

COMMUNICATION MODES IN NIGERIA AND THEIR CONTRIBUTIONS TO TOURISM DEVELOPMENT IN ENUGU STATE, NIGERIA

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Abstract

Communication networks have over time become instrumental in tourism development, especially in the face of globalisation and modern technological advancement. Their importance in tourism sector is notable and due to the nature of the industry, various high tech communication technologies (wireless communication networks, visual, audio and print media) are employed in the sector around the world. They are used to advertise tourism products and create awareness of services, tourism product development, marketing, distribution and training of tourism personnel. The increasing competitiveness in the global tourism market encourages tourism operators to invest more in promotion, knowledge and quality in order to achieve satisfactory growth. Therefore, it is extremely important to be in touch with the latest technological trends and have the knowledge required to effectively respond to the challenges of global competition. In order to project the paramount role that communication networks play in the tourism industry in Nigeria, this study uses Enugu State as a case study and examines the different communication network outfits obtainable in the state. To adequately prosecute the study, ethnographic method of data collection was used by conducting semi-structured in-depth interviews with the management of the different communication outfits in Enugu Metropolis as well as the users of these networks within the study area. A total of 500 residents were selected and interviewed to get their views on the different communication networks that are used for tourism development. Findings revealed that the communication networks in the state have not been fully utilised because of high cost of access to information, low living standard of the populace, and low educational standard (high illiteracy level) among others. The study concludes that even in the face of these challenges, the Nigerian tourism industry should embrace the use of modern communication networks because of the technological advancement they afford in this twenty first century, and because of the fragmented nature of the tourism industry.

Key words: Communication, Networks, Technology, Tourism, Development, Promotion

Introduction

The world has become a global village. So, effective means of communication is a necessary tool for one to operate well in it. The importance of communication in any society, whether developed or undeveloped, is so obvious; thus, the inter-relationship between the economic development of a country and effective communication services is so interwoven that it is difficult to tell which one comes first. Wikipedia (2011) defined communication as “any act by which one person gives to or receives from another person information about that person’s needs, desire, perception, knowledge or effective state. Communication may be intentional or unintentional, may involve conventional or unconventional signals, may take linguistic or non-linguistic form, and may occur through spoken or other modes.” The communication process is complete once the receiver has understood the message of the sender. Electronic communication includes the process by which messages are sent across the globe through the use of the computer, telephone, radio, television and print media. Thus, communication has become an invaluable tool for better human understanding of the modern world. As aptly noted by Ifedayo (2015), one of the major functions of the media is the provision of adequate information about ongoing

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or current events in the society as a way of serving the public's "need to know". This function is equally evident in the tourism industry as intending visitors/tourists need insight into what is obtainable in the destination area prior to their journey.

Furthermore, tourism, no doubt, has been acknowledged as one of the fastest growing sectors in emerging economy (Ayeni and Ebohon n.d; Raymond 2001; Newsome *et. al.* 2003) and a key driver of socio-economic progress (Long 2002). However, for it to function better, there is need for effective communication as this helps tourism to grow. The different communication technologies are very vital for frontline investments to ensure sustainable tourism development indicators. In the words of Okaka (2007), new media communication technologies are instrumental players in supporting local, national and global tourism business development and also encourage inter-cultural dependency between Africa and the western world. It then becomes instructive to note that communication networks through globalisation can revamp the dying cultures and way of life of the African people and also make known to the outside world, what the continent has to offer. This has been employed by the western world, who through globalisation has used effective mass communication tools/networks to provide what Okaka (2007) termed "infotainment" (information and entertainment). Presently in Nigeria, various communication networks are used in reaching out to the general public as well as tourists, though in varying degrees. This is not unassociated with the suitability, accessibility and availability of the mode within the reach of the populace. The radio seems to be the most accessible because of its wide coverage and low cost of acquisition. However, television seems to be the most persuasive and appreciated in the country because, as argued by Eileen (2015), it combines the features of sight and sound. Unlike other means of mass communication, it combines the elements of images, texts and sounds and hence, it has the ability to reproduce reality and persuade its viewers. It suffices to say that television remains the most viable means of disseminating tourism information in the country not only because of the aforementioned reasons, but also because it is more suitable for an average Nigerian, and it is readily accessible to them and easy to manipulate.

The study, therefore, sought to examine Nigerian communication networks and their contributions to tourism development in Enugu State. To effectively prosecute the study, some communication media were earmarked and studied. Data collected were analysed descriptively. The paper argues that if there are standard communication networks in Nigeria which can offer standard services required by tourists and tourism professionals alike, tourism stand a better chance of developing because it will help in creating awareness of the various attraction sites across Enugu State as well as help tourists to choose their preferred destination(s).

