
Maximizing Tourism Potentials in Rivers State

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Abstract

Tourism is a pivotal driver of economic growth, cultural preservation, and social cohesion. However, in Nigeria, and particularly in Rivers State, the tourism sector remains largely underutilized despite the state's vast natural resources, vibrant cultural heritage, and strategic location in the Niger Delta region. This study explores the untapped potential of tourism in Rivers State; this paper explores the various tourism potentials of Rivers State, examining its cultural, ecological, recreational, educational, and industrial attractions. Rivers State possesses vast tourism potentials, including diverse landscapes, cultural heritage, and historic landmarks. However, challenges such as infrastructural deficits, insecurity, and inadequate planning hinder tourism development and economic diversification. This study analyzes these tourism potentials and identifies key obstacles to their growth. It explores the role of architecture in enhancing tourism infrastructure and proposes strategies for sustainable development. Using literature reviews, case studies, and field surveys, the research highlights the need for improved infrastructure, security, and policy interventions. Findings suggest that public-private partnerships and community engagement are crucial for fostering tourism growth. By integrating heritage preservation, modern infrastructure, and strategic marketing, Rivers State can enhance its global tourism appeal and drive economic development.

Keywords: *Maximizing, Tourism, Potentials, Rivers State*

INTRODUCTION

Rivers State, located in the Niger Delta region of Nigeria, boasts a wealth of tourism potentials driven by its rich cultural heritage, natural landscapes, and economic significance. Despite being primarily known for its oil and gas industry, the state is home to a diverse range of attractions that could position it as a premier tourism destination. This article explores the various tourism potentials in Rivers State, highlighting the key locations and their unique offerings while addressing the opportunities for sustainable development and economic growth through tourism. Rivers State is a land of immense natural beauty, rich cultural heritage, and significant economic importance. Known primarily for its oil and gas resources, the state has often been overlooked as a major tourism destination despite its vast potential. With its diverse landscape of rivers, mangrove forests, beaches, and historical sites, Rivers State presents an untapped goldmine for tourism development.

Tourism is a critical driver of economic growth and cultural preservation worldwide, offering employment opportunities, enhancing infrastructure, and fostering international relationships. Rivers State, with its mix of traditional and modern attractions, has all the ingredients needed to become a premier tourism hub in Nigeria and Africa. From ancient palaces and sacred sites to

serene waterfronts and vibrant marketplaces, the state's tourism industry has the potential to diversify its economy and create sustainable growth. However, for these potentials to be fully realized, strategic planning, infrastructural development, and sustainable tourism policies must be implemented.

Problem Statement

Currently, the tourism state in Rivers State reflects a mixture of underdeveloped sites and untapped resources. Furthermore, the dominance of the oil and gas industry has overshadowed efforts to diversify the state's economy through tourism (Bhatia, 2002). In this article, we will explore the various tourism potentials of Rivers State, examining its cultural, ecological, recreational, educational, and industrial attractions.

Aim of the study

The aim of this research is to identify the tourism potential of Rivers State.

Objectives of the study

The objectives of the study are:

1. Identify the tourism potentials / destinations in Rivers State.
2. Evaluate the factors that trigger tourism activities in Rivers State.

Literature Review

The thought of developing a system for moving people from one place to the other, with such movement exceeding one day duration, cannot be said to be successful without considering the comfort of the participants. The idea of consciously creating a conducive environment for human habitation throughout the stages of such movement is the primary role of the architect. Architecture has always been part of tourism (Ivana, 2011). It is the responsibility of the initiators of such journeys to plan for the comfort of participants. The commencement, duration and completion of journeys, is directly related to the qualities of accommodation, feeding, recreation and other activities provided.

Permana et al, (2020) carried out a study on 'Architectural tourism development model as sustainable tourism concept in Bandung' This study explores the tourism potential of Bandung, Indonesia, a city celebrated for its diverse attractions, including natural scenery, cultural heritage, historic architecture, and culinary experiences. Bandung has experienced rapid tourism growth, aided by major infrastructure developments like the Cipularang Toll Road and the upcoming Jakarta-Bandung Fast Train, which are expected to enhance accessibility and convenience for both domestic and international visitors. With tourism forming a critical part of Bandung's economy, the study emphasizes the necessity of a structured, sustainable tourism model that will conserve the city's natural and cultural resources while boosting its economic growth. The research adopts a qualitative approach, employing Quality Function Deployment (QFD) as its central method. QFD is well-suited to align tourism planning with the needs and expectations of both tourists and local stakeholders, focusing on systematically integrating customer input into each stage of product or service development. This method supports the planning process by bridging customer needs and technical requirements through detailed matrix-based analysis. For the study, Bandung is segmented into six sub-city areas, allowing for a more granular exploration of its architectural tourism clusters. The approach is multifaceted, taking into account geographical, demographic,

psychographic, and behavioral dimensions to build a comprehensive profile of tourist motivations and preferences.

The study highlights the remarkable tourism potential embedded in Bandung's architectural heritage. The city's Art Deco buildings, for instance, represent an untapped resource with significant appeal for both domestic and international tourists. However, the study reveals that Bandung is often perceived as a "transit city," with the average tourist stay limited to brief visits, particularly over weekends. This perception is influenced by the short-stay hotel occupancy trend, which peaks during weekends and holidays but remains low during weekdays. In response, the study suggests that efforts to reposition Bandung as a long-stay destination should emphasize its unique architectural sites, which offer substantial opportunities for educational tourism focused on architecture and history.

Through a market analysis, the study further identifies that Bandung's visitors predominantly consist of young adults, with a notably high proportion of female tourists drawn to shopping and culinary attractions. Although domestic tourists comprise the bulk of the visitor demographic, the study identifies opportunities to attract a greater number of international visitors, particularly from ASEAN countries. The findings underscore the importance of addressing multiple dimensions accessibility, quality of amenities, and effective management to meet the expectations of a diverse and discerning tourist market. The study's findings suggest that sustainable tourism in Bandung could be more effectively developed through an integrated planning framework. This framework would incorporate policy, facility, and marketing strategies designed to promote both economic growth and cultural preservation.

On a policy level, the study advocates for clear guidelines and regulations to promote responsible tourism practices and to encourage private sector investment. The emphasis on community awareness and stakeholder engagement is critical, as the success of sustainable tourism initiatives depends on collective action among government, business, and community entities.

In terms of facilities, the study stresses the need for enhanced infrastructure and amenities to support the city's capacity as a tourism hub. Improving physical access to major sites, coupled with high-quality accommodations and facilities, will help to establish a strong foundation for tourism growth. Attention to service quality—spanning everything from accessibility to amenities—will further align Bandung with the expectations of a global tourism audience. Marketing emerges as another essential area, with recommendations to develop a strategy that promotes Bandung's distinctiveness through a range of channels and media. This would involve creating tailored tourism packages that emphasize Bandung's architectural heritage, culinary diversity, and cultural sites. By highlighting these unique attributes, the city can cultivate a broader appeal and attract new visitor demographics. A nuanced pricing strategy, responsive to market trends and tourist preferences, can help position Bandung competitively in the Southeast Asian tourism market.

The study's recommendations underscore the importance of a multifaceted approach to tourism development. To support the growth of architectural and educational tourism in Bandung, investments in infrastructure and accessibility must be prioritized to enhance the overall visitor experience. Developing a strategic partnership framework, involving both public and private stakeholders, can further streamline the planning and execution of sustainable tourism initiatives. Additionally, increasing the promotional focus on Bandung's heritage buildings as educational sites could attract not only tourists but also students and academic researchers, adding depth to the city's tourism profile.

This study offers valuable insights into the potential for sustainable tourism in Bandung, advocating for an architectural tourism development model that balances economic growth with cultural preservation and environmental responsibility. By leveraging QFD-based planning, Bandung's tourism sector can align more closely with the needs of a diverse tourist demographic, ultimately creating a resilient and sustainable tourism ecosystem. This approach positions Bandung as a competitive destination in the region, reinforcing its identity as a vibrant hub for architectural and educational tourism. Through comprehensive policy, facility enhancement, and marketing strategies, Bandung can transition from a transit city to a sustainable destination of choice for both local and international tourists.

