tourism development

Research Question 2: To what extent do the various responsible tourism principles apply to the management of the tourism site?

Table 2: The extent of application of the various responsible tourism principles in the management of the tourism site.

S/N	EXTENT OF APPLICATION	VHA	HA	MA	LA	NA	TOTAL SCORE	MEAN	DECISION
1	Mitigates the negative impact of tourist activities on the environment	50	270	20	20	10	1440	3.87	Agreed
2	Involves local people in decision making		52	50	225	45	853	2.29	Disagreed
3	Conserves the natural and cultural resources	85	250	37			1536	4.13	Agreed
4	Mitigates poaching and deforestation	100	200	30	22	20	1454	3.91	Agreed
5	Enhances positive interaction between the tourists and the locals	22	200	150			1360	3.66	Agreed
6	Protects environmental features and resources	100	250	20	2		1564	4.20	Agreed

7	Generates greater economic benefits for the local people		100	42	230		986	2.65	Disagreed
8	Enhances the well-being of the local people	102	150	22	30	68	1304	3.51	Agreed
9	Provision of infrastructures and superstructures	90	200	42	20	20	1136	3.05	Agreed
	TOTAL						11633	31.44 3.49	

VHA –very high application.HA-high application.MA- moderate application.LA- low application.NA- non-application.

Table 4.3 above showed the extent of the application of the various responsible tourism principles in the management of the tourism site. The extent of application of the following responsible tourism principles in the management of the site was high; mitigates the negative impact of tourist activities on the environment, conserves the natural and cultural resources, mitigates poaching and deforestation, enhances positive interaction between the tourists and the locals, protects environmental features and resources, enhances the well being of the local people, provision of infrastructures and superstructures with 3.87, 4.13, 3.91, 3.66, 4.20, 3.51 & 3.05 means respectively. But the extent of application of the following responsible tourism was low, involves local people in decision making, and generates greater economic benefits for the local people with 2.29 & 2.65 means respectively. This indicated that the extent of the application of the responsible tourism principles in the management of the tourism site was positive rather than negative considering the clustered mean of 3.49 (from the decision rule any mean response of 3.0 & above should be regarded as a positive impact).

Research Question 3: To what extent do responsible tourism principles influence the socio-economic well-being of the host community?

Table 3: The extent the responsible tourism principles has influenced the socio-economic well-being of the host community

S/N	LEVEL OF INFLUENCE	TOTAL SCORE	MEAN	DECISION
1	Improves standard of living	788	2.12	Disagreed
2	Improves social interaction	1512	4.07	Agreed
3	Improves income	730	1.96	Disagreed
4	Improves infrastructures and superstructures	1616	4.34	Agreed
5	Catalysis revival of local arts/designs	686	1.84	Disagreed
6	Influence the world view of local people	1614	4.34	Agreed
7	Makes a better place for people to live and visit	1600	4.30	Agreed
8	Conservation of nature and culture as a way of life	1607	4.32	Agreed
9	Protects valuable local resources	1664	4.47	Agreed
10	Participation in decision making	860	2.32	Disagreed
11	Sense of ownership of the tourism resources	1678	4.51	Agreed
12	Proud and showcase one's culture	1432	3.85	Agreed
13	Preservation of traditions, valuables and cultures	1504	4.04	Agreed
14	Creation of job opportunities	1584	4.26	Agreed
15	Encourage the growth of local crafts and local food products	630	1.70	Disagreed
16	Government support	750	2.02	Disagreed
17	Tourists spend money in their community	786	2.11	Disagreed
18	Decrease prostitution, illicit drug use, crime	1422	3.82	Agreed
19	Improved public security	662	1.78	Disagreed
20	Creation of more places for recreation and entertainment	1574	4.23	Agreed

21	Improves the housing condition of the community	1354	3.64	Agreed
22	Protection of wildlife (plants and animals)	1454	3.91	Agreed
23	Improved collection of litter has improved	942	2.53	Disagreed
24	Poverty reduction	954	2.56	Disagreed
25	Expansion of literacy and education	672	1.81	Disagreed
	Total	30075	80.85	3.23

