



## PILLARS OF SUSTAINABLE DEVELOPMENT AND INDICATORS FOR THE RENOVATION OF BOWER'S TOWER

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### ABSTRACT

*Sustainable development takes its root from sustainability. There are three pillars upon which sustainable development generally rests, and they are economic, social and environmental. These three pillars can generally be attributable to all tourism destinations. Hence, the term sustainable tourism, largely connects to tourism destinations to the three pillars of sustainable development. Bower's tower is a moribund monumental structure that sits upon a hill in the heart of Ibadan. The study thus examines the three pillars of sustainable development and indicators for the renovation of Bower's Tower, in Ibadan, Oyo State, Nigeria. Primary data for this study were retrieved with the aid of well-structured questionnaires. The retrieved data were descriptively and inferentially analyzed. The result of the study reveals that the three pillars of sustainable development (environmental, social and economic) are significantly joint predictors of the renovation of Bower's tower. Furthermore, economic domain of sustainable development is the most significant predictor of the reconstruction of Bower's tower, followed by environmental domain of sustainable development and lastly, social domain of sustainable development. Thus, the finding shows that it is more economically viable to renovate Bower's tower, then secondly, it is environmentally viable and finally socially viable to renovate the tower for tourism.*

**Keywords:** Economic sustainable development, Social sustainable development, Renovation and Tourism.

### INTRODUCTION

The dislodgement of individuals(s) from a location to the other, premised on the desire to explore leisurely, for a minimum of 24 hours and maximum of 1 year is referred to as tourism. Olawuyi (2017) opined that tourism is therefore, the displacement of person(s), that doesn't/don't have the mindset of making money while on trip(s) premised on leisure/recreation. Tourism is indeed a topical field, in recent times. Various Nations are generating alternative source of income from Tourism. As a matter of fact, some Countries have made tourism a main revenue generating sector. Hence, it is no gainsaying that economic influence of tourism on communities, regions and Nations is immense.

The concept of sustainability was originally coined in forestry, where it means never harvesting more than what the forest yields in new growth (Wiersum, 1995). When all the forest yields in new growth is harvested, apparently, nothing will be harvested from the forest in the future. This concept has actually gone beyond the field of forestry. It is applicable to all human endeavors right now. Sustainability is essentially a practice or activity that ensures the continual existence of an object (material or immaterial) or facility. It is an activity that keeps the shape and composition of an object in good condition. The activity ensures that an object is protected from self-destruction, arrested from further deterioration, preserved or reconstructed. Sustainability can

now be roughly described as a state of affairs where, for the near future, the amount of natural and man-made capital remains at least stable so that the well-being of future generations does not decrease (Kuhlman and Farrington, 2010).

Sustainability of an object or structure equates longevity of such object/structure while ensuring the composition, aesthetics and inherent nature of such structure is very well preserved. It is the responsible usage and exploration of assets in a bid to ensure that they are presently optimally used and at the same time with the prospect of bequeathing them to incoming generation. Thus, according to the general definition, each operation may be carried out in quantities and variety without leading to self-destruction, but allowing long-term repetition and regeneration (Klarin, 2018). All that matters for sustainability is that an object or facility continues existing for human's use. Sustainability is also essentially an activity that results into the sustainable development of an object.

Font and McCabe (2017) noted that sustainability is based on a group of ethical principles and values that protect practices responsibly and harmoniously, balancing the environmental and social consequences of actions and economic targets. On this premise, the concept of sustainability is being examined and adopted by various field for different reasons. As a matter of fact, several organizations have either adopted or are presently adopting sustainable practices, so as to ensure continual survival of their organizations. This thus have a positive ripple effect on the community members where such organization is domiciled, because, it depicts that to a large extent there is consistent employment opportunities for them in the respective organization. It also has the capacity to propel some organizations to fully embrace their corporate social responsibilities. It is notable that sustainability can be considered from two ends: either from the end of the particular organization in question or on the influence/impact of such organization on the surrounding spatial spread, on the economy or the community.

