

# Evaluation of the Prospects of Farin Ruwa Water Fall as Tourist Attraction for the Development of Nasarawa State

Angbashim, Bridget Bitrus<sup>1\*</sup>, Francisca Jacob Dayang<sup>2</sup>, Tpl Bashayi Obadiah<sup>3</sup>

<sup>1</sup>Department of Leisure and Tourism Management, Isa Mustapha Agwai I Polytechnic, Lafia, Nigeria

<sup>2</sup>Department of Hospitality Management, Isa Mustapha Agwai I Polytechnic, Lafia, Nigeria

<sup>3</sup>Department of Urban and Regional Planning, Isa Mustapha Agwai I Polytechnic, Lafia, Nigeria

**Abstract:** Tourism is a global scale industry with growing impact on the environment which provides new opportunities. When tourism potentials are developed and managed, they can generate substantial economic benefits to an area without creating any serious environmental or social problems. This research evaluates the prospects of Farin Ruwa waterfall as a tourist attraction for the development of Nasarawa state. The study area was the Farin Ruwa Development Area which was carved out of Wamba Local Government Area of the State. The research targeted local officials and tourism professionals as the population of the study. The sample size of the study is 31. Well-structured questionnaires were randomly administered to the population of the study. Sixteen were explicitly given to the local officials in the Ministry of Culture and Tourism, and another 15 questionnaires for tourism professionals. The data collected were analyzed using descriptive methods. The results showed that Farin Ruwa waterfall have not been developed and are faced with the problems of infrastructural facilities, and many people are not happy with the present state of the waterfall. It is believed that if the waterfall is developed, it will bring enormous benefits to them. The research recommends that government should put in place a phased-out policy initiative to harness and fast-track the development of this Waterfall instead of the lackluster and slow developmental efforts. The study also recommends Public-private partnerships to encourage and stimulate the development of the waterfalls. In conclusion, Farin Ruwa Waterfall is a unique tourism potential which will become a major tourist attraction when properly planned and developed. This will improve the local economy by creating jobs and business activities thereby improving the living standard of the local communities and also developing the state economically through revenue generation.

**Keywords:** Tourism, Tourist Attraction, Evaluation, Prospect, Development

## I. INTRODUCTION

Tourism development refers to all the activities associated with providing tourist facilities in a destination, whether at the national level or abroad. Sherrif (2005) states that tourism as a foreign exchange earner and saver embraces a broad range of occupations, skills and private sector enterprises that offer opportunities, especially in small and medium-sized enterprises. In some developed and African countries, the prudent management of the hospitality and

tourism sectors has contributed immensely to the economy's growth. Adeniran (2006).

Therefore, tourism is a global scale industry with a growing impact on the environment, providing new opportunities. As such, tourism potential must be developed and managed in a controlled, integrated and sustainable manner. With this approach, tourism can generate substantial economic benefits to an area without creating serious environmental or social problems, and tourism resources will be conserved. Tourism resources will be conserved for continued use (WTO, 2009). Tourism potentials left without harness are considered to be a total loss to a region and a nation at large.

According to Pran and Sushma (2005), the world tourism organization estimates that tourism will triple over the next decades, with 1.6 billion tourists visiting foreign countries annually by the year 2020 and spending more than 5 billion US dollars a day. The level of development in a tourist site will however, determine the ability to attract as many visitors as possible. The economic gains of tourism are the underlying factors for nation's interest in developing the industry.

The last two decades have seen a great surge in the nature and magnitude of marine recreation and ecotourism which have generated billions of dollars in economic activities, says World Tourism Organization (1996). Today, no country can afford to ignore the importance of tourism to her economic, social and cultural development. Frangialli (2002) and Adeniyi (2014) states that tourism industry creates jobs at remote rural resorts in handicrafts, and jobs linked to ecotourism and cultural tourism.

Nasarawa state is one of the nearest states to the Federal capital territory, and expected to compliment tourism in the middle belt area of the country. Still, almost all the tourism potentials are not developed, so it cannot boast of attracting visitors and gaining from them.

