



## INTERNATIONAL JOURNAL OF RESEARCH SCIENCE & MANAGEMENT TOURISM DEVELOPMENT AND ENVIRONMENTAL CHALLENGES OF CULTURAL LANDSCAPE SITES WITHIN THE URBAN SPACES

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### Abstract

Tourism patronage depends largely on the quality of both man-made and natural environment and that is one of the pull factors for tourism. The development of tourism comes with its challenges and especially on the environment because the environment is the base for all tourism activities. Where there are several benefits of tourism, from the social to the cultural benefits, to the local communities, state and the nation as a whole, its effect on the environment cannot be overlooked as these, in most cases are adverse and gradually depletes the environment which may destroy the essence of tourism if not nipped in the bud. On the other hand, tourism can be used to create positive benefit to the environment through conservation and preservation awareness and the promotion of environmental values and many more. It is therefore, the position of this paper to examine the environmental challenges ongoing within the Osogbo urban space which hosts the Osun Osogbo grove, a cultural landscape and a UNESCO world heritage site and how development of the site for tourism outside of the annual festival can improve the environment and foster conservation. Using the quantitative method of data analysis of questionnaire administration, research reveals that environmental challenges are real and palpable within Osogbo urban space which is not good for tourism development. Poor waste management processes, deforestation and encroachment as some of the major environmental issues on the research site. The paper makes recommendations based on the findings to help support the development of tourism, the conservation and preservation of the common heritage of the Yoruba race.

### Introduction

The protection, conservation, and preservation of the cultural heritage of any particular place or region should be of paramount importance to people and most importantly to all stakeholders especially at this time of increasing globalization. Because of the benefits The dense forest of the Osun Sacred Grove whose landscape and its meandering river is dotted with sanctuaries and shrines, sculptures and art works in honour of Osun (the river goddess) and other deities are located in the heart of the capital city Osogbo of Osun State. It stands as one of the last remnants of primary high forest in southern Nigeria with protected relics of older generation that harbour the goddess of water who comes out once every year to bless and heal the infirmities of the land (Oni, 2016). The grove sits on a 75 hectare of land and is regarded as the abode of the goddess of fertility Osun, one of the pantheons of Yoruba gods (UNESCO, 2013). The sacred grove, which is now seen as a symbol of identity for all Yoruba people, is probably the last in Yoruba culture. This cultural landscape has the capacity to project the image of Osogbo, it has the possibility of the preservation of the history of the people and the culture as most places listed in the United Nations Economic, Social and Cultural Organization (UNESCO) heritage list. The attention paid to the development of UNESCO heritage sites by some other countries has brought an increased awareness of the host community as a tourist destination and the attendant boost in their social and economic statuses, but these are not yet the case in Nigeria with the cultural landscapes and the heritage sites in existence. Because of this lack of the necessary attention which could place Nigeria in a position to also harness the potentials of her cultural sites like most countries are doing, the environment plays a key factor in the development of tourism and further protection of the site.

But unfortunately, neglect, inappropriate or lack of development and destruction of the natural environment are some of the risks that cultural landscapes are increasingly exposed to. Change in perceptions as brought about by religion, education, government policies, technological advances, family structures, language pattern, and climate have equally altered the values and living patterns of the people (Ayeni, 2009), and this poses a



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challenge to the survival and continuity of the shared heritage materially and geographically. The cultural landscape stands several environmental risks which although not unique to it but puts it at a more hazardous situation because it stands the chance of losing the tangible and intangible cultural heritage. The environmental challenges range from solid and human waste management, flood, loss of biodiversity, deforestation, loss of land, air and water pollution, waste water generation and more. Where these issues persist or in case they are not addressed, they become the bane of the development of tourism not only on these heritage sites but also to the host community. Since these challenges are the result of the activities of man on the environment, and the use of the site are also human based, the responsibility of preservation of the site is wholly dependent on all the stakeholders.

