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# **JOURNAL OF MANAGEMENT AND ENTERPRISE DEVELOPMENT**

**VOL. 4, NO. 4, 2007**



**INTERNATIONAL RESEARCH AND DEVELOPMENT INSTITUTE**

# JOURNAL OF MANAGEMENT AND ENTERPRISE DEVELOPMENT

ISSN 1117 - 1677  
Volume 4, Number 4, 2007

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ISSN 1117 - 1677  
Volume 4, Number 4, 2007

Published by the International Research and Development Institute in Association with Kan Educational Books, No. 63 Itiam Street, P. O. Box 790, Uyo, Akwa Ibom State, Nigeria.

First Published 2004

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ISSN 1117 - 1677

*Printed and Bound in Nigeria.*

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#### ABSTRACT

*The United Nations Commission for Sustainable Development in its Rio Earth Summit in 1992 identified tourism as one of the few sectors of economic activities capable of providing an economic incentive for preservation of the environment. Its Agenda 21 also identified tourism as one potential major source of continuing employment for women and the unskilled. This shows that tourism has gained so much prominence that regions and nations of the world are expected to take steps in the development and marketing of tourism in order to maximize its benefits. Africa as a region does not seem to be making impressive progress in this direction. For example, the World Tourism Organization (WTO) reports that Africa attracts just fewer than 4% of total world tourists, which accounted for 2% of international tourism receipts in 1997. The WTO also calculated that Africa has just over 3% of the world accommodation capacity (796,000 beds). However, the African region showed the strongest expansion in arrivals of any world region in 1997, up to 8.1% over 1996. Besides, between 1988 and 1997, Africa had an average annual growth of 7.2% in visitor arrivals, only slightly lower than the East Asia/Pacific, which had the highest growth rate of all regions though from a much higher base than Africa. This paper, therefore, takes an overview of tourism marketing in Africa from a number of complementary angles: Firstly, effects made by African countries in tourism development and marketing are appraised. Secondly, the position of Nigeria in Africa's tourism rating is established. Finally, the possible strategies Nigeria can adopt to maximize the benefits of tourism are highlighted.*

**Keywords:** *Tourism, Marketing, Africa, Nigeria, Destination Positioning*

*Tourism marketing in Nigeria*

#### INTRODUCTION

Tourism has become a dominant sector of economic activities worldwide. This dominance is usually felt at two levels: Macro or national level and micro or sub-national or local level. At the primordial level, tourism fosters economic growth through foreign exchange earnings and increased state revenue; and at the second level, an improvement in the people's well being in the areas of revenue income distribution and balanced regional development as well as job creation. In fact, World Tourism and Travel Council (WTTC) to depend on travel and tourism estimate over 5% of all the jobs worldwide. This translates to 5.5 million jobs per year over the next decades. Also, according to WTTC, direct spending by international visitors on tourism amounted to 5% of world export in 1999. A large number of countries depend on tourism for their economic growth. A recent study done by Department for International Development (DFID) concluded: "while poor countries only command a minority share of the international tourism market, tourism can make a significant contribution to their economies. Eighty percent of the world's poor (below US \$1 a day) live in 12 countries. In 11 of these, tourism is significant, and or growing. Of the 100 or so poorest countries, tourism is significant (accounting for over 2% of GDP or 5% of exports) in almost half the low income countries". According to the World Tourism Organization (WTO) Africa as whole attracts just fewer than 4% of total world tourists which accounted for 2% of international tourism receipts in 1997. The WTO calculates that Africa has just over 3% of the world accommodation capacity (976,000 beds). The African region showed the strongest expansion in arrivals of any world region in 1997, up 8.1% over 1996. Furthermore, during the 1998 – 1997 decade, Africa had an average annual growth of 7.2% in visitors arrivals, only slightly lower than the East Asia / Pacific, which had the highest growth rate of all regions though from a much higher base than Africa. The average annual growth rate for tourist arrivals worldwide has averaged to 5.0% for the past decade. Until the foregoing picture in focus, the United Nations Commission for Sustainable Development in its Rio Earth Summit in 1992 identified tourism as one of the few sectors of economic activities capable of providing an economic incentive for preservation of the environment. Its agenda 21 also identified tourism as a potential major source of continuing employment for women and the unskilled. The seventh session of meeting of the commission held in New York in April 1999 included, for the first time, a debate on "Tourism and its Sustainable Development". A key aim of the meeting was to determine how well the findings of Agenda 21 have been applied to tourism so far, what has been achieved and what remains to be

done. In its conclusion, the commission urged governments to develop national strategies or master plans for sustainable tourism based on Agenda 21. Specifically the commission requested interested bodies to work in close collaboration with WTO to, among other things:

- (i). Undertake an assessment of existing voluntary initiatives and guidelines for the economic, socio-cultural and environmental sustainability of tourism.
- (ii). Support national efforts towards sustainable development through relevant capacity building, as well as financial and technical assistance and appropriate technologies.
- (iii). Promote integrated planning for tourism at the local level, and
- (iv). Encourage more responsible behaviour among tourists. In this context, WTO in collaboration with member countries and NGO's is developing a global code of ethics for tourism.

