



**ATDiN**  
Association for Tourism Development in Nigeria

Hosted by



Nsukka Campus

**ATDiN 2019**

Beyond Rhetoric and Idealism: Propelling a Pragmatic and Sustainable  
Tourism Industry in Nigeria

**Conference Date**

10-13 NOVEMBER 2019



Welcome to  
Association for Tourism Development in Nigeria



# Association for Tourism Development in Nigeria (ATDiN)

Room 126, Block B, Faculty of Arts Complex, University of Nigeria, Nsukka. E-mail: [contact@atdin.org.ng](mailto:contact@atdin.org.ng)

## Beyond Rhetoric and Idealism: Propelling a Pragmatic and Sustainable Tourism Industry in Nigeria

**University of Nigeria, Nsukka  
10–13 November 2019**

### CALL FOR PAPERS

Association for Tourism Development in Nigeria (ATDiN) is delighted to invite you to the 4<sup>th</sup> Biennial Multidisciplinary Conference slated for November, 2019.

The conference explores several factors that impede tourism development in Nigeria despite her long history of tourism. One major factor is the failure of successive governments to efficiently implement policy initiatives and/or programmes designed for tourism. Insecurity occasioned by religious intolerance and the attendant terrorism in the northeast, herdsmen-farmers crises across the nation, weak private-public partnership, dearth of professionals to run the industry and the resultant failure to move the sector to enviable heights are other factors impeding tourism development in Nigeria. The subthemes of the conference are dedicated to exploring innovative approaches and the strategic thinking needed to adapt and implement processes and practices in order to achieve such desired tourism development in Nigeria. Building upon the sub-themes, we invite delegates to examine specific facets of tourism challenges in Nigeria and suggest a more pragmatic way to propel the industry.

The University of Nigeria, commonly referred to as UNN, is a federal University located in Nsukka, Enugu State. It is in the Tropical Rain Forest which boosts rainforest tourism, natural tourism, indigenous tourism, rural and remote tourism, among others. The diverse range of tourism divisions will feature through the ATDiN programme and also offer opportunities to connect academics, educators, industry, local suppliers, local artists and indigenous operators with one another. A range of pre and post conference workshops and site visits will also be included in the conference programmes (at additional costs and subject to numbers) to ensure delegates have the best opportunities to consider and contribute to the conference experience.

We're looking forward to welcoming ATDiN's 2019 delegates to the University of Nigeria, Nsukka and Enugu State tourism sites.



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## Conference Theme

The conference theme is *'Beyond Rhetoric and Idealism: Propelling a Pragmatic and Sustainable Tourism Industry in Nigeria'*.

Despite the long history of tourism in Nigeria, the industry is still struggling to take its bearing as a choice destination. Nigeria embraced a formal tourism development programme over five decades ago with the formation of a tourism association in 1962, a period long enough to reap from a sustained and vibrant growth. However, governments have over the years paid lip-service to this very important industry through flamboyant ideas and postulations almost always dished out through the media. A glaring example is their sugar-coated slogan and elusive economic miracle across every sector, tourism inclusive, by the year 2020 popularly called “Vision 20-20-20”. Specific to tourism is the “Fascinating Nigeria” slogan promoted by the federal government to attract visitors to Nigeria. In all, they have generally failed to recognize, and pragmatically too, the contents of the numerous and diverse tourism resources that abound in this country and the benefits that will accrue there-from if they are properly developed. Other factors that impede tourism development in Nigeria include insecurity occasioned by religious intolerance that metamorphosed into Boko Haram insurgency and the attendant terrorism in the northeast, herdsmen-farmers crises across the nation, particularly in the Middle Belt, weak private-public partnership, dearth of professionals to run the industry and the resultant failure to move the sector to enviable heights.

There is no doubt that some strides have been made in the areas of policy and institutional structures, including hotel development by private individuals, organizations and consortiums. Nevertheless, some of the accruable gains are often truncated by the same system that appears to promote tourism development. Otherwise, what explains the removal of tourism from the Ministry of Information and Culture by the present government, if not the lack of interest in the sector or ignorance about its import? Furthermore, although the preceding administration included tourism in her “Seven-point agenda”, it was the only item in that agenda that had no budgetary allocation. Indeed, the industry has had a chequered history in Nigeria since inception and this calls for urgent attention.

This conference seeks to interrogate the above and related issues from multidisciplinary perspectives, with a view to suggesting a more pragmatic way to propel the industry. We therefore welcome contributions from diverse fields, including anthropology, economics, fine and applied arts, history, political science, African literature, linguistics, mass communication, tourism and hospitality studies, religion, music, theatre, geography, management, education, agriculture, etc.

# Full Research and Working Papers

**Full research papers and working papers deadline is 31 July 2019**

ATDiN 2019 Organising Committee welcomes full research papers and working research papers relevant to the conference theme '*Beyond Rhetoric and Idealism: Propelling a Pragmatic and Sustainable Tourism Industry in Nigeria*'. The sub-themes for the conference are developed around the conference theme and are listed below. Papers in other areas related to tourism, heritage and hospitality management are also welcomed. The subthemes include:

## **Sub-themes:**

1. Heritage preservation, tourism and development
2. The economics of tourism
3. Institutions, facilities and structures
4. Cultural tourism and regional cooperation
5. Security and safety management in tourism destinations
6. Communication, customer service and marketing
7. Contemporary arts, revitalization and commoditization
8. Impacts of tourism
9. Politics, policies and plans
10. Transport development
11. Music, theatre and entertainment education
12. Hospitality management
13. Agro, eco and coastal tourism,
14. Medical tourism,
15. Human resource management and development etc.

