

## ROLE OF RELIGION ON TOURISM INDUSTRY

EDIGBO MICHAEL N.  
Department of Christian Religious Studies,  
Ebonyi State College of Education, Ikwo.  
[mikedigbo@gmail.com](mailto:mikedigbo@gmail.com)  
0806773191

&

Dr Simeon Nnanna Nwube  
Department of Christian Religious Studies,  
Ebonyi State College of Education, Ikwo.  
[Nwube.simeon@ebscoe.edu.ng](mailto:Nwube.simeon@ebscoe.edu.ng)  
08034444223

### Abstract

The tourism industry has become a significant contributor to many countries' economies, with religious tourism being a substantial segment. This study examines the role of religion on the tourism industry, focusing on its impact, significance, and implications. The influence of religion on tourism is often overlooked, leading to missed opportunities and potential conflicts. This study adopts a qualitative approach, reviewing existing literature on religious tourism and its economic, social, and cultural impacts. The research covers various aspects of religious tourism, including its definition, types, and trends, with a focus on Nigeria and global contexts. The study is grounded in the concepts of religious tourism, cultural exchange, and sustainable tourism development. The research draws on theories of tourism development, social exchange, and cultural identity. Understanding the role of religion in tourism can foster cultural exchange, economic growth, and interfaith dialogue. Religious tourism can generate significant revenue, promote cultural heritage, and enhance social cohesion, but also poses challenges like cultural degradation and commercialization. Implications: Effective management and marketing strategies are crucial to harness the benefits of religious tourism while mitigating its negative impacts. Recommendations: Stakeholders should prioritize cultural sensitivity, community engagement, and sustainable practices in religious tourism development. Conclusions: Religion plays a vital role in shaping tourism experiences and outcomes; hence, its integration into tourism planning is essential.

**Keywords:** Religious Tourism, Cultural Exchange, Sustainable Tourism, Nigeria, Heritage.

## 1.1 Background to the Study

Religion being a universal entity has been discussed by several scholars including J.S Mill, Emile Durkheim and E.B Idowu. It is as old as man, dates back to about 2000 years ago. Both religion and tourism cannot exist without humans, this stands to mean that both religion and tourism are practiced by humans. It has been discovered from a study that in order to understand and relate well with man, one has to have knowledge of his religion; religion being that it is the pivot with which other aspects of his life revolves. Due to some practices and acts attached to religion, most especially African religion, the wave of westernization seems to be blowing it into extinction (Awolalu & Dopamu, 2005: 278). The coming of the whites alongside the introduction of their own religion (Christianity) has contributed to the death and epileptic state of our African customs, beliefs and values. Africans have been brain washed that we do not attach respect, interest, and value to our African religion any more (Awolalu & Dopamu, 2005: 284). African religion is characterized with a lot of challenges. A good example is a case where priesthood is hereditary and when it gets to a person's turn, it is discovered that the person has left to further his education. Irrespective of the challenges tied to religion, it still remains a viable tool in achieving sustainable development. It is also pertinent to state that religion has a great effect on tourism. Religion has influenced the tourism sector tremendously, even as some religious sites have over the years helped in promoting tourism.

Tourism of late has been revealed to be one of the fastest growing sectors of an economy. An analysis by Mani (2003), revealed an annual growth rate of 4% by the tourist sector of countries like UK, Italy, Spain, USA; including some African countries like Tunisia, Morocco, Egypt, Kenya and South Africa. He added that there is an increase in the tourism sector due to increase in tourists' arrivals. Statistics has shown that tourism contributes about 10% to an economy and can employ about one-tenth of the world's work force (Mirbabayer & Shagzatova, 2009).

In addition, a prediction by the World Tourist Organization (WTO) has that by 2020 the number of international tourists will add up to 1.7 billion, against 567 million in 1995 (ILO, 2001). However, the mono-cultural state of Nigeria poses a serious challenge on the growth of the tourism industry. Nigeria, an economy well-endowed with vast resources and favorable climatic conditions all contribute towards making the tourism industry very viable.

