

COMMERCE SS 2 . FIRST TERM SCHEME OF WORK WEEK TOPIC/CONTENT ACTIVITIES

1. TRADE ASSOCIATION AND OTHER ENTERPRISES, Definition and examples Aims and functions, Chamber of commerce;- meaning, aims, functions, and structure. Consortium, cartel, amalgamation/merger/combine trust holding.
2. MIDDLE MEN; Meaning, elimination and survival of the middlemen.Criticism/reasons that may warrant the elimination of middlemen. Types of wholesalers. Merchant wholesaler; functions and types .Agent middlemen; types, brokers, manufacturers, agent and auctioneers. Commission agent, delcredere agent.
3. TRANSPORTATION; Meaning, importance and forms. Land (road & rail) advantages and disadvantages. Water (advantages and disadvantages), Forms of transportation; air transportation .advantages and disadvantages. Pipeline; advantages and disadvantages. Identify documents used in transportation.
4. COMMUNICATION, Definition, Types;- oral, written, visual, non-verbal etc Advantages and disadvantages of communication.
5. COMMUNICATIONS trace the development of communication. Nigerian traditional means of communication;- gongs,
6. COMMUNICATIONS NIPOST;- meaning and functions NITEL;- meaning and functions SATELLITE;- meaning, Nigerian SAT1 and 2, GSM, voice mail, pictures.
7. COMMUNICATIONS' Courier services and its functions. Compare courier services with the post office services. Computer appreciations;- Microsoft wares, opening documents, storage of documents. Computer appreciation; types and print out documents.
8. COMMUNICATIONS Computer appreciation;- internet (www.com/you tube), facebook, twitter. E-mail;- meaning, opening e-mail account. E-mail sending and receiving/documents
9. ADVERTISING Meaning of advertising, roles/importance. Types of advertising; persuasive, informative and competitive, mass and specific. Methods of advertising;- direct and indirect. Media of advertising, cinema, window display, catalogues, hoarding, etc
- 10 ADVERTISING; CONTD Advertising media contd (advantages and disadvantages) Media, advertising- electronics, (TV, radio, internet), advantages and disadvantages. ADVERTISING CONTD Merits and demerits of advertising Consumer protection in advertising Factor affecting choices of advertising. Appraise the praise of advertising in business.
11. TOURISM. Meaning/definition of tourism and tourist, forms, advantages and disadvantages of tourism. Tourist centers in Nigeria;- Obudu cattle ranch, parks and zoos etc
- 12 Revisions

WEEK 1.

TRADE ASSOCIATION AND OTHER ENTERPRISES

Definition ; it refers to an association of traders or producer engaged in the same line of business or trade, their major aims to protect and safeguard interest of their members as well as their business, it could also means, a group of firm in the same trade.

Trade association are mostly financed from Fund paid by the members called subscriptions, members may voluntary, eg are Garri sellers Association, tailors association, , yam sellers, spare part dealers, taxi drivers associations.

AIMS AND OBJECTIVES OF TRADE ASSOCIATION

1. To ensure members good quality services to customers
2. Provide assistances to members who are in needs,
3. To ensure members charge uniform price (price ring).
4. To maintain professional ethnics of their line of trade, eg trust, and sincerity
5. To promote trade in a particular line of business/ trade.
6. Provides useful information about the development in their line of trade.
7. to acts as a pressure group to influence some govt policies
8. TO defend and advance the interest of its members.
- 9 ensure uniformity in trade as ell promotes friendly relationship among members.

FUNCTIONS OF TRADE ASSOCIATION

The following are the major function of a trade association.

- a), they communicate information to members,
- b) They fix prices for their services or product in the market.
- c), Acts as pressure group o government for the interest of its members.
- d). they settle dispute among members
- e) Create and grant credit facilities and assistances to members.
- f) They set up rules and regulation for practice to members
- g) Assist to educate member on trade activities,
- h) They carry out research on the trade and publish the report for members use

CHAMBER OF COMMERCE:-

MEANING: Chamber Of Commerce is an association of merchants, manufactures and businessmen from different commercial field or various lines of businesses, who agreed to come together in a city or town with the aims of representing and protecting their business interest, here it is restricted to a particular trade, but it aims to further their business interest, there are national and international chambers of commerce such as.

A Chamber of Commerce is an association of business people, traders, manufacturers, and entrepreneurs established to promote, protect, and support the interests of businesses within a particular area, state, or country.eg are

1. London chambers of commerce
2. International chambers of commerce
3. Lagos chambers of commerce
4. Ibadan chambers of commerce, 4. Owerri chambers of commerce etc.

AIMS AND OBJECTIVES OF CHAMBERS OF COMMERCE.

There are set up for the following reasons

- a) To promotes commercial activities in community, country or town.
- b) To co-operate with other chambers of commerce as related to business interest,
- c) Influences the Govt policy in relation to commercial activities within the area.
- d) Further and promotes business interest.

FUNCTIONS.

- 1. To organize trade fair and exhibition in order to promotes their business
- 2. Encourage home and external trade within the country.
- 3. To co-operate with others chambers of commerce
- 4. Provides business information and advisory services
- 5. Encourages investment and economic development.
- 6. Offers training and capacity-building for entrepreneurs.

ASSIGNMENT

- 1). Explain manufacturing association,
- B, state any five function of manufacturing association that you know.

STRUCTURE. of CONSORTIUM, CARTEL, AMALGAMATION/MERGER/COMBINE TRUST HOLDING.

a). A consortium is a temporary association of two or more independent firms that come together to undertake a specific business project that is too large or risky for one firm to handle alone. I could also refers to an association of a firm who pooled their resource together to finance a projects they cannot be embarked upon individually. Example: Several construction companies joining together to build a major highway or airport.

b) Cartel. A cartel is a monopolistic type of organization established by producers of similar product for the main aims of regulating and controlling price and output in the world market, it could also means is an association of independent firms producing similar products that agree to control prices, output, or markets in order to reduce competition and maximize profits. Example: Oil-producing countries in OPEC coordinating oil production levels.

c) A combine; it is a union of firms engaged in similar or related businesses that cooperate to control production, prices, or distribution while maintaining some operational independence. These are Group of related firms. And have coordinated management policies. eg are Manufacturers coordinating production and marketing activities.

e) A trust; this is an amalgamation of different compete ting firm in different lines of business under single control.it could also means is a business organization in which several companies transfer the control of their assets and management to a group of trustees who operate the businesses as a single enterprise.

OTHERS FORMS INDUSTRIAL COMBINATION.

f) A holding company ; it is a parent company that controls one or more subsidiary companies by owning a majority of their shares. The subsidiaries retain separate legal identities but are controlled by the parent company. Majority shareholding (usually over 50%) in subsidiary companies...