Methodology

Ethnographic research was employed to effectively conduct the study. For the purpose of clarity, the sources of data collection for the study are grouped into two: primary and secondary sources. For the primary sources of data collection, key informants were selected using chain sampling method and their selections were based on their key roles in communication industry. Semi-structured in-depth interviews through interviewer-interviewee verbal conversation were used in interviewing the selected key informants with a view to gathering their views about the use of these networks in promoting tourism in Enugu State. This research method provided opportunities for respondent to talk freely and in detail on the subject of interest.

Two local governments (Enugu North and Enugu South) were purposively chosen out of the seventeen local governments in Enugu State because, most of the communication network outfits selected (television and radio stations, telecommunication networks, etc.) are located within the two local governments. Thereafter, simple random sampling method was employed in selecting various communication networks within the two local government areas, ranging from television, radio to

mobile networks and newspaper houses. Again, 500 residents from the two selected local governments were equally interviewed using question guide. The researchers further used camera for taking pictures to substantiate the data collected. The importance of photographic documentation is that it enables a research work move from being just descriptive to being analytical in nature as a result of the authentication provided. Tape recorders were also used to record interview sessions in the field.

The secondary sources of data collection include library materials, which played a major role in the study. Secondary data consulted are journals, abstract, archival materials, articles, unpublished projects, etc. which the researchers consulted for empirical study. These data supplemented those collected from primary sources.

Background Information

Enugu State is one of the states in the southeastern part of Nigeria. The state shares boundaries with Abia and Imo States to the south, Ebonyi State to the east, Benue State to the northeast, Kogi State to the northwest and Anambra State to the west. Lying partly within the semi-tropical rain forest belt of the south, the state spreads towards the north through a land area of approximately 8,727 square kilometers (3,369) long and its physical features change gradually from tropical rainforest to open wood land and then to savannah. Apart from a chain of hills running through the east to Nsukka, and in the northwest and southwards through Enugu and Awgu, the rest of the state is made up of lowland separated by numerous streams, with the majors like Adada River and Oji River (Wikipedia, 2011). Enugu has good soil and climate, sitting at about 223 metres above sea level, and the soil is well drained. The mean temperature in Enugu State in the hottest month of February is about 97.167 (36.200c), while the highest is about 35. cubic centimeters in July (Wikipedia, 2011).

Enugu North is a local government council in Enugu State. Its headquarters are in the city of Enugu. It has an area of 106 km² and a population of 244,852, following the 2006 census. While Enugu South is also a local government council in Enugu State which has its headquarters located in the town of Uwani. It has an area of 67 km² and a population of 198,723, following the 2006 census. Figure 1 is a map of Enugu State showing Enugu North and Enugu South.

