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Mobility Services and Their Key Contributions Towards Tourism Development in Enugu State, Nigeria

Abstract

This paper examines the contributions of mobile goods and services to tourism development in Enugu State. The study uses ethnographic approach to elicit useful information from respondents and data collected were analysed descriptively. The findings revealed that mobile goods and services in Enugu State are valued because of the tangible products they offer for consumers to purchase as well as numerous services offered. The paper argues that mobile goods and services are essential in rural destination sites where there are absences of stationary business outlets to serve the needs of tourists. Tourism professionals are encouraged to collaborate with these mobile goods and services outfits with a view to identifying and using their products to develop and promote destination sites.

Keywords: *Mobile goods and services, Tourism development, Destination sites, Enugu State.*

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1. Introduction

Tourism has become a vital part of any nation's economy. All over the world, tourism activities generates income for countries that invest in it. It also provides job for the local residents; thus, improving the economy of the host communities. However, some developing countries (like Egypt, Kenya, Tanzania and Zimbabwe) with natural, cultural and man-made resources have been able to develop them into tourism attraction and have continued to enjoy the attendant benefits. The need for economic diversification in most developing countries is overwhelming because of their defining mono-economic characteristics, where only one or two commodities dominate exports, and provides the bulk of the foreign exchange from which these countries could reconcile their internal and external balances (Ayeni and Ebohon, 2012). Nigeria has recently realized the profits accruing from the tourism sector, and has taken great strides to promote herself as naturally and culturally rich and diverse nation. However, the country is yet to fully develop her tourism industry partly due to lack of human resources in the industry and the technicality for handling the sector. Jiboku and Jiboku (2010) argued that tourism may not really invoke the desired passion and attraction among Nigerians because of high level of poverty that is prevalent in the country where the people live from hand to mouth and have little left for other secondary activities like tourism. According to Andah (1990), tourism connotes the mobilization of a people's cultural and natural resources, especially those aspects which make people unique from others. In essence, the mobilization and packaging of the uniqueness of a people for others to appreciate and admire represents tourism. Hence, tourism can be viewed as an activity which cuts across conventional sectors of the economy. It requires input of an economic, social, cultural and environmental nature. In a sense, it is often described as being "multi-faceted".

The World Tourism Organization (1994) defines tourism as comprising activities of people travelling to and staying in places outside their usual environments for not more than one consecutive year for leisure, business and other activities. Ekechukwu (2006) sees it as a multidimensional and multi-faceted activity which touches on all aspects of man and society. For tourists to enjoy their visits to destination sites of their choices, certain goods and services need to be stationed in such site. However, where they are lacking, mobile goods and services are desired substitutes. The conveyance of goods and services in vehicles or motor-driven equipment has really contributed in satisfying the needs of customers. For instance, in the beverage industry, the use of cooling vans to convey chilled refreshing drinks helps to locate customers where ordinarily those business outlets do not exist. This also applies to desirable goods and services of all forms that are transported or conveyed to the intending tourist consumers since these tourists may not have the time and patience to visit strategic places where these businesses are located (some may even be far away from the destination route). Mobile goods and services will play a huge role in the future of businesses across the world because of its ability to provide products or services to meet the needs of consumers and potential consumers alike. Therefore, the impact of mobile goods and services to a nation's tourism sector cannot be over-emphasized because it helps to make goods and services readily available to tourists; thus, preventing shortfall of desirable resources and creating avenues for economic growth. It should also be noted that in marketing consumers become aware of a product only when such a product gets to them. The activities of mobile marketing do not only generate revenues for the owners of such ventures, but it also creates job opportunities as well as satisfies tourist desires, thereby promoting tourism.

2. Theoretical Background

2.1. *Mobile Goods and Services in Tourism*

The history of mobile goods and services can be traced to ancient and medieval civilizations when merchants sold their wares from house to house in towns (Sharit and Debdula, 2012).

Specifically, the origin of mobile goods and services can be traced to England in the 16th century during what was called the Victorian Era, popularly known as “costermongers”. ‘Coster’ or ‘Costar’ is a street seller of fruits such as apples and vegetables in London and other British towns. Costars meet the need for rapid food distribution from the central markets to other areas of London. As usual with street-sellers, they would use a loud sing-song to cry or chant so as to attract attention. Their cart might be stationary at a market stall, or mobile (horse-drawn or wheelbarrow). The term is now often used to describe hawkers in general, but sometimes a distinction is made between the two: a costermonger sells from a handcart or animal-drawn cart, while a hawker carries his wares in a basket. Nevertheless, this was to be reinforced by the invention of the motor; thus, it brought about improved and efficient means of delivery. As time went on, it went from a simple horse-drawn cart in the 19th century to large customized vehicles that became part of American culture and reached their height of popularity in the mid-twentieth century.