The impact of religion on the development of tourism is really broad, as it affects it in so many ways. Religious sites across many countries of the world serve as attractive tourist sites for both international and local tourists. The success and growth of these tourist sites is based on the how best these are maintained in order to keep tourists always coming back. Hitherto, religion has kept tourist sites quite active as it gives it life due to how frequent tourists visit. Religious activities like Christians visit to Jerusalem and Muslims visit to Mecca; including festivities contribute towards the development of the tourism and hospitality industry of Nigeria. Conclusively, in order to know more on the role of religion on tourism industry, this study aims at examining this.

## 1.2 Statement of the Problem

Over the years, it has been observed that our African religion is gradually going into extinction. Due to this, the tourism industry of Nigeria is greatly affected. Westernization and the introduction of Christianity have contributed in wiping off our beliefs, customs and values; this has caused tourist attractions connected to such religions to be abandoned.

Similarly, due to the fact that Nigeria is a mono-economy, the government has little or no interest in the funding and maintenance of tourist sites. In addition, Nigerians lack good hospitable means of treating tourists. Nigerians tend to scare tourists through our words and actions, thereby scaring them from either visiting or coming back. All these culminate in the problems associated with the impact of religion on the development of tourism and hospitality industry of Nigeria; and this study seeks to proffer solutions to them.

## 1.3 Objectives of the Study

The main objective of this study is to examine the role of religion on tourism industry in Nigeria. Other specific objectives of the study are stated below as follows:

1. To examine the relationship between religion and tourism development in Nigeria.
2. To examine the effect of Christianity on tourism and hospitality development in Nigeria.
3. To investigate on the contribution of living faith church to the development of tourism and hospitality industry of Nigeria
4. To determine the factors affecting the tourism and hospitality industry of Nigeria.
5. To proffer solution to the above problems.

## 1.4 Research Questions

The study came up with the following research questions so as to ascertain the above stated objectives. The research questions are as follows:

1. Is there any the relationship between religion and tourism development in Nigeria?
2. What is the effect of Christianity on tourism and hospitality development in Nigeria?
3. What are the contributions of living faith church to the development of tourism and hospitality industry of Nigeria?
4. What are the factors affecting the tourism and hospitality industry of Nigeria?

## 1.5 Research Hypothesis

H0: Religion has no significant effect on the development of the tourism and hospitality industry of Nigeria

H1: Religion has a significant effect on the development of the tourism and hospitality industry of Nigeria.

## 1.6 Significance of the Study

This study is meant to inform, educate and enlighten the general public, government and policy makers on the role of religion on tourism industry. This study aims at educating the general public on the importance of religion on the development of the tourism and hospitality industry of Nigeria. It is meant to remind the general public that they have a role to play in development of the tourism and hospitality industry of Nigeria.

This study also seeks to remind the government of Nigeria that a greater junk of the work on the development of tourism and hospitality industry of Nigeria lays on them. It is meant to spur them to be on their toes towards achieving this.

Finally, policy makers equally play a part towards achieving the role of religion on tourism industry. It is expected that they should come up with policies that will support the development of the tourism and hospitality industry of Nigeria.

## 1.7 Justification of the Study

The research work is focused on the religious activities and events that takes place in the “living faith World” (Winners chapel head-quarters) located in Idi-iroko, Out, Ogun State Nigeria and will shed more light on those who are religiously inclined and also examine and show the religious practices which have attracted people as part of tourism.

## 1.8 Definition of Terms

**Tourism:** The relationship of phenomenon arising from voluntary travel and stay of an individual away from his/ her usual place of residence to a pre-determined destination in search of pleasure, leisure etc and are not connected with any remunerated activity.