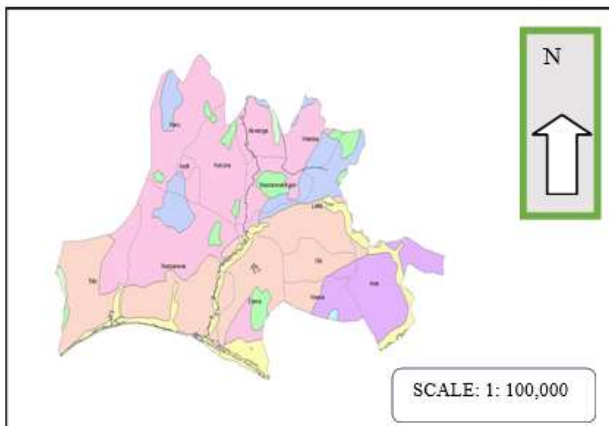
The research shall seek to evaluate the prospects of FarinRuwa Waterfalls tourism attraction for the development of Nasarawa state. If the popular FarinRuwa Waterfalls is developed to attracts tourists, more than 35% Nasarawastate's unemployment will be a thing of the past in the next three years (Ijeomah and Aloa, 2007). It will also significantly

deliver the host community and Nigeria as nation from poverty. This is because the development will encourage investors in key areas like accommodation and catering, conference facilities, souvenirs shops, boutiques, etc; therefore, developing this tourism potential is crucial.

II. STUDY AREA

Wamba is one of the Local Government Areas in Nasarawa State. Out of this Local Government Area, Farin Ruwa Development Area was carved out, in order to support and amalgam the Kulere people of Masenge and Marhai community because their cultures and histories is linked with Farin Ruwa waterfall. It is located between Latitudes 09°03' and 09°14' and Longitudes 08° 50' and 08° 45' and covers the landmass of 661.11Km<sup>2</sup>. At 150 meters long, the FarinRuwa Fall is the highest in the country and is on par with some of the 'world's tallest waterfalls. The water runs from the top of the large Jos Plateau and then cascades down in a tremendous show of beauty.

Figure 1. Map of Nasarawa State Showing Wamba local Government



Source: Greater Lafia master plan, 1998

Fig 2. Farin Ruwa Falls



Source: Author Fieldwork. 2022

III. RESEARCH METHODOLOGY

The purpose of this study is to evaluate the potential of FRWF as a tourist attraction for the development of Nasarawa State and recommend possible government action to that effect. The study employed descriptive survey design. The study area

used a sample size of 31 representing (9.3%) of the target population (333) obtained from the staff of the ministry of culture and tourism, Nasarawa state and Tourism professionals. Data were collected through observation, published and unpublished information sources and well-structured questionnaires from the residents and staff of the ministry of culture and tourism. The gathered data were tallied and organized into frequency distribution tables and were analyzed descriptively.

IV. RESULTS AND DISCUSSIONS

Table 1: Response of Tourism professionals for the Development of FRWF

Response	Frequency	Percent
<b>Facilities and infrastructure present in FRWF</b>		
Not satisfactory	9	90.0
Indifferent	1	10.0
Total	10	100.0
<b>The present state of facilities in FRWF</b>		
Very Good	1	10.0
Poor	7	70.0
Total	8	80.0
Missing system	2	20.0
Total	10	100.0
<b>Present level of promotion FRWF</b>		
Not satisfactory	9	90.0
Indifferent	1	10.0
Total	10	100.0
<b>Role play by the Government for the development FRWF</b>		
Not satisfactory	9	90.0
Indifferent	1	10.0
Total	10	100.0
<b>Prospect for the development of FRWF</b>		
Generate revenue, employment, Improve infrastructure, Diversity of culture, Improve standard of living, Increase personal income, Increase land rate, and attract investors	5	
	2	50.0
Generate revenue, employment, Improve infrastructure, Diversity of culture, Improve standard of living, Increase personal income, Attract investors,	1	10.10
Generate revenue, employment and Attract investor	1	10.0
Generate revenue, employment, Improve infrastructure, Diversity of culture, Improve standard of living, Increase personal income, Attract investors	1	10.0
	1	100.0
Generate revenue, employment, Improve infrastructure, Improve standard of living, Increase personal income, Increase land rate, Attract investors	10	
Total		

