

TOURISM AS A TOOL FOR ECONOMIC DEVELOPMENT OF NIGERIA

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Abstract

Tourism is the temporary movement of people to destination outside their normal place of work and residence for not more than one consecutive year and the activities undertaken during the time spent at these destinations. Tourism is universally acknowledged as a veritable foreign exchange earner and saver, a catalyst for distribution of wealth and development and virile labour intensive industry. Indeed it has become one of the most striking growth industries of our time. The benefit of tourism cannot be overemphasized at national and international levels. It generates revenue to government, creates employment, generate foreign exchange, stimulate infrastructural investment and development, contribute to local economics and improve standard of living. The increasing importance of tourism was also recognized by the framers of the 17 sustainable development goals and 169 associated targets for 2030. Tourism was included as a development strategy in Goal 8, 12, and 14 and is stated in almost all the 17 goals as a critical factor for sustainable development. As a result of its importance in national development, in 2017 the United Nation's declares 2017 as the year of "sustainable tourism development". This provided nations with the opportunity to establish tourism as national priority and an important component of national economic growth, cultural and environmental protection, natural understanding and peace. Tourism has become important for employment generation and poverty alleviation, farm competitiveness and productivity, educational enhancement, economic, political interaction, environmental protection and culture (Ichoku, 2017). Presently, developed and developing countries are adopting tourism for their economic, social and cultural development. In Nigeria, poverty and unemployment have become a problem apparently defying quick solution. Many programmes have been implemented to arrest the situation but they have one structural weakness or the other. Tourism therefore becomes a viable option for economic development of Nigeria.

Keywords: Tourism, Economy, Tourism Resources, National development.

INTRODUCTION

Tourism, the art or practice of travelling temporarily out of one's place of abode is a social phenomena and a leisure activity. In the world economy of the 21st century, tourism is acknowledged as one of the thriving industries to be reckoned with. It has become one of the striking growth industries of our time (Obinwanna, 2016). The World Travel and Tourism Council (WTTC, 2009), declares that tourism is a rapidly growing phenomenon and has become the world largest industry. It is the greatest earner of global foreign receipts (WTO, 2004). It is

one of the fastest growing economic sectors and it has made an enviable mark as a major contributor to the socio-economic prosperity of many nations across the world today (Ekechukwu, 2012). Tourism as a sector has supported significantly the economic and social development of countries where people are more inclined to travel. World travel and tourism council estimates that travel and tourism industry contributes 11% of global GDP, which amount to US\$ 3,575 billion (WTTC, 2002). In the last decade, travel and tourism industry recorded an average growth rate of 7% (Max, 2011&

Nash, 1993), and if forecasts prove right, tourism's contribution to global economy will rise to US\$ 2 million by 2020 with 1.6 billion international tourists worldwide (UNWTO, 1998). This statistics shows the contribution of tourism to socio-economic development.

The contribution of tourism to Nigeria's gross domestic product in 2007 was estimated at 0.43% (Nigeria Investment Commission, 2000). This growth resulted from the growth and sustenance inherent in the global economy (African Hospitality and Tourism, 2000 a). World Tourism Organization (1995) also reports that international tourism has been growing with the increase from 55 million tourists in 1970 to over 350 million in 2009 and a faster rate of growth is predicted for the period of 2000 – 2020. United Nations Tourism Organization (2005) declares that the international tourist arrival in Nigeria was 962,000 with market share of 2.9% and average annual growth of 15.6%. International tourist receipt of Nigeria was \$ 21 million with 1 % share market (AHT, 2007). This statistics shows the enormous contribution of tourism to socio-economic development.

Definition of concepts

In order to appreciate the topic under discussion, it is worthwhile to understand the definitions of the major concepts used in this work.

Tourism: Tourism is the temporary movement of people from one place to another for tourism and other related

purposes, for 24 hours or not more than one consecutive year without any intent to earn money.

Tourist: A tourist is a person who travels outside where he resides for pleasure, leisure and other related purposes for twenty-four hours and not more than one year. He does not engage in any paid employment in the destination visited.