Sustainable tourism is a topical issue in the field of tourism. This is because sustainability ensures that tourism attraction essentially becomes a heritage resource that is cherished and passed on to incoming generation. With sustainable tourism, tourism attraction is properly managed, preserved, conserved, rehabilitated or reconstructed. The trajectory of sustainable tourism is considered from the economic, social and cultural inclinations of the tourism attractions. Sustainable development's primary goal is to create a balance between natural, economic and social sustainability, making these the foundations on which sustainable development is centered (Mensah, 2019). Sustainable tourism is envisaged as leading the management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems (WTTC and WTO, 1995). Sustainable tourism is the concept that ensures that a tourism destination is accessible, attractive and functional on a continuum.

Some tourism destinations are presently subjected to moribundity. It simply implies that there is dearth of the influence of effective sustainable tourism practices on such destinations. Bower's Tower is a typical example of the aforementioned. Different literatures reviewed have revealed the impact or relationship of/between different variables on/with sustainable tourism development, however, it is notable that little or no research has been done on the pillars of sustainable tourism development and the renovation of a monumental structure, named, Bower's tower.

### **Aim and Objectives**

The study examined the reconstruction of Bower's tower and sustainable tourism.

The specific objectives were to:

1. examine economic pillar of sustainable development for Bower's tower
2. examine the environmental pillar of sustainable development for Bower's tower

### **Bower's Tower**

Bower's tower was erected in the year 1936 in the honour of late captain Bower. The tower is strategically located on the peak of Oke –are hill of Ibadan and it is about 18.28 meters tall. On the top of the highest hill (Oke-are hill) in the centre of Ibadan is conspicuously located a historical monument called the Bower's Tower (Ajayi, 2008). Three routes lead to the peak of the Oke-are Hill: One of the routes is from Sapati Area (although, this is blocked off already because it is too slopy and there had been incidences of vehicles careen down the hill to lead to ghastly car accidents), another route is from Yemetu Aladorin (this is also blocked off), the last route is from Oke-are via Beere area (which is the only thorough route at the moment). The tower is a four walled (square shaped) monumental structure that has a flat shaped floor at its peak. There is a spiral stairway inside the four walled monumental tower. This stairway leads to the flat concrete floor on the peak of the tower upon which tourists stand to have a sight of an extremely extensive spatial spread and organization of the ancient city (Ibadan) at a go. For instance, the Prestigious University of Ibadan which is well over 3 kms from the tower can easily and lucidly be sighted. Likewise, Cocoa house in Dugbe and University College Hospital close total garden area can also be easily sighted. Various landmarks that will take nothing less than 30 minutes' drive and more can easily be sighted from the peak of the tower. The Bower's Memorial Tower toward the east on Oke-Aare (Hill) gives an incredible point of view of the whole city (Isiaka and Isiaka, 2019). The tower is well fenced. Within the fence, there is a parking lot which could accommodate about 20 cars conveniently. Directly in front of the tower is a pavilion for open air meetings and sundry activities. Not far from the Tower is an abandoned children's playground replete with damaged swings and other facilities. The tower is a heritage resource to the community around it. This is because to a large extent the members of the community have protected the tower from further vandalism and plundering. Some people refer to the tower as 'Oke Layipo' (spiral hill), because of the spiral stairway inside the tower. In different context the tower serves as a symbol used to describe both the community around the hill and the people of Ibadan. On the basis of the fact that the tower is in a state of disrepair and neglect, the tourism receipt for the tower is nebulous.