The table 4:4 above showed that the respondents agreed to the extent the responsible tourism principles has influenced the socio economic well being of the host community, improves social interaction, improves infrastructures and superstructures, influence the world view of local people, makes a better place for people to live and visit, conservation of nature and culture as a way of life, protects valuable local resources, sense of ownership of the tourism resources, proud and showcase ones culture, preservation of traditions, valuables and cultures, creation of job opportunities, creation of more places for recreation and entertainment, improves the housing condition of the community, protection of wildlife (plants and animals) with 4.07, 4.34, 4.34, 4.30, 4.32, 4.47, 4.51, 3.85, 4.04, 4.26, 3.82, 4.23, 3.64 & 3.91 means respectively, but disagreed to the extent the responsible tourism principles has influenced the socio economic well being of the host community, improves standard of living, improves income, catalysis revival of local arts/designs, participation in decision making, encourage growth of local crafts and local food products, government support, tourists spends money in their community, decrease prostitution, illicit drug use, crime, improved public security, improved collection of litter has improved, poverty reduction, expansion of literacy and education with 2.12, 1.96, 1.84, 2.32, 1.70, 2.02, 2.11, 1.78, 2.53, 2.56 & 1.81 means respectively. This indicated that the host community perceived the extent responsible tourism principles have on the socio-economic well-being of the host community as positive rather than negative considering the clustered mean of 3.23 (from the decision rule any mean response of 3.0 & above should be regarded as a positive impact).

Findings

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The findings of the research showed that the various responsible tourism principles in tourism development were identified. The findings showed that the respondent perceived the extent of application of the following responsible tourism principles in the management of the site were high; mitigates the negative impact of tourist activities on the environment, conserves the natural and cultural resources, mitigates poaching and deforestation, enhances positive interaction between the tourists and the locals, protects environmental features and resources, enhances the well being of the local people, provision of infrastructures and superstructures. However the extent of application of the following responsible tourism was low; involves local people in decision making, and generates greater economic benefits for the local people. The findings showed that the application of responsible tourism principles helped in improving the socio-economic well-being of the host community by; improving social interaction, improving infrastructures and superstructures, influencing the world view of local people, making a better place for people to live and visit, conservation of nature and culture as a way of life, protecting valuable local resources, having a sense of ownership of the tourism resources, proud and showcase one's culture, preservation of traditions, valuables and cultures, creation of job opportunities, creation of more places for recreation and entertainment, improving the housing condition of the community, protection of wildlife (plants and animals). but has a low influence on improving the standard of living, improving income, catalysis revival of local arts/designs, participation in decision making, encouraging growth of local crafts and local food products, government support, tourists spending money in their community, decreasing prostitution, illicit drug use, crime, improved public security, improved collection of litter has improved, poverty reduction, expansion of literacy and education.

Discussion of findings

The research work was able to identify the various responsible tourism principles in tourism development, their application in the management of the tourism site and their influence on the socio-economic well-being of the host community.

The findings of research question one showed the various responsible tourism principles in tourism development. The findings revealed that the various responsible tourism principles were Minimize negative economic factors, Minimize negative social impacts, Minimize negative environmental impacts, Generates greater economic benefits for the local people, Enhances the well-being of the local people, Improve working conditions and access to the industry, Involves local people in decision making, Make positive contribution in the conservation of natural resources, Facilitate positive interaction between local people and the tourists, Provide access for physically challenged people, Build local pride and confidence. This finding is in line with the Cape Town Declaration on Responsible Tourism (2002), which identified the responsible tourism principles in tourism development as to;

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- Minimize the negative economic, environmental, and social impacts.
 - Generate greater economic benefits for local people and enhance the well-being of host communities, improve working conditions and access to the industry.
 - Involve local people in decisions that affect their lives and life chances.
 - Make positive contributions to the conservation of natural and cultural heritage.
 - Provide more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues.
 - Provide access for physically challenged people.

