

A REVIEW OF THE ROLE OF ARCHITECTURE IN TOURISM INDUSTRY DEVELOPMENT IN NIGERIA.

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ABSTRACT

Tourism is defined by World Tourism Organization (WATO), as activities that involve people travelling from their usual places of abode to other locations outside their normal environment. The travel must not be more than one consecutive year for leisure, business and other purposes'. While architecture, as defined by Dictionary.com (n.d), is 'the profession of designing buildings, open areas, communities, and other artificial constructions and environments, with regards to aesthetics'. Architecture is an essential ingredient of most if not all tourism experiences, framing the holiday experience and being a tourism attraction at the same time. Approaches which shape landscape of projects in tourism: participation, compliancy with the region's branding, multiple usability of interventions, trans disciplinary planning processes, service design and more. Architecture's role in Architecture and tourism are very closely related activities. It can be said to depend on each other. Their mutual relationship is obvious since ancient times where the architecture, as a tourist attraction, had a very important role. This relationship is because there is architecture in tourism and at the same time tourism in architecture. Architecture and Tourism examines the reciprocal relationship between the modern practice of tourism and the built environment. It shows how photography, film and souvenirs have been deployed to help mediate and mythologize specific sites. It also explores how tourist itineraries, behavior and literature are institutionalized for popular consumption in order to support larger cultural objectives. That is a place to live, work, recreate, rest, relax and carry out tourism activities, usually designed by the architect. And tourism creates the avenue of escape to attractive destinations making architecture a

touristic focus. Monuments have served as tourists' attractions and have necessitated travels globally for recreational purposes. In recent times, contemporary architecture is seen to contribute immensely to the tourism sector and play a significant role in tourism development across the globe. In Nigeria, in spite of the numerous traditional architecture and monuments in existence, many are left unpreserved. Modern architecture is also not being seen as means of attraction for tourism purposes. Infrastructure, as averred by Ayeni (2013), are the essential services and facilities needed for a society to function efficiently. Also serves as a potential determinant of the attractiveness of a tourism destination (Seetanah et al., 2011). This paper, therefore, review the role of architecture in tourism industry development in Nigeria.

Keywords: Architecture, Development, Nigeria, Tourism.

INTRODUCTION

Globally, many environments have changed rapidly and more are changing due to tourism and its associated developments (Green, 2005). Similarly, Roggeron (2007) argued that the developmental significance of tourism is being recognized by many and international organizations and African governments, Nigeria inclusive. As such, tourism is seen as enormously growing globally, and consequently, an economic success of the world economy. Developed countries, as noted by Ayeni and Ebohon (2012), accounts for a greater proportion of tourism. With the tremendous benefits, many developing countries are now beginning to key into the opportunities tourism offer to diversify their economy. Be that as it may, tourism in Nigeria remains largely untapped, undeveloped, unorganized and characterized by the dearth of tourism infrastructure (Ayeni, 2013). These have resulted in unattractive designs and haphazard development in many cities and tourist destinations in Nigeria. Tourism infrastructure, as noted by Imika and Ekpo (2012), is made up of water, transport, electricity, communication and accommodation. And defined as all the physical elements created within the tourists destinations. These elements caters for the needs of visitors including the visible features of the landscape (Tress and Tress, 2003; Hamzah, 2009; Ayeni, 2011; Adebayo and Iweka, 2014). Similarly, Karim (2011) affirms that it includes accommodation, restaurants, built up attractions, tours and transports. Also, it is a key to boosting tourism (Karim (2011)). In line with these definitions of tourism infrastructure,

architecture, made up of buildings and its aesthetics, as well as the surrounding landscapes, fall into this category. A destination will flourish best with infrastructure provided (Ayeni, 2013) and also create an overall impression of that target to determine whether or not such attractions would be visited. Attractive scenery, organized environment, aesthetics and buildings that make up architecture are some factors that influence tourists' visits to a destination. By this token, the design of facilities in destinations adds to the beauty of that destination and creates the pull to the target. Thus, it is then suggests that architecture should be perceived as the infrastructure needed to provide services to tourists and should be an integral part of tourism package. Architecture and Tourism can then be said to relate closely and depend on each other as stated by Cegar (2014) and have come a long way since the ancient times. Architecture is of great significance to tourism because, monuments, religious buildings, hotel accommodations and the likes have added value to travel from time immemorial and have necessitated travels globally for leisure and recreational purposes. These have reflected in monumental buildings, temples for gods, theatres, Coliseums to mention but a few. They mostly expressed lifestyle and culture and constituted main attractions in the times.