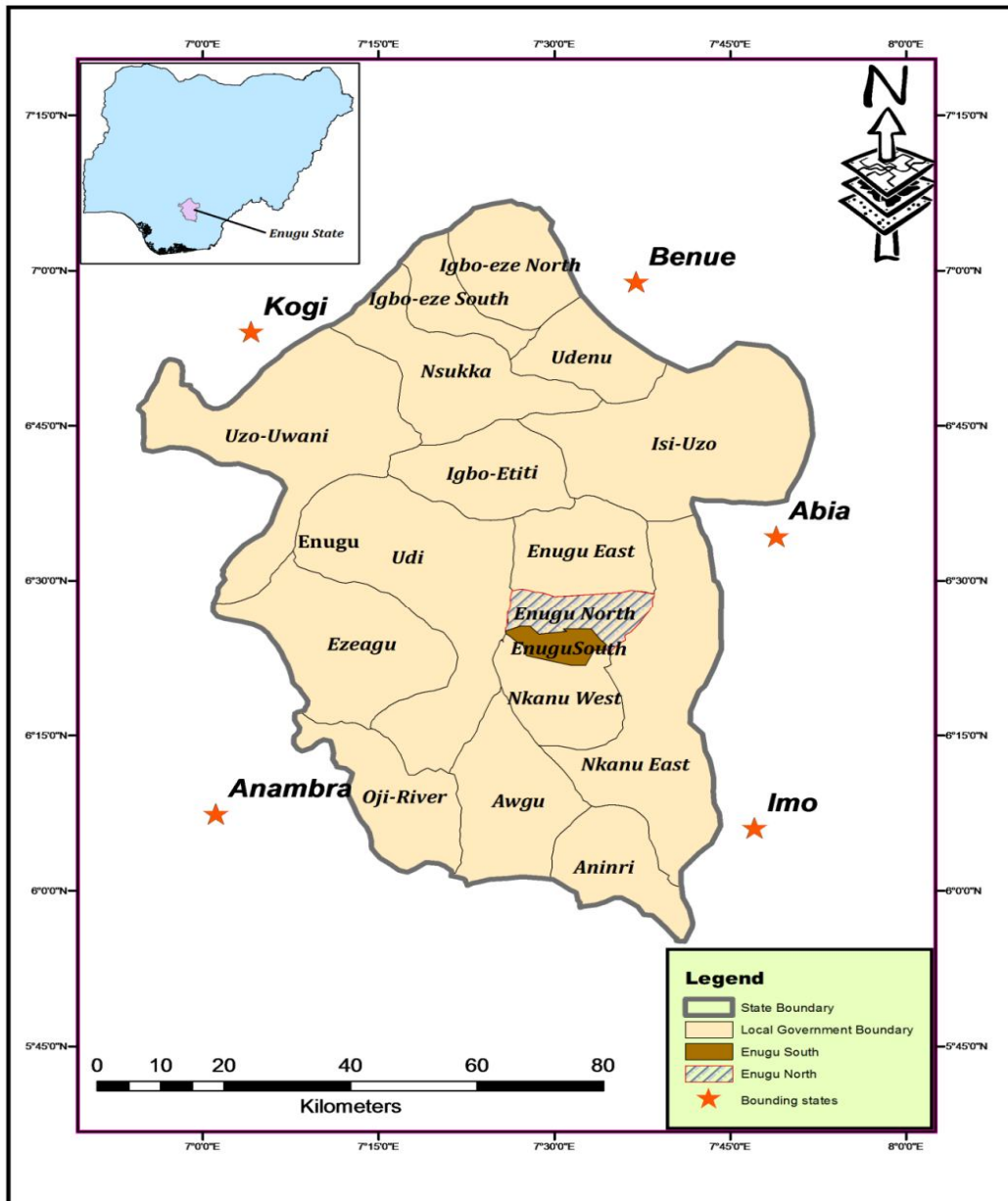


Figure 1: Map of Enugu State Showing Enugu North and Enugu South

Literature Review

Communication networks which are based on serial data transmission are the latest version of up-to-date means of interaction amongst people. They enable exchange of data between different devices or participants, and in most cases can be real time. They constitute the process by which meanings are perceived and understandings are reached. Worthy of note is the fact that the business world is becoming more fierce and competitive and organizations are devising means of gaining

competitive edge over others. Communication networks are emerging as more suitable means of acquiring the needed advantage in the 21st century, since success demands more speedy and cost effective exchange of vast amount of information. This has been made possible by modern communication networks (Momaya 1999). Looking at the roles of communication networks in organizations, Momaya noted that communication networks are changing the business system and processes, and this is aimed at replacing the slower tedious paper trail. They facilitate the flow of information and understanding between different people and departments through different media using all the channels and networks (Momaya, 1999). Indeed, the study of social networks has been on the increase in recent times. Ihejirika, Mbazie and Ndinojuo (2015) studied the use of social media by political parties in Nigeria, using Facebook and Twitter as case studies, and discovered that the 25 registered political parties with Independent National Electoral Commission (INEC) use the two social media. It was also revealed that the media accounts do not have large followers compared with the level of internet penetration in Nigeria, and when compared with the accounts of major political parties in some other countries like United Kingdom, U.S.A, Australia, France, Germany, etc. This explains that political parties in Nigeria, just like the tourism industry, have not fully integrated social media networks into their political campaigns.

Furthermore, Eileen (2015) studied the public portrayal of women in television commercials in Nigeria and was of the opinion that television no doubt is one of the most persuasive media of mass communication because of the features of sound and sight. Thus, the aim of television commercials is to advertise products and services. Television is used effectively in advertising tourism products and services in parts of Nigeria. Aside TV, there are other modes of communication (radio, print media, internet, etc.) that can be used for promoting tourism and its related activities. Benxiang and Rolf (2014) examined social media and tourism with a view to differentiating between social media and social networking as means of communicating tourism products and services. To them, social networking is an online platform or sites that focus on the building of social networks or social relations among people who share interests, activities, backgrounds or real life connections; while social media are seen as the tool or means of communication that allow people to broadcast, reach and influence people widely. Simply put, they see social networking as the use of social media tools. Benxiang and Rolf (2014) also examined the use of social media in marketing and destination management, and also how they are used in crises management, which according to them is an embryonic area of research in tourism. They conclude that social networking is the “in thing” in our modern world, and the use of social media in tourism is an emerging topic and that forty-four studies on the topic were published in academic journals in 2011 alone. This goes to show the recent realization of the importance of social media/networking to the tourism industry.

