

**Tourism development in the coastal region of Nigeria: *Economics of
Tourism development a shift from oil dependence.***

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The Introduction

Chapter 1

The Introduction

This is a business report on tourism development in Nigeria. Shifting focus from the country's dependant on oil revenue, to revenue generation through tourism. This report is to identify the constraints and challenges facing Nigerian tourism development, and making recommendations to achieving a sustainable tourism development in Nigeria.

Research Methodology

Both qualitative and quantitative research methods were employed in this report. 'The distinction between qualitative and quantitative research is far from 'watertight'' (Descombe, 2003: p.231). It involves the utilization of survey, internet search and case study approach. Descombe (2003) argues that case study approach is a strategy which includes utilizing multiple sources and method such as observations, informal interview, questionnaires and official documents. In preparing this report the case study approach was utilized. 'What ever is appropriate can be used for investigating the relationship and processes that are of interest' (Descombe, 2003: p.31). The first objective of the research is to identify the constraints and challenges that confronts the tourism industry in Nigeria, and secondly to identify the Nigerian tourism segments. Questionnaires could not be used for primary data collection due to financial constrain and lack of time. Nevertheless the aforementioned objectives were achieved by the use of personal observations, informal interviews, official documents and classification of secondary data.

Nigeria

Nigeria is a country of 148,093,000 inhabitants (UNDATA, 2009). The Hausa, Ibo and Yoruba tribes are the major ethnic groups and constitute over 50 per cent of the population, and the other large ethnic groups are Tiv, Ibibio, Ijaw, Kanuri, Nupe, Gwari, Igala, Jukun, Idoma, Fulani, Edo, Urhobo and Ijaw (FMI, 1999) (see Appendix.1.map of Nigeria). Despite the vitality of the countries diversification, harnessing their potentials for the development of its tourism sectors has been difficult. Federal, States and Local governments places more emphasis on the oil revenue generation which accounts for about ninety percent of Nigeria's income (World Bank, 2009) and the national sharing formula (Adejokun, 2009).

Nigeria's coastal region is famous for its large deposit of oil and gas. Nigeria is the 10th largest oil producer in the world and the 3rd largest deposit of natural gas (World Bank, 2009), but its tourism economic potentials in the coastal region are largely untapped. The coastal region makes up 7.5% of Nigeria's land mass and covers about 70,000 square kilometres (FMI, 1999). The States namely, Akwa Ibom, Bayelsa, Cross River, Delta, Edo, Lagos, Ondo, Ogun and Rivers makes up the coastal region of Nigeria (FMI, 1999).

Literature Review

Chapter 2

Literature Review

2:1 Introduction

Tourism is characterised by interpretations that are conflicting (Hunt and Layne, 1991; Morley, 1990). Hall (1995) argues that the personalised and proliferation of ad hoc definitions among researcher is one of the most frustrating aspects in studying tourism. Weaver (1998) argued that, to overcome this problem it is crucial to understanding the term tourist. He suggested that three elements must be combined to arrive at a working definition of who a tourist is: the purpose of travel, the origins of the traveller and the length of stay at the destination. Swarbrook and Horner (2007, p.4) defined Tourism 'as a short-term movement of people to places some distance away from their normal place of residence to indulge in pleasurable activities'. It also involves travel for business purposes. Horner and Swarbrook (1996) argued that tourism is not a simple concept: It does encompass the lucrative field of business tourism, where the purpose of travel is not for pleasure but work. It is difficult to arrive at a conclusion how far one has to travel to be categorised as a tourist and how many nights one have to stay away to be classified as a tourist (Smith, 1989).

Swarbrook and Horner (2007: p.4) described tourism 'as an activity which is serviced by a number of other industries such as hospitality and transport'. Collin (1994) describes hospitality as looking after guests. Hospitality therefore encompasses organizations, which provides guest with food, drinks and leisure facilities, including accommodation. Although it can be argued that not all hospitality is concerned with tourism. It may involve just going to a leisure centre or out for drink. According to Collins (1994), leisure means free time to do what you want. Collins (1994) also sees the leisure industries as companies that provides goods and services that people use during there leisure time. These goods and services include holidays, cinemas, theatre, visitor's attractions and hotel accommodation.

2.2 Tourism Development

Over the years tourism development have witnessed emphasis on eco-tourism. As a result research documenting the expansion of tropical forest has attracted attention. Whether in the coastal regions of Nigeria (Esuola, 2009), islands such as Puerto Rico, the Amazon basin and the Mexico highlands (Grau and Aide, 2008; Grau et al. 2008), or in India (Forster and Rozenzweig, 2003), these research findings points at the tropical forest transition. Forest transition is a theory model of metamorphosis of the forest (Mather and Needle, 1998; Rudel

et al. 2005), as a result of the impact of economic modernization on the forest cover. The forest transition model posits that regions in Less Developed Countries during their initial development, experiences the rural populations increase which causes the clearing of the forest for the expansion of agriculture and timber extraction for construction material and generating of fuel. Urban opportunities presenting itself, makes farmers to abandon marginal farm lands. The demand for forest products by urban markets and the political need for forest conservation spur its protection via forest regeneration and plantation.

It is significant to note that this processes that causes historical, temperate forest transition (Mather and Needle, 1998) might be different in terms of operation in contemporary tropical developing regions that are affected by globalization (Hecht et al. 2006; Klooster 2003). Most literature on tropical forest transition emphasizes the process driving this model to a linkage to modernization. Rudel et al. (2005) identified two main paths to forest transition that are linked to modernization: economic development path leading to farm abandonment and consumption driven forest scarcity path leading to tree planting increase. There have been calls for more studies on tropical forest transition. Rudel et al (2005) called for specific studies on tourism particular in relation to the ecologies, politics and economies of different regions. Bentinck (2002) argues that tourism development ultimate aim is its sustainability in ecological and economic terms. Bentinck (2002) argued further that any sustainable economic development has to be private sector driven and the involvement of the public sector should be kept to a minimum, especially its commercial activities. In general, the participation of the private sector in the tourism sector is necessary, not only to relieve Government of the administrative burden of a large bureaucracy, but to also help the growth of the private sector itself.

2.2.1. Tourism Development: The economic view

Since the post war Era, the corner-stone of development funding sources encompass economic growth and free trade (Mowforth and Munt, 2003). Sharpley (2002, p.23) describe development as a “philosophy, a process, the outcome or product of that process, and a plan guiding the process towards desired objectives”. From a philosophical perspective it describe a future desirable state, a society might progress into. While this philosophy serves as the bases from which tourism policies, plans and projects are derived, the tourism development process, the occurrence rate and the form it takes has different impacts on different regions in different countries, and these impacts are profound on less developed countries (Sharpley,

2002). Development plans will high-light the procedure for attaining the desired development outcome.

Different economic theories have evolved over the years aimed at shaping economic development – The Neo-classical theory originated during the late eighteenth century but not until the 1930s, before it stated resurfacing in the academic circle again (Mowforth and Munt, 2009). But it was during the late 1950s that it began to shape developed countries political environment (Mowforth and Munt, 2009). Neo-classical economics concentrated on the withdrawal of state participation, regulation and minimum taxation, and the neoclassical free market practice encourages less developed countries to open up their economies, allowing Trans National Companies to enter (Hampton, 2003). The Neo-classical liberalism theory is conceived of anti-communist sentiments, championing the principle of individualism, liberation from state control and innovation. Easterly (2001, p.230) argues that state ‘interference with trade distorts prices so that inefficient producers will get subsidised’. MacEwan (2001, p.30) argues that although neoliberals fosters economic globalisation and global market emergence, ‘power always involves rivalries and those rivalries lead to inter and intra-regional conflicts’. Shiva (1999: p.8) as cited by (Mowforth and Munt, 2009: p.179) argues that individual should be given economic right before corporations are given the right to make limitless profits through destruction that is limitless. The neo-classical economic theory and the neo-classical liberal economic theory are present in the policies of major International funding agencies such as World Bank and the International Monetary Fund (Hawkins and Mann, 2007).