**Tourist:** This is an individual that is involved in tourism activities. According to MCINTOSH and Gupta (1999).

**Visitor:** Is someone travelling from his place of usual residence to another place, but not primarily for tourism activities but enjoys such activities during his stay. (Unesco definition of tourism 2001).

**Tourist Attractions:** These are the physical and natural images or activities that motivates people (tourists) for visit.

**Tourist Destinations:** These refer to the places where the tourist attractions are located or sited.

**Religion:** These are set of rules that are taught which govern one to follow and to worship his/ her creator spiritually.

**Hotel (Hospitality Industry):** Is an establishment that renders the services of food and drinks, accommodation to people (tourists) who are willing and able to pay for the services rendered to them by the establishment.

## RESEARCH METHODOLOGY

This chapter is concerned with the methodology used in achieving the objectives of the study. It covers research design, study area, population of the study, sample size, sampling techniques, instrument for data collection, sources of data collection, validity of research instrument, reliability of the instrument, administration of the instrument, method of data analysis and decision rule.

### 3.1 Research Design

This study employed the use of survey research design. The choice of this research design was considered appropriate because of its advantages of identifying attributes of a large population from a group of individuals. The design was suitable for the study as the study sought to examine subject matters using The Living Faith Church as a case study.

### 3.2 The Study Area

This study was conducted in The Living Faith Church. The choice of this study area was informed by its involvement in the subject matter in the state.

### 3.3 Population of the Study

The population of this study consisted of thirty (44) staff of The Living Faith Church.

### 3.4 Sample Size and Sampling Techniques

As a result of the inability of the researcher to effectively study the whole staff strength (population) of the organisation, a representative number was chosen as the sample size population. Forty staff (40) staff was used as the sample size. The sample size was calculated using the Taro Yamen scientific formula which is given as:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

**N** is the Population

**1** is the constant

**e** is the degree of error expected

**n** is the sample size

$$n = \frac{44}{1 + 44 (0.05)^2}$$

$$\frac{44}{1 + 44 (0.0025)}$$

$$\frac{44}{1 + 0.1}$$

$$\frac{44}{1.1}$$

$$n = 40$$

### 3.5 Sources of Data Collection

Data were collected from primary and secondary sources. Primary data were obtained through questionnaire and personal interviews with both management and senior staff of the commission. This method was adopted to enable detailed and independent information not covered by the questionnaire to be expressed by the respondents. Secondary data were obtained from published reports, books, internet, journals, newspapers and magazines. For analytical comparison of facts and proper compilation of facts and figures, survey of existing documents was deemed necessary.

### 3.6 Instrument for Data Collection

Data were collected through questionnaire carefully designed and administered to the respondents, as well as through personal interviews. On the whole, the questionnaire constituted the major instrument for data collection. The questionnaire contains sections A and B. Section A contains personal information about the respondents. Section B is the main body of the questionnaire. This section contains five (5) close ended questions using a five (5) point scale instrument through which the opinions of the respondents were expressed. Their responses were measured by means of a four category rating system:

SA	-	Strongly agree	5	
A	-	Agree		4
U	-	Undecided	3	
D	-	Disagree		2
SD	-	Strongly disagree	1	

### 3.7 Validity of Research Instrument

The validity of the research instrument was assessed by the supervisor and other experts in the Faculty of Business Administration, Benue state University. These experts assessed the

relevance of each item in relation to the objectives of the study, the hypotheses to be tested as well as the comprehensibility of each item in relation to the cognitive level of the respondents. They validated the instrument by effecting necessary corrections, examining the contents and ascertaining clarification of ideas as well as appropriateness of the items.

### **3.8 Reliability of the Instrument**

Reliability in this context refers to the measure of consistency of the instrument used in eliciting relevant and desirable responses from respondents so that the objectives can be reliably and meaningfully achieved. In order to determine the reliability of the instrument used in the study, the corrected questionnaire was administered randomly on selected staff of The Living Faith Church. This approach was repeated with the same group after a two – month’s period and the results obtained from the first and second pre-test were consistent, therefore, the instrument is reliable.