Development

Development is an overall improvement in the social-cultural, economic, environmental and political condition of mankind. Development can be seen as a process through which a society's political, social and cultural institution are transformed in order to improve their standard of living. It also changes life of people within that society (Agbonlabor and Ukhurubora, 2006). The term life change of the people refers to the opportunities to realize good health, long life, prosperity and happiness in social system (Chukwuezi, 2000 & Nwanunobi *et al*, 2004). Development is seen as essentially a measure or indicator of economic progress of a nation. Most development indicators center on changes in the Gross Domestic Product (GDP) Gross National Income (GNP) or per capital income. These concepts are difficult to quantify particularly in developing country like Nigeria because statistical data are usually unreliable.

An overview of tourism

Among the world's top tourist destinations in 2012 include Hong Kong-China, USA, United Kingdom, Germany, Japan, Indian, South Africa, Sweden, Republic of Korea, Thailand and Poland (UNWTO, 2012). In that same year the ten African destinations were Morocco 10.34m, South Africa 8.34m, Tunisia 4.78m, Zimbabwe 2.24m, Botswana 2.15m, Mozambique 1.72m, Nigeria 1.56m, Kenya 1.47m and Namibia 0.98m (UNWTO, 2012 & Cater, 1987). Tourism is an activity that is multidimensional in scope and multifaceted. It touches all aspects of man and society (Okpoko, 2017). It is a term used to describe the socio-economic forces that drive the interrelated industry sectors of transportation, lodging, conventions attractions, restaurants and management services, gaming, entertainment, recreation and leisure (Walker & Josielyn, 2011). It is a progressive sector with many segments. It is dynamic and activity-oriented always searching for pleasure, leisure, business, sports, relaxation, etc. It is the highest socio-economic activity. It has both positive and negative effects.

Presently, no nation can afford to ignore the importance of tourism in its economic, social and cultural development policies. The growing liberation of economies and of trade in goods and services, the development of rapid, safe and affordable mode of transportation. The emergence of

information technologies have been major factors in economic, tourism and leisure development (Esu, 2009). This new world order is fast changing the face of tourism and as a result most countries have increased their reliance on it as a means of socio-economic development. In the present 21st century, every developing country is adopting one development strategy or the other to achieve transformation on its economic structure or attain economic development (WHO, 2003). Development and promotion of the tourism industry is one of the viable options. Alabi (2001) put it succinctly that one of the major economic upheavals that threw most countries into intensive development of the industry was the oil crisis of the 1980's which shook the foundation of the foreign reserves of many countries. The importance of tourism in today's world makes it a variable industry (Pearce, 1993). It has been regarded as second to none due to its increased effect in the tourism generating region. The beauty of tourism as an industry is that every nation can participate and maximize gains from it. It is the only sector where the good is at the point of production, remains at the point of sales, and in addition, it affords several buyers the opportunity to buy the same product over and over again (Linckwish & Jenkinsi, 2003). It attracts less exploitation of the environment unlike oil exploration that destroys the environment. This industry has the potentials to facilitate sustainable

national development (Agboalahor & Ukhurebor, 2006 in Okpoko, 2006). It plays a major part in the economy of poor countries.

Indeed, tourism is an agent of national development (Mcintosh & Geoldnery, 1986). According to experts, it has emerged as one of the highest income-yielding industries in the world. It plays a major part in the economy of poor countries like Nigeria. It is a source of foreign exchange in tourism oriented economies and in addition an important instrument for preserving and showcasing the cultural heritage of any country (Ekechukwu, 2012). It generates revenue, encourages infrastructural development, creates jobs for skilled, semi-skilled and unskilled personnel. It also generates direct and indirect income, and induces employment across the tourism activity.

In Nigeria, poverty and unemployment have become a problem apparently defying quick solution (World Bank, 2002). Many programmes have been implemented to eradicate poverty in Nigeria. Some of the schemes are sectoral while others are multi-sectoral such as National Directorate of Employment (NDE), the Directorate of Food, Road and Rural Infrastructure (DFRRI), Better Life Programme (BLP), SURE-P, among others. These programmes may appear laudable but they have one structural weakness or the other. Tourism becomes a viable option. It is seen as a panacea for poverty alleviation and eradication. It is also seen