Trickle down mechanism – is cited in tourism as a process whereby wealth is spread from the richest to the poorest (Arndt, 1993). Arndt (1993) argues that despite the acceptance of trickle down hypothesis as a theory no reputable economist ever employed the theory. Ravallion (2004) challenged the relationship between economic growth and reduction of poverty, and Ranis et al (2000) challenges the prioritization attached to economic growth as a development intervention. Ravallion (2004) argues that economic development and poverty reduction has no direct link. Ravalion (2004, p.15) asserts that “the poor will gain little or nothing from economic growth” at the initial high inequality level (Yunus, 1998). WTO (2002) asserts that tourism development projects if successful would attract international investment, contribute to a nation’s foreign exchange earnings and create economic development. By the trickle down process local communities will benefit through employment and local economic development, thereby facilitating the generation of more spending power by poor people in a

community. WTO (2002) asserts that to increase the benefit to the local economy a number of things need to be done: the local access to the tourism industry need to be enhanced; leakages need to be minimised whilst maximising the linkage into the local economy; building on and complementing exiting livelihood strategies through employment and small enterprise development; natural and cultural assets needs to be maintained and ensuring that the adverse social impacts are under control.

The World Bank is one of the major agencies that support the development of tourism. The World Bank has allocated over \$3.5 billion (USD) to tourism development projects in developing regions (Hawkins and Mann, 2007). Whilst the World Bank investment is indicative of the tourism been recognised as a viable industry, its development sustainability still remains unclear in some countries such as Nigeria that have benefited from the World Bank Investment in its tourism sector.

The support of international agencies towards tourism is based on two assumptions. Firstly, the development of tourism leads to economic growth, and secondly poverty can be effectively reduced by economic growth. The advocates of the former supports the assertion that liberalised free global market is the best environment to stimulate economic growth, and the development of the less developed countries economy can be strengthened by tourism development (Hampton, 2003; Sharpley, 2002). Specifically, the United Nations World Tourism Organization promotes tourism in less developed countries as a suitable economic growth sector, based on the argument that it is a diverse industry that has the potential to support other economic activities, it is labour intensive, community infrastructure can be provided by tourism and small enterprise opportunities can be created.

Tourism development has been critiqued for its economic theory basis and neo-classical philosophies which the development of theories and plans emarginated from. Tourism researches have revealed redistribution inequality of wealth from developed countries to less developed countries (Harrison, 1992). 'There is usually leakage of capital through capital repatriation' (Harrison, 1992: p.81). Britton (1983) argues that tourism development degrade less developed countries as a result of Trans National Companies exploitive trade relationships. Hampton (2003) argues further that TNCs can in fact increase marginalisation and poverty. Problems associated with outward growth strategies were outlined by Brohman (1996): These problems in developing countries includes high rate of foreign ownership, loss

of resource control by locals, low economic multiplier effects and socio-economic inequality and spatial distribution of benefit disproportionately.

2.2.2. Tourism Development: Tourism and Marketing

Marketing definitions demonstrates the different marketing philosophy approach that has been taken. Kotler and Armstrong (2004) defines marketing as social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging of products and values with others. Kotler and Armstrong definition emphasises the requirement for products and services to reflect the wants and needs of consumers. Levitt (1986) in his own definition emphasized that added value must be provided by organizations to consumers. Levitt (1986) argues that consumer needs and wants are central to marketing functions. Piercy (2002) suggested that market led approach which looks at the consumer demands are essential. Piercy (2002) argued that marketing faces considerable barriers such as ignorance of customer's characteristics, lack of information, inflexible technology and competitive treats.

Sharpley (1994) suggested that the terms tourist or traveller described a person who was touring. But he argued further that they are distinctive – a tourist is someone who buys from a tour operator a vacation package, while a traveller arranges their vacation independently (Swarbrook and Horner, 2007). Other literatures discuss classification of tourist. Cohen (1979) classification of tourist grouped them into five categories based on the type of experience they were seeking – the recreation tourist for whom physical recreation is important; the diversionary tourist, for whom forgetting everyday life at home is what he seeks; the experimental tourist, who seeks to get in contact with local people; the experiential tourist, for whom authentic experience is important and the existential tourist, who seeks immerse culture and lifestyle of vacation destination. Dalen (1989) classify tourist as Modern materialist, Modern Idealist and Traditional idealist. Smith (1989) categorised tourist into seven groups: the explorer, the elite tourist, off-beat tourist, unusual tourist, incipient tourist, mass tourist and charter tourist. Sharpley (1994) observed that these tourist classifications except Dalen (1989) were not based on any empirical research, but merely a mechanical categorisation.

In 1995 the WTO explored the factors that influence the level of global tourism. The International tourist arrivals witnessed a growth from 565 million in 1995 to 636.6 million in 1998, and the WTO is predicting a growth of up to 101.56 billion by 2020 (WTO, 1995;

WTO, 2001). Numerous issues have an effect on tourism demand levels. A demographics change is one factor that does affect the Patterns of tourism demand level. For instance the ageing demographics profile of Europe is having an effect on the tourism development products specifically aimed at their population third age sections (Swarbrooke and Horner, 2007). Swarkbrook and Horner (2007) argue that price reduction of tourism holidays does have strong effect on out bound tourism.

The overall distributions of income have changed in different regions of the world owing to three factors: economic factor, demographic factor and policy factor. These changes over the last 10 years are more pronounced in some countries than others, and the Inbound and outbound tourism are predicted to be on the rise significantly over the next decade (WTO, 2001; WTO, 2004). Outbound markets of Africa, Asia and Middle East are in their development stages, and present a great future for potential development (WTO, 2001; WTO, 2004).

2.2.3. Tourism Development: Tourism and Sustainability

The importance of holidays taken far away from our homes are well documented in many literatures (Krippendorf, 1987; Murphy, 1985). Mowforth and Munt (2009) assert that, the tourism industry has been stimulated by the development of technology in the field of transport. For instance the Great Britain's histories of railways in the nineteenth century, widespread ownership of motor vehicle in the 1950s and air transport jets (Mowforth and Munt, 1998). Some tourism development models such as Butler's product life circle model (Butler, 1980) try to expatiate the behaviour of the tourism industry and that of the destination community. Mowforth and Munt (1998) argue that there is no absolute true nature of sustainability; it can only be defined in terms of the context, control and the position of who ever are defining it. The concept of sustainability has many ramification: In 1992 a global action plan on sustainability called agenda 21 was endorsed at the 1992 Rio world summit on sustainability and was reaffirmed at the world summit on sustainability development held in Johannesburg in 2002 (WTO,2002). Stanchiffe (1995) provides points of relevance in agenda 21 for the tourism industry: Agenda 21 affects tourism in two ways. Firstly it specifically mentions tourism as offering sustainable development potential to certain communities in fragile environments. Secondly, Agenda 21 programme of action impinges on tourism because its many impacts can be altered by policies, legal framework and management practice under which it operates. As argued by Arden – Clarke (1992: p.13)

‘the whole of the agenda 21 section dealing with trade amounted to an evasion of key trade and environmental issues, rather than the basis for their solution’. Arden-Clarke (1992) argues further that the overall treatment of general area of trade by Agenda 21 is applicable to the field of tourism. Mowforth and Munt (2009) criticised the Agenda 21 on two particular features. Firstly the notion that it endorses the idea that sustainable development can only be achieved through trade liberalization and secondly it also endorses the regulation of environmental and social cost. Mowforth and Munt (2009) Identifies government role in tourism development in the Agenda 21 action plan: The Agenda 21 action plan urges that government pricing and subsidy policies should be reoriented, and that economy diversification should be by creating and strengthening tourism. Furthermore government should provide mechanism to protect endangered area that could protect wildlife, and promote environmental leisure and tourism programmes.

