

## **NIGERIAN TOURISM: A CATALYST FOR SUSTAINABLE NATIONAL DEVELOPMENT**

**EKUNDAYO I. MEJABI**

Department of Tourism,  
School of Technology,  
Federal Polytechnic, P.M.B.1037, Idah, Kogi State, Nigeria  
**E-mail:** emajebi@yahoo.com

**GRACE N. ABUTU (Mrs)**

Department of Tourism,  
School of Technology,  
Federal Polytechnic, P.M.B.1037, Idah, Kogi State, Nigeria

### **ABSTRACT**

Tourism has become a driving force in the improvement of global economies and a substantial contributor to the world revenue. The main justification for tourism development across the countries of the world generally focuses on its potential for positive economic impacts. The UNWTO annual Report of 2012 indicated that tourism generates 5% of direct global GDP, 235 million jobs worldwide, 30% of the world export of services, 980 million international Tourists in 2011, and 103 billion US Dollars generated by tourists. And by the 2013 annual report, the industry had achieved an historical milestone, in which one billion people travelled in a single year of 2012. Hence, it is heralded as the world largest industry. Nigeria can no longer afford to be left out. It is on this note that this paper examined the tourism industry and its impacts at the global level, the Nigerian tourism and the numerous tourism resources therein. The challenges confronting the sector were identified, such as lack of adequate infrastructure, insecurity among others and it was also recommended that for the sector to be alive to its responsibility the issue of insecurity and infrastructural decadence among others must be addressed. For the purpose of this study, data were collected majorly from secondary sources, and the study was basically descriptive. The paper concludes that for sustainable national development, the Nigerian tourism sector must be repositioned to play its own part.

**KEY WORDS:** justification, employment, development, sustainable, impact.

### **Introduction**

Tourism is travel for recreation, leisure, or business purposes. The United Nations World Tourism Organisation (UNWTO) defines Tourism as ‘activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes not related to the exercise of an activity remunerated from within the places visited’. [www.world-tourism.org](http://www.world-tourism.org).

Tourism is important, and in some cases, vital for many countries. It was recognised in the MANILA DECLARATION ON THE WORLD TOURISM OF 1980 as ‘an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of the National societies and on their International relations’. International tourism has remarkable growth in recent years, marked by positive milestones chronicling the sector’s expansion. In spite of persisting global economic challenges and geopolitical shifts, tourism continues to grow and even exceed long-term forecasts and expectations. After reaching an historic milestone in 2012, of one billion people travelling the world annually, tourism maintained its momentum with a 5% growth in 2013. An

additional 52 million international tourists travelled the world, reaching a total of 1,087 million international tourists a year (UNWTO Annual Report 2013). Truly, we are living in the Age of travel.

More importantly, tourism's continued advancement means greater opportunities to grow its contribution to eradicate extreme poverty, promote gender equality, environmental sustainability, trade and economic growth and fostering partnership for development. Tourism continued growth and sheer force of one billion-strong puts forth an immense opportunity for positive transformation and development across the world today, and for many more decades to come.

Tourism, as a major element of the service economy, has for some time been applauded for its sustained and rapid growth. According to Cooper et al (2008) "Not even the most ardent supporters of tourism would have forecast just how well it has been able to stand up to the pressures of global economic recession, even recessions that have severely damaged many of the world's major industries". Tourism brings in large amount of income in payment for goods and services available, accounting for 30% of the world exports of services, and 6% of overall export of goods and services (UNWTO Annual Report 2011). It also creates opportunities for employment in the service sector of the economy, associated with tourism.

It is on this premised that this paper takes a critical view at tourism sector and its impact on the global economy, in juxtaposition of the abundant tourism resources in Nigeria but with very negligible impact on its economy. Hence, the paper concludes that for sustainable National Development to be actualized in Nigeria, every sector of its economy must be positioned to play its part including the tourism sector.

## **THEORETICAL FRAMEWORK**

The relevant theory upon which this paper is anchored is the theory of Development and functionalist theory.

### **Theory of Development**

Development is said to be a social change, a process of change in human, society, a Nation or an economy. According to Doswell (1997) "All development bring change, it brings entirely new values and ways of life". There is political development, economic development, social development, community development, rural development, and of course Tourism development among others. The term 'development' often connotes positive change, expansion, growth and transformation. However the concept of growth in relation to development is subject to questioning. For instance, a Nation's economy can be growing without corresponding improvement in the social and economic lives of the people. Society may be studied in terms of different but mutually dependent sub-systems. These have various special foundations and domain of influence. Does economic growth automatically mean positive development in the social and ecological system as well? It is clear that this cannot be taken for granted. Development is also a question of scale. Positive development at the macro level is, for instance not automatically positive for households and individuals at the micro levels. Hence the term 'development' may not always mean growth, but it always implies change. This change can be sudden or revolutionary; it can be gradual or evolutionary. In as much as development is often associated with positive change, it must be noted that it can have negative or positive connotation. Negative development portends retrogression, while positive development results to progress.