Research methodology

This research first reviews the most relevant and recent literature on tourism. The paper also focuses on identifying the tourism potentials of Rivers State that not only supports economic development but also preserves the cultural identity and environmental integrity of the region. The study investigates these issues with a pragmatic research philosophy, employing a mixed-methods approach to ensure comprehensive and reliable outcomes. Qualitative data were collected through interviews with key stakeholders, including architects, government officials, and local tourism experts, while quantitative data were gathered from surveys of respondents across the 23 Local Government Areas of Rivers State and some tourist.

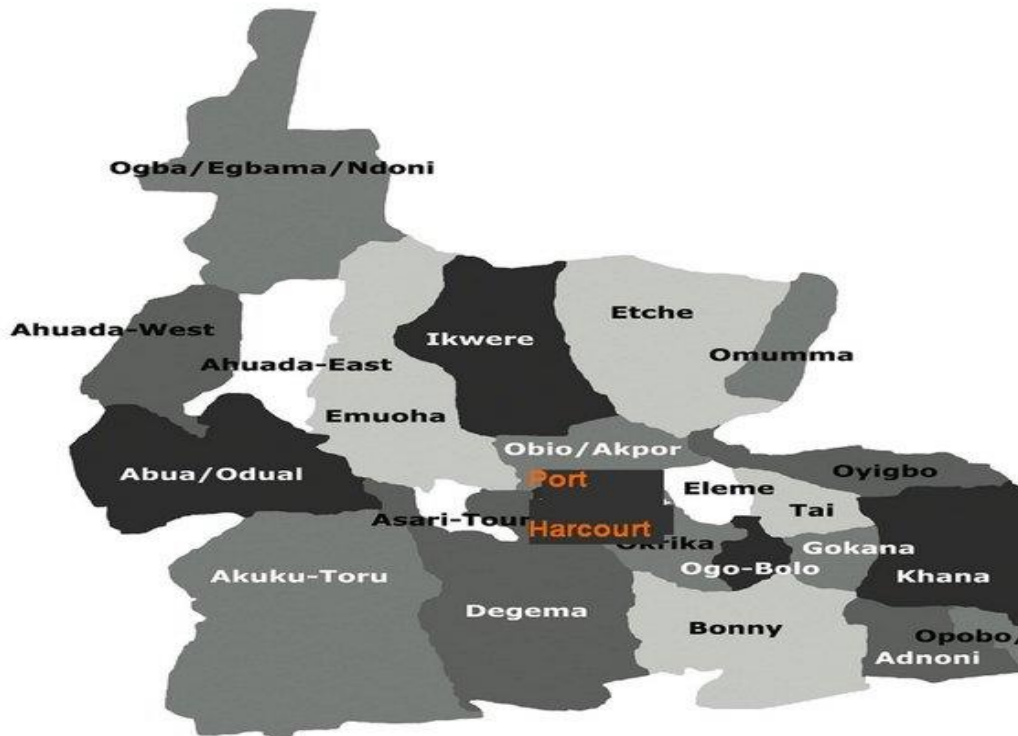


Plate 1: Map showing Rivers State and Potential Tourism Destinations

(Source: www.maphill.com)

This section focuses on analyzing the data collected from fieldwork survey, providing a detailed examination of the primary data using table. The primary aim of this analysis is to offer insights that answer the research question, thereby achieving the research objectives.

Table 1: Identified Tourism Potentials Of Rivers State.

S/N	Tourism Destination (LGA)	Tourism Resource	Tourism Potential	Potential Activities	GPS (Lat.&Long)	Remark
1	Abua-Odual	Odiabidi Play ground	1. Recreational tourism. 2. Eco-tourism. 3. Cultural heritage tourism.	1. Traditional dance performance. 2. Cultural festival. 3. Music concerts. 4. Community meetings. Art exhibitions.	4°57'1.56"N 6°38'15.36"E	The playground serves as a catalyst for social interaction, physical fitness, and economic growth, making it a treasured asset for the local community and tourist.
		Okporowo Play ground	1. Event tourism. 2. Family tourism 3. Day-trip tourism. 4. Cultural heritage tourism.	1. Community sports tournaments. 2. Parties and celebrations. 3. Holiday events. 4. Ethnic food festivals.	4°58'1.61"N 6°38'6.07"E	Community led initiatives could further activate Okporowo playground, hosting events and programs that promote social cohesion and well-being.
		Abua/Odual Secretariat	1. Education tourism. 2. Business and investment tourism. 3. Capacity building tourism.	1. Council meetings. 2. Executive session. 3. Departmental meetings. 4. Certificate issuance. 5. Public enlightenment and education. 6. Social events and celebrations.	4°51'7.29"N 6°38'56.39"E	The secretariat is located in Ayama Abua, Rivers State, it is the administrative headquarters of the local area. It serves as the central hub for governance, policy making and public service delivery.
2	Ahoada East	Rivers State University Campus.	1. Education tourism. 2. Cultural tourism. 3. Conference and event tourism.	1. Art exhibitions. 2. Traditional music and dance performance. 3. Literary workshops.	5°4'57.49"N 6°39'30.24"E	The institution offers a unique blend of cultural richness and academic excellence, making it an attractive tourism destination for those interested in

				4. Learning activities.		exploring the region's history, language and traditions.
		Ikata Play Ground and Hall.	1.Recreational tourism. 2.Heritage tourism. 3.Community based tourism. 4.Educational tourism.	1. Concerts and live shows. 2. Cultural celebrations. 3. Community events. 4. Traditional dance and music performance.	5°1'40.57"N 6°35'56.32"E	Ikata playground is a hidden potential, it offers a blend of recreational activities, cultural experiences, and community engagement, making it an exciting tourism destination for those seeking an authentic rural experience.
3	Ahoda West	Ogbede Village Square.	1.Cultural tourism. 2.Heritage tourism. 3. Community based tourism. 4.Leisure tourism.	1. Community meetings. 2. Concert and music performances. 3. Cultural festivals. 4. Dance performance.	5°3'2.65"N 6°28'41.61"E	The village square is a vibrant and historic hub of community life, offering a glimpse into local culture, traditions and daily life. It is a place where visitors can experience authentic village charm, interact with locals, and discover unique costumes, cuisine, and crafts.
		Uyakama Town Hall	1.Historical and architectural tourism. 2.Cultural tourism. 3. Community based tourism. Informative tourism.	1. Festivals and celebrations. 2. Community meetings. 3. Wedding and ceremonies.	5°3'9.61"N 6°32'24.82"E	This town hall foster community engagement, social connection, and civic participation. It serves as a gathering place for residents, hosting events, meetings and programs that promote community spirit, cultural exchange and collective growth.
4	Akuku-Toru	Abonnema Stadium	1.Sport tourism. 2.Event tourism.	1. Sports activities. 2. Athletic competitions	4°43'36.48"N 6°46'17.76"E	Abonema stadium's rich history and cultural significance makes it a treasured land mark in Rivers

			3.Recreational tourism. 5.Cultural tourism.	3. Comedy and drama show. 4. Event management and planning.		State. As a community hub, Abonema stadium plays a vital role in promoting social cohesion and youth development.
		Abonnema Beach	1.Recreational tourism. 2.Cultural tourism. 3.Eco-tourism. 4.Adventure tourism.	1. Swimming. 2. Local festival and events. 3. Traditional fishing practices. 4. Marine life research.	4°34'4.48"N 6°46'35.74"E	Abonema beach's potential for eco-tourism and sustainable development is vast. The beach offers a mix of leisure activities from swimming to fishing and boating.
5	Andoni	Ikuru Town Beach	1.Beach tourism. 2.Eco-tourism. 3.Cultural tourism. 4.Adventure tourism. 5.Recreational tourism.	1. Cultural festivals. 2. Beach parties. 3. Wildlife observation. 4. Boat regatta. 5. Swimming. 6. Fishing festivals.	4°27'0.51"N 7°29'28.62"E	Ikuru town beach is an untapped tourism potential, it has the potential to become a vibrant tourist destination, but it requires development and improvement.
		Inyong Orong Town square	1.Historical Tourism 2.Recreational tourism. 3. Educational tourism. 4. Community bases tourism 5.Cultural Tourism.	1. Cultural festivals. 2. Community meeting. 3. History and heritage lectures. 4. Market and trade fairs.	4°33'40.30"N 7°27'20.16"E	An untapped potential, it is a vibrant cultural hub with a unique blend of traditional heritage.
		Ekede Forest	1.Educational tourism. 2.Adventure tourism. 3.Cultural tourism. 4.Eco-tourism.	1. Research and study. 2. Wildlife viewing. 3. Hunting. 4. Wild life conservation.	4°29'36.30"N 7°26'56.23"E	The forest is a potential, and can attract more tourist if developed.