Maldonado et al. (1992) Suggested that an important method of assessing environmental impact and sustainability is the calculation of carrying capacities. (Mowforth and Munt, 1998) argue that although the work of Maldonado et al. (1992) takes the carrying capacity measurement somewhat past what the scientific community have so far manage, it is important to take into cognise that the concept of carrying capacity can be used to tackle the social or economic constraint in tourism sustainability. Mowforth and Munt (1998) discussed the issue of Social sustainability – community ability to absorb inputs, such as extra people whether for long or short period of time, and to continue functioning without disharmony as a result of this input. Tourism’s past negative effect have included the creation of social divisions that were non existence previously or the escalation or divisions that were already in existence. Mowforth and Munt (1998; 2009) on the notion of cultural sustainability, refers to culture as a dynamic future of human life and cultural sustainability as the ability of individual to retain some sectors of their culture which differentiate them from others. Mowforth and Munt (1998) argue that a small influx of tourist can influence the culture of the host community and Smith (1989) argued the ill-effect on culture by tourism, the subversion of many local communities’ culture by visitors. But its harmful effect will depend on the responsible behaviour of the visitors.

Mowforth and Munt (2009) discussed sustainability measurement, asserting that it can be assessed by a given benchmark. Although they noted that sustainability measurement may be contested just as the principle of sustainability.

Conclusion

There are increase arguments among researchers that it is not enough to assume that the benefit of economic growth will trickle down automatically to the poor. A reduction in poverty in Less Developed Countries can only be achieved if benefit of tourism economic growth are redistributed to the poor and the poor are brought into the economic activity by getting the poor employed and through entrepreneurial success. Tourism not only brings material benefits to the poor - 'Pro-poor tourism the tourism that generate nets benefit to the poor, benefit greater than cost' (WTO, 2002: p.65), it also brings a sense of ownership and control.

The sustainability debate in recent years has led to some moralistic and Judgemental approaches to tourism development. The idea of good tourist suggests that tourist behave in a responsible manner towards the environment and the host community in their vacation destination. Sustainability principles are not absolute and immutable. There will always be a continuous need to look into who will be starting the principle priorities and the policies, who will loss and benefit from the associated actions. Businesses in tourism industry should adopt a code of conduct to promote the environmental practice, ensuring responsible and ethical management of products and processes and also increasing their self regulation. There is the need for Tourism to be assessed objectively against opportunities for economic growth.

Overview of Nigerian Tourism

Chapter 3

OVERVIEW OF NIGERIAN TOURISM

3.1. Introduction

As a result of the decline in the oil revenue generated by the Nigerian government, and fallout from the global financial crisis, the Nigerian government has been looking for other ways to generate revenue to stimulate the country's economy. The Nigerian government selected the Tourism sector as one of the government priority sectors crucial to its economic survival - part of the government seven point economic growth agenda and its 2020 program for sustainability economic development (NTDC, 2010). The government anticipates that the tourism sector repositioning will make it a major source of revenue generation (NTDC, 2010).

Tourist attraction indications in Nigeria dates back to the 1920s at a period when some ancient terra-cotta about the Nok culture was discovered by some foreign geologists and archaeologist (Esuola, 2009). However it was not until 1962 that organized tourism began in the country with the creation of Nigerian Tourist Association by a group of tourism practitioners in the country (NBS, 2010).

The efforts of the Nigerian Tourist Association led to Nigeria's admission into the International Union of Official Travel Organization (IUOTO), now the World Tourism Organization (WTO), in 1964 (Esuola, 2009). Tourism was subsequently placed under the Federal Ministry of Commerce and Tourism. The Department of Tourism was established under the statutory act as amended by the official gazette no. 15 vol. 75 of march 3, 1989 (FMI, 1999), and in 1976 the Nigerian Tourist Board was established by the then head of state General Olusegun Obasanjo under decree 54 of 8 August 1976 (FMI, 1999).

3:1:1 Nigerian Tourism Policy

On the 10th of July 1990 the Federal government of Nigeria published a tourism policy framework for the development and promotion of tourism (FMI, 1999). The role of the government in supporting tourism growth and implementation of tourism in Nigeria as set out in the policy framework are as follows:

Firstly, to encourage the participation of local, international and private organizations in tourism development, by putting together incentives to attract them.

Secondly, to facilitate the physical planning and promotion of identified and designated centers of attractions for tourism purposes at the Federal, State and Local government levels.

Thirdly, generating foreign exchange through the creation of a favorable environment to attract tourist.

Furthermore, the establishment of an environment that is effective in the planning, development, promotion and marketing of Nigerian tourism sector both locally and internationally are also enshrined in the tourism policy framework.

Lastly, the roles and the objectives of the three tiers of government in implementation of the tourist development plan are to be clearly defined.

3:1:2 National Tourism Policy Strategic Implementation

Infrastructure

The government will provide the basic infrastructural facilities, such as roads, water, electricity, communication and safety to tourist centre of attractions so as to speed up their development in order to exploit their value fully. In order to achieve these developments, all

relevant agencies with the task of promoting and developing tourism shall establish and maintain close liaison with the relevant government agencies that are responsible for the provision of the infrastructures (FMI, 1999).

Concession and easy access to land

Without any hindrance, State governments shall provide lands for tourism development at concession rates and favorable conditions to investment and the realization of investment thereon. These concessions will include the abolition of ground rents when constructions and development are going on. It shall be mandatory for State governments to demarcate potential tourism zones (FMI, 1999).

Fiscal and other incentives

To boost private sector investment level in tourism, government shall treat tourism as a preferred sector. Government shall introduce tax holidays, tax rebate, and soft loan as incentives (FMI, 1999). These incentives will come with long period moratorium to prospective investors in the tourism sector.

Nigeria operates three tiers of government. The Federal government level, State government level and the Local government level. And the institutional framework to implement these strategic policies plans includes all the three tiers of government and their agencies, private sector organizations and other tourism related local and international bodies.

3:2 Federal Government and Tourism Development

The Federal government formulates policies and key implementation strategy for sustainable tourism development in Nigeria. A dedicated Ministry of Culture and Tourism located at the Federal secretariat Abuja is charged with the policy initiation and maintenance of relationship with States and Local governments on issues relating to tourism, as well as overseeing the sustainable tourism development. The Culture and Tourism Ministry carries out this function through the Nigerian Tourism Development Corporation, an agency set up by an act of parliament. The tourism department is divided into two subdivisions. These are Tourism Development and Promotion Division (TDPD) and the International Cooperation Division (ICD) (Esuola, 2009).

The TDPD deals with the tourism planning, tourism facilitation, tourism legislation, travel assistance and incentive policies, basic data travel related statistics compilation and computation, tourism information documentation, market surveys for domestic tourism organizations, planning co-ordination and evaluation, education and training, and budget and incentive funds. While the international Cooperative Division deals with bilateral and multilateral cooperation, exchange of technical information with international organization, technical cooperation and relationship with The UN World Tourism Organization (UNWTO), WTO Africa commission, Economic Commission for Africa, European Economic Community (EEC), Economic Community of West African States (ECOWAS), United Nations Development Program (UNDP), International Labour Organization (ILO), and other international tourism related bodies (FMI, 1999)

The tourism policy include among its key government objectives - the encouragement of even nationwide development, the promotion of tourism based rural enterprise, employment creation and the acceleration of the rural and urban integration, and cultural exchange promotion and heritage preservation (FMI, 1999).

To stress the importance government attaches to tourism development as part of the government seven point development programs, it has established a Presidential Council on Tourism, and this council is chaired by President of the Federal republic of Nigeria (WTO, 2006). The President Dr Goodluck Jonathan has been spearheading the vanguard of promoting Nigerian Tourism abroad. For instance he commissioned the Nigerian Tourism village during the 2010 world cup in South Africa. The village is a one stop place for potential investor and tourist to Nigeria, with the display of the best of Nigeria arts and craft, and Nigerian tourist attraction sites information brochure is readily available at the Tourism village. The centre recorded over 15,000 enquiries in its first month ending 8th of July 2010. The Presidential council has also established the tourism development fund. The tourism development fund is financing the Abuja carnival that will be holding in November 2010 in Abuja. There is also a steering committee on tourism development chaired by the Minister of Culture and Tourism. Both the presidential council and the steering committee play important roles in tourism development policies formulation and strategy implementation, which are vital to the sustainable development of the tourism industry in Nigeria.