### **Literature Review**

#### **Sustainable Tourism**

Sustainable tourism stems from sustainable development. Most especially from the social, environmental and cultural indices that define sustainable development. Sustainable development is high potential for any community within economic, social, cultural, ecologic and physical constraints (Bhuiyan et al., 2012). Meanwhile, sustainable development is a concept that ensures that the inherent characteristics and aesthetics of the tourism destination cum attraction is maintained which in turn gives the destination or attraction long-life. Sustainable tourism is a concept that connects more to the tourism destination, especially in line with its management. Hence, it is pertinent that tourism attraction must be in sight, accessible and available before it could be considered for sustainability. Olawuyi, Jimoh and Olorunniyi (2017) noted that there must be a particular asset or services in place before sustainability can be considered, as it is irrational to consider the sustainability of nothingness. It is therefore important that the tourism attraction or destination must have certain level of development (if not totally developed) before sustainable practices can be adopted. This is because the point is moot adopting sustainable practices for a destination untapped for tourism, as visitors will not come visiting such location. Sustainable management is aimed at a structural and integrated level where individual accomplishment contributes to the larger goal of the destination as a whole (Conaghan, Hanrahan and McLoughlin, 2015).

United Nations World Tourism Organization (UNWTO) and United Nations Environment Program (UNEP) (2005) cited in UNWTO (2013) described sustainable tourism as tourism that takes full account of its current and potential economic, social and environmental effects, addressing the needs of tourists, the industry, the environment and host communities. In sustainable development of tourism, the destinations environment can be sustained, vis-à-vis judicious use of the environment, where refuse that could cause erosion are taken care of. Hunter (1997) defined as an integrated model that legitimizes a range of interventions according to individual situations, sustainable tourism. When a tourism destination is properly managed with the intent that it must be subsequently passed down to coming generation, then, its environment must be well kept, in a bid to ensure that interaction between the flora and fauna component is maintained and its influence on the commercial and social life of the members of the host community must also be favorably considered. Sustainable tourism lucidly exudes the economic, environmental and social benefits of tourism attractions in a particular destination. Neto (2003) noted that while tourism provides considerable economic benefits for many countries, regions and communities, its rapid expansion can also be responsible for adverse environmental, as well as socio-cultural, impact.

The various positive impacts of sustainable tourism can be inferred from the above. Janusza and Bajdor (2013) observed that, thus, sustainable tourism is premised upon the commitment of all stakeholders in the tourism industry to increase the financial benefits received, including the desire to maintain social, cultural and environmental heritage, is highly dependent on. Meanwhile, it is notable that sustainable tourism can be considered for all forms of tourism attractions, inclusive of the ones that also stem from the three domains of Oral arts, namely, oral narrative genre, oral dramatic genre and poetic genre. Sustainable tourism covers all types/forms of tourism: conventional mass tourism, cultural tourism, mountain tourism, seaside tourism, spa tourism, business tourism, medical tourism, rural tourism, urban tourism, and so on (Zamfir and Corbos, 2015).

In a bid to achieve the tripod (economic, social and environmental) upon which the concept of sustainability stands, there must be significant development of the tourism destinations. UNWTO (2013) assumes that a fundamental aspect of the tourism sector is the potential of the tourism sector to connect the economic, social, cultural and environmental aspects of sustainability and act as a driving force for their mutual improvement. According to Niedziolka (2012) sustainable tourism is “all aspects of tourism operations, management and growth that protect ecological, economic and social integrity and ensure that natural and cultural resources are protected”. Sustainable tourism can be considered from the perspective of sustaining the precise tourism destination in a bid to enhance its commercial inclination and preserve its environment. Hence, there can be influence of a tourism destination in fostering a sustainable environment, sustainable commercial activities in such environment and sustainable social activities in the community where the tourism destination domiciles: likewise, there can be sustainability of the precise tourism destination, so as to ensure that it is not plunged into deterioration or destruction. Although, it is notable that there is a significant connect between the former and the latter, because it is when the latter is substantiated that the former can be established. It is however, worthy of note that a tourism destination is expected to be in a good shape that conforms to acceptable standards before either of the afforested form of sustainability can be considered. This study focuses on the pillars of sustainable development and the renovation of Bower’s Tower to foster sustainable tourism development. The three domains of sustainable tourism were examined for Bower’s tower, in a bid to decipher the relationship between the renovation of the tower and each of the domains of sustainable tourism development.