### **3.9 Administration of the Instrument**

The questionnaires were personally administered by the researcher to the respondents during official hours at the office. The exercise was done with the help of head of operations of the organization. This enhanced return rate of above 70%.

### **3.10 Method of Data Analysis**

Tables and simple percentage was used as technique of analyzing the research questions while Pearson correlation method will be used to test the research hypotheses. All the tests were conducted at 0.05; level of significance. The research hypothesis will be validated using the Pearson correlation method.

### **3.11 Decision Rule**

The decision to either reject or accept the null hypothesis ( $H_0$ ) was reached using the following rules: If the calculated value ( $t_{cal}$ ) is greater than the table value ( $t_{tab}$ ), the null hypothesis ( $H_0$ ) will be rejected in favor of the alternative hypothesis ( $H_1$ ) and if the table value ( $t_{tab}$ ) is greater than the calculated value ( $t_{cal}$ ) the alternative hypothesis ( $H_1$ ) will be rejected in favor of the null hypothesis.

## **DATA PRESENTATION, ANALYSIS AND INTERPRETATION**

This chapter is devoted to the presentation, analysis and interpretation of the data gathered in the course of this study. The data are based on the number of copies of the questionnaire completed and returned by the respondents. The data are presented in tables and the analysis is done using t-Test. The Pearson correlation method was used in the validation of the hypothesis.

## **BIO DATA OF RESPONDENTS**

**TABLE 1 GENDER OF RESPONDENTS**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	20	50.0	50.0	50.0
	female	20	50.0	50.0	100.0
Total		40	100.0	100.0	

Source: field survey, December, 2016.

Table 1 above shows the gender distribution of the respondents used for this study.

Out of the total number of 40 respondents, 20 respondents which represent 50.0 percent of the population are male while 20 which represent 50.0 percent of the population are female.

**NOTE:** from the table above, you see that the numbers of male and female are the same; this means that there is no consideration for gender difference in the study.

**TABLE 2 AGE GRADE OF RESPONDENTS**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30YEARS	1	2.5	2.5	2.5
	31-40YEARS	10	25.0	25.0	27.5
	41-50YEARS	15	37.5	37.5	65.0
	51-60YEARS	14	35.0	35.0	100.0
	Total	40	100.0	100.0	

Source: field survey, December, 2016.

Table 2 above shows the age grade of the respondents used for this study.

Out of the total number of 40 respondents, 9 respondents which represent 18.0 percent of the population are between 20-30 years. 10 respondents which represent 20.0 percent of the population are between 31-40 years. 15 respondents which represent 37.5 percent of the population are between 41-50 years while the remaining 14 respondents which represent 35.0 percent of the population are between 50-60 years.

**NOTE:** the respondents that participated fully for the study are between the ages of 41-50 years of age. The experience is very ok for the study.

**TABLE 3 EDUCATIONAL BACKGROUND OF RESPONDENTS**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid WAEC/NECO/SSCE	3	7.5	7.5	7.5
OND/HND/BSC	8	20.0	20.0	27.5
PGD/MSC/PHD	18	45.0	45.0	72.5
OTHERS	11	27.5	27.5	100.0
Total	40	100.0	100.0	

Source: field survey, December, 2016.

Table 3 above shows the educational background of the respondents used for this study. 3 which represent 7.5percent of the population are WASSCE/NECO/SSCE holders.8 which represent 20.0percent of the population are OND/HND/BSC holders.18 which represent 45.0percent of the population are MSC/PGD/PHD holders while the remaining 11 which represent 27.5percent of the population had other type of educational qualifications.

**NOTE:** the highest percentage of the respondents that participated for the study are MSC/PDG/PHD holders; with the level of education and exposure the respondents will understand the difference between the use of print and electronic media in advertising.

