
Globalization and Tourist Transport development in Nigeria: The conceptual Understanding and Relational Impacts

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Abstract: Globalization effects indeed have been profound in the world economy system, creating a globalize economy galvanized into monolithic economic system. The impacts of which is largely pronounced in the developed economy tourist transport system leading to alliances, merger and acquisition, joint venture and etc thereby forming a mega multinational tourist transport corporation. The objective of this paper is to evince the globalisation and tourist transport development in a developing country, and Nigeria, in particular. The paper is divided into sections that look into conceptual and theoretical understanding of globalization and tourist transport, inter- alia, globalisation and emergence of tourist transport in Nigeria, globalization impact on tourist transport and tourist transport challenges in Nigeria and the conclusion. The methodology used for this study is documentary searches, which entails search of existing published and unpublished documents and databases of stakeholders in globalization issues and influence on tourist transport development and a descriptive view into tourist transport statistics in Nigeria.

Keywords: Tourist Transport, Tourist, Globalization, Deregulation, Infrastructure, Development, Economic Growth,

Introduction

Globalization today seems to be a zeitgeist among International circuit or gathering which in effect is the resultant for yearning among nation's of the world the increase in relations and interactions. Jagdish (2004) opined globalization is often used to refer to economic globalization, that is integration of national economies into the international economy through trade, foreign direct investment, capital flows, migration, and spread of technology. The tourist transport component of the world economic sector is intrinsic to the gains of globalization. The increasing flow of capital, foreign direct Investment (FDI), technology transfer in tourist transport infrastructure such as airport, railway, seaport etc and dynamics in innovative management of tourist transport enterprises and operations in the wake of liberalization, privatization and deregulation of the world economy.

According to Janelle and Beuthe (1997:199) 'In its simplest form, globalization refers to the increasing geographical scale of economic, social and political interaction. These

include... the expanding mobility of capital and investment transactions, and the growth of tourism, global conferences and sporting events'. The increasing trend of government efforts globally to reposition the public sector activities (privatize tourist transport infrastructure and operations i.e. roadways, Railways and Airways) and attract private sector investment into inefficient state tourist transport enterprise.

The impact of globalization to tourist transport development in developed country is extant in literature. Page (2005) noted, there has been a growth in strategic alliances in the tourist transport sector as airlines in particular (Debbage 2004; Page 2004a), seek to develop a global reach and inter-connections with other carriers. Page (2004) posited that the formation in the 1990s of the three large airline alliance groupings namely: One world (Aer Lingus, American Airlines, British Airways, Cathay Pacific, Finnair, Iberia, lan Chile, Quantas), Sky Team (Aero Mexico, Air France, Alitalia, Delta, CSA Czech Airlines, Korea Air), Star Alliance (Air Canada, Air New Zealand, All Nippon Airways, Asiana, Austrian Airlines, Bmi British Midland, LOT Polish airlines, Lufthansa, SAS, Singapore Airlines, Spanair, Thai Airways, United Airlines, US Airways and Varig), are estimated to account for between 45 and 50 percent of world air passenger traffic.

Janelle and Beuthe (1997:201) cited in Page (2005) studied the spatial implications of globalization for tourism and the transport links that result relate to improve accessibility for major global cities and competitive advantages for their tourism economies. Page (2005) also noted that many of the airline alliances also have strategic alliances around operators in other to enhance profits from seamless travel. Similarly, studies had been carried out in individual country on the globalization impact on tourist transport, Thompson (2002) in his study on the effect of globalization on tourist transport, observed that in France, an attempt to liberalize air transport to end the monopoly status of Air France, ended up in the company acquisition of businesses which challenged its dominance, leading to replacement with a seemingly monopoly.

However, studies on globalization and tourist transport impact in developing country, Nigeria in particular, is lacking in literature. The objective of this paper is to contribute to literature inter- alia evince the conceptual and theoretical understanding of globalization, tourist transport, in the perspective of its constituent in Nigerian milieu. Also, the emergence of tourist transport in the wake of globalist idea diffusion and spread into the Nigerian economic sector, in particular, the tourist transport sector. In addition, globalization impact on tourist transport development in Nigeria as well as the challenges facing tourist transport development in Nigeria and proffer solutions to these challenges. Lastly, the conclusion, the benefits of globalization so far on Nigerian tourist transport sector.

