



A Road Map as a Guide for Tourists in Jalingo

Vivian Obiamaka Chuma

Federal University, Wukari Taraba state
Department of Hospitality and Tourism management

ABSTRACT

This study investigates the importance of a guidemap in Jalingo with large emphasis on road maps. The road maps produced will assist tourists in getting to their destinations on time, it will also improve the development of tourism in Jalingo. In this research, Coordinates were collected from the field using a Global Positioning System, these coordinates collected were inputted into appropriate software examined, processed and displayed as map information. The study region which is Jalingo is the state capital of Taraba, it is endowed with some tourist sites and has a good number of hotels where tourists can lodge. The essence of this study is to produce a road map in which individuals, tourists and policy makers can make use of to find their destinations at a glance.

KEYWORDS: GLOBAL POSITIONING SYSTEM, COORDINATES, ROAD MAP

Received 15 Nov., 2022; Revised 28 Nov., 2022; Accepted 30 Nov., 2022 © The author(s) 2022.

Published with open access at www.questjournals.org

I. INTRODUCTION

A road map is also a route map that shows roads and transport connections, it is a strategic plan that shows a required goal, a road map for tourism depicts routes to hotel accommodations and various tourists sites that are desired. It serves as a guide; it helps tourists achieve their goals at a particular timeline.

Road maps assist transportation. Various means of transportation include air, rail, road, water, cable, pipeline and space. The field can be divided into infrastructure, vehicles, and operations. Transport is very significant because it facilitates trade between peoples, which then establishes civilizations (Beaver, 2002). A good road map plays a key role in the society as well as assisting tourists in their navigation. It can be said to enhance economic development and growth of any nation because good road maps serve as a key in reducing stress, time and pressure.

Also, Tourism is an essential part of any developing or developed community over the decades. It has impacted significantly directly and indirectly. Also, transportation plays an essential role in tourism because it is the major way by which demand and supply can be efficiently interchanged. Therefore, the reason for a road map in Jalingo is to aid tourism and alleviate the suffering for tourists. The major essence of a road map for transportation in tourism is to provide accessibility on paper which can be translated to the ground.

As a result of data set for 2014 which comprised of information over 180 countries, travel and tourism contributed \$7,580.9 billion, which is equal to 9.8% of the global Gross Domestic Product (GDP), and provided 276,845,000 jobs, which is equivalent to 9.4% of total global employment. Tourism's economic contribution is predicted to increase to an estimated \$11,381.9 billion in the coming years (10.5% of GDP), and activities from tourism are projected to add 356,911,000 jobs by 2025 (10.7% of total global employment) (WTTC 2015).

For a good number of years many tourists visiting Jalingo find it difficult to get to their destinations with ease and on time. Also with the rise of insecurities in the country, tourists, might not really want to ask people around for direction to avoid going into the wrong hand, furthermore, indigenes and residents of Jalingo metropolis might not also be willing to answer questions regarding to accommodation for fear of their safety. Therefore, to avoid this chaos, the production of an up to date road map to assist tourists is essential and very handy. If a capital city such as Jalingo does not have regular up-to-date road maps it may seem to signify underdevelopment but readily available road maps signifies growth and tourism development. A road guide map was produced in these research.

Without a good and effective transportation network, it will be difficult for tourists to get to tourist attraction sites in the destination country (Le-Klaehn & Hall, 2015).

Tourism is defined "as a recreational activity that takes place in leisure areas and usually includes both recreation and tourism" (Boniface, 2016). Tourism has become a popular global leisure activity, which is a

service based industry consisting of a number of tangible and intangible elements (Berno& Bricker,2001). The tangible elements include basic infrastructure such as transportation, accommodation, and tourist sites, while the intangible elements include education, culture and relaxation (Omisore&Fadoyin, 2012).

There are a lot of road maps available depending, on the purpose for which it is created. This road map was created as a means to improve development and technology and also to serve as an innovation for North-East Nigeria. The map created is to serve as a plan to achieve a certain goal, it is also a means of communication.

STUDY AREA

The study area is Jalingo in Taraba state, North- Eastern Nigeria. It has rich road network, hotels and some unique tourist sites, the weather comprises of the sunny, cold and rainy seasons at different times of the year.

II. METHODOLOGY

The research made use of a number of procedures ranging from reconnaissance survey, which involves visiting first hand all the hotels that their coordinates were picked, roads linking these hotels and tourist's sites. The coordinates were then picked at various strategic points, then the coordinates were processed using appropriate software. Finally, ground trothing was done and then the information displayed.

The paper employed previous literatures on road maps, transportation and tourism geared at investigating the impact of road maps in tourism for Jalingo, the state capital of Taraba. An in-depth review of existing literatures was done to give a better understanding of how road maps functions in Jalingo, field work using Global Positioning System to acquire coordinates, and adequate software were utilized for data processing.

