

**ASSOCIATION FOR TOURISM DEVELOPMENT IN NIGERIA
THIRD BIENNIAL MULTIDISCIPLINARY CONFERENCE,
University of Nigeria, Nsukka
MARCH 15 - 17, 2017**

THEME:

**PROMOTING REGIONAL INTEGRATION AND TOURISM WITHIN WEST
AFRICAN SUB-REGION**

SCHEDULE OF EVENTS

Wednesday March 15, 2017	Arrival

Thursday March 16, 2017	
Arrival and Registration, Energy Centre Hall B Lobby	9.00am-5.00pm
Opening Ceremony/Keynote Speaker Prof. C. I. C. Okoli	10.00-11.00am
Lead Speaker Rev. Fr. Prof H. Ichoku	11.00am-11.45am
Award of Excellence Hon. Dr. Francis Okoye, MD, Helena Haven, Choba, Port Harcourt	11.45am -12.15pm
Workshop I: Dr. O. Enemuo	12.15pm-12.40pm
Workshop II: Dr E. N. Ukabuilu	12.40pm-1.05pm
Workshop III: Dr. Bassey Esu	1.05pm-1.30pm
Launch break	1.30pm-2.00pm
PANEL SESSIONS	
Panel Session I (1-3) Energy Centre Halls A, B & C	2.00pm-5.00pm

Friday March 17, 2017	
Registration, Energy Centre Hall B Lobby	8.30am-2.30pm
Panel Sessions II (4-6) Energy Centre Halls A, B & C	9.00am-1.30pm
AGM	1.30pm-2.30pm
Departure	2. 30pm

Keynote Speech: Tourism and Economic Integration of West Africa
Prof. C. I. C. Okoli

Lead Paper: The Economics of Regional Integration within West African Sub-Region
Rev Fr Prof. H. Ichoku

Sub-Themes and Paper Presentation Panels

Panel 1: Regional Integration and Tourism

Venue: Energy Centre Hall A

Date: March 16, 2017

Time: 2.00pm-5.00pm

Panel Chair: Prof. Chukwuemeka U. Okoye

Repertoire: Dr. Albert Chege Kariuki

1. Promoting Regional Integration through Tourism: Lessons from East Africa - *Albert Chege Kariuka*
2. A Review of Tourism Development in Tanzania - *Agnes Sirima and Maria Mngulwi*
3. Developing a Vibrant Tourism Industry in Southeast Region of Nigeria - *Anunobi Helen Nwando and Egere Chioma Afonma*
4. Challenges of Tourism Promotion in Northern Nigeria: The Role of Religion - *Ezenagu Ngozi*
5. Tourism and International Relations among ECOWAS: The Socio-Political Subtext - *Daniel A. Agbasiere and Elochukwu A. Nwankwo*
6. Trends on Regional Integration in West Africa - *Paul Obi-Ani and Chioma Abuba*
7. Communicating Tourism for Regional Integration in West Africa - *Dr Chinwe Okpoko*
8. Tourism Readiness, Investment Promotion, Economic Growth and Development in South East Nigeria: An Expose and Proposal - *Professor Chukwuemeka U. Okoye*
9. Regional Integration and Tourism Development in Niger Delta Region of Nigeria - *Ekeke, J. N., Olori, W.O and Amadi, L.*

Panel 2: Ecotourism and Environment

Venue: Energy Centre Hall B

Date: March 16, 2017

Time: 2.00pm-5.00pm

Panel Chair: Eja, Eja Iwara

Repertoire: Dr. Cletus Okechukwu Obinwanne

1. An Appraisal of the Viability of Ecotourism Potential in Odukpani Local Government Area of Cross River State, Nigeria - *Eja, Eja Iwara, Anim Ajake. O and Esuabangha William E*
2. The Environmental Implications of Mass Tourism in a Residential Neighbourhood of Calabar South, Nigeria - *Eja, Eja.I; Ajake Anim O. and Ojugbo, P.A*
3. Challenges and Prospects of Developing Abadaba Lake, Obowo L.G.A, Imo State into a Tourism Destination - *Cletus Okechukwu Obinwanne and James Chidera Onyeananam*
4. Assessing the Challenges of Coastal Tourism Development in Port Harcourt, Bony and Opobo Rivers State, Nigeria. - *Cletus Okechukwu Obinwanne and Okpoko, P. U.*
5. Assessment of the Ecotourism Potentials of Nga-Ebal Waterfall in Ogoja Local Government Area of Cross River State - *Diminyi, Christopher A., Duru, Henry C. and Paul, Anselem E.*
6. Challenges of zoo tourism in Port Harcourt, Rivers State, Nigeria - *Odunlami S.S.S and Amos Lawson*
7. Assessment of the Spatial Characteristics of Ecotourism Attractions and Arrivals in Enugu State, Nigeria - *Anim Ajake and Titus Amalu*
8. Ethnographic Study of Tourism Potentials of Badagry Beach in Lagos State, Nigeria - *Aziekwe, Ngozi E.*
9. Environmental Implication of Tourism in Anambra State: A Case Study of Rojeny Tourist Village, Oba - *Emeka E. Okonkwo, Ezekaka Afoma and Igwemadu Martha*