Conceptual Overview

The discourse in this paper cover wide and varied terms and concepts associated with globalization and tourist transport development. Some of these terms are used in this

paper. Before proceeding further it is important to bring to bear the meaning of the conceptual terms and clarify some as often used in connection with globalization and tourist transport and in this paper on globalization and tourist transport development in Nigeria.

Globalisation

The definition given to globalization varies from one scholar to another. The perspective of globalization varies in content. Globalization is seemed to have begun before the turn of the 16th century in Portugal. Portugal's expeditions in the 16th century linked continents and cultures as never before. The term globalization, though being used by the economist since 1980, and in the social science in the 60s, however, it is not known until later half of the 1980's and 1990's. Globalization is seen as the combination of economic, technological, socio-cultural and political forces. (Croucher 2004). Chomsky (2006) argues that the word globalization is also used, in a doctrinal sense, to describe the neo-liberal form of economic globalization. He went further to describe "globalization", a term of propaganda used conventionally to refer to a certain particular form of International Integration that is (not surprisingly) beneficial to its designers. Multinational Corporations and the powerful state to which they are closely linked.

Economic globalization can be measured in different ways, which include goods and services, labour/people, capital and technology. Notable effect of globalization on tourist transport is the greater International travel and tourism product development among countries of the world, seeking to attract tourist. Having considered the above it cannot be said that Nigeria has in no way benefited from globalization waves, especially in the tourist transport sector of its economy, of which, such benefits and effects would be later elucidated.

Tourist

The tourist is regarded as enabler of tourism concept. The absence of "Tourist" makes the tourism phenomenon to be meaningless. The term "Tourist" is derived from the Latin word 'TORNUS' which means a tool, a circle or a turner's wheel. Implicit in this, tourist is a person who undertakes a circular trip, i.e., in other words comes back to the place from where he set out for his journey. The World Tourism Organization, in a conference held in 1963 refer to a Tourist as a 'visitor' and defined a visitor as any person visiting a country other than that in which he has his usual place of residence for any reason other than being interested in an occupation remunerated within the country visited. The embedded definition given to visitor by WTO is the "Tourist" and 'Excursionist'. The former is classified as a temporary visitor staying for a period of at least 24 hours in the country visited and the purpose reason of whose journey can be classified under one of the following:

- (a) Leisure recreation, holiday, health, study, religion and sport)

- (b) Business, family, mission, meeting

While the later is a temporary visitor staying for a period less than 24hours in the country visited, (including travelers on the cruises).

Tourist Transport

Tourist transport in a literal sense can be said to be transportation that cater for movement of tourist. Collier (1994) cited in Page (2005) provides an interesting insight into tourist transport, arguing that there are three needs to fulfill:

- The transport of the tourist from the generating to the host area.
- The transport between host destinations
- The transport within host destinations

Collier (1994) cited in Page (2005) also categorized tourist transport using some indications “Public or private sector transport; water/land/air transport; domestic and international transport and mode of transport. Figure 1, outline the main modes of transport available and typifies the approaches used in most tourist texts.