More so, the effectiveness of communication networks has also been made manifest even in the tourism sector. According to Ogbu, Idris and Ijagbemi (2011), the benefits of communication networks, including Information Communication Technology (ICT) are numerous. They observed that almost all tourism products can be purchased by tourists without actually visiting the destination site, since tourism products are not readily manufactured goods. Also, booking of flights and hotels reservation can be done via telephone call, email or internet, which can reduce or entirely blot out the time wasting processes of the old system. This explains that communication networks of different types are very important in the tourism industry. Tourism has been acknowledged as an information intensive industry, and as rightly noted by Sheldon (1993), information is the ‘life blood’ of the tourism industry. He equally noted that without information, the tourism industry cannot function effectively because prior to any trip, a tourist needs to be adequately informed so as to plan better and choose between options. In the same light, Majid, Amir, Sepehr, and Saeed (2014) are of the view that the contemporary business society is becoming more intense and competitive, and therefore, must adjust to

the environment in order to ensure continued survival and greater efficiency. For this reason, communication networks can be employed for accomplishing this goal because they facilitate access to knowledge, information, resources, markets and technologies. Presently, we live in a networked world, and the concept of network is all around us, ranging from network of friends, to businesses, and even computers. This is made manifest in our conversations, newspaper articles and businesses (Majid *et. al.* 2014).

Discussion of findings

Here, data collected during the research are presented and analysed descriptively so as to ascertain the different contributions of communication networks to tourism development and promotion in Enugu State. Data are presented from the studied communication networks: television, radio, newspaper, and mobile networks.

1) Nigeria Television Authority (NTA)

Nigeria Television Authority (NTA) was founded on October 1, 1960 at Ibadan. Its branch was established in Enugu in 1992 and is situated at No 86 Ogui Road, Asata. NTA Enugu is structured into six divisions for effective management, namely engineering, programmes, news and current affairs, accounts, administrations and commercial divisions. NTA Enugu's operating mode is through audio and visual mode, which transmit information through electromagnetic and delivers it to VHF (Very High Frequency) where the signals are then sent to their audience. Information gathered showed that NTA uses inter satellite connection, which belongs to the United States of America unlike other networks. From this centre, signal is sent to the satellite, which is situated at 9th mile corner, Ngwo. Information is transmitted through the orbit and sent to the inter-satellite and when it leaves the pan, information will then past down to the public through the antenna.

According to an inside source, NTA offers different services ranging from broadcasting news, event coverage and documentaries which is aired to the public through audio-visual and use of language. It equally provides online news and eye witness platform for most audience who are not able to watch it on TV. Furthermore, it was observed that the centre works with the best in society so as to provide its audience with adequate information on culture, events and documentaries. NTA is owned by the federal government and, therefore, they cover events both within and outside Nigeria as much is expected from them. NTA Enugu has played important roles in the rapid growth of tourism in the state such as putting events that has cultural values like yam festival on air yearly. It equally covers Enugu State carnival, which was last held in Nnamdi Azikiwe stadium from 16th to 2nd December 2013. Enugu State also has many attractions such as Shoprite, Ngwo Palm Forest, Ezeagu Water Fall, Adada River, Museum of National Unity and many others, which are well valued. Museum of National Unity, Enugu is a perfect place where one can go for sightseeing. NTA also offers discount to tourism related institutions like museum, art gallery, hotels, etc. when they come for advert. They also write commentaries to the federal government on behalf of state tourism board, requesting for adequate funding. Presently, Enugu State Tourism Board is in partnership with NTA. However, some of the tourist attractions are not known due to the fact that they are not advertised.