Costermongering is a term used to denote the act of mobile marketing. Some scholars have done a number of researches on street vending. Draper (1996) observed that street food trade contributes substantially to urban economies. The dazzling fact here is that food vending on streets is business oriented and cannot be waved aside when discussions on urban and rural tourism arise. Trading on mobile goods and services are carried out in geo-political regions and as such are under the guidance of stipulated policy or policies. Kusakabe (2006) pointed out that “although street vending is seen as an option for the poor, their legal and social status and business prospects differ domestically as well as regionally”. Dealing on mobile goods and services cannot be grasped in one fist. Several unrelated views about the act and practice are rife. For some, the poor are predominantly involved. For others, the trade is fast leaping into fashion as some mobile banks, court, e-learning, toilet facilities and supermarkets are surfacing in a seemingly modern manner. This must have prompted Mitullah (2003) to comment that vending is usually done by individuals with limited employment opportunities. It is no longer limited to the lower social groups, especially the underprivileged who carve out a living in an environment full of harassment by urban authorities as experienced in the case study. A number of entrepreneurs have entered the trade as an option, especially since the beginning of the Structural Adjustment Programmes [SAPs] that resulted in the retrenchment of civil servants across Africa. Studying Zambia, the Lusaka District in particular, Ndhlovu (2011), while taking time to recognize the benefits of mobile goods and services in a growing economy, made a case against them. For him, such traders are unregistered, unregulated, do not pay municipal taxes, allocate trading spaces to themselves and are often without labour or social security. He goes ahead to proffer possible solutions.

In Nigeria, the history of mobile goods and services is not far-fetched. For instance, mobile fire service began in 1901 during the colonial period and was operated alongside other bodies such as the police, custom, and immigration. However, it was not until 1963 that it became known as the Nigeria Fire Service. Few research works have been done on the vending of goods and services in Nigeria. According to Basinski (2009), street vending in Lagos as well as in other Nigerian cities is no new thing. His report on street vending in Lagos entitled *‘All Fingers are not Equal’* reveals that there are slightly more women selling on the street than men, by a margin of 54 to 46 percent. Basinski was of the view that even though Lagos State law prohibits street trading (see Street Trading and Illegal Markets Law of 1984), the local people still need it for survival. Street trading is a strategy for evading mortality. For him, street trading does not just help the traders, it makes life easier for customers. Scholars like Eze-Uzomaka (2006) links Nigerian tourism with the macro-economic environment which comprises goods and services, among others. In addition to the formal market system in Nigeria, tourists will always depend on mobile traders at some point. Okpoko and Okpoko (2002) identified costermongers as a very important class of traders that provide tourists with

their shopping needs. To them, “a costermonger usually needs a small amount of money to buy a wheel-barrow with which to move his few food items such as vegetables and fruits. Costermongers operate in various market places and streets in Nigeria”. Peter et. al. (2013) examined the Mobile Clinic Services in Northern Nigeria (with special reference to Katsina State). In their words, Katsina State introduced its mobile clinic service – referred to locally as the Mobile Ambulance Service (MAS) - in February 2008. They argued that “...mobile clinic provides Primary Health Care (PHC) services in hard-to-reach areas of all the 34 Local Government Areas (LGAs) of the state. Each LGA has a ‘bus ambulance’ which has been modified and fitted with basic equipment in order to provide mobile basic PHC services, primarily immunization, Antenatal Care (ANC), skilled birth attendance, treatment of minor ailments, growth monitoring and health education” (Peter et. al., 2013:4). This brief review shows that mobile goods and services have been studied in general term and from different perspectives. However, we shall attempt in our study to specifically identify the various mobile goods and services available in the study area with a view to examining their contributions to tourism development.

2.2. Tourism Development

Tourism is defined as all travel that result in one or more nights being spent away from home. The ‘purpose of travel’ follows the United Nations statistical commission’s definition, which encompasses leisure, business and other reasons (e.g VFR-Visiting Friends and Relatives). According to Omeje (2006), tourism is one of the largest and steadily growing economic sectors in the developed and developing nations. Tourism is therefore, a relevant factor in terms of development policies. Tourism acquired more meaning over the years as people became interested in different aspects of social life and as man’s leisure time improved (Okpoko and Okpoko, 2002: 27). The benefits of tourism to any given community are vast and operate through the team building that accompanies the promotion of festivals, the organization of special event weeks, and mounting of local tourism campaigned and development of parts and other places of entertainment. Indeed an inevitable consequence of escalated tourist promotion is the heightened sense of community together. Tourism creates economic remuneration for an indigenous community, while at the same time enhances national economic policies, conservation and environmental protection (Okpoko and Okpoko, 2002).