Consequent upon the above directives, many African countries have begun to record some success in tourism. For example, Christie and Crompton (2001) reported that in four mainland sub-Saharan countries, tourism receipts account for over 5% of GNP: Kenya (5.1%), Gambia (5.4%), Namibia (6.9%) and Tanzania (8.7%). This shows that tourism is significant in a surprising number of countries. How well has Nigeria fared in the tourism sector when compared with other African nation? An analysis of the continental situation will make the picture clearer. (Appendix 1).

### NIGERIA'S PLACE IN AFRICAN TOURISM

Christie and Comptom (2001) reported that a recent study for the UK's Department for International Development (DFID) on "Tourism and Poverty Elimination: Untapped Potentials", was presented at the Seventh Session of the UN Commission on Sustainable Development in April 1999 – the first dedicated to tourism. The study highlighted the importance of tourism to poor countries that are doing well in tourism. These countries are Republic of Benin, Botswana, Burkina Faso, Cape Verde, Comoros, Djibouti, Eritrea, Ethiopia, Gambia, Ghana, Kenya, Madagascar, Mauritius, Namibia, Niger, Senegal, Sao Tome, Principe, Seychelles, Sierra-Leone, South Africa, Swaziland, Togo, Uganda and Zimbabwe. Zambia and Mali just missed the cut-off in 1996. Nigeria was conspicuously absent on that list. Another study conducted by Gauci, Gerosa, and Mwalwanda in 2003 showed that Nigeria is lagging behind in Tourism. The findings of that study clearly identified Egypt, Kenya, Mauritius, Morocco, Tunisia, and South Africa as benefiting much more in tourism. In the same vein, North Africa was fingered as the sub-region in Africa that is taking the lead in tourism. As if that was not enough, the World Tourism Organization (WTO) in its Tourism Market Trends published in 1998 could not classify Nigeria among the 8<sup>th</sup> tourism destination in Africa. According to the rating, Nigeria occupied 9<sup>th</sup> position in 1985, 12<sup>th</sup> in 1990, and 8<sup>th</sup> in 1997. (See appendix 2) In addition to the above scenario, Nigeria has never been listed among the top 11 tourism earners in Africa since 1985. The situation was worse in 1990 when she occupied the 24<sup>th</sup> position. Worse still, Nigeria's Tourism Market Shares were 1.1% in 1994, 3.3% in 1995, 3.9% in 1996, and 2.6% in 1997. All these performances put together leave much to be desired, particularly against the backdrop of the claim that Nigeria is the giant of Africa. This made an empirical investigation inevitable and particularly urgent. This paper therefore reports on the latest tourism potentials and marketing efforts in Nigeria to identify barriers and assess the efforts made so far both by government to identify the private operators with a view to suggesting strategies for overcoming the problems and barriers. Owing to the explanatory nature of this study and the limited information available in secondary form, we have employed in-depth interviews and first hand observation and site visits as our primary tools for data collection. The author visited relevant agencies to conduct interviews with government officials, hoteliers, tourism representatives, and the general public, and to solicit diverse viewpoints.

### THE CONCEPT OF TOURISM MARKETING – AN OVERVIEW

Tourism refers to "activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes: (WTO: 1992 – subject to ratification by UN). Another attempt at defining tourism was made by the Tourism Society of United Kingdom. The society merely adopted a definition in 1979 based on the work of Burkhart and Medlik (1974), which in turn draws on earlier definitions and is widely accepted. To this end, tourism is defined as any activity concerned with temporary short-term movement of people to destinations outside the places where they normally live and work, and their activities during the stay at these destinations". (Tourism Society: 1979, p.70). Either of the above definitions suffices because each encompasses the three main elements of tourism which are as follows:

- (i). Visitors activity is concerned only with aspects of life outside normal routines of work and social commitments, and outside the location of those routines.

- (ii). The activity necessitates travel and, in nearly every case, some form of transport to the destination.
- (iii). The destination is the focus for a range of activities, and a range of facilities required to support those activities.

### THE COMPONENT SECTORS OF THE TOURISM INDUSTRY

Within the tourism industry, there are component sectors as shown in the figure below:

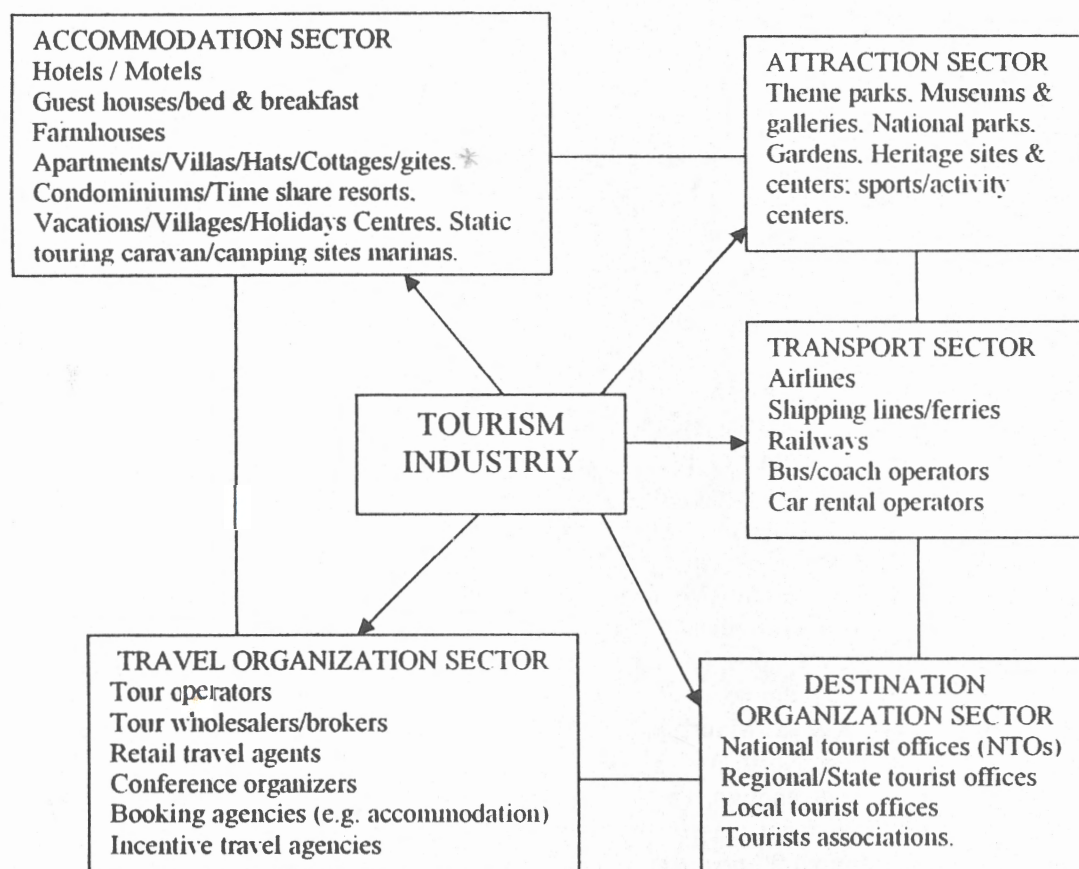


Figure 1.1: The five main sectors of the Tourism Industry.

Each of the sectors indicated above comprises of several sub-sectors, all of which are increasingly concerned with marketing activities, both in the design of their products and the management of demand. In other words, marketing is a subject of vital concern in tourism because it is the principal management influence, which can be brought to bear on the size and behaviour of this major, global market called tourism. As shown above, this total market has sub-markets, or segments, and many products designed and provided by a wide range of organizations.

### THE ROLE OF MARKETING IN TOURISM

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others (Kotler 1988). Kotler further argues that this definition is pivoted on the main concepts of wants, needs, demands, satisfaction and marketing, because they are central to the study of marketing. But Middleton (1998) simply sees marketing as a process of achieving voluntary exchanges between two individual parties. The systematic links between demand and supply, and the role of marketing have been depicted in figure 1.2 below.