Price rings : price rings is an association of members of competing firm who have agreed to operate a common price policy for their competing product(ie uniform price.) but allow competition among firms.

Syndicate : A syndicate is an association of organizations who works together for a common aims while retaining their independence ,

c) Merger (Amalgamation)

An amalgamation or merger occurs when two or more companies combine to form a single business entity. The original companies lose their separate identities and operate as one organization..eg Two commercial banks merging to form one stronger bank.

Forms of mergers

Basically there are two forms merger, namely vertically and horizontal mergers.

a) Vertical mergers or amalgamation, it is coming together of different firms at different stage of production process, eg amalgamation /mergers of a firm producing cotton with textile firm.

b) Horizontal mergers. Is the coming together of different firm at different stage of production process,, they come together under a unified control, eg merger of two pharmaceutical firm or banks

Reasons for mergers

- a. For larger market share
- b. Enjoy advantage of economic of scales.
- c. To increase efficiency
- d. Merges helps to diversify the activities of the form into others areas.
- e. It brings financial stability to the form as they becomes stronger as one
- f. It helps reduce cost of operation.
- g. Elimination of competition

Disadvantage of mergers

1. it leads to a monopolistic situation,
2. it sometimes lead to loss of job opportunity as most people can be laid off.
3. it discourage specialization
4. They will be low quality of their product since it is only firm is operating.

Evaluation question

1. State five functions of a chambers of commerce
- b. Explain five functions of a trade association,
- c, Explain the following,
- h. Trust, ii Price Rings iii syndicate iv Cartel

ASSIGNMENT

1. what is a manufacturing association of Nigeria (MAN) ?
- b. state any three functions (MAN).
2. Define mergers,

WEEK2

MIDDLE MEN; MEANING.

Middlemen are individuals or business organizations that act as intermediaries between producers and consumers. They help to move goods from manufacturers to the final consumers without producing the goods themselves eg of middlemen include; Wholesalers, Retailers, Brokers, Commission agents, Auctioneers, Manufacturers' agents

2. REASONS FOR THE ELIMINATION OF MIDDLEMEN

Sometimes manufacturers sell directly to consumers without using middlemen. This is known as elimination of middlemen.

REASONS FOR ELIMINATION

1. To reduce the cost of distribution as most of the middlemen lead to increase in its distribution cost
2. To increase manufacturers' profits. because they want to make more profit,
3. To sell directly through online platforms (e-commerce).
4. To maintain better control over product prices.
5. To establish direct contact with customers.
6. To reduce delays in distribution as most of them create artificial scarcity,
7. To improve customer service and get feedback to the manufacturers directly
8. For highly technical or customized products requiring direct sales.

CRITICISMS (REASONS THAT WARRANT THE ELIMINATION OF MIDDLEMEN)

Middlemen are sometimes criticized because they:

1. Middlemen Increase the final price of goods.
2. May hoard goods to create artificial scarcity.
3. Encourage profiteering, ie excessive profit from the customers,
4. Can delay the movement of goods.
5. Sometimes adulterate or tamper with products.
6. May exploit both producers and consumers.
7. Can create unnecessary layers in the distribution channel.

REASONS FOR THE SURVIVAL OF MIDDLEMEN

Despite criticism, middlemen continue to exist because they perform important services.

Reasons for Survival

1. They bridge the gap between producers and consumers.
2. They provide storage facilities.
3. They aid to transport goods.
4. They finance producers by buying in bulk.
5. They bear business risks.
6. They provide market information.
7. They break bulk into smaller quantities.
8. They make goods readily available to consumers.
9. They help producers concentrate on production.

TYPES OR CLASSIFICATION OF WHOLESALERS

Wholesalers are classified into two main groups:

a). Merchant Wholesalers; These buy goods from producers, own the goods, and resell them to retailers or other businesses.

Functions of merchant wholesaler,

- 1) They grant credits to customers
- 2) They store or provides storage facilities for the goods
- 3) Provides promotional services
- 4) They provides delivery services,
- 5) They provides advisory services

c). MERCHANT WHOLESALERS ; Merchant wholesalers are independent business people who purchase goods in bulk, take ownership of the goods, and resell them to retailers. Their major Functions of Merchant Wholesalers, Buy goods in bulk. Store goods until needed. Transport goods. Break bulk into smaller quantities among others,

Types of Merchant Wholesalers

1. General wholesalers; these are wholesaler who purchase from different producer and store them and then sale in smaller unit;
2. Specialized/specialist wholesalers; Here he specialized on a particular knowledge or skill related to the product sales that required a particular skill .
3. Cash-and-carry wholesalers ; retailer order their product an pay cash and carry their product .
4. Truck wholesalers; here a whole saler combines selling , delivery ad collection in one operation, it provides fast and frequent delivery of goods eg perishable goods
5. Drop shipment; the manufacturer ships them directly to the retailer but bills the drop shipper at factory price.
6. Rack jobbers. ; rack jobbers sell specialized line of merchandises to retails storesand provides specialize services,
7. Wholesalers cooperatives societies,

D). AGENT MIDDLEMEN. An Agent middlemen are intermediaries who arrange the sale of goods without taking ownership. They earn commission for their services.

Types of Agent Middlemen are Brokers:

A BROKER ; a broke is an agent who brings buyers and sellers together to negotiate a transaction. They mostly Arranges business transactions. Negotiates prices. Receives brokerage fees after successful transactions. eg include insurance brokers, stockbrokers, and real estate brokers. Others are.

Manufacturers' Agents; Manufacturers' agents represent manufacturers in selling their products within a particular territory they help .Maintain customer relationships. And Receive commissions.

Auctioneers; Auctioneers sell goods through public bidding, where the highest bidder purchases the item. Advertise auction sales. Transfer ownership to successful bidders. Examples include auctions of vehicles, landed property, artwork, and antiques.

Commission Agents; A Commission agents sell goods on behalf of producers and receive a commission based on the value of sales. Sell goods for principals. Remit proceeds after deducting commission.

Del Credere Agent: A del credere agent is a commission agent who guarantees payment by buyers to the seller. If the buyer fails to pay, the agent bears the loss. Bears the risk of bad debts.

Evaluation Questions

1. Define middlemen.
2. State five reasons for the elimination of middlemen.
3. Explain five reasons for the survival of middlemen.
4. Mention the two major types of wholesalers.
5. Distinguish between merchant wholesalers and agent middlemen.

ASSIGNMENT

1. Explain the meaning of middlemen.
2. State six criticisms of middlemen.
3. List six functions of merchant wholesalers.