Plate 1: NTA Office, Enugu Branch

2) Federal Radio Corporation of Nigeria (FRCN)

Federal Radio Corporation of Nigeria (FRCN) was first established in April 1950 as Nigerian Broadcasting Service. In 1978, its name was changed to Federal Radio Corporation of Nigeria with its office stationed at No. 7 Onitsha Road, Government Reserved Area (GRA), Enugu. Currently, FRCN has 25 stations located throughout the country with its headquarters in Abuja. It considers itself to have the largest radio network in Africa. FRCN uses transmitters and air waves as their operating mode. Radio waves and heat waves are electromagnetic. Radio waves radiate in different directions for their source. Once they are released, they scatter to a wide range of places like waves in water and get weaker as they travel further away from the source. Radio Nigeria delivers services to their heterogeneous audience through audio broadcast, which is the use of language to present information on air. Their transmitter is situated at the popular flyover in *Ngwo, Udi* Local Government Area. It is the only radio organization in Nigeria that has short wave transmitter which makes other radio stations to connect with it to broadcast news. Ethnographic sources revealed that Radio Nigeria uses audio transmitter in broadcasting. Workers (Journalists) at Radio Nigeria go out to cover public and private events and, thus, report it via radio-waves. However, there are processes through which news articles must pass before broadcasting it through their radio-waves. For example, news manuscripts are passed on to the editors who edit the news before final production, and they are then handed over to the news unit for broadcasting. Radio Nigeria Enugu is the best avenue to pass on information down to the grassroots as their network has wide and strong coverage, and easily accessible to even the rural dwellers. Virtually everyone listens to the station including market women, those at the motor parks, students, bankers, government workers, etc. It encourages the people to showcase their culture and tradition through the programmes aired to the public. It equally broadcasts on the tourism attractions in Enugu State such as *Attakwa Lake, Odoro Lake, Isu-Awaa Cave, Ngwo Street Park* so as to create awareness of these attractions located in different communities. It also contributes to the development of tourism through discussion fora, and public participation (via phone calls and SMS), dialogues on programmes like *Omena-ana, Onye kwuo uche ya, Ohamaru*, etc.



Plate 2: Federal Radio Corporation of Nigeria, Enugu Branch

3) Telecommunication Networks

In times past, Nigerian Telecommunication (NITEL) was the key communication provider in Nigeria, but with the economic reform programmes of 2006, NITEL was sold to Transnational Corporation (TRANSCORPS), a multinational company. Thereafter, more commercialisation, privatisation and national reform programmes paved way for more private sector involvement in electronic media. Thus, the entrance of the Global System of Mobile Communication (GSM) operations in 2001 revolutionised communication in Nigeria (Agu and Okonkwo, 2010). According to Agu and Okonkwo (2010:381), “GSM is founded on the concept of roaming, allowing customers from other networks and countries to use their mobiles while they visit any country or network”. Currently, there are five major GSM operators that control the GSM market in Nigeria, namely Mobile Telecommunication Network (MTN), Globacom (Glo mobile) Network, Airtel (Zain) Network, Etisalat Network and Nigerian Mobile Telecommunications Limited M-TEL (the mobile subsidiary of the national carrier NITEL). The market share of these GSM operators (MTN 44%, Glo Mobile 21%, and Airtel 20%) (NCC, 2014) informed our purposive choice of those studied based on their greater patronage than others.

i. Mobile Telecommunication Network (MTN)

Mobile Telecommunication Network (MTN) came into Nigeria on May 16, 2001 and was established in Enugu in the year 2001 with its branches all over the country. Its Enugu office is located at No 34 Zik Avenue, Enugu. Information gathered during ethnographic study revealed that MTN operates using the facilities like base stations, fibre optics, microwave radio, gateways, satellite, etc. These help them to send audio-video messages via cell phones as well as internet services.

MTN offers different types of service delivery ranging from phone calls (audio and video calls), SMS (Short Message Service) – commonly referred to as “text messaging”, internet services, etc. Their internet services have options for pay as you go, data bundle with 3G and 4G networks that enable users to access fast internet connection among others. Car tracking is another service offered by MTN to car users. C-tracking enables the car owners to track their vehicle via a mobile phone. It provides auto tracking electronic log. The features of C-tracking are to alert owners where the vehicle is tempered with, it also helps to ascertain the speed of the vehicle. Location map can be accessed from MTN network by tourists or individuals who want to know their destination. MTN has to a large extent contributed to the development of tourism in Enugu State by sponsoring tourism activities such as the 2011 Miss Tourism held in Enugu.