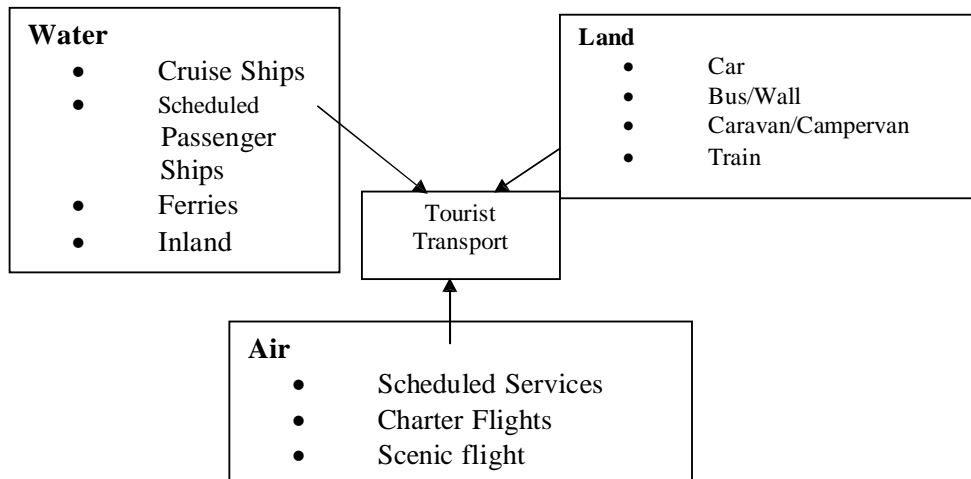


Figure 1 Classification of tourist transport
 Source: Adapted from Collier 1994 (Cited in Page 2005)

In many literatures, it had been established the significant impact of transport on tourism. Transport development has been recognized as major facilitator of tourism growth and development (Hall 1991:80) Hobson and Uysal, 1992:209).

The proper perspective of analysis to base the principle of understanding what actually constitute a tourist transport is still a major challenge among researcher, because of the lack distinction of tourist among passengers. Also, the operators of transport services

inability to separate their services exclusively for tourist has been a major albatross for clarifying what actual the tourist transport signify. According to Lumsdon and Page (2004) “the principle issues in attempting to overcome the problems of not only measuring but conceptualizing tourist trips and the transportation element can be framed in terms of the utility of trips or what makes them different form other types of trip”. This may be a means to an end but not the end in itself, because every user of transport service is seen as a potential tourist because of the fact that in the process of enhancing transport service to meet his mobility needs, touristic perception may supersede that might engender touristic trips thus ensued.

Though the purpose of this paper is not to further argument on the thesis and anti-thesis of tourist transport, but to consider tourist transport in the Nigeria Milieu transport service across the modes in Nigeria considered as those as transport service providers for passengers and tourist alike.