At the Federal government's request the United Nations World Tourism Organization (UNWTO) with the United Nations Development Programme (UNDP) support produced a Nigerian tourism development master plan (WTO, 2006). The master plan focused on the institutional and capacity to strengthen support to the tourism industry (WTO, 2006). With the master plan it is anticipated that the tourism sector sustainable development will be achieved through institutional and capacity building at the Federal, State and Local government level (WTO, 2006). It is also expected that the tourism master plan will reposition Nigerian tourism by promoting cultural and eco-tourism (WTO, 2006). To implement the tourism master plan, the Presidential Council has established the Tourism Master Plan Implementation Organization (TMPIO) within the Presidency. The TMPIO operates within a controlled budget from its Abuja secretariat that was established by the Presidency.

Since the inception of the TMPIO it has been able to secure additional investment for the tourism sectors. One of such addition investment is the funds to develop the second stage of the Tinapa business resort in Cross River State of Nigeria, ensuring the completion of the business resort. The TMPIO has also developed the Farin Ruwa Eco-tourism project in Nasarawa State of Nigeria just to mention a few of the TMPIO tourism development projects implementation.

3:3 State Governments and Local Government Tourism Development

Nigeria is composed of 36 States including the Federal capital territory Abuja and 774 Local government councils (NBS, 2010). Each state is tasked with implementing policies and directive from the Federal Ministry of Culture and tourism. The States also initiate projects and regulate land allocation for tourism projects and for tourism development in the States. The States also regulates the operations of hotels and catering outlets in line with the Federal government National Tourism Policy.

Tourism to some of these states such as Lagos State is a major source of revenue to support its current and recurrent expenditures. Lagos State has introduced a 500,000 registration fees to be paid by existing and new hotel and lodging operators in the state (LASG, 2010a). Lagos State is one of the most populous cities in Nigeria with a population of about 9.4 million (UNDATA, 2009). BBC report suggests that the population of Lagos is about 18 million with an economy worth around \$33 billion dollars (Cossou, 2010). Some of the steps been taken by Lagos State is the construction of a new airport in Lagos at the Lekki peninsula, construction of new roads and expansion of old roads, such as the Lagos Badagry express road that links Lagos to the neighboring country - Benin republic which borders Lagos and Nigeria on the west. The provision of these infrastructures has helped to boost tourism development. The Lagos State government has made the historic slave port located at Badagry available to Malon Jackson the senior brother to Michael Jackson for the development of a £2.4 billion pounds Slave memorial and Luxury resort (BBC, 2010), it is

expected that the development will help attract tourist, especial the Afro American wanting to trace there African roots back to Nigeria. The yearly organization of tourism investment trade fair at the Lagos international trade fair attracts thousands of local and international visitor and hundreds of participants. Hotels such as Sheraton towers, Hilton and major airlines such as Airfrance and British airways all take part in the trade fair. The Lagos International trade fair organization is an avenue for Lagos State to promote its tourism products such as cultural festivals and sports tourism. The Lagos State government anticipates that tourism will serve as a catalyst to achieving its mega city status (LASG, 2010b).

Others states of the Federation such as Cross River also have similar tourism development projects, such as the Obudu castle a conservation centre and the Calabar carnival that attracts thousands of visitor every year, all aimed at achieving wealth creation through constructive engagement of the stakeholders in the tourism sector (NTDC, 2010). The roles of the local governments are very crucial to the development of Tourism in Nigeria. As enshrined in the national policy the local governments are to locate and identify potential tourist attractions within their jurisdiction. They will serve as centers of information for tourist and providing tourist guides. The local governments are also responsible for the maintenance of monuments and museums in their areas. My observation on my visit to one of the monument - the canons used during the slave trade era in Badagry Local Government of Lagos State on the 10th of July 2010 indicates that the local government is not discharging its duties as enshrined in the National Tourism Policy because the monuments in their jurisdiction are not in a presentable form due to lack of maintenance.

3:4 Private Participation and Tourism Development

Private participation in the Nigerian Tourism industry is much, while some are direct, others participate through partnership. The participation of the private sector is very crucial to achieving a sustainable tourism development in Nigeria. The Ikeja Hotel PLC, owners of

Sheraton Lagos Hotel and Towers, a four star hotel with 332 rooms, Sheraton Abuja Hotel, a 5-star hotel with 540 rooms and Federal Palace Hotel, Lagos and Managers of numerous Hotels across the company (Alexander, 2010) . The company employs over 2,000 staff, with additional 8,000 Jobs in the downstream via opportunities possible to suppliers, car hire service operators, craft and souvenir shop operator (Alexander, 2010).

There are other leading Hotels in the hospitality sector of Nigerian tourism which includes, the Le Meridian Hotels and Resorts Lagos a 4-star hotel with 604 rooms, the Transcorp Hilton Abuja Hotel, a 5-star hotel with 670 rooms and Protea Hotels which operate eleven hotels with a combine 732 rooms.

There are other private sector travel accommodations in the tourism sector under the private umbrella of the Nigerian Association of Tour Operators (NATOP) which are strategically located all over the country. Among them are: Zuma Rock - village near Abuja, La Champagne Tropicana Beach Resort -Lekki Lagos, and Whispering Palm Tourist Resort - Badagry Lagos.

Furthermore on private participation in tourism development, the Nigerian Conservation Foundation (NCF) a non-governmental partnering organization has fully been supported by the government to embark on projects that will protect the environment via public joint participation (NCF, 2008)

NCF also has working relationship with the World Wild Fund (WWF) Nature, Bird life International, the Royal Society for the Protection of Birds (RSPB), and the World Conservation Union (IUCN). The NCF purposeful approach is helping in reducing poaching and the felling of trees indiscriminately.

The NCF also embarks on conservation-oriented projects which includes the following:

Development of Ecotourism

At the World Tourism Organization (WTO) world ecotourism summit Quebec Canada, in May 2002. The contribution of ecotourism to sustainable development was discussed, also discussed was the marketing and development of ecotourism among other issues. The Nigerian government through the Nigerian Conservation Foundation (NCF) has given priority to the development of ecotourism, and in doing so the NCF embarked on ecotourism projects across the country (NCF, 2008).

Among the NCF ecotourism project are:-

Lekki Conservation centre, Lagos State.

Gbaran forest project in Agbot Creek, Bayelsa State.

Nipa Palm Utilization and Control Project, Akwa Ibom State.

Otoyasiere forest reserve project, Delta State.

Okpe-Urhobo forest reserve project, Delta State.

Afi Forest reserve project, Cross Rivers State.

Akassa forest reserve project, Bayelsa State.

Obudu Ranch project, Cross Rivers State.

Akampa National Park project, Cross Rivers State.

Stubbs Creek forest reserve project, Akwa Ibom State.

Cross Rivers National Park project, Cross Rivers State.

Mbe mountains and Buabre block project, Cross Rivers State.

Okumu Wildlife Sanctuary project, Edo State.

Niger Delta conservation and sustainable development project, Delta State.

All the projects above are locate in the coastal areas of Nigeria. There are other projects located across the country as well (see Appendix 2.).

Communities Conservation Education

The National Conservation Foundation (NCF) gives educational training to the indigenes of various communities, so as to make the people conservation conscious. Conservation consciousness goes beyond law enforcement. The conservation education and spreading of awareness among the leaders of various community and their subjects, government officials, business leaders and the youths are paramount for effective conservation. As a strategy, two environmental education units were established by the NCF in Cross Rivers State and Edo State on the 5th of March and 2nd of July 1991 respectively (NCF, 2008). These centres are to train the trainer and develop curricula for the program.

Protection of Endangered Species and Habitat

The National Conservation Foundation (NCF) has been able to get the political will from the authority to protect endangered species and habitat. The political backing which the NCF has is assisting the NCF to control the tragic and alarming rate at which this endangered species are being depleted.