**TABLE 4  
MARITAL STATUS OF RESPONDENTS**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SINGLE	8	20.0	20.0	20.0
MARRIED	24	60.0	60.0	80.0
DIVORCE D	4	10.0	10.0	90.0
WIDOWE D	4	10.0	10.0	100.0
Total	40	100.0	100.0	

Source: field survey, December, 2016.

Table 4 above shows the marital status of respondents used for the survey

8 respondents representing 20.0percent of the population are single.24 respondents representing 60.0 percent of the population are married.4 respondents representing 10.0 percent of the population are divorced while 4 respondents representing 10.0 percent of the population are widowed.

**Tables Based on Research Questions: The Impact of Religion on the Development of Tourism and Hospitality Industry of Nigeria**

**TABLE 5**

**religion has significant effect on the development of the tourism and hospitality industry of Nigeria**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY AGREE	10	25.0	25.0	25.0
AGREE	11	27.5	27.5	52.5
UNDECIDED	7	17.5	17.5	70.0
DISAGREE	8	20.0	20.0	90.0
STRONGLY DISAGREE	4	10.0	10.0	100.0
Total	40	100.0	100.0	

Source: field survey, December, 2016.

Table 5 shows the responses of respondents that religion has significant effect on the development of the tourism and hospitality industry of Nigeria

10 of the respondents representing 25.0percent strongly agree that religion has significant effect on the development of the tourism and hospitality industry of Nigeria

11 of the respondents representing 27.5percent agree that religion has significant effect on the development of the tourism and hospitality industry of Nigeria

7 of the respondents representing 17.5percent were undecided.

8 of the respondents representing 20.0percent disagree that religion has significant effect on the development of the tourism and hospitality industry of Nigeria

While the remaining 4 of the respondents representing 10.0percent strongly disagree that religion has significant effect on the development of the tourism and hospitality industry of Nigeria

**NOTE:** from the table above, about 21 out of the 40 respondents agreed that religion has significant effect on the development of the tourism and hospitality industry of Nigeria. From the responses one can agree that religion has significant effect on the development of the tourism and hospitality industry of Nigeria

**TABLE 6**  
**the contributions of living faith church to the development of tourism and hospitality industry of Nigeria is high**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY AGREE	8	20.0	20.0	20.0
AGREE	10	25.0	25.0	45.0
UNDECIDED	7	17.5	17.5	62.5
DISAGREE	7	17.5	17.5	80.0
STRONGLY DISAGREE	8	20.0	20.0	100.0
Total	40	100.0	100.0	

Source: field survey, December, 2016.

Table 6 shows the responses of respondents that the contributions of living faith church to the development of tourism and hospitality industry of Nigeria is high

8 of the respondents representing 20.0percent strongly agree that the contributions of living faith church to the development of tourism and hospitality industry of Nigeria is high

10 of the respondents representing 25.0percent agree that the contributions of living faith church to the development of tourism and hospitality industry of Nigeria is high

7 of the respondents representing 17.5percent were undecided.

7 of the respondents representing 17.5percent disagree that the contributions of living faith church to the development of tourism and hospitality industry of Nigeria is high

While the remaining 8 of the respondents representing 20.0percent strongly disagree that the contributions of living faith church to the development of tourism and hospitality industry of Nigeria is high

**NOTE:** from the table above, about 18 of the respondent agreed that the contributions of living faith church to the development of tourism and hospitality industry of Nigeria is high; from their responses we conclude that the contributions of living faith church to the development of tourism and hospitality industry of Nigeria is high

TABLE 7

**there is a significant relationship between proliferation of churches and tourism development in Nigeria**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY AGREE	13	32.5	32.5	32.5
AGREE	10	25.0	25.0	57.5
UNDECIDED	5	12.5	12.5	70.0
DISAGREE	8	20.0	20.0	90.0
STRONGLY DISAGREE	4	10.0	10.0	100.0
Total	40	100.0	100.0	

Source: field survey, December, 2016.