Therefore, this work is proposed to fill the gap by taking a step further into examining the environmental sustainability of the host community as a stakeholder for tourism development. Searching wide into existing and assessable research works, it has been noticed that so much attention is paid to tourist sites but less on the host community considering the sustainability of the main essence of the existence of the cultural landscape.

### Environmental challenges of tourism

Existing body of knowledge supports that tourism comes with a baggage of environmental challenges, this is mainly due to the influx of people to a tourism location and the demand that is made on the environment from waste generation, pollutions of different kinds, land degradation and especially overcrowding which may be beyond the caring capacity of the destination. Tourism as a major earner and a large influencer of the economy of any nation becomes an important sector to develop a country and is given all necessary support to do so. As a primary source of foreign currency earning and employment generation (Jiboku and Jiboku, 2010; Ayeni, 2012), tourism is perceived as a national priority that pre-dominates over secondary objectives and wider issues such as preserving cultural heritage, environment, fair distribution of economic growth, etc. thereby creating a gap between the benefits and the effects of tourism on any location. GhulamRabbany, Afrin, Rahman, Islam and Hoque (2013) affirm that tourism industry is directly related to the environment and the quality of the environment, both natural and man-made, is essential to tourism. However, the relationship of tourism with the environment is complex. It involves many activities that can have adverse environmental effects. (Sunlu, 2003) The opportunity to derive foreign exchange from tourism export and employment created by the tourism industry according to (Tosun, 2001) are opportunities not easily ignored by the governments of a region where tourism sites are located. The economic value of tourism is placed far beyond its environmental challenges, thereby ignoring the warnings of endangering the environment. GhulamRabbany, et al (2013) posited that although tourism can be a major tool for economic development but if not properly planned it can have destructive effects on biodiversity and pristine environments, and can result in the misuse of natural resources such as freshwater, forests and marine life. If tourism is going to be enjoyed by all the stakeholders in a region and its opportunities harnessed, it should be considered along with the environment bearing in mind its carrying capacity and effect on the general environment.

The natural environment is an important resource for tourism. With increasing urbanization, destinations in both industrialized and developing countries with significant natural features, scenery, cultural heritage or biodiversity are becoming increasingly popular sites for tourist destinations (Shah, McHarry and Gardiner, 2002), it therefore become s imperative for all stakeholders to make efforts to preserve and ennoble the environment for tourism growth. According to Koncul (2008), the environmental effects, widely defined, include cultural and social elements, and are probably the biggest problems of tourism. Environmental impact of tourism is most visible in tourist destinations as that spot is the focus of the tourists which could be waste generation, indiscriminate dropping of waste, trampling etc. The biophysical characteristics of a tourism site often renders it vulnerable to damage from human activities. Evidently, as tourism grows, the resource use are threatened to become unsustainable and with a degraded physical environment, the destination is in danger of losing its original attraction, increasing the levels of cheaper mass tourism and forcing more “nature-based” tourism to move on to new destinations.

Congestion and overcrowding, increased vehicle traffic and resultant environmental impacts, including air and noise pollution, and health impacts are some other challenges the environment faces with tourism.



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Overcrowding occurs in relatively small areas and possess fragile tourism environments (Tosun, 2000). At peak season of tourism, visitors can outnumber the resident population, hosts, tourism firms and promoters are seldom aware of the unintentional damage being caused to monuments, paintings, ecosystem (Goodall,1992) and in most cases they do not care,much less of finding measures at ameliorating the challenges simply for the sake of the economic benefits expected. Traffic congestion on the roads due to overcrowding, uncontrolled and disorganized traffic system, keeps tourists and residents waiting which consequently create discomfort (Tosun, 2000) but other effects are found to be more deliberate, e.g. off-road use of vehicles. Excess numbers also increase the demand for secondary resources, water, energy which might be scarce at certain destinations (Romeril, 1998). Water overuse as a result of tourism / recreational activities e.g. golf courses, swimming pools, and tourist consumption in hotels are some other sources for the demand of secondary resources of tourism which affect the environment. Loss of flora and fauna such as loss of wildlife and rare species, habitat loss and degradation- simply threats to ecosystems and biodiversity occurs due to tourism expansion.