The role of travel agencies in tourism development can never be over emphasized. According to Okpoko and Okonkwo (2006: 169) travel agents in the world handle about 70% of the business at present. They are known to perform such jobs as supplying information to clients about the destination; the hotels/hostels and various means of accommodation and sight seeking tours available as well as services like facilitation of formalities relating to visa procurement and selling travelers cheque. The activities of travel agents have, however, gone beyond public and suppliers of the travel services. They noted that travel agents also organize tours either as a “traveler-made” or as an “already-made”. On the use of tourism as a strategy for attaining national development, Agbonlahor and Ukhurebor (2006) noted that, the rationale for the planning, promotion and marketing of tourism explains the role played by tourism as an agent of national development. Through tourism development, most government are able to generate huge capital for development. Such tourism development would create job opportunities, among others. Tourism can also trigger off a nations industrial development in small, medium and enterprises (SMMEs) and train new learners in travel and tourism.

2.3. Brief Background Information of the Study Area

Enugu is a state located in between the Cross River Basin and the Benue. It is one of the states in the Eastern part of Nigeria. Enugu State shares boundary to the South with Imo and Abia States, to the East with Ebonyi State, and to the Northeast and Northwest with Benue and Kogi States respectively. To the West, it shares boundary with Anambra State (National Bureau of Statistics, 2014). The capital city of Enugu State is Enugu. Enugu is approximately 2½ driving hours away from Port-Harcourt, where coal shipments existed in the past. The average temperature in this city is cooler to mild (60 degrees Fahrenheit) between the months of April and October and gets warmer to hot in its warmer months of November and March (upper 80 degrees Fahrenheit) and very good for outdoor activities with family and friends or just for personal leisure (National Bureau of Statistics, 2014). Enugu has good soil land and climatic conditions all year round, sitting at about 223 meters (732 ft) above sea level, and the soil is well drained during its rainy seasons. The mean temperature in Enugu State in the hottest month of February is about 87.16⁰F (30.64⁰C), while the lowest temperature occurs in the month of November, reaching 60.54⁰F (15.86⁰C). The lowest rainfall of about 0.16 cubic centimeters (0.0098 cu in) is normal in February, while the highest is about 35.7 cubic centimeters (2.18 cu in) in July (National Bureau of Statistics, 2014). The State has a population of 3.3 million people (National Bureau of Statistics, 2014).

Figure 1: Map of Enugu State Showing the Study Area.

3. Research Methodology

Primary and secondary sources of data collection were used to prosecute the study. Under the primary sources, three research instruments were designed to gather data viz: key informant interview, in-depth interviews and direct observation. These fall under qualitative data. The qualitative approach to research is designed to “gather a great deal of information about a

small number of people and is used when a full and rounded understanding of the situation is required (Veal, 1997). In this regard, key informant interviews, in-depth and semi-structured interviews as well as direct observation were used to obtain primary data. In-depth interviews as noted by Okpokor and Ezech (2011:69) entail the collection of semi-structured or unstructured data through interviewer–interviewee verbal interactions or conversations. Semi-structured interview enabled us to guide the discussions towards the particular interests of the researchers through the use of an interview guide. Interviews were conducted within the months of October to December. These months are major festive periods within the study area when mobile goods and services are seen in large numbers. Thus, the fieldwork research lasted for three months.

A total of 20 key informants (from among knowledgeable persons in the study area) were selected for interview in each local government. The selections of these people were based on expertise in mobile goods and services and patronage. The non-probability sampling of snowball/chain sampling method was used in identifying these informants. Here, one member of the population of interest was interviewed and thereafter, he/she was asked to suggest other interviewee(s) that the researchers consulted. Thus, 340 key informants (from 17 local governments) were identified and interviewed using interview guide. The 17 local governments are Aninri, Awgu, Enugu East, Enugu North, Enugu South, Ezeagu, Igbo Etiti, Igbo-Eze North, Igbo-Eze South, Isi-Uzo, Nkanu East, Nkanu West, Nsukka, Oji-River, Udenu, Udi and Uzo-Uwani. Direct observation enabled the researchers to do an on-the-spot assessment of the study group for a period of time in order to study the people in its natural environment. The data were collected with tape recorders as well as field notes. Photographs were also taken during the inquiry. Secondary research was useful because it provided the theoretical anchor for the study; thus, library materials like textbooks, journal articles, conference materials, etc. were used for literature review. Data collected from primary sources were supplemented with those gathered through secondary sources. All the data collected were adequately analysed descriptively.

3.1 .Interview Guide Questions

Since the research is qualitative in nature, the interview guide was designed with a view to asking relevant questions that will enable us gather useful data for the study. The present study interview guide questions include: “What mobile goods and services do you operate or know of? Please list them”, “What are their modus operandi?”, “What are your market targets?”, “How do you manage the goods sold and/or services rendered to customers?”, “Is this business gender sensitive? If yes, please explain why”, “Do you think that mobile goods and services can contribute to tourism development?”. These and many more questions formed the basis upon which our study was anchored.

