



ASSOCIATION FOR TOURISM DEVELOPMENT IN NIGERIA (ATDiN)

Third Biennial Multidisciplinary Conference (15–17 March, 2017)

First Announcement and Call for Abstracts

THEME: Promoting Regional Integration and Tourism within West Africa Sub-Region

Introduction

In spite of the institution of Economic Community of West African States (ECOWAS) in the last four decades and their efforts to promote regional integration in West Africa, the level of visitation, sociocultural interaction and trade within the sub-region appears to have been on low ebb. A number of issues, including the continued dependence on the West and their products and the consequent low trade and exchange, lack of common currency, Customs and Immigration formalities, security issues (herdsmen, borderline, terrorism, robbery, and kidnapping etc), low level of cultural and social cooperation etc. may account for this development. Other issues that make or mar regional integration include communication, transportation, political history and inter-group considerations.

This year's conference seeks to interrogate the above issues, the challenges they pose to regional integration and tourism promotion and the way forward. The following questions among others will guide our understanding and direction of the discourse.

- a. How do we promote inter-group cooperation/relations among countries in the sub-region?
- b. How do we promote trade?
- c. How do we promote visitations across the region and overcome the low level of tourism activities within the region?
- d. How do we ensure a pragmatic implementation of the current common currency policy?
- e. How do we reduce the hassles at the frontiers and the associated formalities?
- f. How do we ensure adequate security in the face of increased terrorism, robbery kidnapping and threat by herdsmen?
- g. How do we address nagging environmental issues, heritage preservation, sale of antiquity, low promotion and marketing, and other socio-economic problems, including the dwindling level of authenticity of arts and crafts?

These and many more questions will hopefully be addressed during the conference.

Sub-themes:

1. Heritage preservation and conservation
2. Eco-tourism
3. Cultural tourism and regional cooperation
4. Security and safety management
5. Communication and marketing
6. Contemporary arts and commoditization
7. Economic and social dimensions of tourism
8. Environmental impacts
9. Policy considerations
10. Theoretical considerations
11. Transportation
12. Hospitality
13. Medical tourism etc

We welcome contributions from diverse fields, including anthropology, economics, fine and applied arts, history, political science, African literature, mass communication, tourism and hospitality studies, geography, management, agriculture, etc. Contributors are also free to write on any of the workshop themes and/or related areas.

TRAINING THE TRAINERS WORKSHOPS

Workshop 1:	<p>Travel Agency and Tour Operator Business</p> <p>The workshop will highlight the functions, namely travel advice, reservation, ticketing, visa procurement etc. as well as the qualities of a travel agent. Also of interest is the role of tour operators e.g. packaging of tours, marketing and executing the tours. The components of packaged tours such as accommodation, destination and attractions as well as transport will also be discussed. Trainer: Dr. E.N. Ukabuilu</p>
Workshop 2:	<p>Entrepreneurship in Tourism</p> <p>This segment will discuss the meaning, functions and opportunities open to intending operators in Nigeria. The cottage industries and other support services as well as service delivery opportunities related to the tourism industry will also be discussed. Trainer: Dr. B. B. Esu</p>
Workshop 3:	<p>Tourism Statistics</p> <p>The workshop will highlight the meaning of tourism statistics, inflow and outflow expenditure patterns, data collection and representation procedures as well as the importance of tourism statistics in planning. Trainers: Dr. Emeka Okonkwo and Chris Diminyi</p>
Workshop 4:	<p>Heritage Tourism</p> <p>This segment will discuss the meaning, types and characteristics of heritage resources and how these can be harnessed to promote tourism. Examples shall be drawn from Nigeria to buttress the point being made. Trainers: Prof Pat Uche Okpoko and Dr. Ogechi Enemu</p>
Workshop 5:	<p>Tourism Marketing and Information Technology</p> <p>This workshop will discuss the meaning, segmentation strategies and marketing tools used by tourism practitioners across the globe. Electronic and print marketing tools and strategies of all sorts will be discussed. Trainers: Prof. L.C. Ekechukwu and Dr.Emeka Okonkwo</p>

Keynote Speaker: Prof. C.I C. Okoli,
Department of Tourism and Hospitality Mgt,
Imo State University, Owerri

Lead Speaker 1: Prof P.U.C. Dieke,
Department of Archaeology and Tourism,
University of Nigeria, Nsukka

Lead Speaker 2: Dr Clement Ebin,
Department of Hospitality Mgt. and Tourism,
Cross River University of Tech., Calabar

Conference Fee: N15,000

Conference Venue: Fac. of Arts Lecture
Theater, University of Nigeria, Nsukka.

Abstract deadline: November 30, 2016.
(Submit abstract to: contact@atdin.org)

Accommodation: Decent hotels are available within the University and its neighborhood (Room rates: N5,000 to N10,000 per night).

Publication: Quality papers will be published in *Journal of Tourism and Heritage Studies* (JTHS).

Contacts:

Prof. Pat Uche Okpoko
ATDiN President,
+234 806 935 9951, Email: patrick.okpoko@atdin.org
Website: <http://www.atdin.org>

Dr. Emeka E. Okonkwo
ATDiN Secretary,
+234 803 810 359, Email: emeka.okonkwo@atdin.org
Website: <http://www.atdin.org>