Nigerian Tourist Transport Component Tourist Transport

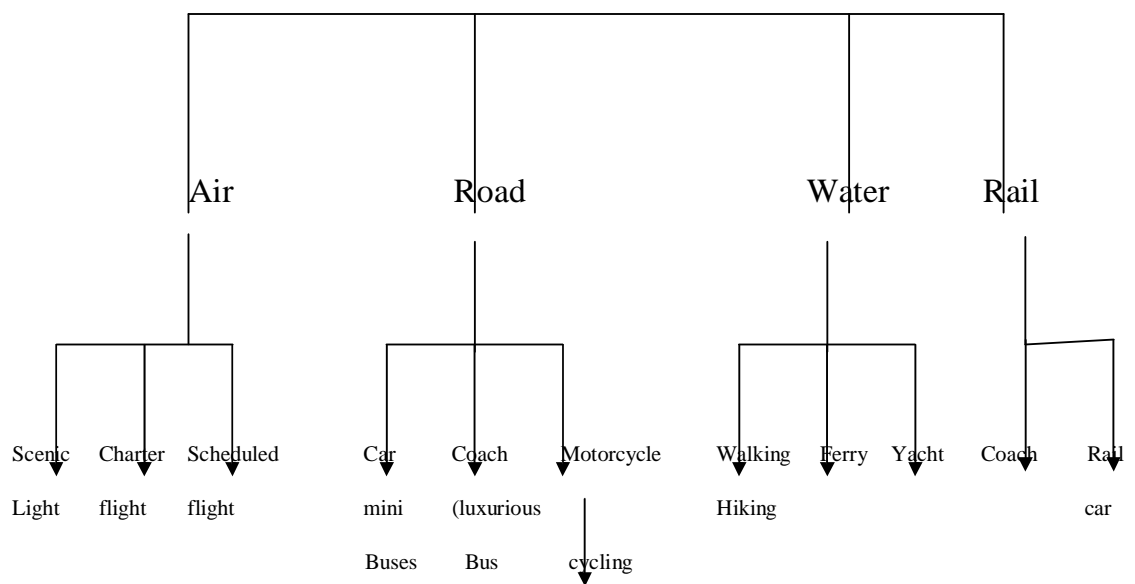


Fig. 2: Nigerian Tourist Transport dynamics

Globalization and Emergence of Tourist Transport in Nigeria

There is no gainsaying the relative influence of globalization in Nigerian tourist transport sector. Friedman (2005) “examines the impact of the ‘flattening’ of the globe”, and argues that globalized trade, outsourcing supply-chaining, and political forces have

changed the world permanently, for both better and worse. He further opined that the pace of globalization is astronomical and will continue to have burgeoning effects on business organization and practice.

After, the second world war II, barriers to international trade have been lowered through international agreements – GATT. The specific initiatives implemented with the effect of GATT and the World Trade Organization (WTO), for which GATT is the foundation have included: (I) Promotion of free trade (II) Restriction of Free trade. Globalization, no doubt, has had an impact on different cultures around the world. From the perspective of economic globalization, it can be measured in various ways and which, of course, revolves around the following four main economic flows which characterize globalization.

- (i) Goods and Services, e.g. imports plus exports as a proportion of national income or per capital of population.
- (ii) Labour / people, e.g. net migration rates; inward or outward migration flows, weighted by population.
- (iii) Capital, e.g. inward and outward direct investment as a proportion of national income or per head of population.
- (iv) Technology e.g. international research and development flows, proportion of populations (and rates of change thereof) using particular inventions (especially 'factor-neutral' technological advances such as the telephone, motor car and broadband)

Page (2005) asserts that debates on globalization in tourism and transport centered not only on economic arguments on competition but also issues on environmental sustainability considering externalities attachments to transport and tourism. Though some sees tourist transport issues as a social experience (Petit 2002), nevertheless, its dominance on the world sphere of activities is profound. In this light, Nigerian tourist transport sector is not an exception, of the relative impact, to the bouleversement and renaissance of tourist transport concept in the country in a new dimension. In other words, in the wake of globalization, new paradigm of operation and service delivery in the Nigeria tourist transport milieu created a competitive epoch and innovations to attract the growing tourist transport traffic in Nigeria.

Prior 1999, the Nigerian tourist transport segment can be said to be in a doldrums as a result of the restraint in form of economic sanctions which alienate the national economic from the rest of world. During this period, coupled with economic recession and political impasse, the tourist transport witnessed low ebb. The dilapidating tourist transport infrastructure – roads, railways, Airports and etc with high level of insecurity across the country relatively affected the tourist transport sector, because there was no

new investment in the purchase of new vehicle, existing national airline hardly maintain one aircraft in its fleet, the railways services were erratic and nettlesome (Adeniji 2000).

Indeed, it can be said the period was a gory era for Nigerian tourist transport. The institutional structure of government agencies responsible for policy initiation and monitoring were largely incapable and grossly inefficient.

More importantly, many lives were lost to tourist transport mode traffic casualties, the implication of which reduced patronages which later led to insolvency and liquidation of most of thus tourist transport.

TABLE 1 Reported Road Accident cases in NIGERIA 1980 – 2006

Cases	1980	1990	2000	2001	2002	2003	2004	2005	2006
Fatal	7,197	6,299	5,909	6,966	7,531	5,401	6,362	6,132	2,600
Serious	11,983	8,855	6,017	8,185	15,942	7,432	8,509	7,849	5,550
Minor	12,958	6,673	5,010	5,377	6,398	4,373	4,740	4,678	964
Total	32,138	31,827	16,936	20,530	29,871	17,206	19,611	18,659	9,114

Source: Nigeria Police force and Federal road Safety Corps, 2007 Report.

Table 1 shows the reported road accident in Nigeria according cases measured in – Fatal, serious and minor.

TABLE 2: Air Traffic Accident in Nigeria.