Till these present days, the buildings from the ancient times still attract tourists and have created a form of identity for the cities. Pilgrims have travelled to holy lands (Jerusalem, Rome, Mecca); the pyramids of Egypt, the Taj Mahal in India and other such architectural edifice serving as attractions. In the case of Nigeria, many monuments that had served as cultural heritage have either ceased to exist or in the state of dilapidation or left unpreserved. Examples include the Groundnut Pyramid in Kano, the Lord Lugard rest house in Lokoja, the first primary school in Northern Nigeria, the National theatre and gallery and the first storey building in Nigeria. Furthermore, Modern architecture is also not being seen as means of attraction for tourism purposes. The reason being that because distinctive landscape features, as well as attractive site and responsive climates, are some of the characteristics that influence tourism development. Furthermore, tourism activities, as affirmed by Khaksar, Tahmouri and Hoseinravazi (2011), take place in spaces designed and built by architects and, therefore, creates unique spaces within the destination. More so, architecture, as argued by Specht (2014), has always constituted a significant force in the early times of travelling. As such architecture has always had impacts on tourism development. These include change in land use areas; overburdening of infrastructure, illegal constructions, pollution, degradation of quality, to

mention but a few. Tourism and architecture, as affirmed by Khaksar, Tahmouri and Hoseinrazavi (2011), are connected and of great benefit not only to architecture and the tourism industry but the people in general. Giving that architectural activities in tourism sites involve buildings and construction of hotels and guests houses for lodging, commercial centres for shopping, tourists' centre for leisure and related activities. These all contribute to the development of tourism in any place. Architecture impacts positively on tourism through the qualities of cities, regions or countries as noted by Khaksar, Tahmouri and Hoseinrazavi (2011) and should be protected. Tourism is a highly growing activity globally, as such; cities are developing worldwide with a critical strength in world-class architecture and renowned heritage buildings as noted by Brighton and Hove (2008). By this token, the quality of any city is reflected in its architecture and usually exploited through tourists' activities. Thus, serve as a landmark, attracting visitors who come from place to place. Through architecture, local and indigenous materials and construction methods are used in buildings. Thus showcases the skills and construction knowledge in the tourists' destination Khaksar, Tahmouri and Hoseinrazavi (2011). Thus serves as identity and a means of attractions to the destination and a major motivator for tourists' destination choice (Spetch, 2014). Modern architecture serves as an attraction as opined by Cegar (2014) as a symbol of the destination where it is located. Thus creates an image in the minds of tourists (Farshidfar and Ranjbar, 2012).

Furthermore, the symbolic monuments and modern building serve as a promising development that meets the needs of visitors and at the same time serve as means of revenue generator. The interaction of architecture and tourism create opportunities for the continuity of the past and the future (Yaldiz and Akbulut (2013). These are achieved through urban renewal projects, innovative approaches, cultural organizations as well as sports events. Another impact of architecture on tourism is through the exhibition of skills. By combining new and modern technologies with old traditional methods to create beautiful, comfortable and environmental friendly accommodations for tourists Khaksar, Tahmouri and Hoseinrazavi (2011). In recent times, modern architecture is contributing immensely to the number of tourists' visits to cities, thereby turning many cities worldwide into new tourists' attractions and sources of revenue. Example as noted Cegar (2014) is Dubai, which has become a major tourists' attraction in the world. On a daily basis, everyone, one way or the other encounter architecture. As opined by Farajirad and Eftekharian (2012) architecture is developed to serve many human