WEEK3

TRANSPORTATION:

MEANING, Transportation is the movement of people, goods and services from one place to another through different forms either by Land (road & rail), water, and air, transportation facilities and quickened the transfers of raw materials from source to production point,

Importance of Transportation

Transportation is important because it:

1. It widening of the firm market and Facilitates trade.
2. Creates employment opportunities.
3. Encourages industrial growth.
4. Promotes international trade and national unity.
5. Assists agriculture in areas of movement of agricultural resources to productive resource,
6. Promotes tourist as well as development of rural areas, .
7. Enhances communication and movement of goods and services
8. Increases economic development and influences the location of industries, in given area.
9. Reduces wastage of perishable goods.
10. Improves standard of living.

FACTORS THAT DETERMINE THE CHOICE OF TRANSPORTATIONS.

- 1.) Natures of goods determine the means of transport to be used ,eg perishable and fragile goods, eg bulky goods are better handles by ship or rail.
- 2.) Cost of transport; the overall cost determine the choice of the transport, eg rail is cheap over a long distances.
- 3.) Weight/Bulky goods ;determine the choice of transport need ed
- 4.) The types of transportation available in the areas determine the choice of transportation used,

- 5.) The values of the goods such jewellery are better transported by the air so as to reduces the risk of pilferage,
- 6.) The distances involved.
- 7.) The degree of urgency of delivery, determine the fast means of transport needed,
- 8.) Consumers preferences or choice,
- 9.) Speed Convenience depend s on the choice of transport need

FORMS OF TRANSPORTATION

There are 4 major four forms of transport, namely, Land (Road.) Rail , Water ,Air and Pipeline Transport

Transport by LAND ; it is the means of conveying goods and service and passengers from one place to another through the land.it can be divided into road and rail transport.

(A) Road Transport; it the movement of goods and passengers on road by Cars, Buses ,Motorcycles ,Lorries , etc. Trucks, it is most commonly used means of transport

Advantages

- 1, provides door-to-door service.
2. It is easily accessible.
3. Fast over short distances and have low maintained cost,
4. Flexible routes.
5. Less expensive to construct.
6. Suitable for rural areas.
7. Convenient for small quantities of goods.
8. Very cheap and no strict time table etc.

Disadvantages

1. Problems of Traffic congestion.
2. High accident rate. Ie prone to accident,
3. Weather affects movement.
4. High maintenance costs.
5. Limited carrying capacity.
6. Roads deteriorate quickly.

(B) Rail Transportation.it is the means of conveying goods and passengers from one place to another by train. Heavy and bulky goods are carried by train, in Nigeria the Nigeria railway corporation managers the rail system, they are types of trains

- A. Passenger trains. mainly for carrying of passengers , with some interesting services like television and canteen services, ,it has first class, second and third class apartment,
- B. Cargo trains ; or Good trains, used for conveying goods within the country that mine heavy and bulky

Advantages of rail transport

- 1 Suitable for long distances and Carries heavy goods.
- 2 Cheap for bulk goods.
- 3 Safe.as less prone to accidents,
- 4 Reliable. And no traffic hold up,

- 5 Provision of welfare services,.
- 6 It only operate on schedule,

Disadvantages of rail transport

- High construction cost.
- Fixed routes only.
- Expensive maintenance.
- Slow compared to air transport.
- Not flexible and do not provides door to door service,

TRANSPORT BY PIPELINE ; It is a system of transporting gases and liquid product from one place to another, through the use of pipeline Used mainly for transporting Crude oil ,Natural gas , Refined petroleum products and Water . in Nigeria ,pipeline are constructed to transport crude oil from warri to Kaduna refinery.

Advantages

1. Operates continuous services.
2. Cheap and continues flow of goods,
3. Safe from traffic congestion.
4. It is very reliable and it is not affected bt traffic jam.
5. Low labour requirement.
6. Reduce the overcrowding of the road,
7. Low maintnces cost.

Disadvantages of pipeline transport.

- 1 High installation cost. Laying of the pipes,
- 2 Leakage may occur and unauthorized tapping.
- 3 Limited to liquids and gases.
- 4 Route are fixed,
- 5 Difficult to repair.
- 6 Easily Vandalism and theft.

AIR TRANSPORT; it is the system of moving goods and passengers through the air by aero planes, helicopter, jets etc, it is very fast and comfortable but it is very expensive,

Advantages

- 1 Fastest of all means of transport.
- 2 Suitable for emergencies and perishable and fragile goods,
- 3 Connects distant countries as routes are not costly
- 4 Carries high-value goods.
- 5 Comfortable and luxurious and good for long distances,
- 6 Moves on schedule.
- 7 It is powerful instrument of war,

Disadvantages of air transport

1. Very expensive to use , Nigeria to new york cost thousands of naira,
2. Limited carrying capacity.
3. Weather disruptions as it is venerable to climatic changes,
4. High maintenance costs.

5. It is not flexible and requires supplementary means of transportation,
6. It is prone to accident rate that may be very fatal.

WATER TRANSPORT; it is the means of conveying goods and people from one place to another through the river, sea, or oceans by ship, canoes, etc, it facilitates international trade b/w nations

Types of water transport.

- a) Inland water transport. ; This is that type of water transport in which goods and people are moved from one place to another, through the rivers, canals, creeks and lake.
- b) Sea transport; it mostly involves the use of cargoes, and people from one country to another, it connects countries, and aids external trade.

OCEAN LINERS

Ocean liners are large passenger ships that operate on fixed routes and fixed schedules across oceans and seas. Across all the continent of the world eg Atlantic, Indian and Pacific oceans, they are designed mainly to transport passengers, they are divided into Cargo liner and passenger liners. Cargo liners are carrying heavy and bulky goods from one place to another in the high sea, on regular routes and according to a fixed timetable

Tramp liners ; these are ships that do not operate on fixed routes or fixed schedules. They travel wherever cargo is available and are hired by individuals or companies.

Coaster liners (also called coastal ships) are ships that transport passengers and goods along the coast of a country or between nearby ports rather than across oceans within countries.

Special purpose ships are ships that are designed and built to perform specific or specialized functions instead of carrying general passengers or ordinary cargo, eg conveying crude oil.

CARRIER

A carrier is an individual, company, or organization engaged in the business of transporting passengers, goods, or both from one place to another for a fee or reward. Carriers provide transportation services by road, rail, water, air, or pipeline and play a vital role in facilitating trade and commerce.

Types of Carriers

1. Common Carrier: A common carrier is a person or transport company that offers transportation services to the general public for payment without discrimination,
2. A private carrier is an individual or business that transports its own goods or passengers, or carries goods for selected clients under a private agreement. It does not offer transportation services to the general public
3. Contract carrier, here it undertakes to transport goods based on contracts.