The coordinates acquired from the field were plotted in Autocad to produce this, maps which will be given to visitors coming into Jalingo. this will serve as a guide to the hotels were they will lodge, and also view important places at a glance. The coordinates consist of coordinates of various hotels in Jalingo as well as the roads leading to them. These coordinates were picked using a Global Positioning System. They were acquired in the Northing and Easting format. It will then be transferred to a computer, sent to excel and then exported to the Autocad environment before plotting.

III. RESULTS AND DISCUSSION

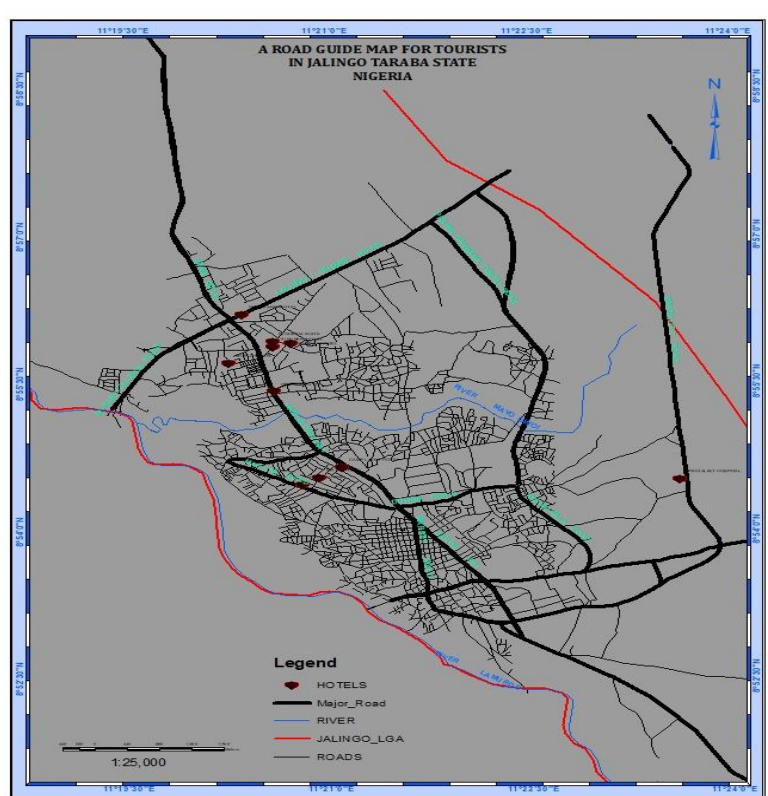


Fig 1: map showing hotels and roads in Jalingo

The map above was produced, it clearly depicts a road guide map for tourists coming into Jalingo and residents of Jalingo who might not really know their way around the town. The legend below shows how the map can be interpreted using symbols. The dot like symbols shows the various hotels from the various roads, the thick black line shows the major roads in Jalingo, while the blue lines represent the rivers in Jalingo, furthermore, the red lines represent the red boundaries of Jalingo local government and the thinner black lines represent minor roads.

It is expected that these maps when made available at relevant ministries and the entrance of Jalingo will serve as a guide to various individuals, it can also assist policy makers, road contractors and the government of Taraba state in general.

IV. CONCLUSION

From this result obtained in this research, it is clear that there are a lot of access roads to different hotels in the Jalingo which will assist decision maker. The correlation of various coordinates and eventual mapping of these major roads, minor roads, hotels etc using adequate software and technique of data acquisition, processing, and display as well as eventually producing desired results of map production. Ground truthing for verification was done, the study has shown that data obtained from the field can be processed geospatially for appropriate results.

This was absolutely necessary because it was realized that if a tourist visits a particular city and suffered so much in road navigation, it is very likely that he or she might not want to patronize the place again or recommend to future tourists which might not go down well for the growth of tourism

REFERENCE

- [1]. WTTC. 2015. "Economic Impact of Travel & Tourism." Summary 2015 Annual Update. The Authority on World Travel & Tourism. <http://www.wttc.org/research/economic-research/economic-impact-analysis/tr>
- [2]. BEAVER A (2002). A Dictionary of travel and tourism terminology. Wallingford: cab international. 313.
- [3]. Le-Klaehn, D.T. & Hall, C.M. (2015). Tourist use of public transport at destinations—a review. *Current Issues in Tourism*, 18(8), 785-803.
- [4]. Boniface, B., Cooper, R. & Cooper, C. (2016). *Worldwide destinations: The geography of travel and tourism*. Routledge, New York.
- [5]. Berno, T. & Bricker, K. (2001). Sustainable tourism development: the long road from theory to practice. *International Journal of Economic Development*, 3(3), 1-18.
- [6]. Omisore, E.O. & Fadoyin, O.P. (2012). Assessment of the impact of transportation facilities on the patronage of tourism sites in Ondo State in: Laryea, S., Agyepong, Leiringer, S.A., & Hughes, W. (Eds) *Proc 4th West Africa Built Environment Research (WABER) Conference, 24-26 July 2012, Abuja, Nigeria*, 1169-1177