The Okomu Wildlife Sanctuary was the first project of the NCF. The sanctuary is inhabited by the endangered white-throated monkey. The Sanctuary of 120 square kilometer is what is left of the 7000 square kilometer of tropical rain forest in Edo State (NCF, 2008). The Cross River National Park which is home to the pristine species and biodiversities is another project of the NCF (NCF, 2008).

Another NCF project, the Stubbs Creek Forest Reserve is one of the 200 global eco-regions priority lists of the World Wildlife Fund for Nature (WWF). It is the only significant forest left in the coastal area of Nigeria for the aquatic fauna breeding ground and home to the red-capped mangabay-Sclater's guenon (NCF, 2008).

Furthermore, the Lekki conservation Centre (LCC) the NCF foremost conservation project site is located in Lagos State on a 78 hectare of land area (NCF, 2010). The daunting task of creating this park was financially supported by two oil giants Gulf oil Company (Nigeria) Limited and Chevron oil (Nigeria) Limited (NCF, 2010). On the 18th of February 1989, the president of the WWF, HRH, Prince Philip, Duke of Edinburgh unveiled the LCC plaque (NCF,

2010). Since inception over 1.5 million tourist from over 100 countries have paid a visit to the LCC (NCF, 2010)

3:5 Key Trends

Tourism Marketing: The establishment of the National policy on tourism is part of the government initiative to make the tourism sector a more economically viable industry (Esuola, 2009). The aim of the policy is to market Nigeria as a desirable destination, generating inward foreign exchange, promoting local community tourism based enterprise, employment creation and private sector encouragement to participate in the development of tourism (Esuola, 2009). The TMPIO is playing an active role in Nigerian Tourism marketing by implementing public relations and communication campaign in key markets. One such role is the setting up of the Nigerian tourist village in South Africa during the 2010 world cup, placing the 'heart beat of Africa' advert on CNN to promote Nigerian as tourist a destination. The TMPIO is implementing its destination advertising campaign globally. This aggressive advertisement is crucial because of the threat posed by other tourist destinations such as Gambia and Senegal in the same region.

Furthermore, in an effort to project the numerous tourism opportunities, explore new markets and attract more investment in the tourism sector, the government through its agency the NTDC attended trade fairs and exposition both home and abroad. Among the major expositions which the NTDC attended in 2009 were the Arabian Travel Market in Dubai and the World Travel Market in London (NTDC, 2010).

Tourism Product: The slave route, culture and heritage are the strategic elements in Nigerian tourism product. Culture tourism is the core of tourism products in Nigeria and centred predominantly on cultural events and festivals which attract both domestic and international visitors. Some of the major cultural festivals that occur annually are the yearly Eyo festival in Lagos, the Agungun fishing festival in Sokoto and the Osun – Oshogbo festival in Osun. There are two world heritage sites in Nigeria, namely the Osun-Osogbo Sacred Grove and the Sukur Cultural Landscape.

There is also a slave trade centre in Badagry a port town that was key to exporting of slaves to the Americas during the slave trade era (Okpolo et al., 2008). There are also other

cultural and heritage sites located across the country (Okpolo et al, 2008: p.39-43), (see Appendix. 2).

In embarking on measures to propel tourism development to a level that is desirable, the government through the NTDC has lunched a wide range of tourism related products which includes tourist friendly buses, mobile phone planner, the Nigerian tourist market and satellite navigation system, amongst others (NTDC, 2010). These new products launch projects a new angle to tourism development in the country. Not only will these products enable tourist to enjoy their stay in the country, they will also in the long run add value to the tourism industry.

Global Recession: Nigeria like some other nations was not immune from the global financial crisis, resulting in economic meltdown that saw the price of crude oil prices dwindling. This crisis adversely affected the Nigerian Government revenue and expenditure budget, but the effect on the tourism sector was little. According to the World Travel and Tourism Council's (WTTC) latest research indicates that tourism generated 3.8% US\$7.023 Billion, of Nigeria's total gross domestic Product (GDP) in 2009 (WTTC, 2010), although this figure is a decline from the 2008 WTTC figures of 5.2% US\$10.582 Billion, the projection of the tourism sector for the years 2010 to 2012 by the WTTC indicates a steady growth for the sector (WTTC, 2010). (See Appendix 3.) Concepts: Travel & Tourism Economy GDP, Travel & Tourism Direct Industry GDP, Travel & Tourism Economy Employment, Travel & Tourism Direct Industry Employment, Personal Travel & Tourism, Government Travel & Tourism Expenditure, Capital Investment, Travel & Tourism Demand from 2007 – 2012.

Tourism Flows: According to the Nigerian immigration service (NIS) data, the UK remained Nigeria's largest source of inbound tourist, accounting for 12% of total arrivals. The United States of America accounted for 7% arrival, while Canada and South Africa both account for 5% each. (NIS Data, 2010). In 2009, business arrivals were 61%, while leisure arrival was 39% (NIS Data, 2010). Arrivals by air accounted for 82% of total arrivals in 2009, land accounted for 14%, while water ways accounted for 4% (NIS Data, 2010).

'000 people

2004 2005 2006 2007 2008 2009

Cameroon	9.1	9.3	9.4	9.6	9.7	9.9
Canada	49.0	52.0	60.0	62.6	63.9	65.1
Ghana	22.5	23.7	24.2	24.6	25.0	25.5
South Africa	48.0	49.5	50.0	52.2	54.2	55.7
United Kingdom	125.0	128.0	135.0	140.8	144.6	147.7
USA	65.0	71.0	79.0	82.4	83.9	85.1
Other Countries Of Origin	652.2	697.5	724.4	756.2	782.2	797.9
Total	970.8	1,031.0	1,082.0	1,128.4	1,163.5	1,186.8

Fig. 1. Arrivals by Country of Origin: 2004-2009

Source: NIS (2010)

'000 people	2004	2005	2006	2007	2008	2009
Air	815.5	847.0	888.4	925.1	953.9	974.4
Land	120.4	140.0	147.2	154.4	159.4	161.8
Rail	5.5	10.0	10.8	11.0	11.3	11.4
Sea	29.1	34.0	35.7	37.9	39.0	39.3
Total	970.5	1,031.0	1,082.0	1,128.4	1,163.5	1,186.8

Fig. 2. Arrivals by Method of Transport 2004-2009

Source: NIS (2010)

'000 people	2004	2005	2006	2007	2008	2009
Business	582.5	618.6	649.6	677.0	706.3	725.2
Leisure	388.3	412.4	432.4	451.4	457.3	461.7
Total	970.8	1,031.0	1,082.0	1,128.4	1,163.5	1,186.8

Fig. 3. Arrivals by Purpose of Visit: 2004-2009

Source: NIS (2010)

According to the WTTC data Nigeria inbound tourism flow is expected to increase at a CAGR of 3% in terms of tourist arrivals over the forecast period 2007-2012 (WTTC, 2010). This growth will only be driven by government putting in place measures to support tourism developments in the country and the private sector involvement. One area the private sector involvement is pronounced is the travel accommodation sector. With more hotels and improved infrastructures, hotel prices are expected to be driven downwards, which will help to attract more tourists to Nigeria. The average stay in a 5-star or 4-star hotel such as Sheraton Lagos is 3 days with most guests being business visitors (Alexander, 2010).

NGN billion	2004	2005	2006	2007	2008	2009
Hotels	133.5	147.5	153.8	160.5	165.9	169.2
Other Accommodations	9.0	10.7	11.1	11.6	11.9	12.1
Total	142.5	158.2	165.0	172.0	177.8	181.3

Fig. 3. Accommodation Sales Value 2004-2009 *Source: (NTDC, 2010)*

outlets	2004	2005	2006	2007	2008	2009
Hotels	1,509	1,880	1,974	2,012	2,046	2,077
Other Accommodation	939	1,087	1,125	1,137	1,148	1,163
Total	2,448	2,967	3,099	3,149	3,194	3,240

Fig.4. Accommodation Outlets 2004-2009 *Source: (NTDC, 2010)*

With regards new hotels development, Hilton has started the construction of 250 rooms Hilton Lagos airport, which is scheduled to open by the end of 2010 (Sule, 2010). Sheraton Hotels is also planning to open 220 rooms by November 2010 in Lagos (Alexander, 2010). The South African-owned Legacy Hotels and Resorts plan to open the Wheat baker which is near completion in Lagos by December 2010. The 5-star hotel will have seventy rooms and suites, with 200 capacity conference room.