Deforestation for fuel wood and timber by the tourism industry also impact on soil and water quality, biodiversity integrity, reducing the collection of forest products by local communities. The challenges of tourism on the environment are wide and varied and attendant demands are also exhausting both on the environment and the inhabitants thereof and these can have long lasting effects on the local residents. The International Council for Local Environmental Initiatives (ICLEI, 1999) in Strengers (2011) noted this pointing out that the interference of large numbers of tourists with high-consumption and high-waste habits into natural areas, or into towns with inadequate waste management infrastructure, can produce changes to those natural areas at a rate that is far greater than obligated by local residents.

However, the many examples across the globe indicate this scenario is quite typical and widely documented, emphasizing the need to identify more mutually beneficial approaches in tourism development. Hassan (2000) contends that tourism has become delicate and it relies on a high-quality sustainable environment. He therefore stressed that, tourism marketing must emphasis on methods of tourism that are sensitive to sustain the environmental integrity of nature and cultural heritage resources. Evidences suggest that the prevailing global environmental degradation poses serious threat to sustenance of capacity of the ecosystem (Isife, 2017).

### 2.1 Environmental Sustainability

As sustainability is widely ramified, for the purpose of this research, environmental sustainability will be considered in tourism development for its contribution to the field of study. While discussing sustainability generally, Bean and Yang (2014) opined that conservation can be seen as the environmental part of the sustainability concept which translates to the fact that, while dealing with issues of sustainability generally, conservation is the emphasis placed on the environmental aspect of sustainability. The environment is the life support system for all living things on it and it includes the air, water, soil, rock, organisms, everything that support the existence of life on the planet wildlife, soil, land, waste, radioactivity, sound and light which stand the danger of depletion and pollution when not properly put into use(Flower, n.d.). Therefore, when refereeing to the sustainability of the environment, it refers to how these life support resources are well-preserved for future generations. Environmental sustainability encompasses the presence of resources management system that allows for the regeneration and replenishment of the resources base over time, the maintenance and improvement of peoples' wellbeing as well as the inter-generational compromise by which present resources users can guarantee future generations the right to a similar resources base and lifestyle (Borrini-Feyerabend& Buchan, 1997). In a simpler form, Ibimilua (2014) described environmental sustainability as the process of upholding, supporting, keeping-up or maintaining renewable resources in a manner which does not eliminate or degrade them. The effects of the degeneration and the degradation are wide and varied, as it affects all living things on the planet and not only the humans which live in it. Although the humans are the predators and precursors of these problems but they are not the only ones affected by the impact of their misdemeanor.

There are quite a few environmental challenges which are generated regularly due to the ever changing environment. These challenges are differently ramified, while some affect only a few ecosystems, others are severely altering the landscape. Global warming, happens as a result of emission of Greenhouse gases, population explosion which places more pressure on the natural capitals and as such causes their depletion,



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climate change, deforestation, ocean acidification, ozone layer depletion. These are few of the challenges which face the planet earth on a regular basis and as such, there is a regular call for the need by humans to change their approaches to the environment so that, in as much as it is not possible to stop the effects of the damages that had already been done, further devastations could be averted. Hence, the call for environmental sustainability, which has to be led by man to conserve and preserve the remains of the earth.