Plate 3: MTN Office, Enugu Branch

ii. Glo Mobile

Glo Mobile is a multinational telecommunication company with its headquarters in Lagos. It has branches in all the states of the federation and was established in Enugu in the year 2003. Glo Mobile office in Enugu is located at No 23 Okpara Avenue, Enugu. Like MTN, Glo Mobile operates using facilities like base stations, fibre optics, microwave radio, gateways, satellite, etc. in order to send audio-video messages via cell phones as well as internet services. Their service delivery include phone calls (audio and video calls), SMS (Short Message Service), internet services among others. Their internet services have options for pay as you go, data bundle with 2G, 3G and 4G networks that enable users to access fast internet connection among others. Glo Mobile is keen in culture and tourism promotion in Enugu State. For instance, Glo mobile mounted their base stations in rural areas that have tourist attractions. This makes communication possible and as such, tourists are at ease in such places. Examples of such places are Ezeagu Waterfall, Ozalla Lake and Crocodile site in Nkanu West Local Government Area. There are also Okpatu iron working site, Awhum monastery/cave in Udi Local Government Area as well as Nyama San Beach in Nkanu west LGA. They also promote different cultural events in Nigeria through advertisements and sponsorships.

iii. Airtel

Airtel is an Indian multinational telecommunication service company with its headquarters in New Delhi, India. It began operations in Nigeria on 5th August 2001, but was established in Enugu in the year 2003 at No. 74 Otigba Junction Street and has branches in all states in Nigeria. Airtel operates through telecommunication mode via wireless network to pass message(s) from one place to another through audio and video calls, SMS and internet services. It provides internet services to cyber café owners through data bundle accessible via a modem. Airtel network provides its internet users with 2G and 3G services, which give easy and reliable internet connection. Airtel also provides customers with services that enable them to use their phones (smart phones) to send messages, code and decode information that are difficult to access. In the same light, it provides special service to car owners who wish to secure their car with tracking device for security purposes and this can be done with the use of smart phones via their network. Equally, Airtel network provides service delivering such as broadband and subscription of television services and offer General Packet Radio Service (GPRS) which is a packet oriented mobile data service on 2G and 3G cellular communication system for mobile users. The GPRS which supports a wide range of band widths is an efficient use of limited bandwidth and is particularly suited for sending and receiving small bursts of data such as e-mail, web-browsing, etc. In other to ensure sustainability of these services rendered, experienced and professional engineers are employed in the field to take proper care of their facilities. In the tourism sphere, Airtel network has

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really contributed to the growth and development of tourism in Enugu State. Ethnographic sources revealed that the management of Airtel, Enugu branch sponsored tourism programmes like visit to *Iheneke* Lake and the celebration of *Iri ji* (New yam festival) in 2012. Apart from the above, the services rendered by Airtel have equally helped tourists and intending travelers both inbound and outbound tourists to book their flights and make hotel reservations online at the comfort of their homes.

4) The Print Media

The print media constitute another mode of communication that have stamped their influence in Nigeria in general and Enugu State in particular. The print media that have great relevance in tourism are newspapers, magazines and books. According to Agu and Okonkwo (2010), “there are private and government owned newspapers. The federal and state governments own assorted newspapers in the country, though magazines are mostly privately owned”. Some of these newspapers are daily, others weekly, while the magazines are mostly monthly publications (Agu and Okonkwo, 2010). Some of the popular newspapers in Enugu State are *Daily Times*, *The Sun*, *The Nation*, *The Punch*, *Vanguard*, *The Guardian*, etc. Magazines include: *Newswatch*, *The News*, *Tell*, *West Africa*, etc. “We also have specialised newspapers and magazines that deal squarely with such areas like health, aviation, tourism, etc; examples of such in-house magazines are *Tourist International*, *Travel and Tourism Guide*, etc.” (Agu and Okonkwo, 2010). Of all the print media, newspapers that dedicate some pages to tourism activities in Nigeria include *The Guardian* (Travel and Tourism) and *Business Day* (Travel and Leisure).

Discussion: Contributions of Communication Networks to Tourism Development and Promotion

Local residents in our study area see television stations as the most patronised in the area, and the most viable in promoting tourism. This, according to them, is because of its wide coverage, easy to acquire, its combination of sound, images and texts, and most importantly, the ease with which it can be handled by the pre-literate rural dwellers. Next is the radio which equally has a wider coverage. It is cheap to purchase, easy to manipulate by the semi-urban dwellers; but however, it only supplies information through sounds. This, according to our informants, gives the television an edge over the radio. While all cell phones can make and receive call, not all phones can be used for internet purposes. Thus, our respondents seem divided because, in as much as mobile phones have developed better gadgets, and the mobile networks provides world class internet access, most people, even the educated ones, still find it difficult to operate such phones because of their complex nature. This has greatly affected the usage of the services provided by the mobile networks by the local people to the fullest. As for the print media, *African Hospitality and Tourism: An International Technical News Journal on African Tourism* is a journal dedicated to tourism and hospitality industries in Africa. There is also the *Cultural News Bulletin*, which is an art magazine that covers art and exhibition in Nigeria.