4. Findings

There are various types of mobile goods and services available in Enugu State which operates both in the rural and urban centres. These include: costermongers, mobile e-learning, mobile clinics, mobile banks, mobile catering services, mobile cooling van, courier services, and mobile portable toilets, among others. While some of them offer tangible products for consumers to purchase, others render services. Both goods and services are therefore aimed at satisfying the desires of their respective customers. For clarity purpose, we shall examine them briefly.

4.1 Costermongers

These are sellers who make use of driven cart such as wheelbarrow, bicycles, etc. to move goods from one place to another. Operators of this kind of business sell one form of product

or the other. Their products comprise of non-perishable items such as clothes, house-hold utensils, plastics, leather goods, electronics and perishable goods like foodstuff, vegetables, fruits, and varieties of cooked food. Costermongers operate in virtually all parts of Enugu State, but they are mostly available in large markets like *Ogige* Market in Nsukka, *Ogbete* Main Market in Enugu, Old Park in Enugu, New Market in Enugu and motor parks across the State e.g. Peace Mass Transit, Globis Motors Limited, Onitsha South Mass Transit, G.U.O Group of Companies, Enugu Urban Mass Transit Company Limited (EUMTCL), Ifesinachi Transport Companies, among others. Also, some of these costermongers can be seen within tertiary institutions like the University of Nigeria, Nsukka and Enugu campuses; Institute of Management and Technology, Enugu, Enugu State University of Science and Technology, and other colleges of education in Nsukka and Eha-amufu. Few costermongers operate using their own private cars. Their goods are beautifully displayed on the truck of their cars to attract passers-by, while others operate with wheelbarrow and bicycles. The business is not gender sensitive as both men and women operate it. Our study revealed some reasons for costermongering to include: a) the business is very easy to set up with little capital; b) it does not require stringent procedure before starting it (bureaucracy); c) the business brings products to the doorstep of the consumers and purchased products are easily changed or replaced; and d) is self-employed and as such one can manage the business comfortably.

Plate 1: Costermongers Products on Display

4.2 Mobile E-learning

This is a kind of customized vehicle used for educational purposes. It enhances educational experiences to people in the most inaccessible areas. Such a service is aimed at bringing education to people who may or may not be attending school. A good example of such mobile e-learning is found in the University of Nigeria, Nsukka (UNN). The vehicle is equipped with state-of-the-art facilities, built in sections based on the kinds of skill acquisition it offers. These sections are building and construction, textile and apparel, essential science, electronics, food sciences, and home maintenance. All sections are fully equipped with instrument for practical. The mobile e-learning is established to carry out the following functions: a) to conduct training and re-training programmes in different areas of Technical Vocational Education and Training (TVET) for skill empowerment and poverty reduction; b) to develop customized and individualized programmes for both Small and Medium scale Enterprises (SMEs) for optimal performance, quality assurance and global focus and c) to carry out advocacy and sensitization programmes on different issues and provide policy direction. The use of mobile e-learning can provide quality education to people in rural areas and as such enhance their contributions to the state qualitatively. This is applicable mostly in

local communities where there are no and/or poorly equipped laboratories for practical or experiments.

Plate 2: Cross-Section of Mobile e-Learning Vehicle

4.3 Mobile Clinics

Mobile clinics provides primary and emergency healthcare to rural populations in many countries (Lindgren et. al., 2011; Walker & Gish, 1977; Vos et. al., 1990). Mobile clinic is a doctor's office and clinic on wheels. It is a special outfitted truck that provides examination room, laboratory services, and special medical tests to those in remote areas who have access to little or no medical facilities, and to patients that do not have the resources to travel to obtain healthcare. Mobile Clinic is a highly flexible means of delivering healthcare to the medically under-served in low income neighbourhoods. Mobile clinic is operated in Enugu State by St. Andrew Church, Abakpa etc. Mobile clinic operates twice every month. Arrangement is usually made for a team of doctors who are specialists in various fields such as dentists, cardiologists, opticians and gynaecologists to travel with the mobile clinic to the rural areas with the needed drugs to attend to people. Typically, mobile clinics are used to provide maternal health services, immunizations, emergency/preventive healthcare services, and communicable disease control.

Plate 3: Mobile Clinic

Mobile clinic is designed to: a) improve access to quality healthcare services to displaced persons in remote communities, b) to provide urgent and preventive care to the low-income, geographically or socially isolated areas who do not have access to quality healthcare services, c) to control the spread and/or tackle the menace of chronic diseases in a particular area; and d) to attend to tourists who might fall sick in their destination with up-to-date facilities and medication. It is a truism that mobile clinics cannot match static health centres in health delivery services; however, they can provide necessary healthcare services with appreciable efficacy in areas that lack basic healthcare services/centers (Fox-Rushby and Ford, 1996; Walker and Gish, 1977).