as a tool for economic development. According to World Tourism report (1980) it constitutes the world's largest employer of labour in many countries. It engages a greater percentage of the labour force of a nation. WTTC (2003) affirms that it directly and indirectly generates and supports 195 million jobs globally. This amounts to 7.6% of the world's workforce and it is forecast to increase in the upcoming year. When tourists visit destinations, they make use of facilities and avail themselves of various types of services for which they make due payment (Anunobi, 2014). This results in income to the area thereby raising the standard of life of the visited. According to World Travel and Tourism Council (2009), in the future, the tourism industry is expected to grow 50 percent faster than other sectors of employment. This means that tourism is an excellent career option. This has corresponding multiplier effects on such sectors of the economy especially in Nigeria, where tourism resources are relatively inexhaustible and low demand in terms of manpower (human resources). Tourism can as well help to perpetuate and propagate a country's natural and cultural endowment (Ekechukwu, 2002). It has helped to remove geographical barriers in many countries and this resulted in global free movement of people across natural boundaries, in other words making the world "a global village" (Nah, 1993). This can as well lead to global peace.

On the other hand, tourism is a

very volatile industry, susceptible to political unrest, exchange rate fluctuations and natural disasters (Quammen, 2003). It also has other negative impacts which include destruction of culture, crime, sexual immorality, pollution, terrorism, traffic jam, promotion of neo-colonialism in the age of globalization. Thus, tourism is a two-edged sword which has to be carefully and systematically planned, developed and managed to achieve a desirable goal.

The world economy, of late has witnessed crisis and recession which have made countries to diversify this economic resources. Nigeria, as a mono-cultural economy, needs to diversify her economy to avoid unpleasant consequences occasioned by these crises (Uzuegbu, 2010). Nigeria is endowed abundantly with both natural, culturally and human resources to the extent that she is referred to as "GIANT OF AFRICA". Before the discovery of oil in commercial quantity at Oloibi in the 1950's, Nigeria was dependent on agriculture as the mainstay of her economy for decades. Agricultural produce like groundnut and hide and skin were produce in commercial quantities in the north, cocoa and rubber in the southwest, palm oil in the eastern Nigeria. In the late fifties and early seventies, Nigeria was a major exporter of cocoa, groundnut, hide, palm oil and coal, tin and lead. Products from these commodities were used to finance developmental projects in the respective

region. However, all these went into extinction on the discovery of crude oil between 1956 and 1958. This resulted to unprecedented boom in the nation's economy. Nigeria's crude oil was rated one of the best in the world market, giving rise to bountiful foreign exchange earning for the nation. Meanwhile whatever money Nigeria may think she gets from oil goes right back to the developed countries that provided the equipment and expertise for the oil company (Olatunde & Okali, 2008). Toward the end of the 20th century, based on foreign exchange analysis, Nigeria's economic fortune took a downward trend as crude oil price fell to as low as \$40 occasioned by fluctuation of international oil price (Uzuegbu, 2010). Today, external forces are manipulating the global oil market to the disadvantage of major producers in the third world. It has now dawned on us that mono-economy based on crude oil, whose price is determined by western nations is not reliable. The need for diversification and pluralization of our economy rises. Tourism becomes an alternative to crude oil in view of its importance in local and national economic development. Sustainable tourism development becomes another vital option in the development process. Tourism should be seen as a "goldmine" and the best means of escaping the current economic perils afflicting the country. Nigeria is in a position to become a flagship tourism destination, if her tourism resources are properly packaged and marketed to the

rest of the world taking advantage of the global tourism market (Uzuegbu, 2010). Nigeria should explore the opportunities the industry present. This gap is the basis for this investigation. Tourism as a tool for economic development of Nigeria stands to reduce or close the gap.

Historical Background of Tourism Development in Nigeria

Before the industrial revolution in the 18th century, tourism had begun with non-formal recreational activities such as story-telling, wrestling, swimming and indoor and outdoor games among the ancient people and grew to the level of creating leisure time, annual holiday, transport to places of events, involvement in spas as centers for natural curative and healing activities and movement to coast which lead to development of seaside resort.

In Europe, tourism began with the development of spas and seaside resorts which are connected with religious and recreational activities. In Africa it began with the visit to in-laws and relatives and activities connected with sports and festival. In Nigeria, some tribes organized their members and travelled to watch traditional wrestling, tournament and participate in musical festivals. They also travelled for days to watch and participate in these festivals. Tribes mostly involved are the Igbos and Yorubas of Nigeria. Nigerians have been practising tourism since prehistoric time. These are manifested in their festivals and traditions. Cultural festivals like

wrestling, new yam festival were practiced before the coming of white people. Relations, friends and neighbours travelled for days to festival towns, villages and places. Some of these festivals, like the new yam festival, have now developed into national and international tourist events. They are occasions for recreation relaxation and co-existence among the people. During this season, buying and selling increase.