CHARTER PARTY

A charter party is a legal contract or written agreement between the owners of a ship (ship-owner) and a person or company hiring the ship (charterer) for the use of the ship or

part of it to transport goods or passengers for an agreed period or voyage. Charter must pay charger called charter party freight,

Advantages

1. Cheapest for bulky goods.
2. Carries heavy cargo.
3. Suitable for international trade.
4. Low fuel cost.
5. Long-distance movement. .

DOCUMENTS USED IN TRANSPORTATION

1. Bill of Lading; A legal document issued by a shipping company acknowledging receipt of goods for shipment.
2. Air Waybill; A document used in air transportation showing details of goods being transported.
3. Consignment Note; A document accompanying goods transported by road or rail.
4. Mate's Receipt, ; Issued by a ship's officer acknowledging receipt of goods before loading.
5. Dock Warrant 'Evidence that goods are stored in a dock warehouse.
6. Delivery Note; Accompanies goods delivered to the buyer.
7. Freight Note; it Shows transportation charges payable.
8. Insurance Certificate a certificate that shows that goods are insured while in transit.
9. Demurrage, Demurrage is the extra charge or penalty paid by the owner of the cargo (consignee or charterer) to the ship-owner when a ship is delayed beyond the agreed time (known as lay time) for loading or unloading cargo.

In simple terms, demurrage is a penalty for keeping a ship waiting longer than the time agreed in the charter party or shipping contract.

EVALUATION' Students should answer the following:

1. Define transportation.
2. Explain six importance of transportation.
3. Distinguish between road and rail transportation.
4. State five advantages and five disadvantages of water transportation.

ASSIGNMENT

1. Define transportation and explain its importance to economic development.
2. Compare road, rail, water, air and pipeline transportation using the following headings:
 - o Meaning
 - o Advantages
 - o Disadvantages
3. Explain the following transportation documents:
 - o Bill of Lading
 - o Air Waybill
 - o Consignment Note ; WAEC Past Question:

Week 5. COMMUNICATION, '(1)

Communication is the process of sending and receiving information, ideas, messages, opinions, or feelings between two or more people with the aim of achieving understanding. Communication is an essential aspect of human life and business activities. It enables people to exchange ideas, information, instructions, and feelings. In commerce, effective communication helps organizations coordinate activities, improve customer relations, and achieve business objectives

Elements of Communication

The communication process consists of the following elements:

1. Sender (Source) – The person who sends the message.
2. Message – The information being communicated.
3. Medium (Channel) – The means through which the message is transmitted.
4. Receiver – The person who receives the message.
5. Feedback – The receiver's response to the message.
6. Noise – Anything that interferes with effective communication

TYPES/FORMS OF COMMUNICATION

1. Oral Communication; It is the exchange of information through spoken words.eg Face-to-face conversation, Telephone calls, Meetings, Interviews, Speeches, Classroom teaching its advantages is that it provides, Immediate feedback.

2. Written Communication; This involves sending information through written words or symbols.eg Letters, Emails, Reports, Memoranda (Memos), Circulars Text messages (SMS), Notices it Provides a permanent record.

4. Visual Communication; Visual communication involves conveying information through pictures, images, charts, graphs, signs, symbols, diagrams, videos, and other visual aids.eg Traffic signs, Graphs and charts, Maps, Posters, Photographs, PowerPoint presentations.

5. Non-Verbal Communication; Non-verbal communication is the transmission of information without using spoken or written words. It involves body language, facial expressions, gestures, posture, eye contact, and appearance. Smiling, Nodding, Handshake, Eye contact, Facial expressions Body posture

Other Types of Communication

6. Electronic Communication; Communication through electronic devices and digital technology.eg Email, Video conferencing, WhatsApp, Zoom, Social media Online meeting

7. Informal Communication; Informal communication occurs outside official channels and is often referred to as the grapevine

Importance of Communication

1. Promotes understanding among people.
2. Facilitates business transactions.
3. Helps in decision-making.
4. Improves coordination of activities.
5. Enhances customer relations.

6. Increases productivity.
7. Resolves conflicts.
8. Promotes organizational growth.

Evaluation Questions

1. Define communication.
2. State the six elements of communication.
3. Explain the meaning of oral communication.
4. Mention four examples of written communication.

ASSIGNMENT

1. Define communication.
2. Explain four types of communication with two examples each.
3. State five advantages and five disadvantages of communication.
4. Differentiate between oral communication and written

WEEK 5

COMMUNICATIONS, (2)

The development of communication in Nigerian can be traced back during old ages, when traditional method was use. Traditional means of communication-; gongs, Communication has existed since the beginning of human civilization. Before the invention of modern communication technologies such as telephones, radio, television, and the Internet, people relied on traditional methods to pass information from one person or community to another. These methods played a significant role in governance, trade, religion, and social interaction in Nigerian communities

DEVELOPMENT OF COMMUNICATION

Communication has developed through different stages over time.

1. Primitive Stage; In the earliest period, people communicated through: the uses of Signs and symbols, Gestures Facial expressions. Smoke signals, others are Fire signals drum beats. Shouting. These methods were simple but limited in distance and effectiveness.
2. Traditional Stage ; As societies became more organized, communities developed traditional methods of communication such as: Talking drums Town criers, Gongs, Horns, Bells, Flutes. Messengers these methods helped communities transmit important information quickly.
3. Written Communication Stage; The invention of writing brought:, Letters Books. Newspapers, Official documents, and Postal services This stage made communication more permanent and reliable.
4. Electronic Communication Stage; Technological advancement introduced: Telephone, Radio, others are Television, Fax machines, Mobile phones Computers, and Satellite communication these Communication became faster and more efficient.

5. Digital Communication Stage; this is one of the modern means of communication now includes: it include Internet the use of Email, WhatsApp others are Facebook are Instagram, X (formerly Twitter), Zoom, Google Meet and Video conferencing. This allows instant global communication.

NIGERIAN TRADITIONAL MEANS OF COMMUNICATION

Traditional communication refers to the indigenous methods used by Nigerian communities before the introduction of modern communication technology.

1. GONG: A gong is a metallic instrument struck with a metal or wooden stick to produce loud sounds used for announcing important information. It is use calling community meetings. Announcing emergencies. As well informing people about festivals and Summoning chiefs and elder

2. TALKING DRUM: A talking drum is a drum used to send messages by producing different sounds that imitate speech. It is use in Sending messages over long distances. Announcing ceremonies. Entertaining people, Warning communities of danger.

3. TOWN CRIER: A town crier is an individual appointed by the traditional ruler to announce important information to members of the community, usually carrying a gong or bell. Use for Announces community meetings, Announces market days. Communicates government directives to the public , Warns against dangers. And Announces festivals and ceremonies.