## **Renovation**

Renovation is done to arrest a deteriorating structure and prevent it from further deterioration, usually by giving it a facelift in line with either contemporary standard or the precise standard that suits the owner of the building. The primary function of building renovation is to monitor the degradation of each building component and retain maximum performance. (Farahani, Wallbaum and Dalenbäck, 2019). A building with a top notch and very good shaped construct or composition does not necessarily require being renovated, however, a building that is deteriorated, destroyed to an extent, or damaged, seeks for renovation. It is notable that Bower's tower is in a present state of unimaginably pitiable decadence. All thanks to the absolutely quality materials used to construct the tower itself, otherwise, it would have collapsed. However, ancillary structures in the compound where the tower is situated are in total state of disrepair and deterioration. For instance, the four suya stands are totally damaged, the paraphernalia in the playground (swings, rock 'n' roll and so on) are deteriorated and damaged consequent upon needless abandonment. Some of these facilities are eyesores and they beckon for either renovation or reconstruction. Jensen, Maslesa and Berg (2018) observed that in the construction industry, renovation schemes are often viewed as only a particular category of new building: they are often organized in the same way, but often with a more traditional division of labor and contract types and less standardization. Building renovation is a solid and responsible means of ensuring a building retains its inherent qualities and aesthetics. Housing restoration leads to pollution control, reuse and recycling compared to the removal of existing buildings and new ones (Ferreira and Almeida, 2015). In a bid to renovate any heritage building the first phase involves careful study of the structure, so as to ascertain the present level of decay and then decipher the necessary actions to take. The first phase is about the knowledge (building performance, the material of which it is composed, structure and so on), which is indispensable for any design action (Morandotti, Besana and Cinieri, 2013).

## **METHODS**

The data for this study was retrieved with the aid of questionnaire. The questionnaires were administered to either indigenes or long-time residence that are in the know of Bower's Tower and live around the University of Ibadan. The area was chosen because of the literacy level of the people living in the respective area. The sampling procedure is basically non-probability, premised on the fact that there is no accessible data for the total number of people living in the University of Ibadan's premises and there is no precise data that elicits the precise number of people that know and had visited Bower's tower from the University of Ibadan's environment. The precise non-probability sampling used is termed 'snowball sampling procedure'. Bamgboye and Okoruwa (2014) opined that snowballing sampling involves using personal contact to build up a sample of the group to be studied. A total number of 120 questionnaires were administered to respondents who are acquainted with Bower's tower, especially those that have visited the tower. Aside the questions directed at the demographic characteristics of the respondents, other questions in the questionnaire are in a four (4) point Likert Scale. The four (4) point Likert tables cover all the variables for this study, namely, renovation, economic pillar, social pillar and environmental pillar of sustainable development. It was noted that 2 questionnaires were not well filled out and 2 questionnaires were not filled at all. The retrieved data were descriptively and inferentially analyzed using Statistical Package for Social Science (SPSS).

## RESULTS

**Table 1: economic domain of sustainable development for Bowers tower**

Question items	SA	A	D	Mean	SD	Rank
Increased production of local craft	66 (56.9%)	50 (43.1%)		1.43	0.49	2 <sup>nd</sup>
Increase in number of businesses	78 (67.2%)	38 (32.8%)		1.33	0.47	3 <sup>rd</sup>
Increase in number of corporate organizations	50 (43.1%)	66 (56.9%)		1.57	0.49	1 <sup>st</sup>
Enhanced poverty alleviation	77 (66.4%)	39 (33.6%)		1.33	0.48	3 <sup>rd</sup>
Total				5.66	1.93	

Source: Author's Field Survey (2020)

