



Association for Tourism Development in Nigeria (ATDiN)

Room 231, Block B, Faculty of Arts Complex, University of Nigeria, Nsukka. E-mail: contact@atdin.org

Third Annual Conference (25 – 28 October, 2016) First Announcement and Call for Abstracts

THEME: PROMOTING REGIONAL TOURISM AND INTEGRATION WITHIN WEST AFRICA SUB-REGION

Introduction

In spite of the institution of ECOWAS in the last four decades and their efforts to promote regional integration in West Africa, the level of visitation and trade within the sub-region appears to have been on a low ebb. A number of issues, including the continued interest in colonist countries/products and the consequent low trade and exchange, lack of common currency, frontier formalities, security issues (terrorism, robbery, and kidnapping etc), the low level of cultural/social cooperation etc. may account for this development.

This year's conference seeks to interrogate the above issues, the challenges they pose to regional tourism promotion and the way forward. The following questions among others will guide our understanding and direction of the discourse.

- a. How do we promote inter-group cooperation/relations among countries in the sub-region?
- b. How do we promote trade?
- c. How do we promote visitations across the region and overcome and low level of tourism activities within the region?
- d. How do we ensure a pragmatic implementation of the current common currency policy?
- e. How do we reduce the hassles at the frontiers and the associated formalities?
- f. How do we ensure adequate security in the face of increasing terrorism, robbery, and kidnapping etc?
- g. How do we address nagging environmental issues, heritage preservation, sale of antiquity, low promotion and marketing, and other socio-economic problems, including the dwindling level of authenticity of arts and crafts?

These and many more questions will hopefully be addressed during the conference.

Sub-themes:

1. Heritage preservation and conservation
2. Eco-tourism
3. Cultural tourism and regional cooperation
4. Security and safety management
5. Communication and marketing
6. Contemporary arts and commoditization
7. Economic and social dimensions of tourism

8. Environmental impacts
9. Policy considerations
10. Theoretical considerations
11. Transportation
12. Hospitality
13. Medical tourism etc

Conference Venue: Faculty of Arts Lecture Theater, University of Nigeria, Nsukka.

Abstract deadline: July 5, 2016. (Submit abstract to: contact@atdin.org)

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