needs including tourism. Furthermore, Shulman (2014) noted that architecture is a part of daily human life; this is because people live in buildings and make use of open and enclosed spaces. In essence include tourism activities and involves several players and also serve as main attractions for tourists. Farajirad and Eftekharian (2012) asserts that architecture has two key roles. Firstly, architecture serves the purpose of requirement that involves tourism infrastructure and secondly, serving the role of attraction. As such, architecture compliments beautiful landscape (Poimiroro, 2015) and does not compete with it. Implying that both requirement in terms of infrastructure and attraction in terms of scenery complement each other; creating opportunities for people travelling for various reasons. Ranging from sightseeing, relaxation, shopping, and leisure to visiting places of historical importance, monuments and buildings. In the same vein, Cetin (2011) affirms that tourism and architecture as earlier stated are in a comprehensive and very close interaction. Furthermore, a leading actor in enabling investments, combining the requirements of organised activities, as well as creating identities, iconography and imagery through branding of tourism investors. Also, it adds value to a city at both historical level and contemporary manifestation (Vandoros, Kalliagra and Anagnostou, 2011).

Furthermore, Yildiz and Akbulut (2013) noted that many tourist's visits around the world is organised to visit contemporary buildings and historically significant buildings. Going by this development, sixty-three percent of tourist visitors, as analysed by Archteam (2012), shows that visitors embark on tourism directly related to architecture. Architecture serves a broad range of function in a tourist destination. As stated by Spetch (2014), regardless of its purpose, any architecture provides something of interest or pleasure that draws visitors to that attraction. Furthermore, the functions range from accommodation to infrastructure to amenities, to cultural facilities. In tourism industry, architectural elements are demanded by tourists in several categories. This implies that the various activities take place in spaces designed for architecture. By this token, architectural input in tourism is imperative, and careful planning is essential to achieving attractive environment. Furthermore, proper planning and good interaction is required to attract tourists. Pictorial Evidence of Architecture in Tourism gives a holistic package for tourism needs. One very unusual attraction is the Colosseum, an Amphitheatre in Rome, Italy. Constructed in 70AD, accommodates about 55,000 spectators and used by the emperors to entertain the public. Part of the Colosseum fell due to the earthquake and has been reconstructed

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and still stand as an imposing and beautiful attraction. An annual visit to the Colosseum is about 5 Million people and makes it the 39th most visited attraction in the world. The Colosseum has remained a cultural and historical landmark (aviewoncities.com). Sydney Harbour in Sydney, Australia has within it, the Sydney Harbour Bridge, the Sydney Opera House, the Bridge and other attractions. The Sydney Opera House is an iconic house of art, culture, and history. It attracts 8 Million visitors worldwide annually (Sydney.com). The CN-Tower (Canadian National), Toronto is about 553 Meters in Height, constructed in 1973 and was once the tallest building in the world until the Burj Khalifa (Dubai) in 2010. Although now the 3rd tallest tower in the world attracts 2 million International visitors yearly (aviewoncities.com). Another famous attraction is the Great Wall of China, built about 2000 years ago. It is about 5000Km Long, 4.5 – 9 m thick and 7.5m tall. The wall served as fortification wall and the first line of defence against the invading Nomadic Hsiung Nu tribes. It plays host to about 10million visitors annually (Enchanted Learning.com). The Egyptian Pyramids are well over 100 separate Pyramids, each having its story. They were built during the 3rd dynasty until the 6th(2325 B.C) and still stand till today. The early pyramids served as royal tombs; with the oldest built around 2630 B.C; approximately, about 14.7 Million tourists visit the Pyramids annually (history.com) In the Antarctica, man-made architecture is rare due to the harsh environmental conditions of severe snow and ice. However, so many polar research stations abound; these have been in existence and for research purposes. Curious tourists also take advantage to visit the sky high ice cliffs, with natural arches.

The Capitol, Washington D.C is the seat of the Government of the state of Washington. It has the neoclassical architectural style that is characterised by tall columns, symmetrical shapes and domed roofs. Its total height is about 87m. The Capitol building was started in 1922 and completed in 1928. Annually, it records an estimated visit of 3-5 million people (aoc.gov). On the contrary, architectural edifices in three geopolitical zone in Nigeria; the Northwest, North central and Southwest. As discovered some of the under listed in the figure no longer exist, some in the state of disrepair and unattractive. As such not enough to attract tourists from long distances. This also is the case of so many tourist attractions in Nigeria, equally suffering from neglect, the dearth of infrastructure and are unpreserved. Gidan Rumfa gate is the gate to the Emir of Kano's Palace this could also be explored for tourism purpose because of the traditional architectural materials used for the construction. It was constructed in 1479 and has high historical value.