The *Guardian* newspaper has been consistent in dedicating some of her pages to tourism and tourism-related issues in Nigeria. For instance, page 7 of June 26, 2012 had a caption “*Government Restate Commitment to Better Tourism Sector*” by Okungbowa Andrew. Again, page 27 of January 13, 2012 had a caption “*Why Domestic Tourism Deserve Critical Attention*” by Hassan Momoh. Furthermore, page 20 of May 29, 2012 was captioned “*How to Raise Nigerian Tourism Profile*”. Other newspapers like *The Daily Champion*, *Business Day*, *The Sun*, etc. are also committed to promoting Nigerian tourism. *Trumpet Press* covers tourism related events and also print some of these events on posters and attach them to street lights. Succinctly put, the responses of the local residents about the usage of communication networks for tourism development can be summed up in table 1 below.

Table 1: Table Showing the Level of Communication Network Patronage

S/No.	Communication Network	Number of Respondents	Percentage
1	Television station	200	40%
2	Radio station	150	30%
3	Telecommunication	125	25%
4	Print	25	5%

Tourism entails the movement of people from one place to another for the purpose of leisure, while communication is an essential parts of tourism that aids tourists in identifying destinations. Over the years, communication networks have contributed a lot to the development of tourism. Most festivals in Enugu and Nigeria as a whole are promoted by these communication networks as they publicise them. For example, telecommunication networks such as MTN advertise Christmas or Islamic events which can be seen as religious tourism, by producing jingles peculiar to the event. They distribute this through their subscribers and this attract tourists from different places as they want to come back home to celebrate these events. Communication networks equally promote festivals through sponsorship. For example, Glo Mobile, Airtel and MTN sponsor events like *Osun Osogbo* Festival and *Argungu* Fishing Festival. In 2010, Airtel gave out condoms to everyone that attended the *Osun Osogbo* Festival to prevent sexually transmitted disease via sex because the festival attracted tourists from different parts of the world. Glo Mobile, on the other hand, gave out their free Subscriber Identity Module (SIM) cards to people that attended *Argungu* festival. Glo Mobile also promotes cultural practices through advertisement. This is exemplified in the cultural attires showcased while advertising Glo products and these pictures are usually displayed on bill-boards, hand-bills and posters. Examples of these in Enugu State include pictures of Nigerian actors and actresses like Mike Ezuronye, Nonso Diobi, Chika Ike and others in Igbo and Yoruba attires advertising Glo products. Thus, by doing this Glo Mobile is helping to bring back aspects of the cultures and traditions, which are going into extinction. Apart from advertisement and sponsorship of tourism events, tourists can use any of these mobile networks to communicate with family and friends. This is in consonance with Agu and Okonkwo (2010:373) opinion that “tourists also desire to make contacts to their places of origin while on transit”. Broadcasting stations such as FRCN and NTA sponsor festivals like new yam and *Omabe* festivals by publicising them on their networks before the events and live coverage of the events.

Sports tourism is also another event that brought the whole of communication networks in Enugu State together. During the Under 17 World Cup which was hosted in Nigeria in the year 2009, United Arab Emirates and Turkey played in Enugu State and this event attracted many foreign tourists. NTA covered the event from the beginning to the end; FRCN broadcast it on air, while MTN repainted the pedestrian paths and signposts which led to the stadium. Also, Airtel donated chairs to the stadium, Globacom shared free SIM cards to the sports fans present at the stadium. NTA Enugu sponsored Museum of National Unity, Enugu in exhibiting cultural materials for viewers to appreciate their culture and they further promoted the exhibition by covering and broadcasting it. Thus, in doing this, NTA attracts tourists to the place. NTA as a federal government institution had really done a great job in promoting tourism events as well as documenting different attractions in Enugu State. Some of the attractions NTA have aired documentaries about are Nike Lake managed by Protea Hotels, Opi Lakes, Obinofia Ndiuno Caves in Ezeagu, Milken Hills in Enugu metropolis, National Museum of Unity in Enugu, Enugu Zoo in Enugu metropolis, among others.

NTA and FRCN have massively contributed to tourism development in Enugu State by publicising these attractions both developed attractions and unharnessed ones. Table 2 presents various contributions of print media, information communication media/networks and telecommunication media to tourism development and promotion in Enugu State.