Conclusion

The Nigerian government recognizes that the tourism is a powerful revenue earner and hopes that it will be an alternative to crude oil as revenue earner. The country is now ready to tap into its vast potentials as a major tourist destination. The government development of the major tourist sites nationwide and the new tourist products that have been introduced are expected to result in significant growth for the tourism industry. International standard hotels in the country are on the increase with the construction of new ones. With government commitment to improving infrastructures and finding solutions to the constraint facing the tourism industry, it is anticipated that the measures will add value to the tourism industry and the country's economy as a whole. Although the effect of

the global recession will cause the level of inbound tourism to reduce, especially leisure travel, the wide variety of tourism services, which cater for most consumer spending capacity in the country, will ensure continued business for tourism in Nigeria in the face of slow recovery of the economy.

Constraints and Challenges

Chapter 4

Nigerian Tourism Development: Constraints and Challenges

4.1 Introduction

In Nigeria, violent crimes, financial constrain, lack of managerial know-how, infrastructure decay, slow development policies implementation, security concerns, effective legislation and lack of effective tourism publicity are some of the constraint and challenges which the tourism industry faces. Regrettably some of these constraints have been used as negative propaganda against Nigeria by other nations such Britain and America that have warned their citizens against travelling to the coastal areas of the Niger Delta in Nigeria by citing the dangers posed to tourist by these constraints. Dambanza (2007) admits the manifestation of criminal activities in Nigeria. He asserts that crime is a potent threat to the National security of Nigeria. The impact of crime is felt by the development of tourism, because it is a major underdevelopment factor.

4.2 Infrastructures

4.2.1 Transportation

There are four major international airports in Nigeria, namely Nnamdi Azikiwe International Airport Abuja, Aminu Kano International airport Kano, Muritala Muhammed International Airport, Lagos and Port Harcourt International Airport Port Harcourt (FAAN, 2010a). Major international airlines serving these airports include KLM Royal Dutch Airlines, British Airways, Lufthansa, Air France and Delta Airlines (Sule, 2010). Although local airlines have joined their foreign counterparts in the renewal of their fleets in recent years, yet Nigerian airlines remain crippled by lack of funds to finance and acquire aircrafts (Sule, 2010). As they find themselves not able to compete with international airlines that are operating in the country and making profit (Sule, 2010). Although foreign exchange is brought into the host country through investment in the tourism industry by foreign investors, for instance there is usually capital leakage via profit repatriation and management fees (aircraft maintenance overseas) by the foreign airlines. The deplorable state of the run-ways at the airports makes landing and takeoff dangerous and impedes tourist frequent inflow to the country (Fani-Kayode, 2010). The terminal buildings in the international airport are in satisfactory condition, however the runways in Lagos and Port-Harcourt airports needs upgrading and repairs (FAAN, 2010b).

The Nigerian rail network has suffered from lack of significant development over the years. The country has a network of 3,505km of narrow-gauge single track lines, which cover nine of the thirty six states of the country and these rail networks are virtually not usable. For instance, my observation of the rail network single line from Ido terminal in Lagos to Abeokuta city in ogun state reveal a collapse of the rail line at the Agege Local government inter change, making rail connection from the

Lagos state to the other part of the country difficult. The Nigerian road network is likewise underdeveloped, with road networks leading to some strategic tourism areas in disrepair. The road networks comprises 193,200km, of which less than 30,000km are tiled.

4.2.2 Monumental Structures

The lack of maintenance of monumental sites is a major constraint to tourism in Nigeria. Most tourists to Nigeria want to visit historical and monumental sites, but most of these monuments are in a depleted state due to lack of maintenance. For example the National Arts Theatre located at Iganmu in Lagos is the only of its type in Nigeria; it was commissioned in 1977 to host the Festival for Black Arts 1977. As a young seven years old dancer I remembered performing at the festival in 1977 in front of local and foreign audience, and continued performing until I was eighteen years old and then drafted to the National Troupe of Nigeria. National Troupe of Nigeria was resident at the National Theatre. The National Theatre was a monument worth admiring then with its large exhibition hall; Art gallery; Crafts centre, cinema halls and restaurants. But a recent visit I made to the National Theatre on the 5th July 2010, I observed that the National theatre is in depleted state, all the restaurants were not functioning, the exhibition hall was closed, the car park over grown by weeds the resident National troupe was no longer performing at the National Theatre, the toilets were not functioning and some part of the theatre have been taken over by miscreants. Lack of maintenance and poor management has deprived the tourism sector of one its greatest assets. The slave routes are also a strategic element in the cultural tourism product offer of Nigeria and I observed during my visit to the Badagry slave route point of no return on the 10th of July 2010 that it needs development and good packaging because at the time of my visit it was not well presented, it is in a depleted state, it has no interpretation and no signposting leading to the first story building in Nigeria located there in Badagry. The Current deplorable state of these infrastructures is a strategic competitive disadvantage, because it can lead to tourist seeking their experience in other countries with better infrastructures. Another major challenge facing tourism development is the lack of adequate water supply and unreliable electricity supply.

In recent years however, to address the deplorable state of the infrastructures the government through its numerous agencies, has demonstrated its political will by providing an enabling environment and the required funding to maintain the infrastructures. Federal Aviation Authority of Nigeria (FAAN), has embarked on the process of upgrading the international airport by phases, starting from the Lagos airport, my visit to the Nigeria from the United Kingdom on the 25th of June 2010 via the Lagos airport confirms the government commitment to upgrading the airport with ongoing works visible at the airport: the installation of new security body scanners, new airport air-condition units installation (FAAN, 2010b). The Nigerian Airspace Management Agency (NAMA) has been provided with more than 7 billion Nigerian Naira for the acquisition of more modern

primary and secondary radars, and an agreement has been signed to this effect with the French company Thales S.A. (NAMA, 2010). The Lagos State Government in partnership with the Chinese government will be committing Millions of dollars investment to modernise existing infrastructures and to construct new railway lines to enhance tourism development in Lagos (Fashola, 2010). The Federal government has also embarked on road rehabilitation and the construction of the new coastal road to link the coastal line from Badagry in Lagos through to Cross Rivers state. The government has also decided to privatise the National Arts Theatre as part of its national heritage and monumental rejuvenation strategic plan (Onoko and Amuchie, 2010). The range and number of historic and monumental sites can be highly marketable, but some strategic improvements to them are required. Access, spectator facilities, safety and parking need improvements and the sites management need to be professional.

4.3 Development Policies and Legislation

Nigeria have witness a gradual indiscriminate deforestation for developmental projects, and the developmental policies over the years have not solved the problem. Unplanned Urban and industrial layouts are not clearly defined by any policy. Mining, unlegislated excavation, drilling, industrial and housing layouts are springing up unabated (Fashola, 2010).

The visa regime of Nigeria as it is currently being operated presents a barrier to the growth of Tourism. It is punitive and the tourism interest of Nigerian is not served. A letter of invitation from Nigeria must be produced by all visa applicants, including independent tourist and application must be lodged at the embassy or high commission in the country in which they are resident and can take up to four working days to be processed (Nigerian High commission, 2010).

The Nigeria tourism industry lacked a clearly defined sustainable economic policy, for instance the Nigerian Tourism Policy clearly states the role of government in granting financial incentive to participants in the sector by giving tax relive and exemptions (FMI,1999), but the industry stakeholder such as hotel operators face multiple taxation from the Federal, State and Local government they operate in. Example of such taxation is the 500,000 Nigerian Naira hotel and lodging operation fees the Lagos State government passed in July 2010 as an Act mandating all hotels and lodging operators to pay a registration fees or risk a fine of and prison term of up to two year for the head of operation (LASG, 2010). The situation now is that the hotel faces registration with the NTDC operated by the Federal Government and registration by the state government, it also pays tenement rate to the local government, value added tax to the Federal government and sales tax to the State government. The multiple taxations effect is such that new investors are discouraged from investing in the tourism industry especially the hospitality sector, whilst existing players might be driven out of business if the

pass on cost discourages tourist. The long term impact of this legislation will be a shortage of accommodation and an increase in accommodation cost to domestic and international tourist.