6	Asari-Toru	Kalabari National College Buguma	1. Educational tourism. 2. Heritage tourism. 3. Community based tourism.	1. Classroom learning. 2. Research and projects. 3. Seminars and workshops. 4. Sports and games. 5. Cultural events. Social gatherings.	4°44'28.22"N 6°51'28.8"E	The collage is a beacon of excellence, nurturing future leaders and promoting kalabari culture.
		Buguma Town square	1. Cultural tourism. 2. Recreational tourism. 3. Community based tourism. 4. Heritage tourism.	1. Cultural festivals. 2. Market and trade fairs. 3. Community meetings. 4. Relaxation and leisure. 5. Traditional dance and music performance.	4°44'2.4"N 6°51'54.72"E	Buguma Town square's cultural significance extends beyond the local community, attracting tourists and researchers.
		Abalama Town Hall	1. Heritage tourism. 2. Cultural tourism. 3. Educational tourism.	1. Community meetings. 2. Wedding and celebrations. 3. Cultural events. 4. Traditional ceremonies.	4°46'12"N 6°50'24"E	The town halls flexibility accommodates diverse events from traditional ceremonies to modern conferences.
		Buguma Beach	1. Recreational tourism. 2. Cultural tourism. 3. Eco-tourism. 4. Adventure tourism.	1. Cultural performances. 2. Local community visits. 3. Traditional festivals. 4. Boat cruises. 5. Beach bonfires and parties. 6. Swimming.	4°44'930"N 6°52'201"E	Buguma beach is a stunning coastal gem, offering a unique blend of natural beauty, rich cultural heritage, and exciting recreational activities. With its picturesque landscape, warm waters, and vibrant local community. Buguma beach has tremendous potential to become a premier tourist destination in Rivers State, attracting visitors

						seeking relaxation, adventure, and cultural enrichment.
7	Bonny	Bonny Deep Sea.	1.Eco-tourism. 2.Adventure tourism. 3.Cultural tourism. 4. Educational tourism. 5.Recreational tourism.	1. Cultural festivals. 2.Beach relaxation 3. Marine education. 4. Fishing. 5. Marine life observation.	4°1'43.47"N 8°8'1.88"E	The Bonny deep sea offers a unique and thrilling tourism experience, with its rich marine biodiversity, picturesque coastline, and opportunities for water sports and recreation, making it an attractive destination for adventure seekers and nature lovers.
		Finima Nature Park	1.Eco-tourism 2.Cultural tourism 3.Recreational tourism 4. Educational tourism.	1. Wildlife viewing. 2. Nature walks. 3. Local community visits. 4. Relaxation and leisure.	4°23'42.47"N 7°10'35.10"E	The park offers a unique blend of natural beauty, wildlife and cultural heritage, making it an attractive tourism destination. Rehabilitation effort can transform the park into a thriving eco-tourism hub, promoting conservation, sustainability and community development.
		Bonny Central Stadium	1.Sport tourism. 2.Entertainment tourism 3.Recreational tourism 4. Educational tourism.	1. Football matches. 2. Athletic events. 3. Concerts and music festivals. 4. Wedding and cultural ceremonies.	4°23'56.87"N 7°9'27.04"E	The Bonny central stadium is an architectural landmark that offers a unique tourism experience with its well-manicured towns, facilities, and exciting sport events.
		NLNG Company Ltd.	1.Industrial Tourism.	1. LNG production demonstration.	4°24'49.15"N	NLNG company Bonny showcases Nigeria's industrial

			2. Educational Tourism. 3.Environment Tourism	2. Career development workshop. 3. Energy and environmental development. 4. Guided plant tours.	7°9'34.68"E	prows while promoting environmental stewardship and cultural heritage. NLNG Bonny seamlessly integrates LNG production with sustainable tourism practices, providing a model for responsible industrial development in Africa.
		Bishop Samuel Ajayi Crowther's Boat.	1.Cultural Historical Tourism. 2.Education Tourism. 3.Recreational Tourism. 4.Spiritual Tourism.	1.Church services Prayer and reflection. 2. Spiritual retreats. 3. Missionary history workshops. 4. Maritime history lectures. 5. Historical tours. Missionary tours.	4°25'7.47"N 7°11'3.71"E	Bishop Crowther's boat is a symbol of Nigeria's rich cultural heritage, offering a unique tourism experience that showcase the country's history, faith, and resilience. The historic boat has been transformed into a vibrant tourism attraction, promoting cultural exchange, education and economic growth, while honoring the legacy of Bishop Crowther.
8	Degema	Degema local govt council.	1. Community based tourism. 2.Architectural tourism. 3.Civic education tourism. 4.Capacity building tourism. 5. Festival and events tourism.	1. Staff training and development. 2. Town hall meetings. 3. Social events and celebration. 4. Primary health services. 5. Social welfare services.	4°44'52.07"N 6°46'0.26"E	The secretariat oversees various departments, including health, education. And public works, providing essential services to the community.

		Degema agric water front	1.Agro-tourism. 2.Eco-tourism. 3.Cultural tourism. 4.Recreational tourism. 5. Educational tourism. 6. Wellness and relaxation tourism.	1. Swimming and water sports. 2. Fishing and seafood marketing. 3. Agro processing. 4. Crop and livestock marketing. 5. Student internship and field trips.	4°45'50.25"N 6°45'59.15"E	The water front serves as a link between agricultural producers and consumers, facilitating trade and commercial tourism.it connects farmers to global market, boasting export revenues and local economics.
		Kalabari beach	1.Eco-tourism. 2.Cultural tourism. 3.Recreational tourism.	1. Showcasing of local talents. 2. Cultural dance. 3. Cultural festivals. 4. Showcasing of local artisans and craft. 5. Workshops and seminars.	5°41'59.16"N 6°47'53.74"E	The beach serves as a popular spot for local tourist alike, providing a glimpse into the kalabari people's vibrant culture. It also offers a unique blend of natural beauty and cultural significance.
9	Eleme	Deeper Christian Life Ministry Camp Ground Ebube-Eleme	1.Religious tourism. 2. Conference and event tourism. 3. Educational tourism.	1. Conferences and seminars. 2. Wedding and receptions. 3. Retreats. 4. Rivals and crusades.	5°7'1.37"N 7°10'4.2"E	The camp ground is a place for spiritual rejuvenation and recreation.
		Nigerian Naval Collage Onne.	1. Educational tourism. 2.Heritage tourism 3.Recreational tourism. 4.Adventure tourism.	1. Maritime courses. 2. Naval training. 3. Career counselling and mentorship. 4. Conference and seminars. 5. Workshop and training.	4°42'1.56"N 7°10'37.85"E	The Nigerian naval collage is a prestigious institution dedicated to producing highly skilled naval offices, playing a critical role in advancing Nigeria maritime security and defense capabilities
		Onne Port Complex	1.Industrial tourism 2.Recreational tourism.	1. Cargo handling and shipping. 2. Ship building, repair logistics and warehousing.	4°42'26.08"N 7°9'18.13"E	Onne sea port is a potential for tourism and economic growth. A well maintained and managed port can