4.4 Mobile Bank

For most Nigerian urban-dwellers, mobile banking is something that usually comes in the shape of Smartphone application software; while in developed countries; mobile banking is the delivery of banking services to rural areas where there are no stationary banks, usually with a mobile van. Bank on Wheels is an example of technical brilliance and is made as a multi-model utility vehicle that delivers banking services at intervals to rural dwellers. According to Walner (2014), the banking landscape is changing dramatically... Mobile bank vans are regarded as the last resort for communities that have no stationary banks. Such vans are equipped with an Automated Teller Machine (ATM). In our study area, mobile bank is operated by Diamond Bank and Guarantee Trust Bank (GTBank). Their mobile vans are used during important occasions like trade fair, convocations etc. Mobile Bank is established for the following reasons: a) to effectively and efficiently reach out to the segment of the bankable population in the remote areas by bringing banking to their doorstep; b) reduce expenses incurred while searching for stationary banks for financial transactions, save time and energy, so that tourists do not have to leave their destination site for a long time in order to conduct banking business; and c) reach out to tourists who might be in dire need of cash in the destinations visited.

Plate 4: Mobile Bank (Source – <http://www.google.com/mobilebank>)

4.5 Mobile Catering Services

This is a type of food service establishment operating from a bus or van, which is not fully equipped for full catering services. Daprof (2010) noted that mobile catering business is a good business idea especially if you are an entrepreneur with a love for food and cooking. The best thing about selling food from a mobile catering truck is that you are not limited to selling in only one area. Mobile catering will allow you to reach more customers because you can serve customers from different locations using your mobile catering truck or mobile catering trailer (Daprof, 2010). This food truck or mobile kitchen, as it can also be referred, is a modified bus or van with built-in cooking equipment. Locations where this type of service is predominant are University Market Road, Nsukka; 11:45 Restaurant Outdoor Services, Nsukka; University of Nigeria Teaching Hospital, Itukuozala (UNTH) and Enugu State University of Science and Technology, Agbani (EUST). This type of catering service sells mostly fast food (snacks) e.g. meat pie, doughnut, eggroll as well as varieties of local dishes and soft drinks/table water. In some cases, provisions for chairs are made either inside the bus or outside for customers who may wish to eat the purchased items in the place. Also, a generator set is used in powering the refrigerator for chilling of drinks. Ethnographic sources reveal that mobile catering service operate on a daily basis. The business starts from 8.00am to 6.30pm, between Mondays and Saturdays, while some operate also on Sunday. Some mobile catering services prefer to stay at the motor-park; others have preference for selling

their products on the streets or places where there are crowd. Their choice of location and movement is guided by high concentration of customers. Mobile catering services are established for the following reasons: a) to reduce transport fee for customers in the course of purchasing food item; b) to provide convenience to customers by offering door to door services; and e) to serve tourists who might wish to eat outside their hotel.

Plate 5: Cross-Section of Mobile Catering Services

4.6 Mobile Cooling Van

It is a special kind of vehicle designed to cool drinks during occasions, ceremonies or festivals. Mobile cooling vans come in different shapes and sizes and can serve the same purpose. However, some are designed for different uses such as preservation of fresh meat and fish, while transporting same to a desired place (usually in cold-room). Mobile cooling van has a mini-industrial refrigerator installed and powered by a small displacement diesel engine. The refrigerator confirms to sound insulation mechanism so as to ensure cooling retention. Mobile cooling van services are mostly seasonal with pick business period in dry season. It should be noted that the cold weather during the rainy season tends to keep the body cool unlike in dry season. Thus, in dry season, demand for cold drinks increases. The reason for the operation of mobile cooling van is to satisfy thirst. Be that as it may, this service is equally of immense importance because it provides outdoor services to cultural tourists during ceremonies, festivals and other cultural occasions in rural destination areas like Awgu, Obukpa, Lejja, Udi, Nkanu and Ezeagu.

Plate 6: A Mobile Cooling Van

4.7 Courier Services

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This is a mobile service that deals with the delivery of parcels within or outside the country. Chauhan, *et. al.* (2010) are of the view that couriers service provides door to door shipping and delivery of packages, letters, and other shipments. The ability to easily schedule pickups can be convenient and save time and trouble. Courier services can also offer timely delivery of packages whether they are required to be delivered same day, express or overnight shipping. This kind of service can be found virtually in all parts of the study area. Courier services in Enugu State are Dalsey, Hillblom and Lynn (DHL), Red Star Express, Federal Express Corporation Inc (FedEx), United Parcel Services (UPS), Express Mail Services (EMS), Ifex Express Limited (IFEX), among others. These courier services are located along University Market Road, Nsukka, UNN/UNEC campuses, *Ogbete* Main Market and along major streets in Enugu Metropolis.