Panel 3: Heritage Studies

Venue: Energy Centre Hall C

Date: March 16, 2017

Time: 2.00pm-5.00pm

Panel Chair: Ihediwa N. C.

Repertoire: O. Anozie

1. Funerary Monuments of Oued Chbeika (Morocco): A Threatened Cultural Heritage - *Abioui Mohamed, Beraaouz El Hassane, Oumouss Ahmed, Beraaouz Mohamed, Dades Mohamed, M'Barki Lhassan and Allan Mamoon*
2. Monument as a Living Heritage: The Challenges of Safety and Implications on Lost memories - *Elochukwu A. Nwankwo, Uchenna H. Obieluem and Okechukwu O. Anozie*
3. Ethnographic Study of Heritage Resources in Agbura Community, Bayelsa State - *Rita uju udeagha and Emeka E. Okonkwo*
4. Christian Pentecostalism and the Challenge of Heritage Preservation and Conservation: Focus on Mbaise Igbo Group in Imo State - *Ihediwa N. C. and Oguamanam C. C.*
5. Cultural Practices and Their Preservative Measures among Ojebe Ogene in Eastern Nigeria - *Okechukwu k. C.*
6. Ekete-Nsi Festival in Bende LGA, Abia State from Precolonial Times to 1970: An Assessment - *Ngozika. A. Obi-Ani, Stella Okoye-Ugwu and Goodness. C. Obi*
7. Anchor Cave as a Religious Tourist Centre - *Emeafor, Obinna F. and Odum, Chigozie Jude*
8. Harnessing Pissa Cave for Heritage Tourism Development in Borgu Local Government, Niger State - *Omotayo, O.L, Chikezie, J, Adedeji, E.O. and Oyediran, O.B.*
9. A Preliminary Investigation of Ogba-Agu Owuru Cave in Ezeagu and Its Implication to Tourism Development in Nigeria - *Emeka E. Okonkwo, Ezekaka Afoma and Igwemadu Martha*
10. The Biafran War Bunkers at the National War Museum, Umuahia - *Chijioke Onuora*

Panel 4: Heritage Conservation, Cultural Practices and Mass Tourism

Venue: Energy Centre Hall A

Date: March 17, 2017

Time: 9.00am-1.30am

Panel Chair: Dr. Enemuo, O. B

Repertoire: Jude Chigozie Odum

1. Impacts of Religious Tourism in Southeastern Nigeria - *Uchenna, H. Obieluem and P.U. Okpoko*
2. Odo masquerade in Northern Igboland, a Cultural Resource in Demise: The place of tourism – *Chidinma Chris Oguamanam and Jude Chigozie Odum*
3. Harnessing Tourism Potentials in Neni Community - *Njideka Olisa*
4. Traditional Bone Setting (TBS) among Ogboji Arimogu in Ezza North LGA of Ebonyi State - *Okezie Kelechukwu*
5. The Role of Heritage Resources in Tourism Development - *Enemuo, O. B.*
6. Harnessing Cultural Practices among Ojebe Ogene for Tourism Development - *Okechukwu k. C.*
7. A Study of Processes and Challenges of Bronze Casting: An Age-Long Heritage of Benin People of Nigeria - *Elochukwu A. Nwankwo, Olayinka G. Yunusa and Okeoma S. Nwagwu*
8. A Historical Appraisal of Heritage Tourism in Nigeria With special Focus on Igbo Proverbs - Rev Fr (Dr) F.O.F Onwudufor
9. Impact of Cultural Festivals on the Development of Imo State - *Echeta O. Sydney*
10. Mass Tourism in World Heritage Sites in Nigeria: A Threat to Heritage Conservation *Omotayo, O.L., Adedeji, E.O., Chikezie, J. and Oyediran O.B.*
11. Conceptualising the Relationship between Religion Tourism, Social and Economic Development in Nigeria - *Bello Yekinni Ojo, Obiora Nkiruka Judipat and Bello Mercy Busayo*