Full research papers and working research papers that engage the sub-themes outlined above are invited for submission. We welcome innovative contributions that focus on how tourism, hospitality and management are experienced and developed. We also encourage papers on teaching, curriculum and pedagogical research, as well as theoretical and empirical studies relating to tourism, hospitality and management.

**All paper submissions must follow the guidelines outlined in the attached document template.**

Authors will be asked to sign an agreement about the use of their papers. Your paper must be clearly identified as a full research paper or a working research paper. The submission of a paper is an indication of a commitment to attend ATDiN 2019. If a paper is accepted, at least one author must attend the conference to present the paper.

All paper submissions must also include a [Transfer of Copyright Agreement](#) to be sent to [conference@atdin.org.ng](mailto:conference@atdin.org.ng) Please download the attached document, sign, scan and return to the Conference Organising Committee.

## **SUBMIT YOUR PAPER**

[Transfer of Copyright Agreement](#)

[Author Guidelines and Template](#)

### **Key Deadlines**

Full research papers deadline: 31 July 2019

Working Research Papers deadline: 31 July 2019

Conference Registration closes: 1 September 2019

### **Registration Fees**

Membership (Optional)	- N5,000
Conference	- N25,000
Students	- N10,000

### **Types of Papers**

#### **Full Research Papers**

Papers submitted in this category are those in which research work, or conceptual and theoretical development, is complete. Authors should submit a paper of 4000-5000 words (including references, tables and figures) to be blind peer reviewed by two reviewers nominated by the Scientific Committee. All papers must be original submissions that have not already been published.

Full Research Papers close for review: 31 July 2019

#### **Working Research Papers**

Working papers are those for which a substantial amount of the research work, or conceptual and theoretical development has been done. Authors should submit a paper of 1200-1500 words (including references, tables and figures) to be blind peer-reviewed by one reviewer nominated by the Scientific Committee. All papers must be original submissions that have not already been published.

Working Papers close for review: 31 July 2019

## Paper Submission Guidelines

Please follow these guidelines when submitting your paper:

- Full Research Papers should be between 4000-5000 words
- Working Research Papers should be between 1200-1500 words
- Provide the full title of the paper as it will appear in the conference programme
- Include a list of authors, First Name, Surname and Institutional affiliation
- Identify which conference sub-theme the paper is aimed and/or the Special Interest Group (SIG) to which the paper contributes.

Please download the attached [ATDiN 2019 Paper Submission Author Guidelines](#) for detailed author guidelines.

All papers should include:

- An abstract of approximately 150 words.
- A list of 4-6 keywords.
- An introduction that provides an overview of the paper and the significance of the research.
- A literature review that provides the background to the research and outlines the context and/or academic literature that informs the research.
- A research approach that describes the broad theoretical orientation and/or methodological approach.
- A description and application of the research findings.
- A conclusion that provides a summation of the paper and its contribution to tourism, hospitality and/or events education and/or research.

## Paper Presentation

Those authors whose full research papers and working research papers are accepted will have the opportunity to present their work in either an oral or visual presentation format.

### Oral presentations

Oral presentations will be allocated 20 minutes each (15 minutes for the presentation with five minutes for questions). A Chair will run each concurrent session of presentations. If conference delegates are interested in chairing a session, please contact the Organising Committee at [conference@atdin.org.ng](mailto:conference@atdin.org.ng)

### Visual presentations

Visual presentations will be held in an Ideas Factory with the opportunity to discuss work one-on-one in a creative presentation environment. The Ideas Factory provides delegates the opportunity to present research in PPT form rather than a traditional oral presentation.

## WORKSHOP

Tourism Entrepreneurship

### KEYNOTE SPEAKER:

**Professor Eugene Aniah**

Department of Geography and Environmental Sciences,  
University of Calabar,  
Cross River State

### LEAD SPEAKERS:

**1. Professor P-J Ezeh**

Department of Sociology and Anthropology,  
University of Nigeria,  
Nsukka,  
Enugu State

**2. Professor A.O. Ajake**

Department of Geography and Environmental Sciences,  
University of Calabar,  
Cross River State

## Accommodation

A wide range of accommodation to suit all budgets and tastes can be found within the University of Nigeria, Nsukka and its neighbourhood. These include lodges, hostels, guest-house, etc. The city also has excellent restaurants, bars and entertainment centres, and many other captivating activities. ATDiN is interacting with officials of the guest houses within the campus to offer special and agreeable rates to delegates.

Please contact the under listed for reservation and booking:

1. Telephone the ATDiN Accommodation Reservations office on (+234) 806 935 9951; or
2. Email Reservations at [ATDiNsecretariat@atdin.org.ng](mailto:ATDiNsecretariat@atdin.org.ng)

### **Indicative rates (All rates in ₦ Naira)**

Average room rates are between ₦6,000 to ₦11,000

# Contact us

For further information about ATDiN 2019 conference, please contact:

**Professor Pat Uche Okpoko**

President

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