The groundnut Pyramids once existed in Kano, Nigeria when agriculture was part of the Nigeria economy. It served as a tourists' attraction and signified the success story of agriculture in Nigeria. The pyramids declined and eventually disappeared (transformationwatch.com). Although, the Nigerian Government is promising the return of the groundnut pyramids, however, this is still a mirage. Luggard's house in Lokoja was the official residence and office of the first governor-general of Nigeria named Lord Fredrick Luggard. He served from 1914-1919. The house was prefabricated from England and shipped to Nigeria. It was built on stilts to guard against flood and reptiles. The building is still in existence but records very few tourists visits. The building is an architectural relic that should serve as a famous tourists' attractions giving its position as the residence of the first Governor of Nigeria and the role Luggard played in the amalgamation of Nigeria. No proper records or tourists' data are available (investinkogi.com). The first colonial primary school in the Northern Nigeria, is the Bishop Crowther LGA Primary School, Lokoja. The colonial structure was established in 1865 and has been abandoned, neglected and almost non-existent (Bello, 2015). The first storey building is located in Badagry Lagos and was built in 1845. Although it has been argued that the Hausas built the first storey building in the north. However, this remained the first storey building where Christianity was first preached in Nigeria by missionaries. Currently, it needs urgent renovation as a result of neglect, dilapidation and non-maintenance.

The National Theatre was constructed in 1976 and hosted the Festival of Arts and Culture in 1977. The main purpose of its establishment was for the presentation, preservation and promotion of the arts and culture of Nigeria. The magnificent edifice is a multipurpose monument, which was being considered at a point to be converted to a hotel. Currently, it requires upgrading to make it more functional ([Thisdaylive](http://Thisdaylive.com), 2013). The pictorial evidence of The national Theatre corroborates literature; that little attention is being given to tourism in Nigeria. Furthermore, characterized by weak overall tourism infrastructure (Bankole and Odalaru, 2006; Arasi, 2011). As such, the Nigerian tourist environment needs an urgent transformation to make it attractive to yield the optimum benefits from tourism (Ayeni, 2012). Beautiful scenery is important and blends with the architectural edifices of a destination. It draws attention in any tourist attraction and gives the tourist the opportunity to explore not only architecture but natural and manmade features of the tourist destination. Landscape can be seen to be a vital part of tourism. However, there has been a total disregard for

landscaping in Nigeria and the benefits it brings to tourism; as such many of the tourist Architecture is a precursor to emotional attraction to goods and services from the exterior envelope of buildings to the interior that accommodate them, both tangible and intangible commodity. Architecture creates a friendly environment that attracts and appeals to the sensory emotional instinct in man to want to see, appreciate and belong. In the process, economic generating activities ensues which impact on the overall well being of man and society. An interwoven relationship exists between man-made architectural icon and the beautiful spectre of a natural environment which can be visually attractive and inviting to patrons and tourists. Today tourism is one of the largest and highly dynamic sectors of external economic activities. Its high growth and development rates, considerable volumes of foreign currency inflows, infrastructure development, and introduction of new management and educational experience actively affect various sectors of economy. These positively and monumentally contribute to the social and economic development of nations across the world. Highly developed economies such as America, Switzerland, Austria, and France have accumulated a big deal of their social and economic welfare on profits from tourism. According to recent statistics (World Bank, 2011), tourism provides about 10% of the world's Income and employs almost one tenth of the world's workforce. All considered, tourism's actual and potential economic impact is astounding. The aim of this work is to identify and link economic and cultural demands regarding the Nigerian landscape and tourism architecture with a view to provide a guide for stakeholders of the tourism subsector. It also seeks to underline the efficacy of architecture and design potentials as success tools in tourism and economic enhancement.