			3. Educational tourism.	3. Port operation training		boast tourism development in the state.
		Eleme Petro-Chemical Company	1. Industrial tourism 2. Environmental Tourism. 3. Educational tourism 4. Cultural tourism.	1. Petrochemical production workshops. 2. Industrial safety training. 3. Interactive workshops. 4. Guided factory tours. 5. Chemical production and sales.	4°49'37.20"N 7°5'56.15"E	Eleme petrochemical company is a leading petrochemical producer in Nigeria, showcasing innovative industrial practices and environmental stewardship. It offers a unique industrial and environmental tourism, showcasing Nigeria's petrochemical industry.
		Port Harcourt Refinery.	1. Educational tourism. 2. Industrial tourism. 3. Environmental tourism.	1. Refinery operations 2. Guided refinery tours. 3. Petrol industry workshop. 4. Career development initiatives.	4°46'3.29"N 7°6'2.49"E	Refinery tourism provides a fascinating glimpse into the oil refining process, highlighting innovation, safety, and sustainability. By opening its doors to tourist, the refinery promotes STEM education, career development and community engagement.
10	Emohua	Emohua local govt. secretariat	1. Rural tourism. 2. Cultural tourism. 3. Eco-tourism. 4. Business tourism. 5. Community based tourism.	1. Administrative functions. 2. Public services. 3. Human resource management. 4. Council meetings.	4°53'2.44"N 6°51'44.67"E	The secretariat plays a crucial role in enhancing the quality of life for the residents and promoting sustained development in the region.
		Ignatuis Ajuru University Ndele	1. Educational tourism. 2. Cultural tourism.	1. Lecture and classes 2. Research and projects.	4°58'34.56"N 6°44'56.22"E	The campus, is a reputable institution dedicated to provide quality education and

			3.Special interest tourism. 4.Heritage tourism	3. Student union activities. 4. Outreach programs. 5. Partnership and collaborations.		promoting academic excellence.
		Ahia Elewo Playground Ibaa	1.Recreational tourism. 2.Community based tourism. 3. Educational tourism.	1. Cultural festivals. 2. Community meetings. 3. Health and wellness programs	4°57'54.13"N 6°48'39.63"E	The playground is a well-known community asset, contributing to the well-being, socialization and recreation of Ibaa community residents and its environs.
		Rivers State University Campus.	1. Educational tourism. 2.Cultural tourism. 3.Recreational tourism.	1. Lecture series. 2. Research presentation. 3. Academic tours. 4. Cultural events.	4°51'8.10"N 6°50'8.55"E	The faculty of humanities, Rivers State University, Emohua Campus is a treasure trove of cultural and intellectual richness. As a tourism destination. It offers a special academic and cultural experiences, showcasing the rich heritage of the Niger Delta region. Visitors can explore the faculty's vibrant atmosphere, attend cultural events, and engage with scholars and students, making for a truly enriching and memorable experience.
11	Etche	Chokocho Town Hall	1.Cultural tourism. 2.Heritage tourism 3. Community based tourism 4. Educational tourism.	1. Meetings and gatherings. 2. Traditional weddings. 3. Community festivals. 4. Skill Acquisition.	4°59'18.34"N 7°3'3.32"E	As a symbol of community pride and identity, Chokocho town hall hosts various events including traditional weddings, cultural

				5. Public lectures.		festivals and public lectures.
		Selliama Waterfall	1.Eco-tourism 2.Adventure tourism 3.Cultural tourism 4. Nature-base tourism	1. Waterfall viewing. 2. Traditional festivals. 3. Cultural performances. 4. Bird watching.		Selliama waterfall, is a natural wonder, offering a serene and picturesque setting for recreating relaxation and exploration.
		Rivers State University Etche Campus.	1.Education tourism. 2.Cultural tourism. 3.Sport and recreation tourism. 4. Agricultural tourism.	1. Laboratory sessions. 2. Farm practical. Workshops and seminars 3. Farm training 4. Agricultural shows and exhibitions.	5°4'12.96"N 7°0'53.17"E	The institution is a hub for innovative agricultural education, attracting more people to the region.
12	Gokana	Gokana Local Govt. Secretariat	1.Administrative tourism. 2. Community based tourism. 3.Event tourism. Cultural tourism.	1. Workshopping seminars. 2. Research and study. 3. Cultural exhibition. 4. Community engagement. 5. Traditional dance performances.	4°39'25.83"N 7°17'12.27"E	In term of tourism, the Gokana L.G.A secretariat, could be a potential attraction for visitors interested in learning about the local government and its operations. Additionally, the surrounding area offers opportunities for cultural and eco-tourism, with its rich cultural heritage and natural environment.
		Bodo Beach	1.Recreational tourism. 2.Eco-tourism 3.Cultural tourism 4.Adventure tourism	1. Beach parties. 2. Concert and festivals 3. Cultural festivals 4. Swimming 5. Wedding and celebrations 6. Beach combing.	4°36'10.99"N 7°16'23.77"E	Bodo beach holds immense potential for tourism development and rehabilitation. Efforts to rehabilitate it can transform the beach into a thriving eco-tourism destination.

		The Apostolic Church Rivers /Bayelsa Bible School Bodo.	1.Education tourism 2.Religious tourism 3. Community based tourism.	1. Prayer and reflection 2. Retreats 3. Local outreach 4. Christian art and music 5. Theological studies.	4°37'44.82"N 7°16'13.17"E	The bible college offers a unique blend of spiritual enriching and cultural exploitation. Making it an attractive destination for tourists seeking a meaningful and enriching experience.
13	Ikwerre	Elele Market	1.Cultural tourism. 2.Agro-tourism 3.Rural tourism. 4.Urban tourism.	1. Trading. 2. Social interactions. 3. Art exhibitions. 4. Food vending. 5. Window shopping.	5°6'10.39"N 6°48'43.39"E	The market's significance extends beyond its economic importance, as it serves as a social gathering place, fostering community bonding and cultural exchange.
		Madonna University.	1. Educational tourism. 2.Cultural tourism. 3.Religious tourism. 4. Sport and recreation tourism.	1. Innovation and entrepreneurship. 2. Technology transfer. 3. Research projects. 4. Career counselling and placement services. 5. Financial aid and scholarship.	5°8'3.98"N 6°49'42.86"E	The institution is a tourism potential fostering education, wellness and health services which is attracting more tourist to the region.
		Port Harcourt International Air Port.	1.Aviation tourism. 2.Business tourism 3.Leisure tourism. 4. Educational tourism.	1. Flight arrivals and departure. 2. Aircraft maintenance. 3. Air traffic control. 4. Processing passengers' travel documentation and customs declarations.	5°0'54.58"N 6°57'14.69"E	Port Harcourt international airport is a vital transportation hub in Nigeria, offering modern facilities and efficient services to facilitate economic growth, trade and tourism in the state.
		Rison Palm Ubima	1.Agro-tourism. 2.Eco-tourism.	1. Palm tree planting. 2. Palm fruit harvesting.	5°10'30.05"N 6°55'17.70"E	The Rison palm trees plantations offers a unique opportunity for eco-tourism and experiential learning,

			3. Educational tourism.	3. Palm oil processing. 4. Palm oil production training. 5. Agricultural research.		providing a hands-on education on sustainable agriculture, environmental conservation, and cultural heritage.
		Salvation Ministries Headquarters	1.Spiritual tourism. 2.Religious tourism. 3.Cultural tourism. 4. Educational tourism. 5.Event tourism.	1. Conferences. 2. Crusades. 3. Festivals: celebration of Christmas, Easter e.t.c. 4. Bible school. 5. Pilgrimage. Church tours.	4°56'30.49"N 7°0'42.14"E	The salvation ministry headquarters building is a modern architectural masterpiece modelled after the palm of God. It is built to reflect the omnipresence of God in the affairs of men. It is a spiritual haven and a hub for religious tourism, offering a unique blend of spiritual enrichment and recreational activities making it a must visit destination for travelers seeking a holistic experience.
14	Khana	Ken Siro Wiwa Poly-Technic Bori.	1.Event tourism. 2.Cultural tourism. 3. Educational tourism.	1. Graduation ceremonies. 2. Conference and seminars. 3. Cultural events. 4. Sports and games. 5. Relaxation and leisure. 6. Lectures and workshop.	4°40'24.24"N 7°22'4.20"E	The institution offers a unique experience where tourists can explore state of the art facilities, engage with innovative research and also explore the rich cultural heritage of the people.
		Kono Beach	1.Recreational tourism. 2.Eco-tourism. 3.Cultural tourism. 4.Adventure tourism.	1. Swimming and sun bathing. 2. Mangrove forest exploration. 3. Cultural festivals. 4. Beach parties. 5. Concert and festivals	4°35'32.32"N 7°30'52.38"E	Kono beach, with its rich natural beauty and cultural significance, holds great potential for rehabilitation and tourism development, it offers opportunity to revitalize the area