Organized tourism in Nigeria began in 1962 when the Nigeria Tourism Association (NTA) was founded by a group of interested tourism practitioners in the country. This led to admission of Nigeria, in 1963, as a member of the International Union of Official Travel Organization (IUOTO) now World Tourism Organization (WTO). On 8th August 1976, NTA was placed in the Ministry of Trade and Nigeria Tourist Board was established under decree 54 to assume the right, obligation and activities of NTA. The decree assigned the board the responsibility to promote tourism and provide tourist facilities all over the country. In 1992, the Nigeria Tourism Development Corporation (NTDC) was established under decree No 81 charged with the overall promotion, marketing and coordination of tourism activities in the country.

The functions of Nigeria Tourism Development Corporation are

1. to encourage people living in Nigeria to take their holiday within Nigeria and those living elsewhere to visit Nigeria;
2. to encourage the provision and improvement of tourism amenities and facilities in Nigeria;
3. assist in the development of museums and historic sites, parks, game reserves, beaches, natural beauty spots, holiday resorts and souvenir industry;
4. Set up a tour operating company to be known as National Travel Bureau to operate tour services within and outside Nigeria.
5. The decree empowers the cooperation to undertake the development of sites and assist other agents, through technical advice, information or joint ventures in development and promotion of the tourism industry.

Presently, NTDC is a parastatal under the Ministry of Culture, Tourism and National Orientation. Currently, Nigeria hosts lots of cultural fiestas which include the Abuja carnival at the national level, Argungu Fishing Festival, Osun Osogbo and Calabar carnivals, etc at the state level and New Yam festival at local level (Okpoko, 2012). These festivals promote visits to tourism sites in Nigeria. During such visits, foreign tourist exchange their foreign currency

into local currency for spending purposes. Domestic tourist also spent money, revenue generated, employment created, income increased, standard of living improved and poverty reduced. This has led to national development of the country. NTDC has not done it all (Alabi, 2001). There is need for other arms of government, organization, individuals and groups to support and contribute towards tourism development for economic development of Nigeria.

Nigeria Tourism Potentials and Policy

Nigeria is regarded as the West Africa's economic giant, contributing greatly to West Africa's Gross Domestic Product (GDP) and present investment opportunities. She is a big country covering a land area of 923, 768 square kilometers comprising forest (9.61%), grassland (48.50%), wetlands (freshwater) (20.18%) arid/semi arid, mangrove (1.05%), coastal, marine and farmland (20.3%) (Ayo, 2006). The World Resources (1992) puts Nigeria coastline to be of 853km in length bordering the Atlantic Ocean within the Gulf of Guinea. She has a wonderful ecosystem. It is Africa's most populous and diverse nation that is endowed with numerous world-class tourist destinations (Olatunde and Okali, 2008). Nigeria is bounded by the Atlantic Ocean to the south, Lake Chad to the north-east, Niger Republic to the north-west and Benin Republic to the west. Nigeria's physical location and pleasant climate are unique endowments

(Abiodun, 2008). The weather, vegetation and climate make Nigeria a tourism destination of variety and contrast. The climate and weather include the semi-temperate climate of the Jos plateau, the harmattan haze of the north and humid weather of the south. Its ecological zone ranges from dry and intermediate savannah to tropical rain forest, mangrove swamps, and dry sandy areas. Nigeria has an area of about 220,900 square kilometers as its Exclusive Economic Zone (EEZ) (Ayo, 2006).