### 2.2 Urban space and Environmental Sustainability

In recent times, there has been a rapid increase in the world's urban population which has generated large share of urban slum, squatter and informal settlements. These settlements are often located in low lying areas which are prone to direct and indirect risks due to environmental degradation including flood, waste generation that are improperly disposed and lack of basic urban services and infrastructure (Satterthwaite et al, 2007). UN-HABITAT posited that one of the most significant environmental challenges at present is climate change. This is predicted on the fact that within cities, climate change will negatively affect access to water and that hundreds of millions of people will be vulnerable to coastal flooding and related natural disasters as global warming increases. The United Nations Population Foundation (UNPF, 2007) projected that by 2030 nearly 60% of the world population will be living in the urban environment with the developing countries comprising about 80%. There is a growing demand in both the developing and the developed countries on how to develop as sustainable urban environment since urban areas in both developed and developing countries will increasingly feel the effects of phenomena such as climate change, resource depletion, food insecurity and economic instability. Such an environment is defined by the "three pillars of sustainable development" which are; a safe environmental, that is economically productive and socially inclusive. These are all factors that will meaningfully reform towns and cities in the epoch ahead and all of them need to be effectually addressed if cities are to be sustainable. Ahern (2011) opined that the extent to which the 21<sup>st</sup> century world will be sustainable depends largely on the sustainability of the cities. The UN Habitat and the United Nations Settlement Programme defines a sustainable city as a city where achievements in social, economic and physical developments are made to last.

Since tourism depends on the environment, that dimension of sustainability becomes a major element to look into. Environmental sustainability considers the impact of business on the quality and quantity of the natural resources, the environment, global warming, ecological concerns, waste management, reduction in energy and resource reuse, and improved pollution (Haugh and Talwar, 2010) and this i.e environmental sustainability is the bottom line for sustainable development. While these challenges affect the tourism site within the urban area and poses great challenge to its development, Culinck and Wagendorp (2002) and Lamie (2011) suggest an urgent sustainable approach for nature and conservation to protect the existence of such natural heritage which lies in public participation as a cornerstone in the process of restoration of historic areas and cultural sites.

## Methodology

### 3.1 STUDY AREA- Osogbo

Osogbo is the capital of Osun state, Nigeria, lies on coordinates 7°46' North 4°34' East with a land mass of 47kmsq. Osogbo city seats the Headquarters of both Osogbo Local Government Area (situated at OkeBaale Area of the city) and Olorunda Local Government Area (situated at Igbonna Area of the city) as it reflects in plate 1. Most of the population are members of the Yoruba ethnic group. It is some 88 kilometers by road northeast of Ibadan, in Oyo State. It is also 108 kilometres by road south of Ilorin, Kwara State and 108 kilometres northwest of Akure, Ondo State. Osogbo shares boundary with Ikirun, Ilesa, Ede, Egbedore and Iragbiji and is easily accessible from any part of the state because of its central nature. It is about 48 km from Ife, 32 km from Ilesa, 46 km from Iwo, 48 km from Ikire and 46 km from Ila-Orangun. According to the 2006 Population and Housing Commission Census, the city has a population of 250,951 people. Osogbo is a commercial and industrial centre. Osogbo is the trade center for a farming region where yam, cassava, grain and tobacco are grown. Cotton is also grown and used to weave cloth. Osogbo, sometimes called "Ile Aro" (home of dyeing), is a major dyeing center. The traditional industry is one of the major industries of Osogbo. A number of industries also began to rise after independence, notably small-scale establishments involved in textile, foam making, and pencils. Osogbo was made a major industrial development center by the government of Nigeria during the 1970s. Osogbo hosts the sacred grove which stands as one of the last remnants of primary high forest





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in southern Nigeria with protected relics of older generation that harbour the goddess of water who comes out once every year to bless and heal the infirmities of the land (Oni, 2016). The city is the venue of the annual Osun Osogbo festival along the river Osun. The festival is dedicated to river goddess Osun on the grove which is a UNESCO World Heritage Site. One of the most vital components of local economic development in Osogbo, beyond manufacturing is the historical Osun Osogbo Festival occurring annually.