The findings of research question two showed the extent of the application of the various responsible tourism principles in the management of the tourism site. This indicated that the respondents perceived the extent of the application of the responsible tourism principles as positive because the clustered mean of the overall responses was 3.49 which was higher than the decision rule that stated that any mean responses above 3.0 should be regarded as positive. This is in line with Manwa (2012) who stated that for tourism to be sustainable, the community has to benefit directly from it, this will enable them to protect and conserve the resources upon which it is based. WTO (2004) for a destination to be sustainable, it must meet the needs of the present generation while protecting and enhancing the opportunity for the future.

The findings of research question three showed the extent which responsible tourism principles influenced the socio-economic life of the host community of the tourism destination. These findings revealed that the respondents perceived the extent which responsible tourism influenced the socio-economic well-being as positive because the clustered mean of the responses was 3.23 which was higher than the decision rule that stated that any mean responses above 3.0 should be regarded as a positive influence. This means that there is a very high level of responsible tourism principle influence on the well-being of the host community. This is in accordance with Hunke (2004) who stated that the actual and perceived impact of tourism will influence the attitude of the host community and ultimately have an effect on sustainability. Also according to Spenceleyet.al., (2002) which stated that responsible tourism is about enabling local communities to enjoy a better quality of life through increased socio-economic benefits and improved natural resources management.

Conclusion

Tourism is expected to resume its rapid growth in the future because of improved living standards, rising incomes and amounts of free time, the falling real cost of travel, and improved transportation around the world. This growth can be harnessed not only for the enjoyment of tourists themselves but, more importantly, for maximizing economic benefits and thus increasing the living standards of host communities and countries. At the same time, it is bound to have

negative environmental and socio-cultural impacts on those communities, whose involvement in tourism planning, development and management can be crucial to minimizing the impact. The major challenge for the international community is, therefore, not only to minimize the negative impact of tourism but also to ensure that the economic benefits of tourism can contribute to environmental protection and the sustainable use of natural resources. Responsible tourism can be a valuable means for promoting the socio-economic development of host communities while generating resources for the preservation of natural and cultural assets. In this way, ecologically fragile areas can be protected with the financial returns of ecotourism activities made by both the public and private sectors. In many developing countries, responsible tourism has been particularly successful in attracting private investments for the establishment of privately owned natural parks and nature reserves. The tourism industry can help to protect and even rehabilitate natural assets, and thus contribute to the preservation of biological diversity, cultural resources and ecological balance. Unsustainable activities may threaten the very natural environment upon which they depend. If tourism development is to be sustainable it must move away from its traditional growth-oriented model to one concerned with a responsible and sustainable set of goals and principles. All forms of tourism can either be considered sustainable or not. Responsible tourism must be seen as a goal in tourism development. Achieving such a goal is a difficult task to accomplish; however, developing tourism responsibly and sustainably must be an important objective in the development process. There are many stakeholders in the field of responsible and sustainable tourism. The major areas include; the host community, governmental bodies, tourism industry, tourists, pressure groups, voluntary sector, experts, and the media. It is essential that all stakeholders work together towards the common goal of developing tourism responsibly and sustainably to maximize all the positive impacts while minimizing the negative impact.

Recommendation.

Economic benefits associated with tourism should be maximized and equally distributed amongst local communities.

Application of economic incentive to those who suffer losses.

Active participation of host communities is a pre-requisite in decision-making for responsible and sustainable tourism development and should be encouraged and promoted in the tourism development process to give the host communities a sense of ownership and control over the resources of the community.

Provision of a craft village and social acquisition centre by the management of the destination.

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 Assess the level of participation of the host community in the planning and implementation stages of tourism development.

Provision of basic amenities, infrastructures like schools, tarred roads, healthcare, security and financial facilities by the state and local government.

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