It has a population of approximately 140 million and over 700km of coastline in the south bordering the Atlantic Ocean, which gives abundant prospect for beach tourism and development (Nigeria Bureau of Statistics, 2006 & Graham – Douglas, 2008). Nigeria has a fine and stable weather all year round. According to the Nigeria Investment Promotion Commission (2000), the country is linked with the rest of the world through Lagos, Kano, Port Harcourt, Calabar, Abuja and Maiduguri international airports. Nigeria is readily accessible to visitors within Africa and other continents. With its over 250 ethnic groups she also has ample opportunities for cultural tourism in terms of historical and archaeological sites, annual festivals, and folk arts and crafts, sculpture, etc. She is potentially an enviable tourist dream because of her diverse cultures and traditions, fauna and floral, abundant sunshine etc which can offer a tourist a

holiday of a lifetime (Familugba, 2003). This is a land of unforgettable memories and hidden treasures. There is need to give required attention to tourists to ensure that their visits to Nigeria do not become a nightmare to them.

Nigeria is blessed with a wild range of rich and alluring cultural and tourism resources upon which tourism depend. These resources can transform the country into a tourist haven for both domestic and international tourists. These resources can also support a thriving tourism industry. In Nigeria, there are many captivating beaches, lakes, ocean, sea that are lined with coconut and palm groves which are among the best in the world. They are bestowed liberally with the bounties of nature that are tender, awe-inspiring, full of present glamour. Some of these beaches and other water bodies have life water and pleasant climate. They are very attractive and valuable. The physical environment and exerting nature of them provide valuable opportunities for relaxation and recreation. Other attractions include physical environment, climate, vegetation zones, ecological habitats, biodiversity, flora and fauna, natural parks and game reserves (Cross River National Park and Yankari Game Reserve), museums (Badagry Museum Lagos State), theatre (National Arts theatre, Igamu), cultural festivals (New Yam festival, Oshobo and Argungu fishing festival in Kebbi State) etc. They are located in various parts of the country. These destinations are

vacation spots for tourists (Walker, 2011). Unfortunately, most of these beaches and other tourism resources have not been tapped, unexplored and some are still at their natural states. They are yearning for exploration, exploitation to add value and promote tourism development in the country.

This neglect can be accounted for by low level of awareness by the citizens of what tourism is all about and benefits accruable from it, lack of knowledge of the tourism potentials of these natural and cultural resources, poor tourism culture among Nigerians, insecurity, low disposable income to pursue tourism activities, lack of political will to pursue tourism development, non-professionalization of the industry, absence of private sector participation, inadequate tourism promotion and poor publicity. Also, non implementation of the 2006 tourism development master plan, incoherent policies, lack of regulatory legislation, paucity of fund, inconsistency in conduct of Environmental Impact Assessment (EIA) in tourism projects, inadequate current statistics of tourism management and piecemeal development strategies are also part of the negative effects of the neglect (Markaric et al, 2009 & Obasanjo, 2008). Lack of modern infrastructural facilities which include good road network, effective and efficient transport system, communication system, steady power supply, portable water supply, comfortable and affordable accommodation, proper waste

management. Others includes poorly articulated policy on tourism education and benchmarking of tourism curriculum, experience has shown that most national policies contain many objectives with no serious attention to priorities; hence implementation has always been the bane of such policies.

As far as physical set up is concerned, Nigeria possesses one of the best coastal environments where tourism should flourish. It lack infrastructural facilities which include good road network, effective and efficient transportation system, communication system, steady power supply, clean portable water, comfortable and affordable accommodation, If tourism industry is properly developed and managed sustainably, it can lead to promotion of cross-cultural awareness and cultural tolerance. Tourism can also play important roles in sustaining language, conservation of biodiversity and natural resources for posterity. Sustainable tourism could as well be used as a means of correcting the adverse environmental, social and cultural effect of tourism on host communities (Modinos, 2000). It can expand the spectrum of recreational and learning opportunities. Development of tourism industry will help to achieve the objectives of the diversification of the productive base of the economy and for the rapid improvement in the quality and quantity of social services and infrastructure (Central Bank of Nigeria (CBN), 2000).

Problems of tourism development in Nigeria

1. Nigeria is still developing and the level of development so far is low and has needs for development capital. She has severe deficits on our balance of payments and imports more than what her export earnings. Tourism becomes an alternative source of foreign earnings for the nation to service existing debt and to facilitate new investments.
2. Oil is Nigeria's major source of foreign exchange. There is need for other sources of foreign exchange of which tourism is a good option. Foreign exchange is required to conduct international trade and buy development imputes such as goods, expertise and other skills.
3. Nigeria is the most populous nation in Africa and highly skewed to a high population of youths and children which put heavy socio-economic and political pressure on the government.
4. Since the currency is weak, revenue from tourism provides opportunities to relieve these problems.
5. There is the problem of marketing of tourism product, probably because some government officials do not even understand or believe in these products.
6. Many of these tourism resources have over the years remain as

potentials with limited effort to identify, document, develop, market and sell them to the outside world as a way of promoting tourism. Some of them have remained either undeveloped, if developed or not properly managed.