No	No of Cases	Fatal Accident	Fatal Accident Casualties
1	108	42	1319

Source: Aviation Safety Network Report on Nigeria, 2008

TABLE 3 NIGERIAN AIR TRANSPORTATION AND MOTOR REGISTRATION

	2000	2001	2002	2003	2004	2005
AIR						
Total Passenger Traffic	4,428,547	5,223,955	6,053,528	7,133,588	8,140,058	9,288,632
Domestic	3,131,200	3,754,624	4,464,136	5,475,529	6,189,262	6,996,029
International	1,297,347	1,469,331	1,589,382	1,658,382	1,950,826	2,295,287

Total Aircraft Traffic (Number)	121,252	25,078	140,663	191,495	198,503	229,764
Domestic	102,731	106,957	120,711	148,623	176,275	209,071
International	18,521	18,121	19,952	22,872	22,228	21,602
Cargo Traffic (Tonnes)	33,404	45,169	52,550	65,121	71,811	79,188
Motor Registration						
Private Motor Cars	194,529	404,916	364,098	221,044	191,146	178,315
Private Motor Cycles	99,219	142,484	146,042	192,689	202,627	240,967
Commercial Motor Cars	64,755	110,406	89,630	50,747	34,680	52,446
Commercial Motor Cycles	50,470	70,339	79,683	88,076	43,265	2,053
Government Motor Cars	1,365	4,414	864	1661	1757	2,063
Government Motor Cycle	194,526	404,916	364,098	221,044	191,146	178,315

Source: Federal Ministry of Transport/Federal Road Safety Corps Report, 2007
From: National Bureau of statistics facts & Figure 2007

TABLE 4: NIGERIAN RAILWAYS CORPORATION: PASSENGER TRAFFIC 1980, 1990S, 2000-2005

Year	Passenger		Average Length (km)
	Number Carried	Passenger km	
1980	10,861	2,595,438	806
1990	6,345	953,120	633
2000	1,525	738,755	728.81
2001	1,284	363,378	735.83
2002	987	279,346	1039.2
2003	1622	459,103	756.27
2004	1751	459,578	715.27
2005	753	75,170	766

Source: Nigerian Railway Corporation
From: National Bureau of statistics, Facts and Figure 2007

Similarly, table 2 shows the total number of cases of Air traffic accident in Nigeria, with the total number of cases put at 108, of which 42 were fatal accident, with the total number of casualties from the fatal accident put at 1319.

POST 1999

The post 1999 thus can be classified as the era of disenchantment from the fetter of odds against development in the Nigerian tourist transport sector. Upon the country integration into the democratic world, brought a new paradigm, which help integrate the nation's economy into the overall world economy. Thus, in the wake of globalization, the bouleversement of tourist transport sector, imminent with flows of capital coupled with deregulation of tourist transport sector (Ogunkoya, 2008).

This development led to the privatization and deregulation of state owned enterprise with injection of new fund, institutional, administrative and ownership changes that ushered in innovation, dynamism and best practices, thus leading to rebranding the tourist transport in Nigeria to international brand.

Notable example is the liquidation of Nigerian Airways, immediately, after democratic governance was restored, the company, after liquidation, was acquired by Virgin Atlantic and rebranded Virgin Nigeria with equity sharing between group of Nigerian stakeholders and Virgin Atlantic.

The immediate section of this paper shall examine the globalization impacts in tourist transport development in Nigeria. Thus, the internationalization of the Nigeria tourist transport into the global realm of activities is considered a major breakthrough in the wake of globalization, engendering flow of foreign capital, technical and technological exchange, human capital development, and internationalization of Nigerian economic needed to transform the Nigerian tourist transport sector as shown in Table 3 with successive increases in passenger traffic and aircraft acquisition from the period of 2000 – 2005.