Plate 1: Google site of Osogbo



Source: Google maps, 2019

### 3.2 Research Instrument

The study adopted an approach to test for the relationship between the existing environmental challenges within Osogbo (dependent variable) and the possibility of the development of tourism (independent variable). The data for the study were collected by the use of structured questionnaire administered on 384 residents of Osogbo, a cluster sampling strategy was used to gain a representative sample of the population. The metropolitan area of Osogbo (comprised of Osogbo and Olorunda local government areas) was divided into 26 political clusters or wards (i.e., 15 in Osogbo and 11 in Olorunda) according to classification by the Independent Electoral Commission of Nigeria (INEC). Wards were randomly selected using a random numbers table and at that point, every fourth house was selected within each ward. The questionnaire was administered between Mondays and Saturdays for four weeks between May and June, 2019 and were sure to be retrieved on the day it was administered.

The researcher also used observation and interview to corroborate the information given in the questionnaire, observational method involves making observations of behavior within an environment and methodically recording those observations in an objective manner in order to describe the behaviour (Stangnor, 2011). The study used a direct observation of watching rather than taking part and be unobtrusive as possible so as not to bias the observation. The data obtained were then analyzed using the descriptive method to get the frequencies and the percentages while chi-square analyses was used to deduce from the data, the respondent's perception of the environmental challenges of tourism within the urban environment. Chi square was then used to test the relationship between the environmental challenges and tourism development in Osogbo to determine whether it was indicative of the real relationship between the variables or it may be attributed to chance.



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*Table 1: Mean interval use in analysis*

Mean Interval	Respondents; Level (degree) of Agreement
1.00-2.32	Low-level
2.33-3.65	Medium level
3.66-5.00	High level

Source: Raffee, 2017

**Results and Discussion****Socio-Demographic Characteristics of the Respondents**

Over half of the participants (77%) were aged 20-39 years old while only 9.4% of the participants were 50 years or older. Participants were mostly male representing 65.5%. Also, 58.1% were married at the time of the study, whereas 31.8% were not yet married and 6.5% were previously married but now separated or divorced. More than half of the participants (55.2%) had tertiary education while only few (8.6%) have no formal education. (Table 1.0)

*Table 2: Socio-demographics Characteristics of Respondents N=384 Variables*

Variables	Frequency	Percentage (%)
<b>Sex</b>		
Male	240	62.5
Female	144	37.5
<b>Current age</b>		
20-29	181	47.1
30-39	115	29.9
40-49	52	13.5
50 AND ABOVE	36	9.4
<b>Marital Status</b>		
Never Married (Single)	122	31.8
Married	223	58.1
Widowed	14	3.6
Divorced	22	5.7
separated	3	0.8
<b>Ethnic group</b>		
Yoruba	318	82.8
Igbo	42	10.9
Hausa	20	5.2
Others	4	1.0
<b>Highest Educational Qualification</b>		
No Formal Education	33	8.6
Primary Education	42	10.9
Secondary / Technical Education	97	25.3
Tertiary Education	212	55.2

Source: Authors' Analysis (2019)

The frequency distribution of the environmental challenges and the item-by-item review of percentages of the ten attitudinal statements are provided in table 2. Majority of the residents observed that the prevalence of the environmental challenges is high within their residential environment. Well over 50% of the respondents recorded that issues of flood, deforestation, waste management, indiscriminate disposal of refuse, inadequate toilet facilities, poor traffic control, and loss of biodiversity are major challenges that developing tourism would affect within the environment.

As can be seen in Table 2, only two out of the ten indicators, (uncontrolled motorist activities and bush burning) were the items where more percentage of the respondents did not agree to be a challenge. The waste disposal



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method commonly used in the area is the drop off method (see plate 1 and 2) where it will be picked up by private refuse collector. Unfortunately, it constitutes an unwholesome view before it is picked by the refuse collector as the collection points are on the road medians. But it was also observed that, most of the residents and tourists as well still dropped their refuse indiscriminately where provisions are not made for the collection.

