



**Utilization of Souvenirs of Wood and Wildlife Products in Ecotourism: A  
Case Study of Destinations In Plateau State, Nigeria**

**Ijeomah H.M. and Edet, D.I.**

**Department of Forestry and Wildlife Management, University of Port  
Harcourt, Port Harcourt, Nigeria**

[henryijeomah@yahoo.com](mailto:henryijeomah@yahoo.com)

---

Ijeomah H.M. and Edet, D. I. Utilization of Souvenirs Of Wood And Wildlife Products In Ecotourism: A Case Study Of Destinations In Plateau State, Nigeria. *Nigerian Journal of Forestry* 41(1) 2011

---

**Abstract**

This study analysed souvenir utilization in ecotourism destinations in Nigeria, with particular reference to Plateau State. Data were collected by using two sets of well-structured and pre – tested questionnaires, field observation and interview schedule with key informants. The first set of the questionnaires were administered to forty tourists (27 Nigerians and 13 Foreigners) in each of the six selected tourist centres (Jos National Museum and Zoo, Jos Wildlife Park, Pandam Wildlife Park, Rayfield Resort, Assop Falls and Naraguta Tourist Village) in the State. In all 240 tourists were sampled. The second set of questionnaire was administered to each representative of all households operating in the Naraguta Leather Industry. Data collected were analysed using descriptive statistics and Chi- square. The results revealed that 95.0% of respondents in Jos National Museum and Zoo were aware of the availability of souvenirs and indicated that souvenirs were adequate, While in Jos Wildlife Park only 52.5% of respondents perceived that souvenirs were inadequate. Only 37.5% of respondents from Jos Wildlife Park have never bought souvenirs. Souvenirs were inexistent in Pandam Wildlife Park, Assop Falls and Ray field Resort. Chi -square tests showed significant ( $P<0.01$ ) relationship between respondents' nationality and pattern of expenditure in both Jos Wildlife Park and Jos National Museum, and between respondent's nationality and cost assessment in both eco-destinations. Majority (44.8%) of Naraguta souvenir operators attended only primary school, few (27.6%) are secondary school certificate holders, 20.69% had no formal education. Only 6.9% are educated beyond secondary school level even though the University of Jos is located inside Naraguta. Through souvenir selling in Naraguta about 20.69% of respondents generate monthly income of N20,000 – N30,000 and N 41,000 – N50,000 respectively while 17.24% realize ~~N~~51,000 – N60,000.

**Keywords:** Grassroot Economic Empowerment Strategy, Sustainable Local resource utilization, Indigenous Craft promotion, Value Addition, Market creation