Source: Authors field survey, 2022

From the table analyzed above, 90% of the respondents are not satisfy with the facilities at Farin Ruwa waterfall as most of the facilities are dilapidated therefore there is the need for improvement. 70% of the respondents also attest that the facilities at the FRWF are poor, as it has been neglected while 20% of the official did not make comment. The respondents believe that the level of promotion of FRWF is not satisfactory as supported by 90% of the responses. This is to indicate that a lot of people or tourist art not aware of its existence. The analysis also shows that 90% of the tourism professionals are not satisfied with the role Government of the state is playing concerning FRWF. The professionals, however, believe that there are lots of prospects for FRWF. This is evident in their responses as 50% of the official agreed that FRWF can generate revenue, generate employment, Improve infrastructure, diversify culture, improve standard of living, increase personal income, increase land rate, and attract investors. This is a good fortune as more investment into it is likely to yield high rewards.

Table 2: Response of Tourism Officials for Development of FRWF

Response	Frequency	Percentage
<b>Periods of 'Tourist's visit to the area?</b>		
Throughout the year	4	40.0
Christmas only	4	40.0
Others (specify)	2	20.0
Total	10	100.0
<b>Pattern of Tourist and Visitor visitation</b>		
Throughout the year	9	90.0
Others (specify)	1	10.0
Total	10	100.0
<b>Time Tourist Spent in FarinRuwa WaterFall Site</b>		
24 hours	8	80.0
2-3 days	2	20.0
Total	10	100.0

Source: Authors field survey, 2022

The response in the table above shows that the FRWF has been seeing tourist at any time of the year, however, at the Christmas period more tourists come there. The analysis also shows that the respondents would like to see the tourist visiting FRWF in high frequency throughout the year as 90% of the official wish to see tourist throughout the year. Unfortunately, most of the tourist stays for only 24 hours as is it indicated. This is probably because of the poor state of things at the resort.

Table 3: Choose the most appropriate answer

Response	Frequency	Percent
I would like to see more tourist in this area	3	30.0
More Tourist would lead to more development	7	70.0
Total	10	100.0

Source: Authors field survey, 2022

Table 3: shows that the official would like to see more tourist in the area (30%) and 70% said more tourist would lead to more development of the FRWF.

Table 4: Perception about Tourist

Response	Frequency	Percent
More should come	5	50.0
They bring revenue to our area	4	40.0
Others (Specify)	1	10.0
Total	10	100.0

Source: Authors field survey, 2022

The table above shows that 50% of the officials want more tourists to come while 40% of the officials feel more tourist will bring revenue to the area.

Table 5. Reasons for low patronage

Response	Frequency	Percent
Poor recreational facilities	2	20.0
Poor access Road	3	30.0
Not well Marketed	1	10.0
Not well Developed	4	40.0
Total	10	100.0

Source: Authors field survey, 2022

The reasons the official of FRWF attributed to why there no much visitors to the site is that, 20% believe there are poor facilities, while 30% feel is because of the poor access road. Others believed that the place is not properly marketed (10%). 40% of the official believed that it is because the place is not well developed.

Table 6: Transportation as a factor for patronage

Response	Frequency	Percent
Yes	9	90.0
No	1	10.0
Total	10	100.0

Source: Authors field survey, 2022

The Table above however shows that 90% of the officials agreed that transportation is a factor making the area not to receive enough visitors.

Table 7: Infrastructure to develop

Response	Frequency	Percent
Accommodations, Recreational area and Road network	4	40.0
Games Park, Accommodations, Cultural Villages, Recreational area and road network	2	20.0
Accommodation	1	10.0
Recreational areas	1	10.0
Games park, Accommodation and Cultural area	1	10.0
Games park, accommodation, Recreational area and Road network	1	10.0
Total	10	100.0

Source: Authors field survey, 2022

The official of the FRWF said they would wish to develop Accommodations, Recreational area, Road network and Games Park, 40% if given the opportunity. The table shows details of their priority of the infrastructure they wish to develop given the opportunity.

