

An Assessment of the Effects of Social Conflicts on Tourism in Plateau State, Nigeria: Case Study of Jos Crisis on Hill Station Hotel

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Abstract : This research assesses the effects of social conflicts on tourism products in Plateau State. It was specifically set out to find out the major causes of social conflicts in Jos, evaluate the effects of social conflicts on the influx of tourists to Hill station hotel Jos, and the impact on revenue generation of the hotel. To achieve these objectives research questions were formulated and a sample of 30 hotel staff was selected as the respondents. Data collected were organized and analyzed using tables, percentages and mean statistics. It was found that the hospitality and tourism industry was adversely affected. The crisis brought about a decline in the number of tourist arrivals, increase in cancelled bookings, a decrease in the average length of stay of tourists and the average room occupancy. Peace is the best friend of travel and tourism, while war and insecurity are among its worst enemies. It is recommended that all stakeholders involved in tourism administration should device safer environment that supports continued patronage by providing modern security apparatus. In the same spirit, government as the main stake-holder in security provision should do more than paying lip service to guarantee security and safety of lives and properties.

Keywords : social conflict, crisis, security, tourism development

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