Plate 1



Refuse dropping method on the median in Osogbo.  
Source: Authors field work, 2019

Plate 2



Refuse dropping method on the median in Osogbo  
Source: Authors field work, 2019

In general, the practice of sustainable waste management principles in this tourism city is low and has great consequences for the development of tourism and health. This has resulted to cases of flooding as the river continues to flood it bank into the city of Osogbo on a yearly bases as reflected in plate 3. Areas mostly affected by the flood water from the river include Gbodofon, Onitodu, Baruwa, Aworuru, Idowu Ajibola and a few other places. The occurrence of flooding can be linked still with the waste disposal methods adopted as the habit of dropping refuse into drains have still not be totally stopped despite the regular warnings from government through the media to quit such actions. It was observed that the drains are also not wide enough to cater for rain water, they come narrow and sometimes clogged where available.

Plate 3



Osun river flooding some parts of Osogbo township

Source: [www.rockcityfmradiio.com](http://www.rockcityfmradiio.com), accessed September 2, 2019

Plate 4



Flooded neighborhood within Osogbo

Source: [www.vanguradngr.com](http://www.vanguradngr.com), accessed September 7, 2019.

This shows that this area is prone to poor water quality as a result of the water contamination from the flood and water quality is one of the indicators for environmental sustainability by the Report of the Joint UNECE/OECD/Eurostat (2008) Working Group on Statistics for *Measuring Sustainable Development*.

Deforestation is the cutting down of large trees either to open up forests for construction purposes or for economic gains. This is a major issue which is directly linked to tourism development as entrepreneurs want to provide tourism infrastructure such as hotel accommodation in the proximity of the grove and within the city as a form of investment for their own gain and for supporting tourism development. This causes a mass clearing of virgin site close to grove destroying flora, fauna and the natural ecosystem. This can also be tied to bush burning as labourers and investors use this medium to clear the sites for construction, thus exposing the soil surface and causes the soil to lose its ability to retain water. The heat and smoke released into the atmosphere also causes discomfort to the immediate environment and add to the environmental challenges of climate change. Overall, there is a resultant rise in the temperature of the region from the loss of forests and a replacement with concrete masses.





Table 3: Environmental challenges

	Strongly Disagree		Disagree		Indifferent		Agree		Strongly Agree	
	Frcy	%	Frcy	%	Frcy	%	Frcy	%	Frcy	%
<b>Flooding</b>	67	16.8	68	17.0	16	4.0	109	27.3	124	31.0
<b>Deforestation</b>	36	9.0	69	17.3	23	5.8	130	32.5	126	31.5
<b>Waste Generation</b>	24	6.0	85	21.3	35	8.8	133	33.3	117	29.3
<b>Indiscriminate disposal of waste</b>	29	7.3	80	20.0	36	9.0	118	29.5	121	30.3
<b>Inadequate toilet facilities</b>	26	6.5	58	14.5	40	10.0	144	36.0	116	29.0
<b>Poor traffic control</b>	30	7.5	70	17.5	37	9.3	127	31.8	120	30.0
<b>Poor pedestrian control</b>	44	11.0	58	14.5	39	9.8	128	32.0	115	28.8
<b>Destruction of Biodiversity</b>	46	11.5	51	12.8	36	9.0	130	32.5	121	30.3
<b>Uncontrolled motorist activities</b>	70	18.2	121	31.5	67	17.4	83	21.6	43	11.2
<b>Bush burning</b>	60	15.6	157	40.9	53	13.8	75	19.5	39	10.2

Note: Frcy- frequency; % percentage of respondents.

Source: Authors Analysis (2019)

Out of the 10 statements, all fall within the medium mean range as expressed in table 1. Corroborating the descriptive analysis of the findings, the chi square analysis indicates that all the items identified are significant to the development of tourism in the cultural landscape of Osun grove in Osogbo as reflected in table 4. This shows that the results from the survey is not determined by chance or left to chance and could be traced to the experiences gathered for years from the presence of tourists at regular visits and also at the annual festival on the grove. More so, the agreement level from table 1 falls on the medium from the mean column in table 4, this confirms that the respondents consider the issues raised in the questionnaire to be substantial and are therefore in agreements with them. It also shows both from the questionnaire and from the observations that these issues are of great concern to the residents.