4.4 Human Resources Development

The tourism sectors human resources capabilities are lagging far behind in terms of its quality, standard and skills delivery, and child labour in the Nigerian tourism constitutes serious menace (Harsch, 2001). To address the issue of quality human capacity shortage the National Institute for Hospitality and Tourism (NIHOTOUR) was established in 1988 with about seven centres across the country (NIHOTOUR, 2010). It was in 1987 that the agreement to establish the institution was signed between United Nations Development Programme (UNDP), the International Labour Organization (ILO) and the Federal Government of Nigeria (NIHOTOUR, 2010). The ILO served as the UNDP executing agency whilst the Nigerian Tourism Development Corporation served as the implementing agency for the Nigerian government. The NIHOTOUR has come under heavy criticism, for its ineffectiveness as a provider of educational service. The courses offered by the institute tend to focus on hotel and catering management (NIHOTOUR, 2010) with little or no emphasises on other sectors of the tourism industry such as ecotourism and general tourism development management.

As part of this report I visited the NIHOTOUR institute campus on Agege motor way, Lagos State on the 3rd of July 2010 and I observed that the Institute has neither credible on-site practice facilities. I was privileged to sit in one of the lecture of the institute on the 3rd of July 2010 and observed that the training institute is ill equipped and badly maintained. I also observed the poor and low level of management and staff. Salaries of staff have not been paid for three months. A number of institutions deliver theoretical aspects of tourism with emphasis on hospitality sector only, these institutions include the Lagos State polytechnic which offers OND and HND course in tourism and Hotel management, the Imo state University offers similar course as well, but there is a significant shortage of suitable qualified lecturers across teaching faculty of this institutions, and they also lack experience of the tourism industry and international aspect to the modules. These institutions methods of teaching and the content of their courses are out of date.

4.5 Security

In Nigeria, National security, social-economic and political progresses are impeded by crimes, civil unrest and violent acts, which are in abundant in the country (Adora, 2010). Tourism development is impeded by security concerns, especially the security concerns of the coastal region of the country which includes the Niger Delta area. The insecure

environment of Nigeria makes it insecure for the tourism industry. Dambazau (2007) argues that there are three levels of security risk that Nigeria faces. The first level comes from the increased violent crimes, from simple robbery to armed robbery, carjacking and violent attacks, second is direct attack or blackmail, which include kidnapping for ransom and vandalising of facilities, and the third is the incidence of inter-communal and religious clash.

Plateau one of the 36 states in Nigerian, is one of the major tourist attraction sites location in Nigeria: waterfalls, lakes, game reserves, Wildlife Park abound in plateau State, that is why the State is called the tourist haven of Nigeria. Unfortunately ethnic and religious conflicts has turned plateau state into a state of unrest and killing (BBC, 2010). That tourist shies away from.

The Nigerian police force has not been able to stem the crime wave because it is ill equipped. The consequences of these security concerns are that most western countries such as the United State of America and the United Kingdom warn their citizens against travelling to Nigeria. 'The department of states warns US citizens of the danger of travel to Nigeria. Nigeria.... pose considerable risk to travellers. Violent crimes committed by ordinary criminals as well as by persons in police and military uniform can occur throughout the country' (Ovat, 2003: p.33). The warning of the US department of state to its citizens via its consular information sheet for Nigeria that 'visitors and resident U.S. citizens have experienced armed muggings, assaults, burglary, carjacking, rape, kidnappings, and extortion - often involving violence.and other expatriates have experienced harassment and shakedowns at checkpoints and during encounters with Nigerian law enforcement officials ...and road safety concerns' (U.S. Department of State, 2010) poses a serious concern to the development of tourism in the country. The statement is most certain to raise concerns about the issue of personal safety in the mind of intending tourist to country.

Conclusion

This chapter shows that inadequate infrastructure and lack of maintenance of the country's transport system and monumental structure are some of the constraints and challenges confronting tourism development in Nigeria. The lack of quality human capacity development programme for the Nigerian tourism industry is a major challenge, and the state of security in Nigerian is also undermining the development of tourism in Nigeria. However,

if Nigeria is to reap the benefit of tourism it must put in place appropriate mechanism to help improve its infrastructures, tourism industry manpower development and the state of security. For instance, in the case of security, there should a mechanism to counter negative statements, from foreign governments and organisations, such as the negative statement of the U.S. Department of State. It is also important for the tourism industry management to engage the local community, by seeking their corporation in the area of security, and one way this can be achieved is to tackle the issue of marginalisation of local populace, by offering them employment and encouraging their participation in the tourism industry.

Conclusion and Recommendations

Chapter 5

Conclusion and Recommendations

The identification of tourism by the Nigerian government as an alternative source of revenue in view of the oil prices decline is a prudent move. However government at all levels must be willing to partner with each other in the development of tourism. Such partnership would likely lead to positive results that would encourage companies to explore tourism as a wealth creation means. New legislation should be enacted that will clearly define the role of all the three tiers of government and their tourism agencies.

Nigerian tourism will flourish if it conforms to international regulations and best practice. The tourism environment must be sanitised. The government efforts must be focused on promoting tourism. Because even with its rich cultural diversity, a better organisation and marketing is needed in order to further develop the potential growth of the cultural tourism. It is important that Nigerian government adopt a clear position as a cultural tourism destination in the market place through aggressive marketing of its cultural tourism products. Marketing activities should focus on markets that will offer the best prospect – the United Kingdom, United States, Caribbean, West Africa, South America and South Africa. Making sure that a major public relation and promotion campaign is undertaking to counteract the negative image of Nigeria, and the country's visa requirement for tourist nationals to Nigeria and potential tourist should be removed for a stay of up to one month.

Nigerian government should allocate development funds to projects that are unique to enhance tourism development, which will give the country a competitive advantage. The government should also encourage the development of three star hotels and should give the private sectors willing to engage in such project and other tourism development projects incentive such as tax break, pioneer status, land at concessionary rates and exiting disincentive such as hotel multi-registration regime should be removed.

A tourism security committee comprising tourism industry representatives, security forces and host community representatives should be established to look into security concerns with a view to finding solutions. One way the problem of security can be tackled especial in coastal areas which includes the Niger Delta and Lagos would be to engage the youths in the coastal region to be gainfully employed in the tourism sector or encourage small, medium, and micro entrepreneurs (SMMEs) along the coastal line to be serving the tourism industry, thereby assisting the fight against the involvement of youths in militancy activities. There is scope for the development of a wide range of SMMEs in the informal sector: production and

sale of craft, food production and processing, the provision of local transport and cultural performances for instance. Tourism in Nigeria needs to be fully integrated into the local economy with multiple supply side linkages. The country should also have a centre for tourism research that will collate all the tourism related data, analyse them and promulgate findings that will assist the industry as a whole in following a positive future path.