Table 7 shows the responses of respondents that there is a significant relationship between proliferation of churches and tourism development in Nigeria

13 of the respondents representing 32.5percent strongly agree that there is a significant relationship between proliferation of churches and tourism development in Nigeria

10 of the respondents representing 25.0percent agree that there is a significant relationship between proliferation of churches and tourism development in Nigeria

5 of the respondents representing 12.5percent were undecided.

8 of the respondents representing 20.0percent disagree that there is a significant relationship between proliferation of churches and tourism development in Nigeria

While the remaining 4 of the respondents representing 10.0percent strongly disagree that there is a significant relationship between proliferation of churches and tourism development in Nigeria

**NOTE:** there is no doubt that there is a significant relationship between proliferation of churches and tourism development in Nigeria since 23 of the respondents agreed to it.

**TABLE 8**

**tourism and hospitality industry plays a significant role in national development**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY AGREE	12	30.0	30.0	30.0
AGREE	13	32.5	32.5	62.5
UNDECIDED	6	15.0	15.0	77.5
DISAGREE	5	12.5	12.5	90.0
STRONGLY DISAGREE	4	10.0	10.0	100.0
Total	40	100.0	100.0	

Source: field survey, December, 2016.

Table 8 shows the responses of respondents that tourism and hospitality industry plays a significant role in national development

12 of the respondents representing 30.0percent strongly agree that tourism and hospitality industry plays a significant role in national development

13 of the respondents representing 32.0percent agree that tourism and hospitality industry plays a significant role in national development

6 of the respondents representing 15.0percent were undecided.

5 of the respondents representing 12.5percent disagree that tourism and hospitality industry plays a significant role in national development

While the remaining 4 of the respondents representing 10.0percent strongly disagree that tourism and hospitality industry plays a significant role in national development

**NOTE:** from the responses of the respondents we found out that about 25 of the respondents agreed that tourism and hospitality industry plays a significant role in national development; without doubt we conclude that tourism and hospitality industry plays a significant role in national development

**TABLE 9**  
**the activities of the tourism and hospitality industry has increased overtime**  
**in Nigeria**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY AGREE	10	25.0	25.0	25.0
AGREE	16	40.0	40.0	65.0
UNDECIDED	5	12.5	12.5	77.5
DISAGREE	6	15.0	15.0	92.5
STRONGLY DISAGREE	3	7.5	7.5	100.0
Total	40	100.0	100.0	

Source: field survey, December, 2016.

Table 9 shows the responses of respondents that the activities of the tourism and hospitality industry has increased overtime in Nigeria

10 of the respondents representing 25.0percent strongly agree that the activities of the tourism and hospitality industry has increased overtime in Nigeria

16 of the respondents representing 40.0percent agree that the activities of the tourism and hospitality industry has increased overtime in Nigeria

5 of the respondents representing 12.5percent were undecided.

6 of the respondents representing 15.0percent disagree that the activities of the tourism and hospitality industry has increased overtime in Nigeria

While the remaining 3 of the respondents representing 7.3percent strongly disagree that the activities of the tourism and hospitality industry has increased overtime in Nigeria

**NOTE:** about 26 of the respondent agreed that the activities of the tourism and hospitality industry has increased overtime in Nigeria; since the total that agreed that the activities of the tourism and hospitality industry has increased overtime in Nigeria is more than those that disagree we therefore conclude that the activities of the tourism and hospitality industry has increased overtime in Nigeria

### 4.3 Test of Hypothesis

#### Hypothesis 1

H<sub>0</sub>: religion has no significant effect on the development of the tourism and hospitality industry of Nigeria

H<sub>1</sub>:religion has significant effect on the development of the tourism and hospitality industry of Nigeria

**Level of significance** ( $\alpha=0.05$ )

**Decision Rule**

In taking decision for “r”, the following rules shall be observed;