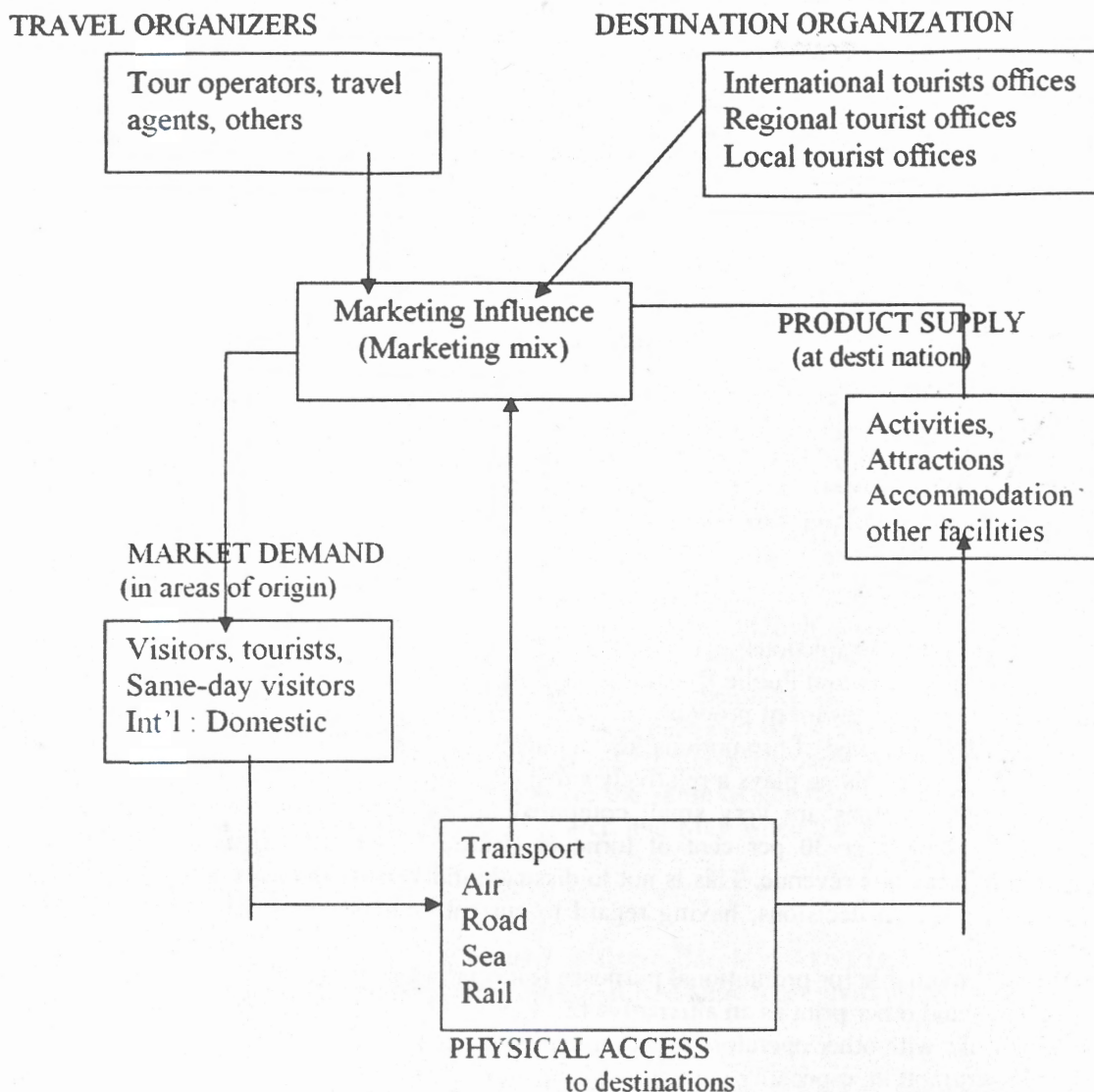


FIGURE 1.2: The Systematic Links Between Demand And Supply, And The Influence Of Marketing.

Source: V.T.C Middleton, Marketing in Travel & Tourism, p11.

The paradigm above shows the vital linkages between demand and supply in tourism that are fundamental to an understanding of the role of marketing. It shows the nexus between market demand, generated in the places in which visitors normally live (areas of origin), and product supply in areas of destination. In particular, it shows how the five main sectors of the industry combine to manage visitors' demand through marketing influences. The marketing influences are exerted through the application of the marketing mix; and "the marketing mix is the mixture of controllable marketing variables that the firm uses to pursue the sought (desired) level of sales in the target market" (Kotler 1984). The elements of this marketing mix are product (which is a means of adapting to the changing needs of the target customer); price (which is the value of the product in terms of naira and kobo, or any other currency); promotion (which is used to increase the number of those in the market who are aware of the product); and place (which determines the number of prospective customers who are able to find convenient places and ways to convert their buying intentions into purchases. These four are continuously manipulated according to the prevailing market conditions, especially with respect to the actions of competitors.

We shall now examine the specific applications of each of these elements to tourism marketing.

(a). **PRODUCT**

In tourism, product is concerned with two aspects: These are presentation and service elements. Presentation is mainly a function of the atmosphere and environment created on the producer's premises. The service element includes the numbers, training, attitudes and appearance of staff engaged in delivering the product to the consumer. It may also include the basic design, such as the size, brand and facilities of the tourist site. In the contemporary marketing, products in tourism are designed on the basis of customer orientation. This



means they are continuously adapted to suit customer's needs, preferences, desires; and above all capability in terms of purchase power. Most organizations engage in product flanking and differentiations in order to satisfy the varied needs and tastes of the customer. For example, tour operators provide a range of products within their brochures; and hoteliers may have a dozen separate products ranging from wedding halls to short break packages for holiday shopping. However, Medlik and Middleton (1973) conclude, "as far as the tourist is concerned, the product covers the complete experience from the time he leaves home to the time he returns to it". Thus "the tourist product is to be considered an amalgam of three main components of attractions, facilities at the destination, and accessibility of the destination". Middleton (1994) argues that this original concept of the product was used subsequently by Wahab et al, (1976), and Schmoll (1977), and has been widely accepted and used internationally.

**(b). PRICE**

Over a year's trading, the sales revenue generated in any business within the industry is a function of many decisions on the optimum price to be charged to the range of segments involved, on a daily or weekly basis. For some business, such as visitor attractions, average prices are relatively stable over a year; but for others such as tour operators and scheduled airlines, prices may vary widely as managers seek to optimize their short-run revenue. The use of price changes to manage demand is common through out the industry, and is often a daily concern for many marketing managers.