Globalization Relational Impact on Tourist Transport development in Nigeria

The Nigerian tourist transport no doubts benefited from globalization impacts. This section of this paper would examine the relational impact of globalization on the Nigeria tourist transport. In other words, it is the effects of globalization on the Nigeria's tourist transport modes. One of the major impacts of globalization in the Nigerian tourist transport is the institutional and the regulatory restructuring in the tourist transport sector – aviation which enable for deregulation of the sector (Ajulo 2004). The impact of such deregulation is the entry of new operators into the system thereby injecting fresh fund into the system so as to be able compete more globally and attract more traffic.

Prior to 1999, the Nigerian sky is replete with outdated and old age aircraft that have been discarded in developed countries (Adeniji 2000). This constitutes a risk to safe air.

The implication of this is that services are often erratic and epileptic. But, with the deregulation of the Nigerian tourist transport – aviation, the existing airline operators could now afford to acquire new aircrafts to optimize their operations. The relational impact of the theme of globalization and tourist transport is limpid in the Nigeria tourist transport precincts.

Also important in the gains of globalization to the development of tourist transport is the fact that the sector has now been recapitalized to meet the growing challenges and dynamics in management operations. More importantly, is the manifestation of the globalization in the service delivery, and the increasingly sophisticated marketing activity undertaken by transport providers seeking to nurture tourist markets, especially through use of branding in developed country (Driver 2001). This assertion is also true of the Nigerian tourist transport scene as major tourist transport provider in Nigerian use branding as marketing strategy to enhance service delivery and impact on profitability. Indeed, it is notable relational impact of globalization in the Nigerian tourist transport sector.

In the tourist transport – road, remarkable changes in the development, market and customer segmentation and products development to attract all strata of the Nigerian traveling society to make trips via the road. Investments in vehicle and buses acquisition are profound and noteworthy. Luxurious buses have been used to enforce standards and attract patronages from middle and relative high income strata of the society. Interesting is the regular schedule of some road transport tourism inclusive services to tourism destinations to and fro. The service delivery stratification –market and customer segmentation as we have in airline operation is now being adopted into the road transport segment to facilitate touristic experience even while the purpose of travel may not be for leisure and tourism. Other major effect of globalization on tourist transport in Nigeria, is the partnership with some manufacturers of the buses or coaches being used to suit the different services offered by the operators in order to have a market niche. Though, what can be regarded as a tourist transport in Nigeria- road transport started late 80s with Ekenedilichukwu Transport Company, State Transportation Service Corporation, and fewer other individual transport companies. With the success that follows, the early 90s saw more new entrants. The post 1999, with the impact of globalization, brought in innovation into the tourist transport-land transport in Nigeria with many more operators with intense competition and dynamics in service delivery among competitors to have a market share. Though, tourist transport – road transport in Nigeria is still without regulatory institution, but the consumer is being made to benefit from free entrant induced competition to the advantage of the consumer of such services.

The impact of globalization in tourist transport – road is also seen in form of infrastructural development and spatial development especially along routes of the car, buses and luxurious buses used for the inter-state transportation. There have been remarkable economic boosts for the villages and towns along their routes. These items sometimes serve as souvenirs for the passengers and tourist making use of such transport services. Similarly, the tourist transport – rail transport had suffered immensely from patronages, though, the rail transport is the most popular transport mode in the 50s to 70s

for all passengers alike, Table 4 shows all passengers traffic (tourist inclusive) making use of the rail mode. There was remarkable sharp decrease from passenger patronage. The lowest being 2005. However, the rail transport sub-sector has not been totally neglected. The government have signed contract with CECCO to help rehabilitate and upgrade the existing narrow gauge to standard gauge (<http://www.ccecc.com.cn/english>). This is also an impact of globalization in rail transport sub-sector. The flow of technical expertise in the design and reconstruction of the rail transport infrastructure is also one of the major gains of globalization in the Nigeria's tourist transport development.