3. Gun Blast. It is a special gunshot used to mark or signify traditional festival and burial in some African traditions communities,,

4. HORN: Animal horns are blown to communicate messages such as: Community gatherings. Use in Royal announcements. Community Emergencies. and community Hunting expeditions.

5. BELLS ; Bells are used to: Call people together. Announce religious activities. Signal the beginning or end of events.

6. FLUTES: Flutes are blown to: Send coded messages. Entertain during ceremonies. Communicate within villages.

7. FIRE AND SMOKE SIGNALS; most Communities than used smoke during the day and fire at night to: a sign of Warn of danger as Signal nearby communities. Communicate during wars.

8. MESSENGERS: Trusted individuals delivered verbal or written messages between villages, kingdoms, and traditional rulers.

9, others are whistles, bells, drums and

Advantages of Traditional Means of Communication

1. Cheap to operate.
2. Easily understood by local people.
3. Promotes culture and tradition.

Importance of Traditional Communication

1. Preserves cultural heritage.
2. Promotes community unity.
3. Facilitates local administration.
4. Helps in disseminating community information.
5. Supports traditional festivals and ceremonies.
6. Encourages respect for traditional institutions.

Evaluation Questions

1. Define communication.
2. Trace the five stages in the development of communication..
3. Mention six traditional means of communication in Nigeria.
4. State five functions of a town crier..

Assignment

1. Explain the development of communication from the primitive stage to the digital stage.
2. Describe six Nigerian traditional means of communication and state one function of each.

WEEK 6. COMMUNICATIONS (3)

Communication has improved tremendously with the advancement of technology. In Nigeria, communication services are provided through postal services, telecommunications, satellites, and mobile networks. These systems have made communication faster, easier, and more reliable for individuals, businesses, and government agencies.

NIPOST (NIGERIAN POSTAL SERVICE)

NIPOST means Nigerian Postal Service. It is the government agency responsible for providing postal and mail services throughout Nigeria. It was established to facilitate the collection, sorting, transmission, and delivery of letters, parcels, and other postal items.

Functions of NIPOST

1. Collection and delivery of letters.
2. Delivery of parcels and packages.
3. Provision of Post Office Boxes (P.O).
4. Sale of postage stamps.
5. Registration of mails.
6. Express Mail Service (EMS).
7. Money transfer and financial services.
8. Distribution of government documents, as well as Support for e-commerce through parcel delivery.

POSTAL SERVICES

NIPOST render both postal and payment services, to the public. Some of the postal service are,

A). Ordinary letters, these are service that offer ordinary mail, such first class and second hand class mail, letters may be personal and can be sent on land, air, etc

b). parcel post, (c) parcel post, (d) Registered letters (F) Express letters. (e) private boxes and bags (g) Recorded delivery.

It payment services are as follows

1). Postal orders (ie payment using the postal agencies, (2) Money order 3)cash on delivery service . (4) Sale of stamps (5) settlement of payment,

2). NITEL: (NIGERIAN TELECOMMUNICATIONS LIMITED

The NITEL was Nigeria's former national telecommunications company responsible for providing telephone and telecommunication services before the liberalization of the telecommunications sector.

Functions of NITEL

1. Provision of telephone services.
2. Transmission of voice communications.
3. Internet services.
4. Fax communication.
5. Installation and maintenance of telephone lines.
6. Support for government and business communications.

Importance of NITEL

- a) Improved communication nationwide.
- b) Supported business operations.
- c) Connected Nigeria with international communication networks.
- d) Promoted economic development.

Limitations of NITEL

1. Problems of Poor maintenance of facilities.
2. Frequent service interruptions.
3. Limited network coverage before GSM expansion.

3. SATELLITE COMMUNICATION; A satellite is an artificial object launched into space to receive, transmit, and relay communication signals between different parts of the world.it allows people to communicate over very long distances quickly and efficiently.

Uses of Satellite Communication

1. Television broadcasting.
2. Telephone communication.
3. It is used in Internet services.
4. Weather forecasting.
5. Navigation (GPS).
6. It aids in areas of Disaster management.
7. It is mostly used in Military communication.
8. Enhances scientific research process.

NIGERIAN SATELLITES ; Nigeria has launched several satellites to improve communication, environmental monitoring, education, and national security. Such as

(a) NigSat-1 (NigeriaSat-1): NigSat-1 was Nigeria's first Earth observation satellite, launched in 2003, its major functions are to ensure environmental monitoring, Disaster management. Others areas are in the area of Agricultural planning, Mapping and surveying, And Urban planning.

(b) NigSat-2 (NigeriaSat-2): NigSat-2 was launched in 2011 to replace and improve upon the services provided by NigeriaSat-1. It was aimed at ensuring high-resolution Earth imaging, Ensuring security surveillance as well as providing environmental monitoring, And Resource mapping.

Importance of Nigerian Satellites

1. Improve national security.
2. Support agriculture.
3. Enhance disaster management.
4. Promote scientific research.
5. Improve communication technology.
6. Generate revenue through satellite services.

4. GSM (GLOBAL SYSTEM FOR MOBILE COMMUNICATION)

GSM stands for Global System for Mobile Communication. It is a digital mobile communication system that enables people to make voice calls, send text messages, browse the Internet, and access various mobile services. Examples of GSM Network Providers in Nigeria, MTN Nigeria, Airtel Nigeria, Globacom (Glo) etc

Functions of GSM

1. Voice calls.
2. SMS (Short Message Service).
3. Internet access.
4. Video calls.
5. Mobile banking.
6. Online learning.
7. Emergency communication.

Advantages of GSM

- 1) It provides fast communication.
- 2) It has wide network coverage.
- 3) GSM is the most portable and convenient.
- 4) It provides internet services.
- 5) The use of GSM promotes business activities.

5. VOICE MAIL : Voice mail is an electronic service that allows callers to leave recorded voice messages when the recipient is unavailable or unable to answer the phone. Its major function is to store voice messages. Allows retrieval of messages later. Ensures important information is not missed. And facilitates business communication.

Advantages

- 1) Messages are stored safely.
- 2) Convenient when phones are switched off.
- 3) Saves important voice information.

Disadvantages

- 1) It requires network availability.
- 2) Some services attract additional charges.
- 3) Retrieval may take time.

6. PICTURE MESSAGING: Picture messaging is the transmission of photographs or images from one mobile device to another through MMS (Multimedia Messaging Service) or Internet-based applications such as WhatsApp, Telegram, and Messenger. It is used, sharing photographs. Sending business documents. Advertising products. And Educational purposes.