**(c). PROMOTION**

This is the most pronounced and conspicuous of the four Ps. It includes advertising, direct mailing, sales promotion, personal selling, publicity and Public Relations. As hinted earlier on, promotional techniques are used to make prospective customers aware of products, to whet their appetites, and stimulate demand, often through incentives provided. The range of promotional techniques is so wide that the term promotional mix is frequently used in practice. Advertising plays a relatively small role in tourism. For hotels and restaurants, "hospitality advertising appropriations are very small compared to major fast moving consumer goods manufacturers who may budget over 30 per cent of turnover (Buttle 1986). This is also true for tour operators when it comes to total sale revenue. This is not to dissuade individual operators from advertising. Each operator must make his own decisions, having regard to current demand and other communication options provided by:

- \* Distribution channels available for promotional purposes (especially travel agents).
- \* The role of brochures and other print as an alternative to advertising.
- \* The availability of links with other operators for co-operative promotion.
- \* The scope for sales promotion, especially with clients on owned premises.
- \* Merchandising at all available points of sales.

Public Relations is frequently a much more important promotional tool in tourism than we find in the case of other consumer products. The reason finds expression in the subject matter, which is intrinsically interesting. Most people, for instance, are relatively unexcited about canned beef and milk powders, but quite interested in stories about exotic destinations, glamorous and their travel habits, and the arts and heritage generally.

**(d). PLACE (or Distribution)**

Place, in this context, does not just mean the location of a tourist attraction or facility, but the location of all the points of sale that provide prospective customers with access to tourist products. For example, 'place' for Yankari Games Reserve in Nigeria is not only Yankari in Bauchi, but also the numerous travel agents located in the north-east of Nigeria (and elsewhere inside and outside Nigeria) selling products that include admission into the Games Reserve. Travel agents are only one of the ways in which 'place' or access is created for or customers of Yankari games Reserve in Bauchi State or Obudu Cattle Ranch in Cross Rivers State; or indeed for most other products in tourism. Place for a self-catering operator would include computerized and other reservation/booking systems that provide access to products for repeat and loyal customers targeted by direct mail. In addition to the four marketing mix elements discussed above, three elements have been brought in to bear on service products by some authors. Cowell (1993), for example, while reviewing recent America contributions and drawing on work by

Booms and Bitner, recommends a 'revised marketing mix' for services, which comprises:

- \* Product
- \* Price
- \* Promotion
- \* Place

- \* People (numbers, training, attitudes)
- \* Physical evidence (furnishings, colour, lighting, noise)
- \* Process (customer involvement, procedures in service delivery)

The additional three mix elements are in fact all integral elements of tourism products. The nature of service products, and indeed tourism compared with those based on physical goods makes the sub-division imperative and inevitable.

### **TOURIST DESTINATIONS IN NIGERIA**

It is imperative to state at this juncture that Nigeria is endowed with innumerable tourist spots, which enrich her potentials in tourism. Some of these sites are highlighted below.

#### **Azumini Blue River Rose**

Azumini Blue River is located in Abia State towards its boundary with Akwa Ibom State. The River has become a resort for tourists because of the pleasantness it offers. The attractive features of the River include its crystal-clear blue water; canoe rides; sandy beaches with such relaxation facilities as chairs and tables. At the beach also, BBQ grill are delicacies provided for picnickers.

#### **The Long JuJu Shrine of Arochukwu**

Arochukwu is a famous tourist destination with the cave of the famous long juju oracle as a particular attraction. The cave is believed to hold the long metal pipe through which the gods speak to the people. A traditional religionist would find the oracle quite an attraction. It is, a religious center with a well-laid down administrative structure headed by a Chief priest. Yola Municipality

Yola is the capital of Adamawa State in the North-Eastern part of the country. The most striking impression about the town is its undulating topography of hill chains particularly the three sister hills which are so-called because they stand side by side and share the same height. The cultural manifestations of the town gets to their climax between the months of March and May when the city celebrates its fishing festival at lake Njuwa.

#### **Ibeno Beach**

One of the numerous fine beaches in Nigeria is Ibeno Beach in Akwa Ibom State. A lover of water sport finds the Beach, which stretches to James town on the Atlantic most inviting.

#### **Ogbunike Cave**

Ogbunike Cave can be described as the very wonder of nature. The Cave, segmented into sections, is found in Anambra State, some few kilometers away from the Onitsha market town. There are different stories about the various sections that constitute the cave. The stories are better told by the native tour guides.

#### **Rojenny Tourist Village**

In Anambra State, just at the outskirts of Onitsha market town is found Rojenny Village, one of the leading tourist resorts in Nigeria. Among the many attractions of the village are amusement park, joy rides and sporting/relaxation facilities.

#### **Igbo-Ukwu**

Igbo-Ukwu is an ancient town, which has remained an attraction to tourists because of its bronze artifacts. The bronze, which was first noticed in 1938, was later excavated by Thurstan Shaw, an English archeologist. The bronzes, which dated back to about the 9th century, are of high value because of their historic relevance.

#### **Yankari National Park**

Yankari National Park has become the most developed Wildlife Park in Nigeria with a lot of attractions for visitors. The park is famous for its variety of animals available for viewing round the year, though the animals are better watched between November and May period of the dry season when the animals converge around the Gaji River, Baboons, Waterbucks, Elephants, Crocodiles, Bushbucks, Duikers, Warthogs, Hippopotamus are among the animals commonly seen at the park.