The table above shows that 56.9% of the respondents strongly agreed and 43.1% agreed that sustainable development can lead to the increased production of craft in the environment where tourism destination is sighted. This is in tune with Yazdi (2012) that noted that there are various possibilities for sustainable tourism for local employment, local developers, and several local enterprises that expand and reinvest in the city. 67.2% strongly agreed and 32.8% agreed that sustainable development can lead to increase in number of businesses in the environment where tourism destination is sighted. Kisi (2019) concluded that a significant sector for economic and social development, tourism can have a positive effect on wages, gross income and productivity. 43.1% strongly agreed and 56.9% agreed that sustainable development can lead to the increase in number of corporate organizations the environment where tourism destination is sighted. White et al. (2006) concluded that sustainable tourism improves job opportunities. 66.4% strongly agreed and 33.6% agreed that sustainable development can lead to the enhanced poverty alleviation. The modern tourism industry has helped to reduce poverty since the beginning of its existence (Muhanna, 2006). Social balance to ensure an equitable distribution of tourism revenue that can be used to increase job opportunities and offer decent services to vulnerable individuals (Karas and Ferencova, 2010).

Likewise, the mean score for table above is 5.66. As it is clearly stated in the table above, it is notable that the indicators for the economic pillar of sustainable development are rated critically using their mean scores. Although, no statistically significant difference exists between the indicators, they are rated with their mean values and standard deviation values as follows; increase in number of corporate organizations ( $1.57 \pm 0.49$ ), Increased production of craft ( $1.43 \pm 0.49$ ), Increase in number of businesses ( $1.33 \pm 0.47$ ), Increased presence of entrepreneurs ( $1.33 \pm 0.48$ ). It is a fact that once destinations are developed for sustainable tourism, it will contribute to income generation for the demographic distribution of the community.

**Table 2: environmental domain of sustainable development for Bowers tower**

Question items	SA	A	D	Mean	SD	Rank
Beautification of the environment	65 (56%)	51 (44%)		1.44	0.49	2 <sup>nd</sup>
Conservation and preservation of biodiversity	71 (61.2%)	45 (38.8%)		1.39	0.48	3 <sup>rd</sup>
Preservation of soil structure and texture	52 (44.8%)	64 (55.2%)		1.55	0.49	1 <sup>st</sup>
Judicious disposal of solid waste	82 (70.7%)	34 (29.3%)		1.29	0.46	4 <sup>th</sup>
Total				5.67	1.92	

Source: Author's Field Survey (2020)

The table above shows that 56% of the respondents strongly agreed and 44% agreed that sustainable development can lead to the beautification of the environment. 61.2% strongly agreed and 38.8% agreed that sustainable development can lead to the conservation and preservation of biodiversity in Bower’s tower environment. This aligns with Muhanna (2006) believes that protection of the ecological, cultural and built environment is a significant impetus for the initiation of the project in many tourism projects. Selmanaj, Gorica and Murati (2018) claim that sustainable tourism protects and reinforces cultural heritage and ecology and leads to their evaluation. 44.8% strongly agreed and 55.2% agreed that sustainable development can lead to the preservation of soil structure and texture. 70.7% strongly agreed and 29.3% agreed that sustainable tourism can lead to the judicious disposal of solid waste. White et al., (2006) opined that sustainable tourism helps to reduce overconsumption and waste.

Likewise, the mean score for table above is 5.67. As it is clearly stated in the table above, it is notable that the indicators for the environmental domain of sustainable tourism are rated critically using their mean scores. Although, no statistically significant difference exists between the indicators, they are rated with their mean values and standard deviation values as follows; Preservation of soil structure and texture ( $1.55 \pm 0.49$ ), Beautification of the environment ( $1.44 \pm 0.49$ ), Conservation and preservation of biodiversity ( $1.39 \pm 0.48$ ), Judicious disposal of solid waste ( $1.29 \pm 0.46$ ).