Advantages

1. Fast sharing of images.
2. Easy to use.
3. Supports business promotion.
4. Improves communication.

Disadvantages

1. Requires internet or MMS services.
2. Large files consume more data.
3. Poor network may delay

Importance of Modern Communication

1. Promotes business activities.
2. Enhances international trade.
3. Facilitates government administration.
4. Improves education.
5. Supports emergency services.
6. Promotes economic development.
7. Creates employment opportunities.
8. Encourages global connectivity.

Evaluation Questions

1. Define NIPOST.
2. State five functions of NIPOST.
3. What is NITEL?
4. Mention four functions of NITEL.
5. Define satellite communication.

ASSIGNMENT

1. Explain the meaning and five functions of NIPOST.
2. Describe the functions of NITEL.
3. Explain the importance of NigSat-1 and NigSat-2 to Nigeria.

WEEK 7. COMMUNICATIONS' (4)

COURIER SERVICES

Courier services are specialized companies that collect, transport, and deliver letters, parcels, documents, and goods quickly and securely from one place to another. Unlike ordinary postal services, courier services offer door-to-door delivery with faster and more reliable tracking. Eg of Courier Companies in Nigeria, DHL Express, FedEx, UPS (United Parcel Service), others GIG Logistics (GIGL) ABC Cargo Express. Red Star Express

Functions of Courier Services

1. Provides service like Delivery of letters and documents.
2. Delivery of parcels and packages faster than postal service,
3. Provides Door-to-door delivery services.
4. Enhances International shipping of goods.
5. It provides opportunities tracking of parcels during transit.
6. Keeping /Safe handling of valuable items.
7. Express (same-day or next-day) delivery.
8. Collection of goods from customers.
9. Encourages E-commerce logistics and deliveries.

Advantages of Courier Services

- a) It provides Fast delivery. Of services,
- b) Reliable and secure.
- c) Door-to-door service.
- d) Online tracking of parcels.
- e) Suitable for urgent and valuable items.

Disadvantages of Courier Services

- A) More expensive than ordinary mail.
- B) Limited coverage in some rural areas.
- C) Delivery delays may occur due to weather or traffic.
- D) Weight and size restrictions may apply.

COMPUTER APPRECIATION; Computer appreciation is the basic knowledge and understanding of a computer, its components, software, and how it is used to create, process, store, retrieve, and print information.

MICROSOFT SOFTWARE (MICROSOFT OFFICE APPLICATIONS)

Microsoft Office is a collection of software applications used for office, educational, and business purposes.

IMPORTANCE OF STORING DOCUMENTS PROPERLY

1. Prevents loss of information.
2. Makes retrieval easy.
3. Protects important records.
4. Saves time.
5. Facilitates data backup.

Types of Printers

A printer is an output device used to produce hard copies of documents.

1. Inkjet Printer ; This types of a printers Uses liquid ink to print documents and photographs.it Advantages is that it Produces high-quality color prints. And a Affordable purchase price. That is Suitable for home and school use.
2. Laser Printer; it Uses toner powder and laser technology. It s one of the Fast printing speed. That produces clear, high-quality text. and it is Economical for printing large volumes. They only major challenges is that, Toner cartridges can be expensive.
3. Dot Matrix Printer this printers Uses pins to strike an ink ribbon against paper. And Suitable for printing multipart forms.as well as Durable and inexpensive to operate., its greatest challenges is it is Noisy during operation. And a Lower print quality than inkjet and laser printers.

Importance of Computers in Communication

1. Facilitate fast communication.
2. Improve record keeping.
3. Enhance business operations.
4. Support online learning.
5. Increase office productivity.
6. Enable electronic storage of information.
7. Promote global communication.

Evaluation Questions

1. Define courier services.
2. State six functions of courier services.
3. Mention five differences between courier services and NIPOST.

Assignment

1. Explain the meaning of courier services and state six functions.
2. Differentiate between courier services and post office (NIPOST) services using six points.
3. List six Microsoft Office applications and explain their functions.

WEEK 8. COMMUNICATIONS (5)

1. THE INTERNET is a worldwide network of interconnected computers that enables people to communicate access information, conduct business, and share data electronically.
2. WORLD WIDE WEB (WWW); The World wide web (WWW) is a collection of web pages and websites that can be accessed through the Internet using a web browser such as Google Chrome, Microsoft Edge, or Mozilla Firefox.

Uses of the WWW

- 1) It aids in Searching for information.
- 2) It promotes online learning.

3) Its Reading news.

4) Helps in area of online shopping,

5) Uses area of research and education.

3. Youtube: YouTube is an online video-sharing platform where users can watch, upload, and share videos. It is used for watching educational videos, as well as entertainment, Learning new skills, Business promotion as well News and live streaming.

4. Facebook: Facebook is a social networking platform that allows users to communicate, share photos, videos, and messages, and connect with friends, family, and businesses. It is used for Social interaction, Business advertising, promotes educational groups as well Sharing information and news.

5. Twitter (Now called X): Twitter (X) is a social media platform used for sharing short messages, news, opinions, and updates in real time. Its uses in Sharing news, business promotion. Aids in Public discussions.

6. E-mail: E-mail (Electronic Mail) is a method of sending and receiving messages and documents electronically through the Internet. It provides the fastest communication channels with Low cost and send Can send documents and pictures. Can communicate worldwide as well as Messages are easy to store.

Evaluation Questions

1. Define the Internet.
2. What is the World Wide Web (WWW)?
3. State three uses each of YouTube, Facebook, and Twitter (X).

Assignment

1. Define the following:
 - o Internet
 - o World Wide Web (WWW)
 - o E-mail

WEEK 9. ADVERTISING

ADVERTISING.

Meaning; Advertising is the process of informing, persuading, and reminding the public about goods, services, or ideas through paid, non-personal communication using various media. Advertising is an important marketing activity used by manufacturers, wholesalers, retailers, and service providers to inform, persuade, and remind customers about goods and services. It creates awareness, increases sales, and helps businesses compete effectively in the market

Advertising aims to attract customers, increase sales, and build the image of a product or business.

ROLES (IMPORTANCE) OF ADVERTISING

Advertising performs the following roles:

1. Its Creates awareness of products and services.
2. Advertising Increases sales and business profits.
3. Its Persuades consumers to buy products.

4. Introduces new products to the market.
5. Educates consumers on product features and uses.
6. Promotes healthy competition among businesses.
7. Builds brand image and customer loyalty.
8. Increases market demand.
9. Encourages economic growth in the country.
10. Supports employment in the advertising and media industries.