- i) If the value of “r” tabulated is greater than “r” calculated, accept the alternative hypothesis (H<sub>1</sub>) and .reject the null hypothesis (H<sub>0</sub>).
- ii) If the “r” calculated is greater than the “r” tabulated, accept the null hypothesis (H<sub>0</sub>) while the alternative hypothesis is rejected

Table 10

**Correlations**

	religion has significant effect on the development of the tourism and hospitality industry of Nigeria	there is a significant relationship between proliferation of churches and tourism development in Nigeria
religion has significant effect on the development of the tourism and hospitality industry of Nigeria	Pearson Correlation Sig. (2-tailed) N	1 .849** .000 40
there is a significant relationship between	Pearson Correlation	.849** 1

proliferation of churches and tourism development in Nigeria	Sig. (2-tailed)	.000	
	N	40	40

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**CONCLUSION BASED ON DECISION RULE**

From table 14 above, since the value of “r” tabulated is greater than “r” calculated, accept the alternative hypothesis (H<sub>1</sub>) and reject the null hypothesis (H<sub>0</sub>) and conclude that religion has significant effect on the development of the tourism and hospitality industry of Nigeria

**NOTE:** There is a statistically significantly (0.00) strong relationship (0.849) between the responses of the respondents that said that religion has significant effect on the development of the tourism and hospitality industry of Nigeria and those that said that there is a significant relationship between proliferation of churches and tourism development in Nigeria

**SUMMARY CONCLUSION AND RECOMMEDATION**

The main objective of the research work is to examine the impact of religion on the development of the tourism and hospitality industry of Nigeria. Other specific objectives of the study are stated below as follows:

1. To examine the relationship between religion and tourism development in Nigeria
2. To examine the effect of Christianity on tourism and hospitality development in Nigeria
3. To investigate on the contribution of living faith church to the development of tourism and hospitality industry of Nigeria
4. To determine the factors affecting the tourism and hospitality industry of Nigeria
5. To proffer solution to the above problems

**SUMMARY OF FINDINGS**

1. Religion has significant effect on the development of the tourism and hospitality industry of Nigeria
2. The contributions of living faith church to the development of tourism and hospitality industry of Nigeria is high

3. There is a significant relationship between proliferation of churches and tourism development in Nigeria
4. Tourism and hospitality industry plays a significant role in national development
5. The activities of the tourism and hospitality industry has increased overtime in Nigeria

## CONCLUSION

In conclusion religion has significant effect on the development of the tourism and hospitality industry of Nigeria since there is a statistically significantly (0.00) strong relationship (0.849) between the responses of the respondents that said that religion has significant effect on the development of the tourism and hospitality industry of Nigeria and those that said that there is a significant relationship between proliferation of churches and tourism development in Nigeria

## RECOMMENDATION

In Nigeria, Islam is known for promoting religious tourism in the way of pilgrimages. Every year a good number of Muslims go on pilgrimage to Mecca. This is religious tourism at the international level. At the domestic and regional levels, religious tourism is observed in Nigeria mostly during the major Islamic festival, Id el Fitr. According to Okafor (1989:70), it was King Muhammad Rimfa of Kano who introduced the feast of Id al-Fitr for the first time in Northern Nigeria. During this feast, Muslims do a lot of movement from one part of the country to the other, both for prayer and for social celebrations to mark the feast. During the feast, a lot of rams are exported from other African countries to Nigeria to facilitate the celebration of the feast. This idea is expressed by Page (2009) when he said that “low economic benefits are traded off against the profits” while “economic benefits of tourism development are expropriated to the country of origin” (p.25). This brings economic prosperity to the exporting countries. Another way in which one observes faith activities within the circle of the Islamic religion in Nigeria is in the area of conferences from time to time of Muslim youths, Muslim women and other Islamic groups for religious reasons. On the Christianity aspect the living faith church could actually help in a way through year organization of Shiloh and building of more branches.

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