			5.Event tourism.			thereby promoting economic growth and environmental sustainability.
		Ken Siro Wiwa Historical Monument and Park.	1. Memorial and commemorative tourism. 2. Eco-tourism. 3. Educational tourism. 4. Cultural and historical tourism.	1. Commemorative events. 2. Memorial services. Reflection and contemplation. 3. Cultural performance. 4. Lectures and exhibitions	4°39'14.10"N 7°30'45.14"E	The monument at the park is a poignant tribute to the legendary activist and writer, showcasing his remarkable life, world and legacy. This iconic landmark serves as a powerful symbol of the struggle for environmental justice, human rights, and sustainable development.
15	Obio-Akpor	Port Harcourt Pleasure Park	1. Recreational tourism. 2. Nature based tourism. 3. Cultural tourism. 4. Adventure tourism.	1. Live music and comedy. 2. Cultural events. 3. Festival, concerts, and plays. 4. Nature photography and videography. 5. Cultural dance music. 6. Educational tours and field trips.	4°50'16.85"N 7°0'38.49"E	Port Harcourt pleasure park is a serene and vibrant recreational place, offering a unique blend of natural beauty, exciting activities, and cultural experiences. The gardens sparking lakes, and modern facilities create a perfect gate way for relaxation, entertainment, and community engagement.
		Port Harcourt Zoo	1. Wildlife and nature based tourism. 2. Educational and research tourism. 3. Recreational and entertainment tourism.	1. Zoo tours. 2. Wildlife viewing. 3. Birdwatching.	4°48'43.77"N 7°2'43.68"E	The Port Harcourt Zoo, despite its current state of renovation and development, holds great potential as a vibrant tourism destination. Efforts to revamp the facilities will promote tourism

						experience in the state.
		Genesis Deluxe Cinema	1. Entertainment tourism. 2. Cultural tourism 3. Educational tourism. 4. Themed tourism.	1. Film screenings. 2. Guided tours. 3. Projection room tours. 4. Film festivals. 5. Interactive exhibition. 6. Virtual reality experience. 7. Red carpet events.	4°49'27.29"N 6°59'43.77"E	The cinema offers a unique tourism experience, blending entertainment, culture, and technology. They provide a window into local and global film cultures, showcasing diverse stories, genre, and cinematic styles.
		Garden City Amusement Park	1. Thrill and adventure tourism. 2. Family and leisure tourism. 3. Cultural and educational tourism. 4. Food and beverage tourism.	1. Christmas celebration. 2. Concerts and fireworks. 3. Workshops and classes. 4. Parade and festivals. 5. Water park activities. 6. Live show and entertainment. 7. Museum and exhibits.	4°49'39.34"N 7°0'5.69"E	The park is a promising tourism destination, despite its current state, the park has the potential to become a premier leisure hub in the region, providing entertainment, relaxation, and memorable experiences for visitors of all ages.
		University of Port Harcourt.	1. Educational tourism. 2. Cultural tourism. 3. Recreational tourism. 4. Historical tourism. 5. Health tourism.	1. Lecture series 2. Research opportunities. 3. Campus tours. 4. Cultural festivals. 5. Traditional music and dance. 6. Sports and games. 7. Workshops and seminars.	4°53'42.06"N 6°54'54.17"E	As a premier institution of higher learning, the university of port Harcourt provides a fertile ground for intellectual exploration, cultural exchange, and recreational activities making it an attractive destination for tourists and scholars alike.
		Polo-Club/Golf Course	1. Sports tourism.	1. Golfing and business. 2. Polo matches.	4°49'20.83"N	With its high greenery, serene atmosphere, and

			<ol style="list-style-type: none"> 2. Recreational tourism. 3. Eco-tourism. 4. Cultural tourism. 5. Business tourism. 	<ol style="list-style-type: none"> 3. Nature walks. 4. Music and dance performance. 5. Horseback riding tours. 6. Cultural events. 7. Wedding and parties. 	7°0'8.39"E	facilities, the polo golf course is an ideal destination for tourists, business travelers and local seeking leisure, and entertainment.
		Port Harcourt Presidential Hotel	<ol style="list-style-type: none"> 1. Conference and business tourism. 2. Leisure and recreational tourism. 3. Cultural and historical tourism. 4. Eco-tourism. Social and entertainment tourism 	<ol style="list-style-type: none"> 1. Night life 2. Wedding and events. 3. Shopping 4. Luxury accommodation 5. Dining and entertainment. 6. Conference and business meetings 7. Fitness and wellness. 	4°49'43.54"N 7°0'9.63"E	With it stunning architecture, beautifully landscaped gardens, and as a center for business and tourism, the Port Harcourt Presidential hotel provides a range of functions, including conference facilities, fine dining restaurants and luxurious accommodations making it an ideal choice for travelers and entrepreneurs alike.
		Obi-Wali Cultural Center	<ol style="list-style-type: none"> 1. Cultural tourism. 2. Educational tourism. 3. Recreational tourism. 4. Heritage tourism. 	<ol style="list-style-type: none"> 1. Events and conferences. 2. Traditional dance and music performances. 3. Cultural workshops. 4. Lectures and Presentations. 5. Hosting meeting and seminars. 6. Festive activities. 	4°50'579"N 7°0'820"E	Obi-Wali cultural center is a vibrant facility used for various activities such as seminars and government functions. It offers a unique opportunity to immerse themselves in traditional music, dance, art, and crafts, making it a must visit destination for cultural enthusiast and tourist seeking authentic Nigerian experience.

16	Ogba-Egbema-Ndoni	Omoku civic center	<ol style="list-style-type: none"> 1. Entertainment tourism. 2. Event tourism. 3. Education tourism. 4. Cultural tourism. 	<ol style="list-style-type: none"> 1. Showcasing of omoku's rich cultural heritage. 2. Conferences and seminars. 3. Community engagement. 4. Workshop and training programs. 	<p>5°20'45.68"N</p> <p>6°39'25.85"E</p>	Omoku civic center is a vibrant hub of community activity, fostering social, cultural, and economic development.
		Ogba Forest Reserve	<ol style="list-style-type: none"> 1. Scientific and educational tourism. 2. Cultural tourism. 3. Eco-tourism. Recreational tourism. 	<ol style="list-style-type: none"> 1. Research and study tours. 2. Indigenous community visits. 3. Traditional hunting and gathering. 4. Forest ecology and management. 		Ogba forest reserve is pristine and biodiverse ecosystem, providing a habitat for various wildlife species, and offering opportunities for eco-tourism, research and conservation.
		Omoku Palace	<ol style="list-style-type: none"> 1. Cultural tourism. 2. Heritage tourism. 3. Educational tourism. 4. Religious tourism. 	<ol style="list-style-type: none"> 1. Traditional council meetings. 2. Cultural ceremonies and rituals. 3. Traditional festivals and celebrations. 4. Dispute resolution. 5. Community gathering. 	<p>5°20'9.48"N</p> <p>6°39'30.72"E</p>	The traditional ruler's palace in Omoku is a vibrant cultural hub, connecting the people of Omoku to their heritage and traditions,, while also welcoming tourist to experience the warmth and hospitality of the Omoku people, and discover the rich cultural treasure within the palace walls.
17	Ogu/Bolo	Ogu Town Square	<ol style="list-style-type: none"> 1. Cultural tourism. 2. Historical tourism. 3. Community based tourism. 4. Nature base tourism. 	<ol style="list-style-type: none"> 1. Ogu festival celebration. 2. Traditional weddings. 3. Community meetings. 4. Cultural performance. 	<p>4°43'33.35"N</p> <p>7°11'58.34"E</p>	Ogu town square is a hidden potential. It offers a blend of cultural heritage, natural beauty, and warm hospitality. Visitors can immerse themselves in traditional festivals,