Response	Frequency	Percent
Very poor	3	30.0
Poor	2	20.0
Acceptable	1	10.0
Good	4	40.0
Total	10	100.0

Source: Authors field survey, 2022

Fortunately, 40% of the official of FRWF in the above table said the physical condition of the area is good, while 30% said it is bad.

Response	Frequency	Percent
Adequately utilized	1	10.0
Under Utilized	9	90.0
Total	10	100.0

Source: Authors field survey, 2022

In the table above the official of FRWF said the tourist site is underutilized.

Table 10: Problem of Development of FRWF as attraction

Response		Frequency	Percent
	Inadequate govt. intervention and lack of interest by govt.	6	60.0
	Inadequate govt. intervention, Difficult terrain and lack of interest by govt.	3	30.0
	Total	9	90.0
Missing	System	1	10.0
Total		10	100.0

Source: Authors field survey, 2022

The Table above shows that 60% of the official of the FRWF said that the problem of development of FRWF as attraction was inadequate government intervention and lack of government interest in the project. 30% of the officials think it is inadequate government intervention, difficult terrain and lack of interest by the government. 10% of the official refuse to comment on this regards.

Response		Frequency	Percent
	Poor access road	6	60.0
	Inadequate Facilities	4	40.0
	Total	10	100.0

Source: Authors field survey, 2016

Poor access road is the major challenges to the development of FRWF and inadequate facilities in FRWF that is the major problem. These issues however are major issues as far as tourist attraction are concern.

### V. RESEARCH FINDINGS

The research findings revealed that the area's facilities and infrastructures are not satisfactory. Noticeable was the poor state, and in some cases, the absence of general infrastructures and services such as roads, electricity supply, water, and above all tourist centre at the sites. This means that on a raining day, visitors are exposed to these elements and hardly an experience any tourist would normally relish. In the particular case of telecommunication, this makes it difficult to communicate with the outside world and limits how much time a tourist could spend at any particular site.

The study reveals that if government can provide roads, infrastructure facilities to develop Farin Ruwa Water Fall will lead to development of superstructures, attract investors, revenue generation, and employment, improve standard of living and increase land rate.

The research reveals that major setback for large number of tourists visiting Farin Ruwa is the nature of road and high cost of transportation and if such is developed will attract more tourists to the site.

The research shows that tourists visit the falls occasionally and mostly during Christmas period. It was discovered that the tourists do not stay for more than twenty four hours due to lack of accommodation and feeding facilities.

### VI. CONCLUSION

Tourism has been seen as one of the industries that can improve the economy of a country if well developed. Farin Ruwa Waterfall is a unique tourism potential which will become a major tourist attraction when properly planned and developed.

### VII. RECOMMENDATIONS

In view of the enormous benefits accruable from this water falls;

- ❖ The government should provide infrastructural facilities around the waterfalls. Facilities such as parking space and good road networking should be provided in the area. Providing these facilities will enhance and direct actions towards developing the waterfall as a tourist attraction.
- ❖ The government should put in place a phased-out policy initiative to harness and fast track the development of this Waterfall instead of the present lackluster and slow developmental efforts.
- ❖ Security should also be provided within the water falls to ensure safety of lives in the area. Security personnel such as lifesavers and water-guides should be the main priority of the government within the

water falls. This will create a good impression among the visitors on the safety of their lives. In this regard, the government should partner with the inhabitants of the communities to form a strong security in the area.

- ❖ There should be Active Promotion Policies and Marketing Strategies which are necessary for the development of Farin Ruwa waterfalls while at the same time monitoring and dealing with possible impacts of tourism site on the local economy.
- ❖ Nasarawa State Tourism Board as well as the Ministry of Environment should be charged with the responsibility of providing the site with tourism facilities such as museums, parks, Restaurant, mini zoo, conference hall, recreational areas, hotel accommodation for tourists and staff quarters. The Board should properly package and market the water falls in order to attract tourists and in turn generate revenue for the state. There should also be an effective awareness campaign in the media about the water falls in the country to encourage internal demand for tourism.
- ❖ Public-private partnership should be encouraged to stimulate development in the water falls. In the advanced world, public and private partnership promotes development in any tourism destination. Therefore, the government should encourage partnership with private individuals in promoting and developing the water falls.

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