#### **Wikki Warm Springs**

Wikki Warm Springs is a famous attraction in the Yankari National Park. It is particularly prized for its warm water. It is available both night and day for tourists who cherish swimming. The National Park is

located in the South-Eastern area of Bauchi, the capital town of Bauchi State in the North-Eastern part of Nigeria.

#### **The Hills of Benue**

Located in the middle belt region of Nigeria, Benue State shares boundaries with Taraba State on the East; Plateau State on the North and Edo State on the West; and Anambra, Enugu, Cross River States on the South. The entire landmass presents hills of various shades and touristic appeals. Ikyogen Hills exude mild weather, which ensures steady green vegetation and round-the-year grazing of animals in the areas, which is also known as Ikyogen Cattle Ranch. Ushogbo Hills in Ushogbo town also offers clement weather condition that makes it most fulfilling spot for tourists and adventures. Bassa Hills, like the Ushogbo Hills, are worth visiting especially for their satisfying scenery; and Swern Hills are valued for their historical linkages. The hills are believed to be the place for origin of the Tiv people.

#### **Lake Chad**

Lake Chad occupies a strategic location serving not only Borno State of Nigeria where it is located but serving also the three neighbouring countries of Niger, Cameroon, and Chad. The lake, apart from serving the agricultural and economic needs of the people, attracts a great number of tourists. Of paramount interest to tourist is the boating opportunity and visits to numerous fishing villages in the area.

#### **Obudu Cattle Ranch**

Obudu Cattle Ranch is located in Cross River State towards the Nigeria-Cameroon border in the South-East. The Ranch is over 1,524m, has temperate weather condition to ensure green vegetation and grazing of cattle round the year. The ranch is a tourist delight as a result of its divergent attractions. There are a natural swimming pool, horse riding, beautiful waterfall to behold, gorilla camp, bird watching, sporting facilities and accommodation.

#### **Agbokim Waterfalls**

Some short distance away from the Nigeria-Cameroon border is the very captivating sight called Agbokim Waterfalls. The falls situated in Cross Rivers State lies less than 30km from Ikom and is highly recommended for picnics. The falls are pleasantly surrounded by green vegetation.

#### **Sillicon Hill**

Near the Nkpologu campus of the Enugu State University of Science and Technology (ESUT) is found this very important mineral deposit. The hill, which is more than 300 metres above sea level and almost half a kilometre long, has silica, an important raw material for the manufacture of glasses. The surrounding environment is very captivating with hills, valleys and plains beautifully wrapped up such that one cannot ignore it's breath-taking views and awe-inspiring blend.

#### **Mbari Cultural Centres**

The home of Mbari sculptural houses. These sculptures are robust art manifestations of the prevalent social life and a monumental art sacrifice to "ALA" the earth goodness. In Mbari, Imo State there are very many objects like the terrorizing beast, the plastic forms of symbols of the prevalent deities among which is the "ALA" herself, the Amadioha (Thunder god), the Ogwugwu (forest god) each deity with his or her mystical messengers such as snakes, monkeys, rams, tortoise and owl are properly represented. A number of symbolic models were sculptured or painted. These sculptures reflect the Igbo aesthetics. The Mbari Cultural Centre is an open air museum and found in Ikenegbu layout Owerri and at Eke-Nguru in Aboh Mbaise.

#### **Oguta Lake Holidays Complex**

The holiday complex situates in Oguta local government Area of Imo State about 40km (forty kilometers) away from Owerri, the capital of Imo State. The lake is of fresh water and the second largest natural lake in the country after lake Chad. To complement the complex water-based recreation services, there are other interesting attractions to watch.

These include:

- (a). Golf Course with 18 standard international holes.
- (b). Relic of war (mini bunker) constructed by the defunct Biafran navy during Civil War.
- (c). Natural confluence of Oguta Lake and Urashi River.
- (d). Cruise boat services.

- (e). Golf Club Bar House/Oguta Lake Motel for refreshing, lodging and feeding.
- (f). Mini-children recreation park.

### **Birnin Kudu Rock Painting**

Birnin Kudu town lies in the South of Jigawa State. Birnin Kudu is noted for the presence of rocks. Fascinating are the ancient paintings on these rocks. The different paintings are eloquent information on the styles of the early settlers in the area.

### **NOK Village**

A trip to the Nok Village in Kaduna State launches visitors into physical romance with the so-much-talked-about culture of the Nok people. The culture has been known for over 2,500 years. The Nok culture is better appreciated appraising the excavations made by the numerous scholars and research. Terra cotta, heads of animals and man; and weapons of war are abundant on display. In an attempt to take full advantage of the aforelisted potentials and indeed others not listed here a new impetus was given to Nigeria tourism with the evolution of a tourism policy, which sought to develop and promote tourism into an economically viable industry. The consummation was the promulgation of decree 81. The main thrust of the policy, as it were, is to make Nigeria a prominent tourism destination in Africa, generate foreign exchange, encourage even development, promote tourism based rural enterprises, generate employment, accelerate rural-urban integration, and foster socio-cultural unity among the various regions of the country through the promotion of domestic and international tourism. It also aims at encouraging active private sector participation in tourism development. Specifically, the policy found expression in the following tourism institutions, infrastructures, and incentives that exist in Nigeria.