Architecture and Tourism Platform of Architecture in Tourism (2007), observed that although architecture, culture of construction and design are attracting public attention, the innovative potential which lies within contemporary architecture is still hardly used in the tourism industry. Notwithstanding, it could greatly enhance the process of creating the corporate identity and market position of businesses, villages or destinations. Despite the close collaboration between the business areas of architecture and tourism, no goal setting or strategic development is directed towards relating tourism to architecture directly. This could have provided necessary interface with conceptual, theoretical and scientific approaches to drive the new product design paradigm as an emerging economic success tool. Historic buildings still remain important signatures as well as highly valued objects. The objective is to bring

about sustainable tourism development as well as the international positioning of Nigerian tourism through contemporary architecture and design. Architecture acts through its qualities. • High quality architecture stands for function and well being Orientation, functionality and quality of space are hygienic factors indispensable for guest satisfaction. Short distances, good accessibility of all facilities and prevention of crossing points between front and backstage avoid conflicts and increase guest satisfaction. • High quality architecture stands for corporate identity; the very first impression of guest and potential customers is mostly enmeshed in architecture. High quality architecture translates into competitive advantage; good architectural composition is something special and unforeseen. The involvement of history and environment gives it the potential to differentiate it from competitors.

Architecture is concerned with the planning, design, and production of buildings either existing or new (Amole, 2004) and its role in this struggle in which the Nigerian state seeks her rightful position in emerging 21st century global economy cannot be overemphasized.

The demand on the practice of architecture is thus that research needs to match the level of everyday practice, if the profession is to retain its credibility or relevance.

Tourism Space and its Relationship with Architecture and Urban Planning

The discussion on the tourism space and its relationship with architecture and urban planning focuses on a scenario of development finally synthesized in the image of "tourist urbanity", as the great floating urban mosaic, capable of keeping together the threads that belong to the cultural fabric of the city and territory. Tourism: generating phenomenon of urbanity. Tourism began as an urban phenomenon. An invention that crystallizes the values and the social practices even in areas that are distant from the urban model, based on attributes established for the city: mass, contiguity and monumentality (Cooffé, 2010). The tourist sites are not necessarily less urban than the city, they are just urban in a different way to the extent to which tourism induces changes in space, generating differential of urbanity that derives from physical relocation and cultural processes. Clear examples of physical relocations are the phenomena in which the contemporary geography must include the new islands of Dubai, as the areas where tourism does not follow a logical location, based on natural or man-made landscapes as a tourist motivation, but induces a boost of "de-territorialization" (Raffestin, 1984) which introduces a first field of assessment regarding

the perception of the landscape and the creation of tourist landscapes and their image, where architecture also plays a mediating role. This investment in urban physicality can manifest itself in a wild competitiveness, but also for an imperative of creativity of the tourist sites, which are from this point of view workshops of urban and architectural forms, of real utopias or heterotopias (1) where in the concrete report with the places, tourism transfers an urban substance every time. If on the physical relocation level you can now talk of new tourist areas, it is also true that there is a psychological construction on the cultural level, but sometimes also physical, a sort of "environmental bubble" (Boorstin, 1964) equal to that of the origin within which the visitor can move easily without ever coming in contact with the otherness of people and places. Indeed the creation of the environmental bubble has been more common than what many people think and probably was an intrinsic character to the phenomenon of tourism from its inception. The reconstruction of an old England environment in the colonies and in resorts where mainly British tourists stayed in during the nineteenth century and the first half of the twentieth century, is one example just as today it is the universal and recognizable space of tourist resorts.

From a strong relationship between tourism phenomenon and the theme of the urban, research to date have reinforced a formula referring to the "urban tourism" which appears to be limited exclusively to the study of the links between tourism and the city. For a very long time the urban geography has been confused with the study of the city (Lussault and Staszak, 2003) only recently focusing attention on tourism as an urban phenomenon. Based on these premises we can identify tourism as a form of urbanity, a relationship with the space that starts from a project, an intention that regards the practice of areas and places.