TYPES OF ADVERTISING

1. Persuasive Advertising; Persuasive advertising is designed to convince or induces consumers to buy a particular product or service instead of competing products. eg this advertisement encouraging customers to choose a particular brand of soft drink over others, its main aims is to Increase sales. Build customer preference as well as Encourage brand loyalty.
2. Informative Advertising; Informative advertising provides information about a product, service, or event , it is aims at disseminating information that will let consumers know about the goods and service, eg An advertisement introducing a newly launched smartphone or medicine. it is aims at to Create awareness., Educate consumers and explain new product features and benefits.
3. Competitive Advertising; here, it is aimed at persuading customers to buy one brand of product in preferences to another brand, by another producer, this forms of advertng is used to compete with rival businesses by emphasizing the superiority of a product or brand. eg highlighting why one mobile network offers better coverage than another. So as to attract customers from competitors. Increase market share. And Strengthen brand position.
- 4 Mass Advertising; Mass advertising targets a large number of people at the same time through mass media. eg the use of Television, Radio, Newspapers and Billboards the main purpose is to reach a wide audience. as well as Promote products consumed by many people.
5. Specific (Selective) Advertising ; this types is directed at a particular group of consumers based on age, occupation, gender, income, or locate eg Advertisements for school textbooks targeted at students. Advertisements for farming equipment targeted at farmers. To Reach a specific target market.

METHODS OF ADVERTISING

1. Direct Advertising; Direct advertising involves communicating directly with individual customers without using mass media. eg Sales letters, Emails, Telephone calls SMS messages, Door-to-door marketing, Personal selling, it is aims Personalized communication. And provides immediate feedback, as well Targets specific customers.
2. Indirect Advertising; Indirect advertising uses mass media to reach a large audience without personal contact. eg the uses of Television, Radio, Newspapers, Magazines, Billboards, Internet advertisements its advantages is that, Reaches many people and is Suitable for nationwide campaigns. and builds brand awareness.

MASS MEDIA.

Mass media involves the transmission of information through special media of communication to the public. This method is used to create awareness and interest in the new ideas or technique among majority of the people, it includes films, shows, TV, newspapers, handbills etc., they are two types, namely

(1) Electronic media, eg TV, LIKE radio

(2) Printed media (these are newspaper, handbill magazine etc)

MEDIA OF ADVERTISING

Advertising media are the channels through which advertising messages are communicated.

1. Newspaper; it is used to advertise products, services, job vacancies, and public notices. Its advantages are that it has wide readership. Serves as permanent record. And it is suitable for detailed information.

2. Radio it involves broadcasts advertisements through sound. That provides wide coverage that is affordable as well as reaches rural areas. The only challenge is that there is no visual display.

3. Television; it uses both sound and pictures to advertise. Presentation and wide audience.

4. Cinema; Advertisements are displayed before or during films in cinemas.

5. Window Display; Goods are arranged attractively in shop windows to attract customers. To attract passers-by as well as encourages impulse buying. And low advertising cost.

6. Catalogues; A catalogue is a printed or digital booklet showing products, descriptions, and prices.

7. Hoarding (Billboards); it provides hoardings are large outdoor advertising boards placed along roads, highways, and busy streets.

Other Media of Advertising

1) Internet and Social Media

2) Magazines

3) Posters

4) Flyers

5) Banners

6) Mobile advertising

7) Trade fairs and exhibitions

Importance of Advertising

1. Promotes products and services.
2. Increases sales and profits.
3. Creates employment opportunities.
4. Encourages healthy competition.
5. Educates consumers.

6. Supports economic growth.
7. Helps businesses expand their markets.

Evaluation Questions

1. Define advertising.
2. State six roles of advertising.
3. Explain the following types of advertising:
 - o Persuasive
 - o Informative
 - o Competitive

Assignment

1. Define advertising.
2. Explain five types of advertising with examples.
3. Differentiate between direct and indirect advertising.
4. State eight importance of advertising to businesses and consumers.

WEEK 10..

MEANING OF ADVERTISING MEDIA

Advertising media are the various channels or means through which advertising messages are communicated to consumers or the general public. They enable businesses to reach their target customers and promote goods and services.

(A) Electronic Advertising Media Electronic media use electronic devices and digital technology to communicate advertising messages.

1. Television (TV) ; Television is an audio-visual medium that combines sound, pictures, and motion to advertise products and services. The Major Advantage Here Is That Reaches a large audience. It's Combines sound and pictures. Attracts viewers easily.
2. Radio: Radio is an audio medium used to advertise products through spoken words, music, and sound effects.
3. Internet Advertising; Internet advertising is the promotion of goods and services through online platforms and websites. Eg Company websites Google advertisements, Facebook

Merits (Advantages) of Advertising

1. Creates awareness of products to customers
2. Increases sales of the seller
3. Promotes healthy competition among rival firm eg MTN and Glo
4. Introduces new products. it made new product known to the public through this media
5. Builds customer loyalty.
6. Increases business profits.
7. Educates consumers by inducing them to buy as well create awareness on the use of the products.
8. Improves the image of a business informs of public relations and others,
9. It Creates employment opportunities to people

10. Advertising Promotes economic growth in the country.

Demerits (Disadvantages) Of Advertising

1. High cost of advertising.
2. It sometime May mislead consumers through false claims.
3. Encourages unnecessary spending.
4. Increases the cost of products. Because I will all be charge into products cost.
5. Some advertisements offend public morals.
6. Creates unfair competition. As rival firm sees each other's as competitors
7. Consumers may become confused by too many advertisements.
8. Waste of resources if poorly planned.

CONSUMER PROTECTION IN ADVERTISING

Consumer protection in advertising refers to the measures taken by government agencies and regulatory bodies to ensure that advertisements are truthful, accurate, lawful, and do not mislead consumers.

OBJECTIVES OF CONSUMER PROTECTION

1. Protect consumers from false advertisements.
2. Prevent deceptive marketing practices.
3. Ensure product safety.
4. Promote fair competition.
5. Protect consumers' rights.

WAYS OF PROTECTING CONSUMERS

1. Regulating advertisements.
2. Prohibiting false or misleading claims.
3. Proper product labeling.
4. Quality inspection of goods.
5. Consumer education.
6. Receiving and investigating complaints.

Consumer Rights in Advertising: Consumers have the right to:

- Correct information.
- Safe products.
- Choose among products.
- Be heard when dissatisfied.
- Seek redress for defective products.
- Consumer education.

FACTORS AFFECTING THE CHOICE OF ADVERTISING MEDIA

Businesses consider the following factors before selecting an advertising medium:

1. Cost of advertising.
2. Nature of the product.
3. Target audience.
4. Geographical coverage.
5. Advertising budget.

6. Literacy level of consumers.
7. Frequency of advertisement.
8. Availability of the medium.
9. Type of message.
10. Competition.
11. Government regulations.
12. Time available.