Table 4: Attitudes of Respondents towards environmental challenges

Variables (Environmental challenges)	mean	value	Std. deviation	Chi square	remark
<b>Flooding</b>	3.36	77.216	3.36	.000	significant
<b>Deforestation</b>	3.63	59.720	3.63		
<b>Waste Generation</b>	2.64	45.828	3.56		
<b>Indiscriminate disposal of waste</b>	2.73	39.329	3.58		
<b>Inadequate toilet facilities</b>	2.97	78.769	3.69		
<b>Poor traffic control</b>	2.83	62.683	3.62		
<b>Poor pedestrian control</b>	2.70	95.705	3.69		
<b>Destruction of Biodiversity</b>	2.79	56.268	3.60		
<b>Uncontrolled motorist activities</b>	2.76	88.432	3.61		
<b>Bush burning</b>	2.68	45.407	3.49		

Source: Authors Analysis (2019)

**Conclusion and Recommendations**

The paper has thus far examined the environmental challenges facing the development of tourism in Osogbo. It has also examined the relationship between these two variables. It has found that the challenges are prominent within the town and constitutes an unwholesome sight within the area thus affecting tourists' patronage and quality of the living of the residents. It equally revealed that the attitude of the respondents towards these principles is ambivalent. Contrary to the expectations of urban researchers, the paper observed that there is negligible relationship between these two variables. It raced this to relatively intact and conservatively held



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customary and traditional institutions which are strengthened by low level of heterogeneity in the semi-urban centres.

Based on the findings of this study, the following recommendations are highly essential in order to support the development of tourism within the urban environment with minimal environmental effects on the urban area.

1. From the above research, waste disposal method should be enhanced. It should be taken totally away from the road median to a dedicated collection point where it will be picked up regularly. Until this is done can stringent laws be enacted to prosecute those who dispose their wastes improperly. This will help keep the environment clean and prevent debris from being washed into the drains which can then block the waterways or find its way into larger water bodies. Drains should also be made larger and clean to accommodate the amount of water draining into it from the outlets.
2. There is the need to give proper orientation to the masses towards the principles and practice of sustainable waste management through a bold and aggressive campaign. Federal and State Ministries of Health in the federation should utilize mass media to educate the citizens on the benefits of this practice. Apart from the use of the mass media, the community leaders, women and youth organisations should be involved in the education and awareness-raising campaign. Awareness to the need to keep the environment clean, to not drop waste indiscriminately and to use waste bins provided should also be created at all tourists' points, restaurants, hotels etc for tourists. Emphasis should be laid on the effects of the indiscriminate dumping of refuse using the flood cases as a critical example of why waste should be properly managed.
3. Public toilets should be built at strategic positions within the city to prevent people from littering with human waste, this is better to be a public private partnership so that sustainability can be assure. Such toilets must be kept clean at all times and must not constitute another source of odour to the environment. All public buildings must ensure to have functional toilets that are properly kept and adequate for use, this must be made compulsory but also has to begin with all government buildings before it can be enforced among other buildings.

A general attitude to the development and protection of the environment should be cultivated by all who know that our continued existence on the earth is dependent on the way the environment is being treated. The acknowledgement of the importance of the environment to our continued existence will make man do well by the environment and we will consequentially get good through the air, water, climate and overall quality of living. In the development of tourism in this region, it is vital to plan for the protect the environment along with the development so as not to contribute to the degeneration of the environment though tourism bearing in mind the carrying capacity of the tourism environment. An attitude of conscious ennoblement for the urban environment will also grow to protect the cultural landscape that is within it for preservation.

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