**Table 3: Aim of the Study**

Mode	Unstandardized coefficients		Standardized Coefficients		T	Sig
	B	Standard Error	B	Rank		
(constant)	10.165	1.293			7.863	.000
Environmental domain of sustainable development	-.242	.102	-.242	2 <sup>nd</sup>	2.376	.019
Social domain of sustainable development	.200	.130	.176	3 <sup>rd</sup>	1.538	.012
Economic domain of sustainable development	.710	.091	.693	1 <sup>st</sup>	7.829	.000

**Source: Author’s Field Survey, 2020**

**R=.619, R<sup>2</sup>=.383, Adjusted R<sup>2</sup>=.367, Std. Error= 1.02**

**Dependent Variable: Renovation of the tourism attraction**

**Predictors: Environmental leaning, Social leaning and Economic leaning of sustainable tourism.**

It is evident from the table above those three pillars of sustainable development (environmental, social and economic) are significantly joint predictors of the renovation of Bower’s tower ( $F = 23.197, p < 0.05$ ). since, the regression weight indicates the relative contribution of each of the predictors, the result in the above table reveals that economic leaning of sustainable development is the most significant predictor of the reconstruction of Bower’s tower ( $\beta = 0.693, t = 7.829, p < 0.05$ ), followed by environmental leaning of sustainable development ( $\beta = -0.242, t = 2.376, p < 0.05$ ) and lastly, social leaning of sustainable development ( $\beta = 0.176, t = 1.538, p < 0.05$ ). It is notable that the coefficient of determination ( $R^2$ ) is 0.383, which connotes that any variation of the renovation of Bower’s tower is a result of 38% variation in a combination of the predictor variables.

**DISCUSSION**

Taking a cue from the established fact that economic pillar of sustainable development is significantly germane for the renovation of Bowers tower for tourism purpose, it is no brainer that the renovation of Bower’s tower and the ancillary tourism attractions in the tourism destination in turn has the capacity to foster economic development of the community and the Nation at large. It has the capacity to transform Bower’s tower into a sustainable tourism attraction. Clearly, it connotes that the renovation of the tower leads to sustainable tourism. Zamfir and Corbos (2015)

opined that sustainable tourism development in Romania may be attained through developing urban areas as touristic destinations. This in turn will lead to gainful engagement of the members of the local community. Niedziółka (2012) opined that sustainable tourism is especially concerned with important issues, such as competitive and socially conscious tourism firms, the ability for all people to engage in tourism, decent job opportunities in the industry and the value of local community tourism activities. In the same vein, taking a cue from the fact that the environmental and social pillars of sustainable tourism is substantively important for the renovation of Bowers tower for tourism purpose, then it is certain that the renovation of the Bower's tower and its ancillary tourism attractions would also in turn escalate the development of environmental and social constructs of the spatial context cum spread of the tourism destination. This corroborates Muhanna (2006) that argues that the environmental contribution of tourism leads to the restoration and also to the rebuilding of old houses and sites into new facilities. For sustainable management of Bower's tower, once renovated, there should be a proper statutory guideline for the responsible usage of the environment. Kiper (2013) noted that analyses to assess suitability for land use gain significance in order for ecotourism to have a sustainable growth.