Challenges of Tourist Transport Development in Nigeria

The tourist transport development in Nigeria is no doubt faced with numerous challenges militating against its development though the influence of globalization is much prevalent in the Nigerian tourist transport scene. One of the major focuses of this paper among others is to discuss the various challenges facing the tourist transport sub sector of the Nigerian economy. Foremost, in the challenges facing the Nigeria tourist transport is the dilapidated infrastructure. The Nigerian tourist transport environment is fraught with decaying infrastructure and increasing capacity utilization to the degradation of the infrastructure coupled with the inability on the part of government to maintain this road infrastructure. The impulse of this is the risk to road users both motorist and the tendency to cause accident, which invariably inhibit potential touristic and leisure travel (Adeniji, 2000; Ogunkoya, 2008). Also, the rail network in Nigeria is facing serious rehabilitation challenge; Nigeria has a total of 3,557km narrow gauge, though the government has signed a contract with China Civil engineering Construction Corporation to modernize the Lagos to Kano railway (<http://www.ccecc.com.cn/english>). Getting a veritable financing source for most of this project is a serious challenge facing the Nigeria tourist transport rail-transport.

Similarly, tourist transport infrastructure challenge inform of Airport development is a major infrastructure challenge which seem to have hindered travel and tourism growth in Nigeria environment. The lack of adequate investment on the part of the government in timely injection of funds to rehabilitate and install necessary amenities for smooth operation of airlines has been the bane of air transport development in Nigeria (Idrissu, 2004).

Thus, the high rate of crime on our highways with lack of government strategies to curb the malaise is a serious challenge facing the tourist transport sub-sector. The night travels which have formally been embraced, of late, seems a risk venture to prospective traveler. As a result, the patronages of this type of class have tremendously decreased, therefore, having a serious impact on the revenue of the operators. In addition, there is need for massive rehabilitation of the roads to reduce the carnages on the Nigerian roads.

Moreover, the lack of regulatory institution and framework to monitor and streamline the activities in the tourist transport – road transport has been a major constraint to the speedy development of the Nigerian tourist transport – road transport in Nigeria. Their activities, until now, have not been coordinated for effective, efficient and reliable road

transport sector. In addition, political appointment into ministry and parastatals of transport and tourism hardly in favour of pundit in the transport and tourism field.

Possible Solutions to Challenges of Tourist Transport Development in Nigeria

The tourist transport sector in Nigeria, especially the land transport sub sector is largely unregulated; it is remarkably characterized by whims and caprices on the part of the operators and other stakeholders alike. This has left the sector into a maelstrom without a definite path for constructive development and growth. In this wise, there is need for the government to put in place a reliable framework of regulations that would enhance operational efficiency and impact growth towards a successful operation of this tourist transport venture in Nigeria. Also there is the need on the part of the government to put in place solid structure of infrastructural maintenance and reconstruction of tourist transport infrastructure such as road, rail, airport and port. The impulse of this is to attract investment in the purchase of tourist transport vehicles and reduce substantially carnages and fatalities often associated with dilapidated infrastructure. Besides, there is need on the part of the government to provide adequate security for the safety of life and property, especially for the night travelers which are on the decrease in the recent times because of the activities of men of the world that often waylay the travelers and deprive them of their valuables.

In addition, the government should come up with stringent safety policy that would enhance sustainability of tourist transport operation in the safety of property and lives. This would improve travelers' confidence and patronages of tourist transport operators across modes.

Lastly, the government should encourage private sector involvement in the provision and maintenance of transport infrastructure. Opportunities that would engender public and private partnerships in the tourist transport subsector of the nation's economic should be encouraged. This is a proven panacea to tourist transport infrastructural provision in developed countries.

Conclusion

Indeed, globalization impact on the tourist transport sector in Nigeria is profound. Of which, the tourist transport, unlike in the past that the mode of operation is crude, not effective, efficient and reliable, has witnessed dramatic upward of activities to the overturning of the Nigerian tourist transport sector. The globalization effect, in the Nigerian tourist transport sector, has caused a remarkable investment flow into infrastructural rehabilitation, injection of foreign direct investment, enhanced operations, induced competitive régimes among operators, tourist destination and tourist transport corridor spatial development. Also significant is the recapitalization of operations for enhanced productivity, improved customer relations and varied product differentiation development for enhanced travels for all categories of travelers.

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