APPRAISAL (ROLE) OF ADVERTISING IN BUSINESS

Advertising plays a significant role in business by:

1. Creating demand for products.
2. Increasing sales and profits.
3. Promoting brand recognition.
4. Expanding market share.
5. Introducing new products.
6. Encouraging competition and innovation.
7. Building customer confidence.
8. Supporting business growth.
9. Providing information to consumers.
10. Assisting in market expansion locally and internationally.

Evaluation Questions

1. Define advertising media.
2. Explain electronic advertising media.
3. State five advantages and four disadvantages of television advertising.
4. Mention five advantages and four disadvantages of radio advertising.
5. Explain the advantages and disadvantages of internet advertising.

Assignment

1. Define advertising media.
2. Compare television, radio, and internet advertising.
3. Explain eight merits and six demerits of advertising.
4. Discuss consumer protection in advertising.

WEEK 11, TOURISM

Tourism is one of the fastest-growing industries in the world. It promotes recreation, cultural exchange, employment, and economic development. Nigeria is blessed with many natural and historical tourist attractions that attract both local and foreign visitors.

MEANING OF TOURISM : Tourism is the temporary movement of people from their usual place of residence to another place for recreation, leisure, business, education, religious activities, or sightseeing, without engaging in permanent employment there.

Meaning of a Tourist

A tourist is a person who travels to another place or country for pleasure, business, education, religion, or other purposes and stays there temporarily before returning home.

FACTORS THAT FAVORABLE FOR TOURISM .

The following factors are favorable to the development of tourism in Nigeria, it include

- 1), favorable climatic factors that aids tourist to relax and enjoy themselves.
- 2.) Presences of fine beaches along the coast,,eg Lagos bar breach, Lekki and Badagry beaches, that helps to attract people near and large,
3. Presences of wide life or games reserve , such as yankari, game reserve,
4. Effective publicity, that have helps to crate publicity to tourist in most places,
5. The beautiful scenery area, (natural beautiful areas,O
6. Good transport and communication network,
- 7, Relative political stability in the country
- 8, the of the people hospitality that have ensure kindness, friendly and can accommodate people in all aspect of life,

Forms of Tourism

1. Domestic Tourism; I + involves Travelling within one's own country. Example: A resident of Kano visiting Obudu Mountain Resort in Cross River State.
2. International Tourism; it involves Travelling from one country to another.eg: A tourist from Ghana visiting Nigeria.
3. Recreational Tourism; Travelling for relaxation, leisure, or holidays.
4. Cultural Tourism; this involves Travelling to experience the culture, traditions, festivals, and heritage of another community.
5. Religious Tourism this travelling for religious activities or pilgrimages .eg Christian pilgrimage to Jerusalem. Muslim pilgrimage (Hajj) to Mecca.
6. Business Tourism; this involves Travelling to attend conferences, seminars, exhibitions, or business meetings.
7. Medical Tourism; travelling to receive medical treatment in another location or country.

IMPORTANCE/ ADVANTAGES ON CONTRIBUTION OF TOURISM TO ECONOMIC DEVELOPMENT OF NIGERIA.

1. Generates revenue for the government.
2. Creates employment opportunities.
3. Promotes national development and improves social service.
4. Encourages cultural exchange.

5. Earns foreign exchange to the govt
6. Develops infrastructure such as roads and hotels.
7. Promotes national unity.
8. Improvement of transport facilities, and Encourages investment in given area.
9. Improves Nigeria's international image.
10. Increases commercial activities as well as Supports local businesses and artisans.
11. Tourism foster economic integration, and development of local craft industries,,
12. Development of towns as well leads to increase in the income of the individual

Problem/ Disadvantages of Tourism

1. Environmental pollution.
2. Problems of inadequate funding by the Govt
3. Lack of access road to most remotes tourist centers,
4. Inadequate personnel, they just few, and lack of private investment
5. Destruction of natural resources.
6. Spread of diseases.
7. High cost of maintaining tourist centers.
8. Increase in crime in some tourist areas.(security problem)
9. Seasonal fluctuations in income.
10. Loss of cultural values due to foreign influence.

MAJOR TOURIST CENTERS IN NIGERIA

1. Obudu Mountain Resort (Formerly Obudu Cattle Ranch); it is located Cross River State is Attractions in the place include Mountain landscape, Cable car, constant natural Waterfalls, Nature trails, Resort hotel as well Cool climate it Promotes tourism. Creates employment. Others is that Generates government revenue and Attracts local and foreign visitors.

2. Yankari National Park; they yankari game reserve_or national park is found in: Bauchi State with many attractions points as Elephants, Lions, Baboons hippopotamuses ,Wikki Warm Springs among others, that attracted tourist across the world

3. Kainji Lake National Park Location: Niger and Kwara States area of Attractions, Wildlife conservation center for Fishing, Bird watching and a beautiful Nature tourism site

4. Cross River National Park. It is located Cross River State it has variety of tropical Tropical rainforest zone, Rare wildlife, Nature conservation and Eco-tourism

5. Jos Wildlife Park it is located Plateau State a very rich side of Attractions with a cold suitable weather that you boast of , others side attraction include, Lions, Leopards, Monkeys, Birds and Picnic areas

6. National Museum, Lagos ;it is one of the famous historical artifacts center, that is rich in show casing Nigerian cultural heritage, and powerful traditional artworks

7. Olumo Rock ; it is located in Abeokuta, Ogun State it major point of attractions areas like Historic caves Rock climbing, Panoramic view of Abeokuta etc.

8. Erin-Ijesha Waterfalls it is Location in Osun State, Its centers of attractions, seven-step waterfalls, beautiful scenery, Recreation

9. Zuma Rock ; it is located in Niger State in Suleja LGA, (near Abuja), it has attractions center that show Massive natural rock formation, Tourist photography, Historical significance

10. Zoos in Nigeria; Examples of zoos include: University of Ibadan Zoological Garden, Jos Wildlife Park, National Children's Park and Zoo, Abuja Its Importance of Zoos to these centers include, Wildlife conservation. Recreation, Scientific research and Environmental education. Others are

11, Wikki warm springs 12, Lake Chad. 13 Agbokim waterfall, 14, Oguta Lake holiday complex etc.

Importance of Tourist Centers

1. Promote recreation.
2. Generate foreign exchange.
3. Create employment.
4. Encourage investment.
5. Preserve wildlife and cultural heritage.
6. Improve infrastructure.
7. Promote national unity.
8. Increase government revenue.

Evaluation Questions

1. Define tourism.
2. Who is a tourist?
3. List five tourist centers in Nigeria and their locations.
4. Explain the importance of Obudu Mountain Resort.

ASSIGNMENT

1. Define tourism and tourist.
2. Mention eight tourist centers in Nigeria and state one attraction found in each.
3. Highlight any five contribution of tourist industry to the economic development of Nigeria. WAEC 2008