Panel 5: Heritage Preservation, Tourism and Development

Venue: Energy Centre Hall B

Date: March 17, 2017

Time: 9.00am-1.30am

Panel Chair: Dr. Joy Nneka Uchenye Ejikeme

Repertoire: Olawale-Olakunle E. O

1. Preservation and Conservation of Cross River Monoliths and Oban Hill Division for Tourism Development - *Dr. Joy Nneka Uchenye Ejikeme and Professor P.U. Okpoko*
2. Contribution of Tourism to Wealth Creation: A Study of Selected Attractions at Owerri and Port-Harcourt - *Elendu Daniel. I. and Olawale-Olakunle E. O.*
3. The Role of Music in Tourism Development in Nigeria - *Echezona Adaora Udo-Awai*
4. The Implications of Postmodernist (new) Christianity on Sacred Shrines and Objects in Contemporary Igbo Society - *Maureen N. Onyejegbu,*
5. Philosophical Perspectives on Ending Terrorist Cultural Heritage Destruction to Enhance Eco-Tourism in Nigeria - *Mark Omorovie Ikeke*
6. Significance of Inyama Priestesses, Enugu-Ezike up to 2000 - *Ngozika. A. Obi-Ani, Stella Okoye-Ugwu and Innocent Nweze*
7. The Imilike Revolt of 1918: A Case of Indigenous Resistance - *Ngozika. A. Obi-Ani and Chidinma. G. Ezeleke*
8. Tourism and Conflict Management in Nigeria: The Socio-Cultural Dimension – *Henry Duru and Elochukwu Nwankwo*
9. Stakeholders' Value and Tourism Development in Nigeria: A Conceptual Framework - *Ekeke, John. N and Nwaiwu, Johnson.N.*
10. Indigenous Souvenir Attributes and Tourist Destination Attractiveness: A Case Of Cross River and Akwa Ibom States - *Bassey Benjamin Esu and Ini Smart*
11. Preserving the Past and Present for Sustainable Traditional Music in Igboland - *Keke, Maria Trinitas Oluchi.*

Panel 6: Travel, Safety, Hospitality Management and communication

Venue: Energy Centre Hall C.

Date: March 17, 2017

Time: 9.00am-1.30pm

Panel Chair: Obiora, Judipat N.

Repertoire: Diminyi Christopher A.

1. The Spatial Distribution and Utilization of Selected Recreational Facilities in Calabar, Nigeria - *Eja, Eja Iwara, Obiora, Judipat N. and Eteng, Edet Emmanuel*
2. Assessing the Role of Managerial Leadership Style on workers' Productivity in selected Hotels in Auchi, Edo State Nigeria - *Anyanwu, D. E. and Adebayo, N. I*
3. Impact of Conflicts on Productivity of Employees – Study of Selected Hotels in Ondo State, Nigeria - *Adebayo, Ibidapo Nath and Anyanwu, Dominic Ebere*
4. Strategic Application of Telecommunication in Tourism Business Practices in Nigeria - *Diminyi Christopher A., Duru Henry C., Madu Nnaemeka D. and Nwoke Chikezerim C.*
5. Impact of Insecurity on Destination Patronage in South-South Geopolitical Region of Nigeria. By *Egere Chioma Afonma and Anunobi Helen Nwando*
6. Assessing the Effect of Waste Control Management and Recycling in Food Industries in Selected Hotels in Lagos State - *Amaechi, C. Juliet, Cletus Okechukwu Obinwanne and Esan, Y.O.*
7. Roles of Travel Agencies and Tour Operators in the Transformation of Tourism Business in Nigeria - *Ukabuilu E. N.*
8. The Implication of Quality Service Delivery on the Hospitality Industry in Cross River State: A Case Study of Selected Hotels in Ogoja - *Diminyi Christopher A., Duru, Henry C., Abutu, Grace N. and Odey, Christopher L.*
9. Application of HaCEM Analysis for Safety Studies in the Nigerian Railway System: Implications for Sustainable Tourism Development - *Onwudinjo Catherine Nkiruka and Elochukwu A. Nwankwo*
10. Effective Marketing Planning and Performance of Hospitality establishments in Port Harcourt - *Anwuri, Patience Nwokaego*
11. Analysis of Newspaper Frame of Arts and Culture and its Implications on Economic Growth - *Omanwa Ekwueme*

12. Sport Tourism: Assessing the Perceived Economic Impact of Okpekpe Marathon Race on Okpekpe Community in Edo State - *Bello Yekinni Ojo and Bello Mercy Busayo*