Plate 7: Mobile Courier Service – IFEX

The mobile courier services operate mainly with pickups and motorcycles. The essence of motorcycles is to cover areas not easily accessible by vehicles. The pickups are used to convey bigger parcels to distant areas. Since this kind of service is concerned with the delivery of goods to designated places, it is required that urgency and punctuality should be their watchword. While some mobile courier services operate on a daily basis in order to maximize profits, others like DHL, FedEx, UPS etc. do not operate on Saturdays and Sundays, the reason being that they are the leading giants in the business. In most cases, courier services may wait to get reasonable quantities of mails before delivering them to recipients. It should be noted that those operating on daily bases are those whose other businesses are adjunct to. These include major transporters that added this service in order to maximally satisfy their customers. In most destination sites within the study area, tourists use these courier services to convey their purchased souvenirs back home.

4.8 Mobile Toilets

This is a simple portable enclosure containing water-system toilets used as a temporary toilet for construction sites or large gatherings. They are often constructed out of lightweight molded plastic and usually stationed on the street. In our study area, mobile toilets are seen in some motor parks (eg. Peace Mass Transit, Globis, etc.), and during occasions like trade fair, festivals/ceremonies, religious gatherings like crusades or retreats, among others. Mobile toilets come in different colors, ranging from blue, yellow to red. There is a mini-container constructed at the bottom to enable it withhold waste. The mini-container is then disposed after use and does not require quantity of water to flush out the waste. More so, mobile toilets can be moved to areas where their services are demanded and are also stationed at strategic places during trade fairs, church crusades/religious gatherings, among others. Also, mobile

toilet operators can lease their toilet facilities out to people who want it for a period of time for a specified monthly rent. The introduction of mobile toilet is aimed at creating clean environment and to improve sanitation with a view to preventing widespread practice of people defecating openly within the environment during large social gatherings. This service is very important in tourism industry because during carnivals, festivals or trade fair, visitors and tourists who are far-away from their hotels may need such facilities.

Plate 8: Mobile Toilet

4.9 Mobile Fire Services

Mobile fire services are special trucks containing large quantity of treated water and are usually on standby to respond to distress call whenever and wherever they are needed. They are equipped with fire fighting equipment such as ladder, fire extinguishers, body protection outfits and communication equipment, etc. Mobile fire service outfit in our study area are located at Otigba Junction and Ogui Road all in Enugu; University Market Road, Nsukka, etc. Mobile fire service operates on a daily basis round the clock responding to emergencies, which usually take only few minutes to arrive at the place where their service is needed. In our study area, cases are reported where mobile fire service outfits attend to fire fault, conduct rescue operations and medical aid to people during fire incidences in hotels within destination sites.

Plate 9: Mobile Fire Service Vehicle

4.10 Mobile Marketing

A mobile electronic billboard is a truck that has the LED panels' facilities for public display. Thus, its ability to move from one place to another while advertising makes it a better choice for promoting new brand as against a stationary LED panels usually seen in cross roads and

bus stops. According to Etim (2014) mobile marketing complement the existing media mix by providing display opportunities at locations where regular advertising structures are not present. Thus, its mobility gives flexibility to the advertising program and makes it possible to reach hard to catch geographic territories.

Plate 10: Mobile Marketing Vehicle/LED Truck
(Source: <http://jeromeetim.blogspot.com.ng>)

The values of mobile electronic billboards are seen usually during electioneering campaigns, and its effects are usually high, drawing the attentions of passers-by and admirers. This high innovative technology can be employed in tourism industry. Here, video clips and pictures of notable destination sites can be placed on the mobile electronic billboards as ways of promoting tourism with the intention of increasing the number of Nigerians that takes their holidays within. Such mobile billboards can as well market and advertise within airports and embassies with the intent to attract foreigners to take their holidays within Nigeria. It should be noted that advertisement through the television or radio is not enough to bring a product to the knowledge of consumers; thus, producers who want an effective penetration of their product into the market must go beyond the use of television and radio.