				5. Seminars and workshops.		savor local cuisine, and explore the town's historic landmarks, making it an unforgettable tourism destination in Rivers State.
		Bolo Water front	1. Eco-tourism. 2. Nature based tourism. 3. Adventure tourism. 4. Cultural tourism. 5. Recreational tourism.	1. Traditional rituals and ceremonies. 2. Community engagement. 3. Relaxation and rejuvenation in the serene environment. 4. Cultural performance. 5. Swimming.		Bolo water front is a natural wonder with immersed tourism potentials, offering a serene atmosphere, thrilling adventure activities, and rich cultural experience. However, its current state requires development and maintenance to unlock its full tourism potentials.
18	Okirika	Ibaka Forest Reserve	1. Eco-tourism 2. Adventure tourism 3. Cultural tourism 4. Educational tourism. 5. Recreational tourism.	1. Camping and glamping. 2. Nature walks and hikes. 3. Traditional medicine and herbalism. 4. Forest festival and events. 5. Research and scientific town.	4°44'56.25"N 7°4'34.62"E	Ibaka Forest reserve is a lush and vibrant ecosystem, teeming with diverse wildlife and flora. This protected area offers immense potentials for eco-tourism, conservation and sustainable development, while also preserving the cultural heritage and traditional practices of the local community.
		Kalio Water Front	1. Recreational tourism 2. Eco-tourism. 3. Cultural tourism. 4. Adventure tourism.	1. Boat cruises and sailing. 2. Fishing and angling. 3. Swimming and sunbathing. 4. Waterfront festivals and events.	4°46'2.44"N 7°1'35.13"E	Kalio water front is a captivating destination, offering a unique blend of natural beauty, rich cultural heritage, and exciting recreational activities.

			5. Luxury tourism. 6. Education tourism.	5. Relaxing on the beach.		
		Isaka Sport Institute.	1.Sport Tourism. 2.Recreational tourism. 3.Educational tourism. 4.Cultural tourism. 5.Economic tourism.	1.Sport training and development. 2.Sports Competitions and events. 3.Recreational Sports activities. 4. Fitness and wellness Programs. 5.Leisure activities		The Isaka sports institute needs architectural rehabilitation to revitalize its infrastructure while incorporating innovative solutions to meet international tourism standard. By leveraging sustainable design principles, modern materials, and cutting edge technology, the institute can enhance its aesthetic appeal, functionality, and accessibility. Strategic interventions, such as refurbishing existing facilities adding new amenities, and incorporating energy efficient system will not only elevate the institute's tourism appeal but also provide a world class experience for athletes, visitors and locals alike.
19	Omumma	Eberi Fishing Port.	1.Recreational tourism. 2. Cultural tourism. 3. Educational tourism. 4. Luxury tourism.	1. Deep sea fishing. 2. Fishing competitions. 3. Boat tours. 4. Water sport. 5. Beach activities.	5°4'56.44"N 7°12'22.75"E	Eberi fishing port is a hidden potential, offering a unique traditional fishing culture, scenic water front views, and exciting aquatic activities.

				6. Fish market tours.		
		Egwuru Forest Reserve.	1. Cultural tourism. 2. Eco-tourism. 3. Educational tourism. 4. Recreational tourism.	1. Cultural performance. 2. Research and scientific studies. 3. Forestry tour. 4. Relaxation. 5. Traditional medicine and herbalism.	5°5'2.43"N 7°12'4.56"E	The Egwuru forest reserve is a potential that can improve tourism development if been utilized.
20	Opobo/Nkoro	Palace of King JaJa of Opobo.	1. Pilgrimage tourism 2. Educational tourism 3. Historic site tourism 4. Heritage tourism 5. Traditional tourism	1. Historic lectures 2. Cultural festivals and events. 3. Traditional dance and music.	4°30'50.27"N 7°32'20.47"E	King Jaja of Opobo's legendary reign and cultural legacy have transformed his palace into a captivating tourism destination, offering a unique glimpse into Nigeria's rich history, cultural heritage, and traditional architecture.
		Chief Omubo-Pepple War Canoe House.	1. Historic site tourism 2. Heritage tourism 3. Education tourism 4. Event tourism.	1. Guided tours. 2. Community gathering. 3. Cultural festivals and events. 4. Traditional clothing and regalia display. 5. Storytelling and oral traditions.	4°30'39.88"N 7°32'13.23"E	The wear canoe house in Opobo is a captivating cultural landmark, showcasing the rich marine history and traditions of the Opobo people, and offering a unique glimpse into Nigeria fascinating past.
		Opobo LGA Council.	1. Administrative tourism 2. Educational tourism 3. Community based tourism 4. Event tourism 5. Cultural tourism.	1. Community development projects. 2. Workshops and seminars. 3. Traditional festivals. 4. Community engagement.	4°30'43.57"N 7°31'31.93"E	The secretariat offers a unique and enriching experience for tourists, showcasing the area's rich cultural heritage, natural beauty, and warm hospitality.

21	Oyigbo	Komkom Forest Reserve	<ol style="list-style-type: none"> 1. Eco-tourism. 2. Adventure tourism. 3. Cultural tourism. 4. Educational tourism. 5. Recreational tourism. 	<ol style="list-style-type: none"> 1. Forestry and conservation tours. 2. Research and scientific studies. 3. Cultural performances. 4. Canopy walkway. 5. Wildlife watching. 	<p>4°53'57.04"N</p> <p>7°8'57.90"E</p>	Komkom forest reserve is a rich biodiversity and serene atmosphere. If properly developed it is an attractive destination for eco-tourism, adventure seekers, and those seeking a tranquil retreat.
		Oyigbo Cultural Center.	<ol style="list-style-type: none"> 1. Cultural tourism. 2. Heritage tourism. 3. Cultural tourism. 4. Educational tourism. 5. Recreation tourism. 	<ol style="list-style-type: none"> 1. Cultural events. 2. Relaxation and leisure. 3. Lectures and seminars. 4. Cultural festivals. 		The Oyigbo cultural center is a vibrant hub showcasing the rich cultural heritage of Oyigbo people. This iconic center offers a fascinating glimpse into the community's history, traditions, and customs.
		Cassava Processing Plant.	<ol style="list-style-type: none"> 1. Economic tourism. 2. Industrial tourism 3. Agro-tourism 4. Educational tourism 5. Cultural tourism. 	<ol style="list-style-type: none"> 1. Garri processing. 2. Plant tourism. 3. Sorting and packaging. 4. Cassava cultivation. 5. Workshops. 	<p>4°50'36.91"N</p> <p>7°19'9.32"E</p>	The plant present a unique opportunity for agricultural tourism, showcasing the transformation of cassava into various products. The plant not only contributes to local economy but also preserves traditional processing methods while embracing modern technology.
		Oyigbo Local Government Secretariat.	<ol style="list-style-type: none"> 1. Cultural tourism. 2. Administrative tourism. 3. Community based tourism. 4. Event tourism. 5. Educational tourism. 	<ol style="list-style-type: none"> 1. Administrative performances. 2. Social media campaigns. 3. Host events and festivals. 4. Workshops and seminars. 	<p>4°59'1.40"N</p> <p>7°9'13.47"E</p>	The Local government Secretariat presents a unique tourism opportunity, showcasing the rich cultural heritage and history of the area. However, challenge such as inadequate