### **TOURISM INSTITUTIONS IN NIGERIA**

The following institutional framework has been put in place to enhance the effective execution of the tourism policy.

- (a). **The Federal Ministry of Commerce and Tourism** assumes full responsibility for policy initiation and monitoring; maintaining link with the state governments on funding and monitoring of nationwide tourism infrastructure; and relating with international tourism agencies.
- (b). **State ministries of Commerce and Tourism** implement policies and directives from the Federal Ministry of Commerce and Tourism and initiate projects for tourism development in the states.
- (c). **National Council on Commerce and Tourism**, chaired by the Federal Minister of Commerce and Tourism, ensures the coordination of national planning and development of tourism in the federation. It is an annual forum for discussing and perfecting modalities for tourism management.
- (d). **The Nigeria Tourism Development Corporation (NTDC)** is the apex tourism body responsible for promoting, marketing and disseminating information on the industry locally and internationally, through publication of handbooks, brochures and general guidelines for the operation of the industry. It collaborates with the private sector as well as other tiers of government in implementing policy directives and executing tourism projects. It coordinates the activities of organized private sector tourism associations and practitioners.
- (e). **State tourism boards** are to identify, preserve, protect and develop tourism assets and resources within the states.
- (f). **Local government tourism committees** locate and identify potential tourist attractions in their areas, serve as information centers and provide tour guides, preserve and maintain monuments and museums in their areas of jurisdiction.

### **TOURISM INFRASTRUCTURES IN NIGERIA**

In addition to natural endowment – both geographical and socio-cultural, the following infrastructures make Nigeria a good tourist destination on the continent of Africa.

#### **(a). Airports and Airline**

There are airports in the major cities of Nigeria. Nigeria Airways, several domestic airlines and major European and African airlines combine to link Nigeria with the rest of world through the international airports in Lagos, Kano, Port Harcourt, Calabar, Abuja and Maiduguri.

(b). **Hotels and Restaurants**

There are several good hotels in Nigeria, including international franchise chain hotels such as Sheraton, Hilton and Meridien. Excellent restaurants offering a wide range of choice in meals, drinks and entertainment are also in abundance in the major cities. The various hot dishes of ethnic cuisines are well patronized.

(c). **Beaches**

Nigeria is bounded in the south by the Atlantic Ocean, which for about 800 kilometers washes the nation's sandy, coastline. The various beaches are unique tourist sites lined with coconut and palm groves.

(d). **Culture and Arts**

As a nation of diverse people and culture, the various ethnic characteristics provide opportunity for cultural tourism of compelling attractions. Throughout Nigeria, there are cultural and historical sites that have been preserved. In many communities annual traditional festivals are held. There are famous regattas and fishing festivals. Many areas of the country are good in crafts, carving and sculpture. Many museums exhibit the famous Benin and Ife bronzes and terra cota, traditional art, craft, music, dance and drama.

### **TOURISM INCENTIVES FOR INVESTORS IN NIGERIA**

The following incentives have been put in place to encourage domestic and foreign investors' participation in the tourism industry in Nigeria.

(a). **Preferred Sector Status**

The tourism sector was accorded preferred sector status in 1991. This makes the sector qualify for incentives (available to similar sectors of the economy) such as tax holidays, longer years of moratorium and import duty exemption on tourism related equipment.

(b). **Specialized Training Institute**

Establishment of a specialized training institute, National Institute for Hotels and Tourism Studies, Bagauda, Kano, where middle level manpower training is provided.

(c). **Land released by State Government**

State governments are willing and prepared to facilitate acquisition of land through issuance of certificate of occupancy for tourism development purpose. Some states have specific areas as tourism development zones, thereby making acquisition of land easier.

### **CONCLUSION AND RECOMMENDATIONS**

It is clear that Nigeria has an excellent opportunity and potential for tourism development. However, a number of crucial problems will need to be addressed before further development plans can be pursued: consolidation of political stability, programmes aimed at tourist safety and security issues, cultural/historical preservation tactics, the continued development of tourist attractions, and the construction of adequate infrastructural systems. Furthermore, there should exist a well-structured development plan incorporating a clear concise mission statement, and a well defined target market, as well as a realistic action plan which is supported whole-heartedly by the government and private business is what Nigeria really needs. Repositioning the country and her image is also critical. That Nigeria has secured a debt relief of US\$ 18 billion from the Paris Club is an indication that her image has improved tremendously. Nonetheless, a well coordinated promotional plan can help sustain the tempo. Right now, the Ministry of Culture and Tourism, along with its agencies, is responsible for promoting tourism, but lack of sufficient funds seems to be debarring it from functioning at optimum capability. The formation of a strategic consortium that will implement tourism development for the country is the best bet.