Government is the major player in tourism development, regulatory role, land used policy, financing destination management and marketing, enacting tourism law, adoption of instruments for proper management of visitors capacity building, and promotion of local education. Government gets involved in tourism development and incorporates it into their development strategies because it involves both direct and indirect foreign investments which impacts in all sectors of the economy and this contributes to national economy and impacts closely on related industries (Hotel management, transportation and travel, agricultural etc). Economic nature of tourism which is the main function of tourism (foreign exchange, job creation, redistribution of income, sales of goods and services to tourists, transportation and improvement of standard of living of the host communities of destination.

In order to strike a balance between prospects and problems of tourism to economic development of Nigeria, there is need for good tourism development policies and planning, as well as assessing and leveling the environmental, political and socio-cultural impacts (Okpoko, 2012 &

Uzuegbu, 2010). Tourism demand is influenced by social and cultural structures, institutions, occupation, work pattern, wealth, income, gender, age and class while tourism supply at the destination has to be attractive, affordable, adequate, trending and secure enough to meet tourist demand (Okoli, 2017). Impact of tourism on the economy is manifested by investment opportunities. It provides infrastructural development of the destinations and boosting of local industries of handicrafts and hotels etc. One factor that benefits tourism is that tourism tend to have a very limited tend. It recovered easily and quickly from any mishap unlike other industries. Tourism should be developed sustainably in Nigeria. This entails enjoying the tourism product and services by the present generation without compromising the opportunities of the future generation to enjoy them (Weaver, 2003).

Role of Tourism in Economic Development of Nigeria

Tourism is known historically as a growth sector, an international and local activity that has been resilient and dynamic. Favourable economic and social determinants of demand result in tourism growth. Tourism offers Nigeria a growth prospect which other exports cannot because as an export activity, it has one advantage over other forms of export since it is not faced with

tariff or quota barriers. Nigeria does not put barriers on where their residents travel to and how much they spend. Tourism is an employment – intensive activity. Job creation is one of the important economic and political necessities in Nigeria and government supports it in order to create employment opportunities. At the entry level of tourism industry, skill and training requirement are limited, thereby limiting or reducing the employment costs of creating jobs. It generates both direct and indirect employment. Tourism employment generating capacity is second to none. Nigeria is located in tropical region and endowed with rich natural and cultural resources that attract tourists from far and wild and this enhances country's attractiveness as a place for location of headquarters, distribution or manufacturing centers of some institutions and establishments.

Tourism industry cuts across and is linked to many other industries in the economy, generating additional demand in a wide range of services and professions. It generates most household income and retains a higher share of expenditure within the local economy after accounting for imports. (Okoye et al, 2017). It is an attractive option for stimulation of development in rural and low

income areas of the country and other areas that rely heavily on agriculture and natural resources extraction.

It grows and sustains when host communities imbibe good tourism culture and positive attitude towards it. When properly planned, developed and managed, it serves as mechanism for protecting natural environment, preserving historical monuments, cultural landscape, archaeological sites and materials, festivals and cultural heritage.

Recommendation

The data above gives detailed and precise information on the concept of tourism and national development in Nigeria. The study showed that Nigeria is endowed with lots of natural and cultural resources. It is an obvious fact that some of these resources have remained untapped because most people are not aware of what tourism is all about, its potentials of natural and cultural resources in our country and benefit accruable from them. There is need to identify and document them and place them in the nation's tourism map. It will help tourist to know the location and current state of these resources. Investment into the tourism section will lead to the creation of jobs and increase in revenue, thereby reducing the rate of poverty. The standard of living of citizens will also be improved. When poverty is reduced the rate of crime will be reduced

and our country will be a better place to live in. Tourism also creates massive employment benefit at the destination. It creates employment through its linkages with other sectors. At the top echelon of national economy, it creates one job and in lower level of economy it creates many jobs (Marafa, 2011). Secondly, when people create time for leisure and visit tourist sites, it gives them opportunity for relaxation. Cases of stress, health issues like hypertension and heart attack will be reduced.