						infrastructure, and limited community engagement, hinder its full tourism potential.
		Afam Power Plant	1.Industrial tourism. 2.Educational tourism. 3.Environmental tourism.	1.Power plant operation. 2.Power transmission and distribution. 3.Power plant tours. 4.Seminars and workshops.	4°51'4.10"N 7°19'9.32"E	It present a tourism opportunity, showcasing Nigeria's industrial prowess and technological advancements. With its rich history, cultural significance and technological innovations. The Oyibo power plant has the Potential to become a premier tourist destination in Nigeria.
		The Palace of Eze Oha of Oyigbo	1.Cultural Tourism. 2.Historical Tourism. 3.Educational tourism. 4.Recreational tourism. 5.Economic tourism.	1.Traditional ceremonies. 2.Cultural exhibitions. 3.Traditional music and dance 4.Workshops and lectures. 5.Cultural exchange program.	4°52'33.20"N 7°8'11.52"E	The majestic palace, with its stunning architecture and historic significance, offers visitors a glimpse into the region's royal past. As a hub for cultural, historical, and educational tourism. The palace has the potentials to attract visitors from around the world, promoting cross cultural understanding community engagement, and economic development.
22	Port Harcourt	Isaac Boro Park	1.Recreational tourism. 2. Cultural tourism. 3. Educational tourism.	1. Trade fares and exhibitions. 2. Cultural festivals. 3. Nature walks. 4. Outdoor games.	4°47'12.97"N 7°0'18.93"E	Isaac Boro park is a treasure trove of tourism potentials, offering a serene escape from the city's hustle and bustle.

			4. Event tourism.	5. Military parade. 6. Concerts and music festivals.		Rehabilitation efforts can transform the park into a vibrant recreational hub, showcasing the rich cultural heritage of the Niger delta region, while also promoting environmental conservation and economic growth.
		Rivers State Secretariat / Rivers State Museum	1. Cultural tourism. 2. Educational tourism. 3. Heritage tourism. 4. Recreational tourism. 5. Administrative tourism. 6. Event tourism.	1. Museum tours. 2. Cultural exhibitions. 3. Art and craft workshops. 4. Cultural performance. 5. Education / Research	4°46'30.25"N 7°0'53.77"E	The Rivers State Secretariat, located in Port Harcourt, is a complex of government buildings. Notable attractions include the state museum, showcasing the state's rich cultural heritage, and the iconic 17 storey point block, a striking architectural landmark.
		Mile 3 Market	1. Shopping tourism. 2. Market tourism. 3. Educational tourism.	1. Trading. 2. Purchasing goods. 3. Window shopping.	4°48'15.28"N 6°59'32.63"E	Mile 3 market is a vibrant hub blending traditional commerce with modern tourism appeal. Rehabilitation efforts can revitalize the market, enhancing the visitor experience, vendor facilities, and improving the economy of the people.
		Rivers State University.	1. Educational tourism. 2. Conference and event tourism. 3. Recreational tourism. 4. Heritage tourism.	1. Convocation ceremonies. 2. Workshops/training. 3. Conference and seminars. 4. Architectural tours.	4°47'39.09"N 6°58'51.84"E	Rivers state university is a hub of academic excellence and cultural richness, offering a unique blend of intellectual pursuits and tourism attractions. The university's scenic

			5. Cultural tourism.	5. Games and sports. 6. Cultural events. 7. Lectures and examination.		campus, state of the art facilities, and vibrant student life make it an exciting destination for tourists, while its rigorous academic programs and research opportunities attract scholars and students from around the world.
		Alfred Diete-Spiff Civic Center	1. Recreational tourism. 2. Conference and event tourism. 3. Cultural tourism. 4. Educational tourism.	1. Concert and live performance. 2. Games and recreation. 3. Lectures and seminars. 4. Meeting and conference. 5. Wedding and celebrations. 6. Sports and fitness. 7. Indoor and outdoor recreational activities.	4°46'0.60"N 7°1'14.55"E	The civic center is a vibrant facility that seamlessly blends community functions, tourism attractions, and rehabilitation initiatives. As a good event space, it hosts conferences, exhibitions and cultural performances, showcasing the city's rich heritage and promoting tourism.
		Port Harcourt Sea Port.	1. Industrial tourism. 2. Eco-tourism. 3. Adventure tourism. 4. Cultural tourism.	1. Port operations. 2. Ship watching. 3. Guided port tours. 4. Coastal walks. 5. Boat tours. 6. Ship building, repair and maintenance. 7. Local community visits.		Port Harcourt sea port is a bustling place of maritime activities, offering a unique blend of industrial, eco. And cultural tourism experiences. As a major gateway for Nigeria's international trade, the port provides fascinating insights into the country's economic development, while it's surrounding coastal areas and

						wetlands offer opportunities for marine life exploration and relaxation.
		Port Harcourt Boat Club.	1. Water-based tourism. 2. Recreational tourism. 3. Cultural tourism. 4. Eco-tourism 5. Social tourism.	1. Boat cruise. 2. Water sports. 3. Social events. 4. Night life. 5. Music and dance performance. 6. Swimming. 7. Sunbathing.	4°45'22.97"N 7°0'17.20"E	The Port Harcourt boat club is a premier tourist destination, offering a unique blend of water-based activities, scenic views and relaxation, making it an ideal sport for travelers seeking adventure and leisure.
		National museum	1. Cultural tourism. 2. Heritage tourism. 3. Educational tourism. 4. Recreational tourism.	1. Museum exhibitions. 2. Cultural Performances. 3. Archived research. 4. Student field trips. 5. Lecture series. 6. Special events (Concert, festivals, cultural celebration).	4°46'658"N 7°0'746"E	The national museum in Port Harcourt is a treasure trove of Nigeria's rich cultural heritage, offering a fascinating glimpse into the country's history, art, and traditions. As a tourism destination, the museum provides a unique and enriching experience, presenting an impressive collection of artifacts, art works, and historical objects that highlight the diversity and complexity of Nigerian culture.
		Port Harcourt Tourist Beach	1. Recreational Tourism. 2. Nature-Based tourism. 3. Cultural tourism. 4. Eco-tourism.	1. Cultural performances. 2. Local community visits. 3. Beach games and sports. 4. Water sports. 5. Parties and celebration	4°45'460"N 7°2'413"E	Port Harcourt tourism beach is a fascinating tourism hotspot, boasting immense potential for recreational, cultural and eco-tourism experiences that can showcase the best of

						Rivers State's hospitality and natural beauty.
23	Tai	Police Training School/NYSC Camp Nowan.	1.Educational tourism. 2.Adventure and recreational tourism 3. Cultural and heritage tourism.	1. Police training. 2.Community service. 3.Recreational activities. 4.Joint training exercises. 5.Youth mentorship.	4°44'18.69"N 7°13'35.46"E	The police training school/NYSC camp ground is a dynamic institution, fostering discipline, leadership, and community services. It promotes national unity and development.
		Songhai Farm	1.Agro-tourism. 2.Eco-tourism. 3. Educational tourism 3.Recreational tourism.	1.Crop production. 2.Agricultural training. 3. Farm tours. 4.Livestock research. 5. Fish farming. 6.Livestock production.	4°46'59.14"N 7°14'13.19"E	The farm is a potential for agro-tourism, offering a unique blend of sustainable farming practices, cultural richness and natural beauty. If been properly maintained and managed, it can attract more tourist as such improve tourism development.
		Korokoro Beach.	1. Beach tourism. 2. Eco-tourism 3. Recreational tourism. 4. Adventure tourism. 5. Cultural tourism.	1. Beach parties. 2. Bonfires. 3. Cultural performances. 4. Swimming. 5. Mangrove forest tours.	4°43'28.67"N 7°18'32.44"E	The beach is a potential, if developed can attract more tourist to the region due to its exciting water activities.

The Palace of King Jaja of Opobo

The Palace of King Jaja of Opobo is one of the most historically significant landmarks in Opobo, Rivers State, Nigeria. It was the royal residence of King Jaja (Jubo Jubogha), the founder and first ruler of Opobo Kingdom, who rose from enslavement to become a powerful merchant and political leader in the 19th century. His palace stood as a center of political power, economic influence, and cultural identity, symbolizing both his remarkable leadership and the resilience of the Opobo people.