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Appendix

Appendix 1. Map of Nigeria (Source: Many base - Nigerian business directory)



(Appendix 2) Cultural and heritage sites located across the Nigeria. Source: Okpolo et al. (2010)

North Eastern Circuit (Borno, Yobe, Bauchi, Taraba and Adamawa State)

a. Natural Attractions

- i. Lake Chad Sanctuary
- ii. Kyarimi Part
- iii. Lake Alau
- iv. Lake Njakira
- v. Yankari National Park
- vi. Wikki Warm Spring
- vii. Lame Burra Game Reserve
- viii. Manbila Plateau
- ix. Hot Spring at Lamale
- x. Kamale Peaks of Mubi
- xi. “Three Sisters Rocks” at Sorg
- xii. Jangani Mountain range of Ganye
- xiii. Rolling Uplands of Muri
- xiv. Zanda Hills

b. Cultural/Historic Attractions:

- i. Kukas (Tombs of the Shehus)
- ii. Maliki Dance of the Kanuris
- iii. Rabeh Fort at Dikwa

- iv. Birnin Ngazargamu
- v. The Legend Snake at Guwo
- vi. Collections of paintings and markings of the people of Gwozai
- vii. Shami-Menwala Festival
- viii. Bade Fishing Festival
- ix. Shira Rock Painting
- x. Kushi Festival
- xi. Pottery and Metal Works
- xii. Gere Masquerade
- xiii. Keffin Madaki Historic Monument
- xiv. Lamido Palace at Yola
- xv. Grave yard of Modibbo
- xvi. Calabash Carvings

North Western Circuits: (Kaduna, Katsina, Kano, Jigawa, Sokoto, Kebbi, and Niger including Abuja)

a. Natural Attractions:

- i. The River Garden in Kaduna with its historic Lugard Bridge
- ii. Kusugu Well in Daura
- iii. Buguadu/Rock Castle Area game reserve
- iv. Camping grounds at River Wudil
- v. Wana Fabi and Kuruju Rocks
- vi. Tigan Dam, Gurara falls
- vii. Zuma Rock and Shiroro Gorge

b. Cultural/Historic Attractions

- i. The Regimental Museum of Nigerian Army at Zaria City
- ii. National Museum at Kaduna
- iii. Lugard Hall at Kaduna
- iv. Katsina City Walls
- v. Gobarau Minaret in Katsina
- vi. Yan Awaki Camel Market
- vii. Groundnut Pyramids
- viii. Historic Building in Kano
- ix. Koba Mata Dye Pits, Kano
- x. Kano Central Mosque
- xi. Dubar in Kano
- xii. Makama Museum
- xiii. Kanta Museum

- xiv. Usman Dan Fodio Tomb
- xv. Sultan's Palace
- xvi. Argungu Fishing Festival
- xvii. Ohota Festival
- xviii. Abuja Pottery
- xix. Bida glass and bead Works
- xx. Hand Made glass beads and bangles
- xxi. Embroidery
- xxii. Dying etc

C. Middle Belt Circuit (Plateau, Benue, Eastern Area of Kogi, including Lokoja)

a. Natural Attractions

- i. Jos wildlife Sabari Park
- ii. Shere Hills
- iii. Assop Falls
- iv. Wase Rock
- v. Kara Falls
- vi. Karang Volcanic Mountain
- vii. Niger Benue Confluence Zone at Lokoja

b. Cultural/Historic Attractions

- i. Jos Zoological Garden
- ii. National Museum, Jos
- iii. Museum of Traditional Nigerian Architecture (MOTNA)
- iv. Barkin Ladi Golf Club
- v. Ogani Fishing Festival
- vi. Jos Cultural Centre
- vii. Kwagh-hir Theatre
- viii. Iron of Liberty Cenotaph, Lokoja
- ix. The First Primary School in Northern Nigerian at Lokoja
- x. Ajaokuta Steel Complex
- xi. Fishing Festivals at Katsina Ala

D. South Western Circuit (Lagos, Oyo, Osun, Ondo, Kwara, Western Part of Kogi State)

a. Natural Attractions

- i. Badagry Beach
- ii. Bar Beach
- iii. Tarkwa Bay

- iv. Tin Can Island Park
- v. Lekki Beach
- vi. Erin Ijesha Water Falls
- vii. Ikogosi Warm Spring
- viii. Ebonmi Lake at Ipesi Akoko
- ix. Ipole/Itoro Water falls
- x. Borgu Game Reserve
- xi. Kainji National Park (Game Reserve)
- xii. Olumo Rock
- xiii. Uren Bank Holiday Resort

b. Cultural/Historic Attraction

- i. Tafewa Balewa Square
- ii. National Museum, Onikan
- iii. Badagry Slave Trade Chain
- iv. Eyo Festival
- v. Ilojo Bar
- vi. Zoological Garden at University of Ibadan
- vii. Osun Oshogbo shrines
- viii. Ife Museum of antiquites
- ix. The Palace of various Obas
- x. Owo Museum
- xi. Holy Apsotles Community (Aiyetoro)
- xii. Shrine of Brikisu Sungbo
- xiii. Agemo and Egungun Masquerade festivals
- xiv. Wreckage of Mungo Parks Boat at Jebba
- xv. Old City walls of Benin
- xvi. Bronze Casters' Studio in various parts of Benin City

E. South Eastern Circuit (AKwa Ibom, Anambra, Enugu, Imo, Abia, Bayelsa, Rivers, Cross River State and Delta State)

a. Natural Attractions

- i. The wonder tree at Ikot Ekpene
- ii. Ogbusike Cave
- iii. Agulu Lake
- iv. Amaokpilla Lake
- v. The Coal Mines at Enugu
- vi. Agulu Nanka Erosion
- vii. Range of Hills around Enugu and Nsukka
- viii. Oguta Lake (Holiday Resort at Patani)
- ix. Arochukwu Cave
- x. River Niger Holiday resort at Patani
- xi. Niger Bridge at Asaba

- xii. Oil Towns of Sapele, Ughali and Warri
- xiii. Obudu Cattle Ranch
- xiv. Agbokin Water fall near Ikom
- xv. Ahasse Beach
- xvi. Oil Refinery at Alesa Eleme
- xii. Oil Museum Oloibiri

b. Cultural/Historic Attractions

- i. Oron Museum
- ii. The Mask Market at Ikot Ikpene
- iii. Mmonwu festival
- iv. Ofala Festivals in parts of the circuit
- v. Mkpokiti Aerobatic Dance Troupe, Umunze
- vi. Uzoiyi Cultural festival at Umuoji
- vii. Wide Range of local crafts including pottery at Inyi, Achi and Awgbu
- viii. Blacksmithing at Awka and Nkwerre
- ix. Zoological Garden at Enugu
- x. National War Museum at Umuahia
- xi. The Gigantic Ikoro Drums in Bende
- xii. Aba Central Market
- xiii. National Museum of Colonial Histry, Aba
- xiv. Grave of Mary Slessor in Calabar
- xv. King Jaja of Opobo's Grave, Monument and Palace
- xvi. Isaac Boro Amusement park
- xvii. Slave ports at Brass and Bonny
- xviii. National Museum, Port Harcourt
- xix. Amadioha Ozuzu Shrine etc.

Appendix 3.

	2007	2008	2009	2010	2011	2012
Travel & Tourism Economy GDP						
US\$ bn	8.367	10.582	7.023	8.280	9.645	10.947
% share	5.0	5.2	3.8	3.9	3.8	3.6

Travel & Tourism
Direct Industry
GDP

US\$ bn	0.960	1.229	1.136	1.298	1.592	1.893
% share	0.5	0.6	0.6	0.6	0.6	0.6

Travel & Tourism
Economy
Employment

% share	4.2	4.3	3.2	3.3	3.2	3.0
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Travel & Tourism
Direct Industry
Employment

% share	0.5	0.5	0.5	0.5	0.5	0.5
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Personal Travel &
Tourism

US\$ bn	3.479	4.601	4.006	4.394	5.398	6.606
% share	3.6	4.0	3.4	3.2	3.3	3.4

Government
Travel & Tourism
Expenditure

US\$ bn	0.040	0.050	0.050	0.050	0.060	0.080
% share	0.2	0.2	0.2	0.2	0.2	0.2

Capital
Investment

US\$ bn	1.716	1.506	1.279	1.448	1.684	1.951
% share	6.8	4.7	4.0	3.9	3.7	3.5
Travel & Tourism Demand						
US\$ bn	14.448	18.058	13.471	15.525	17.902	20.707
% share	6.8	6.9	5.6	5.7	5.6	5.5

Source: WTTC research data (2010): Nigeria

Concepts: Travel & Tourism Economy GDP, Travel & Tourism Direct Industry GDP, Travel & Tourism Economy Employment, Travel & Tourism Direct Industry Employment, Personal Travel & Tourism, Government Travel & Tourism Expenditure, Capital Investment, Travel & Tourism Demand.

Date range: From 2007 - 2012

Appendix. Map of Nigeria