5. Conclusion, Implications and Limitations

Over the years, many governments have made effort at expanding its economic base, and as a result, have explored several alternatives. Some have turned to agriculture as a source of boosting its wealth; others like Nigeria have chosen petroleum. However, tourism which has proven to be an alternative for economic development is a relatively new choice for some African nations. Nevertheless, the sustained growth, promotion and development of tourism sector is largely dependent on the level of devotion or interest given to it. Many countries like The Gambia, Seychelles, Zimbabwe, South Africa, Morocco, Tanzania, Egypt and Kenya have all benefited from this sector. However, Nigeria, like other countries, is blessed with both cultural and natural resources and still ranks low when it comes to the development of favorable tourism destinations for so many visitors. Some analysts have blamed this on the government. Others apportion the blame to tourism stakeholders for their reluctance and skepticism to recognize and contribute to the growth of the sector. Nonetheless, scholars like Ashley et al. (2001) and Okpoko (2006) have continued to lay emphasis on what this sector is capable of bringing to the nation as well as possible suggestions on how to improve the sector.

Tourism as we know is an activity targeted towards movement outside the place of abode, which invariably implies that the tourist/traveler will require almost exactly those products/services he/she is accustomed to back home. This has led to the concept of ecological bubble, meaning that tourists travel with the same character and expectations that they have back home, and tend to replicate such in the area visited. Part of such replication is made manifest in their shopping style, which is made easier with the presence of mobile

goods and services. As rightly noted by Okpoko and Okpoko (2002), there is a general tendency for tourists to make purchases and/or hire services of people within the destination area. The essence is to enjoy their stay in the place visited and to keep items which will serve as souvenir of such visits. These intents are made realizable if the tourists know where and how to make such purchases.

Furthermore, this part of our discuss will not be complete without elaborating on the contributions of mobile goods and services to tourism development. In general, there exist various types of mobile goods and services operating at specific areas and used for different purposes. Mobile goods and services will not only ensure that the tourists enjoy their stay, but it goes beyond that to ensure that they have those products/services readily available as at and when due and most times even at a cheaper rate. This explains why costermongers are very instrumental to tourism in any area because they provide the tourists with products ranging from foodstuffs to other personal items. Sixteen out of twenty costermongers interviewed are of the opinion that they usually move from place to place in carts, wheelbarrows, etc. seeking for customers; while four costermongers revealed that they are stationed in one location. Tourists from the comfort of their hotels can make purchases at even a reduced price without the rigours of haggling. It should be noted that costermongers market their goods in streets and market places; thus, bringing goods closer to potential buyers.

During cultural festivals, and carnivals, mobile banks can be used to facilitate transaction. For example, a tourist who may wish to purchase a souvenir, but is constrained due to limited fund can utilize such an opportunity offered by a mobile bank. Two bank managers interviewed (representing Diamond Bank Plc and Guarantee Trust Bank) are of the view that mobile banking can greatly stimulate impulse buying, which is important in the sense that they satisfy the instantaneous need and want of consumers. But for this to be achieved, mobile banks must be available at the right places and time, since consumers' needs and wants are often fleeting; what they want right now they may not want next time. Thus, it must not be forgotten that tourists are big spenders and whatever they spend goes back to the economy of the state or country visited. Similarly, it is known that tourists upon entering their destination need to change their currency to that of the country visited; hence, mobile banks can equally be of help in areas where bureau-de-change or stationed banks are not available. Most tourists sites in Nigeria are known to be located in remote areas where banks are not available, but the presence of mobile banking greatly minimize the stress and hassles experienced by tourists when faced with cash shortage or exchange of currency.

Sports tourism is another type of tourism that pulls sport lovers together. On several occasions, Enugu State had played host to numerous sporting activities including but not limited to All African/world Games (Olympic Games, Under-21 World Cup, etc), National Colleges of Education Games (NACEGA) and National Universities Games (NUGA). Mobile clinics were used to arrest emergency cases in and out of the pitch. The clinics were also used to test and screen athletes for over-age and use of bound substances. These clinics have proven reliable in achieving results to Nigerian Football Association (NFA) and FIFA's satisfaction. However, cases beyond them were transported to stationed hospitals. Again, during recreational activity, the presence of mobile clinic can equally provide first aid treatment to tourists before onward transfer to a stationed hospital. Furthermore, considering the impact of tourism activities on the environment, mobile toilets can contribute a lot to the sanitation of the environment of a destination site by providing accessible convenience to tourists during big events. Five mobile toilet operators interviewed noted that mobile toilets help to create cleaner and healthier environment even at tourists' destination sites, and people do not have to go about defecating or polluting the environment. For instance, religious crusades and retreats are usually held at open places like stadium. Due to the large number of turnout of admirers and adherents of such religions, built toilets facilities (in such stadium)

are over-stretched beyond their limit; thus, leading to degradation of the immediate surroundings. Mobile toilet is fast gaining ground in our study area. An attendant is attached to a toilet whose sole onus is to ensure that it is kept clean. Fifteen mobile toilet attendants informed us that mobile toilets are usually strategically located to solve problems of tourists and the general public whenever they needed such services. They further argued that the contributions of mobile toilet is not only limited to the provision of convenience to visitors, but the prevention of environmental degradation. It should be noted that crusades, retreats and other religious gatherings are aspects of faith-based activities to adherents and admirers of such religions; thus, such religious gatherings patronize mobile toilet operators.