How Modern Architectures are Economically and Functionally Viable

As for the commercial component architecture and tourism, art and expressive architecture is certainly a luxury where economically successful enterprise functionality of the building deemed sufficient. For the purpose of explanation must be noted that in this case we're talking about architectural design that is reduced to the minimum requirements set by one such a functional building. Tourist property mostly have value if they are profitable, no get no value. Architecture costs and naturally multiplies the investment compared to the facility that is reduced to pure functionality. Already at the stage of business planning topics architecture is the first critical point and requires a professional

economical budget and highly professional estimation of the location and design of products. In contrast, good or unusual architecture increases the interest of the market and, depending on the product evaluation, can give a new location, attractive appearance. Architecture creates also new functionality, or causes by using this new functionality that all inherited and old different experiences, thus offering the possibility of tourism development of new products. From the perspective of visitors still here must not remain non-mentioned discussion 'form follows function' or 'Function follows form' that just in tourism real estate and products can lead to oscillation in the evaluation of both positive and negative. Tourism and architecture never before were so closely together on the development of products such as is the case today. This again closes the circle of mutual success. Therefore, unsuccessful projects are "monsters", built as a demonstration of a specific conceptual directions in architecture, which are successful in their intent to share certain thoughts and way of looking at architecture and urban space and there are only a sculptural, while their function transforms.

There we come to the point of sustainability, which is not just a technical problem. In order to archive success, a sustainable project must be socially sustainable as well as economically. Such a project should communicate with its society, should attract and be inspiring, and over all must make economic sense. Architecture in terms of tourism is now an integral element of the planning of the city, whether it is of cultural heritage or contemporary architecture. When it comes to heritage, it is the architecture resulting in a particular context that is completely defined and therefore it is a testimony about history. In this sense, the architecture can become a brand that describes the identity of certain social or cultural groups, and linked to the cultural and educational tourism. Although today in most cases this architecture is unfunctional and hard switching to modern forms of construction works and the city life, it must be preserved and used in the planning of sustainable development of the city just as part of the tourism industry. Modern architecture, unlike the architecture of cultural heritage, is viewed from the aspect of entertainment and spectacle, even if we talk about function of the structure, location or shape. Unusual and controversial form that uses all the benefits of modern technology certainly attracts the attention of visitors, but this is not always enough. Location which provides the context and function that brings the economic viability and the possibility of continued use of space is also one of the important factors for the transfer of a work of architecture in the branded

product. Modern cities nowadays pay a great attention to precisely such projects, as drivers of further development and city expansion, as well as the region, in some cases and countries. Great architecture, not only that it promotes economic and social development, but it becomes a product that markets itself as a symbol that exceeds target group and everyone's must-see tourist destinations.

Does New Architecture Building Promote Tourism

You can't build or design a good building without understanding their relationship with the natural systems and the surrounding environment. Architects need to make buildings that are friendly to the environment and more green which can be adaptable to the surroundings, in other words, they need to create buildings that are energy efficient, like green buildings or sustainable buildings which are designed to reduce the overall impact of the built environment on human health and nature.

So they need to take into consideration:

- Efficiently using energy, water, and other resources
- Protecting residents' health and improving people's productivity
- Reducing waste, pollution, and environmental degradation

Finally, the relationship between architecture, tourism and environment is very strong and can't be denied as we see to have a sustainable and healthy environment we have to take good care of the buildings that are built in it and also to have sustainable buildings we have to take into consideration the environment surrounds it and its impacts.

CONCLUSION

Architecture is concerned with the planning, design, and production of buildings either existing or new (Amole, 2004) and its role in this struggle in which the Nigerian state seeks her rightful position in emerging 21st century global economy cannot be overemphasized. The demand on the practice of architecture is thus that research needs to match the level of everyday practice, if the profession is to retain its credibility or relevance. Thus, it is then suggests that architecture should be perceived as the infrastructure needed to provide services to tourists and should be an integral part of tourism package. The review revealed that Architecture and Tourism relate closely and depend on each other and have come a long way since the ancient times. Architecture is of great significance to tourism because, monuments, religious buildings, hotel accommodations and the likes have added value to travel from time immemorial and have necessitated travels globally for leisure and recreational purposes. These have reflected in monumental buildings, temples for gods, theatres, Coliseums to mention but a few. They mostly

expressed lifestyle and culture and constituted main attractions in the times. Till these present days, the buildings from the ancient times still attract tourists and have created a form of identity for the cities. Visitors have travelled to lands where architectural edifices served as attractions.

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