Similarly, the pantergruelian impacts of the pillars of sustainable development that suggest the renovation of Bower's tower can precisely dictate the best renovation technique or model. Yazdi (2012) claimed that sustainable tourism lets community select construction and operating methods, services and service supply. This will help the renovation to conform to the tenets of sustainable development. The building had to be kept socially, environmentally and financially sustainable (IEA, 2011). It is notable that communities closer to Bower's tower are personified with thuggery, hooliganism and various forms of unscrupulous tendencies, which stems from various socio-economic problems. It is therefore no gainsaying that the substantive renovation of this tower for tourism is laden with the potential of actively and meaningfully (directly or indirectly) engaging the various offenders and jobless folks in these communities. This in turn has the capacity to enhance the literacy level of the residents of these communities, based on the fact that they will have cause to interphase and interact with tourists from different locations from time to time. It is notable that to achieve the feat of renovating Bower's tower there must be laid down strategies that will be closely followed and monitored. Shiue et al., (2019) opined that firstly, the research discusses the complexities of the renovation schedule: the planning phase for the project includes details related to renovations, such as the age and service life of the building, the cost of renovation, the length of the renovation, and the relationship between resources. In a nutshell it is notable that once, Bowers Tower is renovated according to the trajectories of the three domains of sustainable development, then we will have sustainable economy around the tower, sustainable environment, sustainable society and sustainable tourism. Yang (2019) opined that basically, proper decisions on sustainable resource management will bring about sustainable growth for sustainable society. Medina (2005) explains that sustainable tourism criteria should include social and economic sustainability metrics, along with environmental sustainability indicators. The result of this study has lucidly shown that sustainable tourism could be achieved in the case study area considering the underpinning indicators (social, economic and environmental) that have been examined. Furthermore, the statistical analysis shows that the renovation of the tower exudes economic, environmental and social viability, which connotes sustainable tourism. In addition, Wall (1997) has argued that for tourism to contribute to sustainable development it must be economically viable, environmentally sensitive and culturally appropriate, and the forms that this might take are likely to vary with location. It is notable that the resultant advantages of sustainable tourism on the tourism destination, the members of the host communities and the environment cannot be overemphasized.

## **Conclusion and Recommendations**



On the premise of the above discussion, the study conclusively reveals that the three pillars of sustainable development, namely, economic, social and environment are joint predictors of the renovation of Bower's tower and its ancillary tourism attractions. Hence, it is viable to renovate the moribund tower and its ancillary facilities premised on the fact that the renovation will have a resultant sustainable impact on the economy, social construct and environment of the tourism destination. Meanwhile, the finding shows that it is more economically viable to renovate Bower's tower, then secondly, it is environmentally viable and finally socially viable to renovate the tower for tourism. This corroborates Janusza and Bajdor (2013) study that revealed that hence, sustainable tourism is highly dependent on the ability to increase the financial benefits, achieved by all participants involved in the tourism sector, including the ability to maintain social, cultural and environmental heritage. It is capable of face-lifting the economic life of the community around the tower and that of Ibadan. Apparently, a renovated and developed Bower's tower will attract several small and medium scale businesses to itself. The business may range from catering, hotels, to several service rendering businesses. This is capable of having a ripple of effect of cash distribution and redistribution in the community where the Tower domiciles.

The tower is a monumental structure which is in turn an obvious form of heritage tourism, hence, it must be ensured that it is kept in a good state via appropriate renovation, in a bid to make it easy to be bequeathed to the incoming generation and thus aligning with the concept cum principles of sustainable development. Federica (2017) opined that the notion of sustainable development is to be able to meet the needs of the present without compromising the ability of future generations to meet their own. Regarding cultural heritage, much in the same way, sustainable cultural heritage means preserving cultural heritage for future generations, while at the same time finding a balance and harmony between the cultural heritage and the people who would like to experience it (Daniela and Dragana, 2020).

It is therefore recommended that the Government should look towards renovating Bower's tower because of the plethora of advantages that comes with it. The State Government can also look towards Public Private Partnership (PPP) in renovating this awesome monument. The following are recommended for the renovation of this monumental tourism destination (premised on core and ancillary tourism attractions):

- 1) The renovation of the core tourism attraction which is the tower
- 2) Reconstruction/renovation of the ancillary tourism facilities, especially, state of the art reconstruction of the four suya stands with standard grilling devices
- 3) Planting of shade trees
- 4) Swimming pools
- 5) Domesticated wildlife
- 6) Seats and cabanas systematically scattered in the compound
- 7) Relatively small event garden for various forms of events
- 8) Standardized theme park.

After renovation, there must be solid strategic planning and implementation premised on concerted efforts of the citizen and Government to ensure that the Tower doesn't relapse into moribundity in the future.

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