Mobile catering services provide different types of local dishes, snacks and drinks during important tourist events such as cultural festivals, carnivals and religious gatherings. In the study area, twenty mobile catering services interviewed informed us that they can double for event planners; thus, they take care of peoples' needs without them going the extra mile to do so themselves. Courier services recently became a pronounced phenomenon in Nigeria, delivering parcel, mails and packages to customers as fast as possible. Ten notable courier services interviewed attest to the fact that tourists make use of this service in their hotel rooms whenever they want. Even if they shop online, they can order for the services using the hotel address and have the product delivered at their doorstep in record time. They further noted that in most cases, souvenirs purchased at a destination site are delivered to the tourist's home.

Mobile electronic billboards are synonymous with development and advancement. Mobile marketing keep tourists informed about the goods and services that exist in the place visited. They are usually moved from one place to another making announcement/advertisement, informed the public about new and/or existing products in market. Fifteen out of twenty mobile marketers interviewed are of the view that through their marketing channel, tourists are well informed of the things to look out for in the place visited. If fully exploited in Enugu State, it will result in creating more awareness of favourable tourist destinations in the state. The full expansion of this kind of strategy will go a long way in enhancing the growth, development and promotion of the tourism sector in the state.

It is a truism that the expansion, growth and development of a business, industry, company and firm are determined by the level of innovation and strategy introduced in running or operating it. Indeed, it is also true that consumers are bound to visit a place most likely if their wants or needs are met. The same applies to tourists who visit destination sites. Since tourists are leisure spenders, risk takers, adventure/fun lovers, they are excited whenever their desires are met at their beck and call. So, it is important that a state like Enugu, blessed with numerous tourist sites, should boost her economy by adopting mobile means of displaying the available goods and services as this can promote tourism industry.

Tourists who travel for educational or health purposes can equally make use of mobile e-learning and mobile clinics. These services can be patronized by tourists who might not have the time to visit the library or hospital owing to their tight engagement or reason of visit. Mobile e-learning abound in the country, even in the study area, where students, both secondary and tertiary, are encouraged to visit for one type of training or the other. Most federal and state tertiary institutions in Enugu State now run mobile e-learning services, especially in their Faculties of Education, moving from one school to another to train teachers for better performance. More so, mobile catering services, courier services, mobile toilet and mobile marketing are all geared toward taking the needed services to tourists instead of them seeking out the services themselves. As pointed out earlier, the aim is to ensure that they have a feel of home-away-from-home and enjoy their stay to the fullest. We therefore, argue that if the potentials of these mobile goods and services are fully harnessed into Enugu State tourism industry, it will go a long way to make the state number-one tourist destination in Nigeria. It

is pertinent to note that mobile goods and services do not only contribute to tourism development, but are also economic multipliers. It is a veritable tool for bringing about physical growth of businesses. Its proper integration into tourism industry for the development and promotion of Enugu State tourism will create job opportunities; improve the living standard of host communities and revenue generation for the government. A closer look at mobile goods and services' individual strengths reveals that they have the capability of contributing to the various types of tourism (e.g. sports tourism, religious tourism, cultural tourism, etc). Convenience, which is the main attribute of mobile goods and service, is very pertinent to the satisfaction of both tourists and other visitors alike. Tourists leave their place of abode to relax, take a break away from stress, and thus, would not like to go through tough time picking up their wants and needs at places of relaxation. The mobile clinic, while serving emergency situation during sporting events, are equally used to administer medical aids to rural areas where health facilities are not available. Most destination sites are now employing the services of mobile clinic, which gives tourists the desired comfort that their health safety is assured. Managements of tourist sites in Enugu State should therefore, endeavour to collaborate with these mobile goods and services outfits with a view to identifying and using those kinds of products that appeal to tourists and visitors and to offer what could be referred to as 'standby service' in order to ensure constant supply of these products to their destination sites.

Finally, every human endeavours, no matter how successfully oriented may be limited by a number of problems. The research was to an extent affected by the attitudes and behaviours of the people of the area towards the researchers, some of them approached in the course of interviews expressed mixed feelings, and not willing to give out the necessary information needed by the researchers even after we made them to understand the objective of the research. We were later made to understand that the people took us for government officials undercover with the secret intent to arrest non tax payers. Again, financial commitment involved in conducting sound and commendable academic research work can at times be unbearable for a non-funded research. Also, time posed a challenge in the conduct of the research as managing the research and its compilation with other essential academic responsibilities and obligations at work place wasn't easy at all. Howbeit, the research work was completed through self-determination in spite of all the problems encountered.

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