Thirdly, when people visit tourist site of interests, they acquire souvenirs (art and craft) for remembrance and production of these souvenirs will boost our indigenous technology (local industries). As tourists buy these souvenirs, more money will be injected into the nation's economy.

Fourthly, tourism plays a role in the achievement of the Millennium Development Goal (MDG). The first MDG is to eradicate extreme poverty and hunger, the seventh MDG is to ensure environmental sustainability and the eight MDG is to ensure development of global partnership for development. All these MDG can be directly supported by the potency of the tourism industry. The other MDGs are indirectly affected by tourism development (Holden, 2008).

There is need for provision of modern institutional and regulatory framework in which the private sector can thrive. Where there is no sound legal system for tourism, it will act as a disincentive to investment. The legal

frame work must be consistent with the provision of the international economic development bodies which the country is a member or aspirant example United World Tourism Organization e t c.

Government should provide fund for tourism development (Tourism projects). In countries like South Africa, Israel, USA e t c government provide funds for tourism projects. The proposed tourism Development Fund should be made operational as soon as possible. Bank of industry and other federal intervention banks should consider tourism as a priority area. Adhoc or fire brigade approach in the development of the tourism industry, should be discouraged. Long time planning technique should be devised and applied to avoid wastage of resources. There is need for the provision of infrastructures. This will help to make the country's investment environment attractive for both domestic and foreign investors. It's inadequacy or absence act as a disincentive in some tourism projects in Nigeria.

Government should develop strategies to lure the private sector into tourism development because presently private sector involvement is still low. According to Ekong (2013) private sector can be enticed to invest in tourism development by creating a favorable investment climate as well as offering unique financial inducement such as tax concessions, subsidies, credits and preferential rates of interest on land purchase e t c.

The tourism law should set out a licensing and qualification framework for the sector and also encourage the trade associations to develop or adopt their own ethical standards. Government should vigorously pursue the policy objectives on tourism as enshrined in the Act No.81 of 1997 to promote and develop tourism into an economically, socially and politically industry.

All teeming cultural festivals of the country should be identified and packaged so that tourists will be entertained with them. These festivals should be protected and promoted because they give the communities where they are performed a sense of identity, dignity, continuity, security and unity (Obinwanne & Okpoko, 2015). Absolute care should be taken to preserve the unique features of festivals attached to these areas because they constitute the element of attraction to the tourists. The community and power blocs must be recognized as the major stakeholders and also allow them to play participatory role in planning and implementation process of tourism development.

E n v i r o n m e n t a l I m p a c t Assessment should be used in developing tourism potentials. Tourism projects must pass through EIA before the approval for such development. This will play important role in safe guiding the socio-economic and physical environment of local people. Finally, we must evolve our own pattern of development for genuine development to

take place. This must be consistence with our own cultural heritage| traditional development.

Conclusion

Tourism has become topical not just because of its entertainment or pleasure value but because of its increasing economic significance. Presently, no nation can afford to ignore the importance of tourism in its economic, social and cultural development (ESU, 2009). This new world order is fast changing the face of tourism and as a result most countries have increased their reliance on tourism as a means of socio economic development. Lickerish and Jenkis (2003) observed that many developing (poorer) countries in the world adopted tourism as a major input to their development process.

In Nigeria, poverty and unemployment have become a problem apparently defying quick solution but tourism becomes a viable option. The need for diversification and pluralization of our economy rises. Tourism becomes an alternative to crude oil in view of its importance in local and national economic development. Nigeria is endowed with wide range of natural and cultural resources that can be developed and packaged properly as an alternative source of foreign exchange to service existing foreign local and facilitate new investment. Sustainable tourism development becomes another vital option in the development process.

Nigeria has to developed tourism in a sustainable manner through reasonable investment in infrastructures, modern technologies and effective marketing strategies. Nigeria should explore the opportunities the industry presents. The country is in position to become a flagship tourism destination, if tourism resources are properly packaged and marketed to the rest of the world taking advantage of the global tourism market. The triple bottom-line would be competitiveness, profitability and sustainability. All these stated above work towards adoption of tourism as a tool for economic development of Nigeria.

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