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## STATISTICAL APPENDIX 1

**Table 1: Tourism Trends by Sub-Regions, 1995-1998**

Sub-regions	Tourist Arrivals (000s) 1998	% Change-Over 1997	Market Share of Total African (%)		Tourism Receipts (US\$m) 1998	% Change-Over 1997	Market Share of Totam Africa (%)	
			1995	1998			1995	1998
Eastern	5,761	7.7	21.7	23.1	2,426	5.75	23.4	25.4
Middle	483	7.81	1.4	1.9	82	5.13	1.7	0.9
Northern	8,623	7.79	38.7	34.6	3,176	9.90	38.1	33.3
Southern	7,671	7.94	29.9	30.8	2,950	2.54	28.1	30.9
Western	2,365	4.97	8.3	9.5	917	4.23	8.5	9.6
Total Africa	24,903	7.5	100.00	100.00	9,551	5.9	100.00	100.00

### Countries of the Sub-regions:

- Eastern: Burundi, The Comoros, Djibouti, Ethiopia, Kenya, Madagascar, Malawi, Mauritius, Mozambique, Reunion, Seychelles, Somalia, Uganda, Tanzania, Zambia, Zimbabwe.
- Middle: Angola, Cameroon, Central Africa Republic, Chad, Congo (Brazzaville), Equatorial Guinea, Gabon, Sao Tome & Principe, Democratic Republic of Congo (Kinshasa).
- Northern: Algeria, Morocco, Sudan, Tunisia.
- Southern: Botswana, Lesotho, Namibia, South Africa, Swaziland.
- Western: Benin, Burkina Faso, Cape Verde, Cote d'Ivoire, The Gambia, Ghana, Guinea, Guinea Bissau, Liberia, Mauritania, Niger, Nigeria, Senegal, Sierra Leone, Togo.
- Source: World Tourism Organization (1999:14-29)

## STATISTICAL APPENDIX 2

Table 2: Top 20 Tourism Destination in Africa, 1998 (International Tourist Arrivals, 000)

Rank			Country	1998 Arrivals (000)		% Change 1998/1997	% Of Total 1998
1990	1995	1998		Estimated figures up to 11 Jan. '99	Figures received after 11 Jan. '99		
4	1	1	South Africa	5,981	5,981	10.0	24.0
2	2	2	Tunisia	4,700	4,471	10.7	18.9
1	3	3	Morocco	3,241	3,243	506	13.0
6	4	4	Zimbabwe	1,600	1,600	7.0	6.4
5	5	5	Kenya	1,062	951	-5.0	4.3
7	7	6	Botswana	740	740	0.8	3.0
3	6	7	Algeria	648	678	6.8	2.6
12	8	8	Nigeria	640	640	4.7	2.6
13	9	9	Mauritius	570	558	4.1	2.3
8	10	10	Namibia	510	560	11.6	2.0
-	15	11	Tanzania	447	447	28.8	1.8
15	11	12	Eritrea	414	414	1.0	1.7
-	20	13	Zambia	382	362	6.2	1.5
17	12	14	Reunion	377	377	1.9	1.5
11	14	15	Ghana	335	335	3.1	1.3
16	13	16	Swaziland	325	325	0.9	1.3
9	16	17	Senegal	309	332	6.1	1.2
10	18	18	Cote d'Ivoire	302	301	9.9	1.2
12	18	19	Uganda	238	238	4.8	1.0
30	17	20	Malawi	215	205	5.7	0.9
				23,036	-	7.6	92.5
				24,903	-	7.5	

Source: World Tourism Organization 1999

## STATISTICAL APPENDIX 3

Table 3: Top 20 Tourism Earners in Africa, 1998 (International Tourist Receipts, US\$ million)

Rank			Country	1998 Receipts (US\$ Mn)		% Change 1998/1997	% Of Total 1998
1990	1995	1998		Estimated figures up to 11 Jan. '99	Figures received after 11 Jan. '99		
2	1	1	South Africa	2,366	2,366	3.0	24.8
1	3	2	Morocco	1,600	1,600	10.9	16.8
3	2	3	Tunisia	1,550	1,550	8.9	16.2
5	4	4	Mauritius	502	503	3.7	5.3
11	7	5	Tanzania	431	431	9.9	4.5
4	5	6	Kenya	400	358	-5.0	4.2
9	6	7	Namibia	339	339	0.9	3.5
10	8	8	Ghana	274	274	3.0	2.9
-	9	9	Reunion	250	250	0.4	2.6
13	11	10	Zimbabwe	246	246	7.0	2.6
8	10	11	Botswana	185	185	0.5	1.9
6	12	12	Senegal	165	161	5.2	1.7
33	14	13	Uganda	142	142	5.2	1.5
25	19	14	Nigeria	124	124	5.1	1.3
7	13	15	Seychelles	120	111	-9.0	1.3
16	15	16	Cote d'Ivoire	97	97	10.2	1.0
18	21	17	Zambia	90	75	0.0	0.9
-	17	18	Eritrea	75	75	0.0	0.8
19	16	19	Madagascar	74	74	1.4	0.8
20	18	20	Sierra Leone	57	57	0.0	0.6
			TOTAL	9,087	-	5.9	95.1
			Total AFRICA	9,551	-	5.9	100.1

Source: World Tourism Organization 1999:32-33