Table 2: Presentation of the Contributions of Communication Networks to Tourism Development in Enugu State

Networks	Events Sponsored	Year	Participation
NTA	New Yam Festival	2012	80%
	Enugu Carnival	2012	
	Miss Tourism 2012	2012	
	African cup of Nations, and documentation of tourism attractions	2012	
	National Museum of Unity Exhibition during Under 17 World Cup	2012	
Radio Nigeria	Enugu Carnival	2012	60%
	New Yam Festival	2012	
	African Cup of Nations	2012	
	Miss Tourism Enugu	2012	
Glob Mobile	African Cup of Nations	2009	60%
	Miss Tourism Enugu	2009	
	Mounting of Max	2009	
	Enugu Carnival 2011	2012	
Airtel	Miss Tourism Enugu	2010	20%
	African Cup of Nations	2009	
MTN	New Yam Festival	2010	30%
	African Cup of Nations	2009	

It was observed that these communication networks do not participate maximally as they should due to the fact that they do not fully understand the benefits of tourism, but if tour operators or tourism professionals who operate in the industry can come together to organise lectures and seminars in other to educate the people on the need to promote tourism attractions, changes will be made. Enugu

State government is not taking proper care of these sites and attractions, most of them are located in communities that do not have necessary tourism facilities (like good access roads, electricity, poor communication networks, accommodations, etc.) to make tourists' stay worthwhile. This discourages many tourists from visiting these areas. Again, the state government does not make any financial provision for tourism sector as this leaves the State Tourism Board with nothing to work with. This affects the overall development of these sites as they are currently being degraded through natural and human factors. This paper argues that if only these communication networks and state government will stop neglecting tourism and put in more funds and pay more attention, it will really revamp the state of tourism in Enugu State. It is noteworthy that the contributions of NTA and FRCN to tourism promotion are such that need to be emulated by other networks.

The Future of Communication Networks and Tourism

Communication networks have prospects and innovations for the tourism industry, which are lined up in stock for tourism development. Glo Mobile has instituted an annual beauty pageant that features various girls from different parts of Enugu State. This will give way for the people to participate in developing tourism. Foreign tourists from South Africa and Kenya will be invited to take part in the event. MTN has promised to keep sponsoring the development of tourism by holding seminars to educate people on the need to appreciate and manage their attractions and equally to continue sponsoring tourism events in Enugu State. This will contribute very well to the economic growth of the state. Airtel is confident that the future of tourism in Enugu State will remain successful because they will always be part of any tourism event that holds in Enugu State. Airtel has also promised to contribute 10 percent of the cost of hosting any tourism activity in Enugu State. MTN is also committed to investing more in tourism by mounting their base-stations in all those areas that have tourist attractions. NTA is working out a modality for financial discount on all tourism related advertisements, as doing this will promote the culture and heritage of Enugu people.

Conclusion

This research attempted to examine the contributions of communication networks to tourism development and promotion in Enugu State. Tourism is an information based service product in which communication technology plays a significant role. Studies (Agu and Okonkwo, 2010; Okonkwo and Ajalla, 2009; Sheldon 1997; Obayi, 1995; Buhalis and Schertler 1999; Inkpen 1998; Hawkins 1996; Zhenhua 2000; Werthner and Klein 1999) have shown that without the provision of effective communication networks, tourism attractions will be kept in the dark. Enugu State as a tourist destination possesses a lot of communication modes that enable people to be communicated to and to communicate from land, air and water to any part of the state and beyond. Communication networks in Enugu State can be used to advertise tourism products, and tourists can get familiar with the products of a destination area through communication.

Information communication media (NTA and Radio Nigeria) as well as telecommunications organisations have to a very large extent contributed to tourism development, but they have not been fully utilised. It is a known fact that the television medium is the major audio-visual network that put events on air in order to educate the public. It covers cultural events of all kinds and promotes heritage resources. Also, the radio station broadcast cultural events to the people thereby promoting tourism. The print media have also contributed in promoting tourism development in the state in particular and Nigeria at large. Finally, telecommunication networks have equally contributed tremendously by sponsoring tourism events, posting of hand bills and posters. They promote religious tourism such as Christmas festivals by producing caller-tunes for their networks subscribers that are peculiar to the events. However, it is imperative to note that these services have not been adequately utilised, like their

counterparts in the developed world, and this has not helped the state tourism industry in particular and Nigeria in general. The truth remains that until sensitization workshop is done at federal, state and local governments, and tourism stakeholders play their role adequately, the tourism industry in the country will continue to remain at its embryonic stage, where it is at the moment.

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