Plate 2: The Palace of King Jaja of Opobo (Source: Author's field work)

St. Stephen's Cathedral, Bonny, Bishop Samuel Ajayi Crowther's Boat, and the Historic Bible

St. Stephen's Cathedral, Bonny, is one of the most significant historical landmarks in Bonny Kingdom, Rivers State, Nigeria. As one of the oldest Anglican cathedrals in West Africa, it represents a blend of religious heritage, colonial history, and cultural influence. Additionally, Bishop Samuel Ajayi Crowther's Boat, an iconic symbol of missionary voyages, played a crucial role in spreading Christianity and shaping Bonny's religious and cultural identity. Another significant artifact is the Historic Bible, which was used during the early missionary efforts and remains a key religious relic.



Plate 3: St. Stephen's Cathedral, Bonny (Source: Author's field work)

Palace of His Eminent Barr. Dr. Wachukwu Nnam Obuoha.Obi, The 3rd Oba Eze of Ogba Land.

The **Palace of Ogba Land** stands as a historical and cultural landmark in Rivers State, **Nigeria**, serving as the seat of power for the Oba Eze of Ogba Land, currently His Eminence Barr. Dr. Wachukwu Nnam Obuaha Obi, the 3rd Oba Eze of Ogba Land. As an architectural masterpiece and a center of traditional governance, the palace has significant potential for tourism development.



Plate 4: The Palace of King of Ogba Land Omuku (Source: Author's field work)

Table 2: Summary of descriptive statistics on the factors that triggers tourism activities in Rivers State.

S/N	Items	SA	A	N	D	SD	Mean	SD	Decision
1	Cultural festivals.	188	149	86	31	9	4.02	0.18	Agreed
2	Night life.	17	84	127	83	152	2.78	0.15	Agreed
3	Conferences and meetings.	112	151	79	57	64	3.41	0.15	Agreed
4	Accommodation.	170	193	59	29	12	4.04	0.18	Agreed
5	Access to wellness centre.	27	139	171	101	25	3.09	0.15	Agreed
6	Entertainment.	98	272	44	39	10	3.88	0.17	Agreed
7	Architectural Monument.	192	111	89	52	19	3.87	0.17	Agreed
8	Natural Site.	22	168	73	121	79	2.86	0.15	Agreed
9	Educational Development.	70	198	12	100	83	3.16	0.15	Agreed
10	Religious Activities.	180	109	106	55	13	3.82	0.17	Agreed
11	Political Activities.	63	295	77	51	4	3.96	0.18	Agreed
	Grand mean						3.54	0.16	Agreed

The result from the table 2 shows the descriptive statistics of the mean difference in the tourism potentials within Rivers State, Nigeria, by analyzing various items through respondents' feedback, measured on a Likert scale. Each item has been assessed for its perceived importance or attractiveness to the tourism sector, with decisions drawn from the mean scores and standard

deviations (SD). The grand mean of 3.54 indicates a general agreement across the surveyed items. The mean score of 4.02 suggest that respondents strongly agree on the importance of cultural festivals as a tourism driver in Rivers State. Festivals are widely recognized as a means to preserve and promote cultural heritage (Getz & Page, 2018). They create immersive experiences for tourists, offering both entertainment and education about local traditions. Rivers State's rich cultural landscape, characterized by events like the Egelege festival and Boat regatta, aligns with studies emphasizing festivals as critical for attracting domestic and international visitors (Richards, 2018). Nightlife garnered a lower mean score of 2.78, reflecting weaker consensus on its tourism potential. This could point to underdeveloped nightlife infrastructure or social barriers affecting its growth. Urban tourism literature (Edensor, 2000) highlights nightlife as a key attraction in metropolitan areas, but its success relies heavily on safety, accessibility, and vibrancy. The findings may suggest a need for targeted investments in hospitality and entertainment sectors to elevate nightlife in Rivers State. The score of 3.41 indicates moderate agreement on the significance of conferences and meetings. As part of the Meetings, Incentives, Conferences, and Exhibitions (MICE) segment, conferences are pivotal for business tourism (Rogers, 2013). The potential for Rivers State to leverage its economic prominence as a hub for regional and national conferences could benefit from enhanced facilities and marketing strategies. Accommodation received a high mean of 4.04, signaling strong agreement on its role in tourism. Accommodation quality often reflects the overall readiness of a destination for tourism. According to Kandampully and Suhartanto (2000), well-maintained and diverse accommodation options are essential for meeting varied tourist preferences. The agreement suggests that Rivers State may have a robust foundation in lodging facilities, which could be further developed to cater to luxury and budget travelers alike. With a mean score of 3.09, wellness centers are viewed positively but with less enthusiasm compared to other attractions. Wellness tourism, a growing global trend (Smith & Puczkó, 2014), emphasizes relaxation and health-focused experiences. Rivers State could capitalize on this trend by integrating wellness services with natural attractions to attract health-conscious tourists.

For entertainment, the score of 3.88 reflects strong agreement on entertainment as a draw for tourism. Entertainment, encompassing local music, performances, and events, serves as a vibrant aspect of urban tourism (Richards, 2017). Given Rivers State's diverse cultural expressions, this area presents opportunities for creating unique offerings that highlight regional creativity. Architectural monuments also received significant agreement with a mean score of 3.87. Monuments are often central to cultural and heritage tourism, providing historical context and visual appeal (Timothy & Boyd, 2013). Rivers State's architectural landmarks could serve as focal points for storytelling and educational tourism. Natural sites, with a mean of 2.86, show relatively lower perceived potential. This contrasts with global trends where eco-tourism and nature-based activities are on the rise (Honey, 2018). The lower score may indicate underutilization or lack of awareness about these resources. Investments in conservation and guided eco-tourism could enhance this segment. For educational development a score of 3.16 suggests a moderate acknowledgment of educational development as a tourism potential. Education tourism often overlaps with heritage and cultural tourism, where destinations host workshops, conferences, or study programs (Hall, 2010). Rivers State could consider partnerships with academic institutions to promote such initiatives. Religious tourism scored 3.82, indicating its importance. Pilgrimages and faith-based tourism are well-documented as significant motivators for travel (Rinschede, 1992). Events like religious conventions or visits to sacred sites in Rivers State have potential for

substantial economic and cultural impact. Political activities had a high mean score of 3.96, reflecting strong agreement. Political tourism, encompassing events like campaign rallies and policy forums, can attract domestic tourism (Coles et al., 2005). Rivers State's role in national politics might provide opportunities for this niche tourism market. The grand mean of 3.54 underscores overall agreement on the tourism potentials in Rivers State, highlighting areas for strategic development. Literature supports the idea that destinations with diverse attractions cultural, natural, and infrastructural can achieve sustainable tourism growth (Sharpley, 2009).

Conclusion

Rivers State possesses a vast array of tourism potentials across different sectors, from cultural and eco-tourism to industrial and recreational tourism. However, maximizing these potentials requires strategic planning, infrastructural improvements, and sustainable tourism initiatives. By leveraging its rich natural and cultural assets, Rivers State can position itself as a leading tourism destination in Nigeria and beyond. Increased investment, security, and promotion are essential to transforming the state into a thriving hub for tourism, ensuring economic growth and cultural preservation for years to come.

Recommendations

The recommendations align with the study's objectives and findings and are outlined as follows:

1. Conduct comprehensive mapping of tourism sites in Rivers State, highlighting unique natural, cultural, and architectural assets.
2. Incorporate a personal museum in all facilities that are named after an individual. This museum would showcase the life, legacy, and achievements of that person, providing valuable insights into the state's history and cultural heritage like, Obi Wali international conference centre, ken Siro Wiwa Polytechnic and others.
3. Improve access to remote tourism sites through infrastructure development, including roads and waterways. Strengthen security measures by collaborating with local and state authorities to ensure safety for tourists and investors.

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