There are different opinions about how best to measure development and about what the measurement in fact says. According to Mabogunje (1980) "Several schools have emerged since the second world war, such as the school of Growth and Modernization, Marxism, and the Dependency school and development from above or below". Most intentions from above may have unexpected and unplanned effects. Do these unexpected effects result from the facts that all too often social planning is seen from a functional perspective?

- **Sustainable Development:** The concept of sustainable development has gained real meaning since the publication of the report 'our common future', by the World Commission on Environment and Development, also known as Brunt land Commission (McIntyre 1994). The

United Nations Conference on Environment and Development (UNCED) in Rio de Janeiro in 1992 took the discussion on Sustainable Development further. The Rio de Janeiro declaration states that: the human being is at the heart of our concern for sustainable development, and that each has the right to a healthy and productive life in contact with nature. There are two seemingly paradoxical aspects to sustainable development, namely; Conservation and Development. Thus it is a matter of preserving for instance, the wealth of species in a natural area and at same time striving for development in a society in order to attain the goal of greater welfare for the people. The condition for sustainable development in essence amount to each generation leaving the next generation a stock of productive capacity, in the form of capital assets and technology, that is capable of sustaining utility or well-being per capital than that enjoyed by the current generation. In order words, sustainable development requires that the stock of natural, man-made, social and human capital should not decline, or depreciate.

- **Tourism development:** The Environmentalists see tourism development as a function of the natural Environment, the quality of which must not be destroyed. To them, sustainability is guaranteed so long as there is no further deterioration of the environment resulting from the use of natural resources for tourism development. According to Doswell (1997), "In most countries, Tourism is only one part of development. However, in major resorts areas, tourism itself may become the principal cause of rapid change. Here it is predominantly tourism not industrialization that brings jobs and boosts income". Igbo and Okpoko (2006) see Tourism Development as "A positive change resulting in the improvement of tourism product for the enjoyment of Tourists, good return of investment to the developer and socio-economic benefit to the host Community". Hence, tourism development can be sustainable if it is environmentally compatible, socially acceptable and economically beneficial to the host community.

### **Functionalist Theory**

Functionalism is the oldest and still a dominant theoretical perspective in sociology and many other social sciences. This perspective is built upon twin emphases; application of the scientific method to the objective social world, and the use of analogy between the individual organism and society. Functionalism refers to the contribution that an institution or item or any partial activity makes to the maintenance of the whole system. Functionalism sees society as a system of interrelated and interdependent parts, which function for the maintenance of the whole (Igbo and Okpoko 2006). Functionalism is a pioneer in global theory. State had built structures upon a principle of territorialism. It proposed to build a form of authority based on functions and needs, which linked authority with needs, scientific knowledge, expertise and technology, i.e. it provided a suprateritorial concept of authority.

The chief proponents of this theory are; Emile Durkheim, Malinowski, Radcliffe-Brown, Herbert Spencer among others. For instance, Durkheim is concerned about how society can maintain stability and survive. Durkheim tended to treat society as an integrated whole, on the analogy of a biological system. This analogy between society and a biological organism focuses attention on 'homeostatic' nature of social system. Social system works to maintain equilibrium and return to it after external shocks disturb the balance among social institution, such social equilibrium is achieved, most importantly through the socialization of members of the society into the basic value and norms of that society, so that consensus is reached.

The critical message from these theories is that development is multi-dimensional in which it could be negative leading to retrogression or positive, resulting to progress. Hence Nigerian national developmental efforts should be positive oriented and geared towards a sustainable development. Drawing from functionalism which stresses that society contains different interdependent parts (sectors), each with its own peculiar function towards the healthy survival of the society as a whole. The triangulation of this argument is that, in as much as Nigeria as a nation struggle towards sustainable national development, each sector of her economy must be positioned to play its own role towards this goal. Tourism as one of the major economic sector in the world, which has contributed immensely towards the healthy positive development of some of the 'so called' developed world,

should be place in a level that it can contribute its own quotas towards Nigerian national growth and development.

### IMPACT OF TOURISM ON GLOBAL ECONOMY

Cooper and e tal (2008) opined that “It is the economic benefits that provide the main driving force for Tourism development”. Tourism has become a popular global leisure activity. Based on the UNWTO Annual Report of 2011, there were over 983 million International Tourists arrivals worldwide, representing a growth of 4.6% when compared to 940 million in 2010. International tourism receipt (the travel item of the balance of payment) grew to US\$1.03 trillion in 2011, corresponding to an increase in real term of 3.8% from 2010. Despite concern over global economy, international tourism demand continues to show resilience. The number of international worldwide grew by 5% between January and June 2012 compared to the same period of 2011. The latest annual report of the organisation (UNWTO) for the year 2013 indicates that, a historical milestone was achieved in the year2012 which one billion international tourists arrival was recorded. This exceeded long-term forecasts and expectations. Haven achieved this milestone in 2012; tourism maintained its momentum with a 5% growth in 2013. Additional 52million international tourists travelled the world, reaching a total of 1,087 million international tourists a year.

Amid the current economic uncertainty, tourism is one of the few economic sector in the world growing strongly, driving economic progress in developing and developed countries alike and most importantly, creating much needed jobs. Today, the business volume of tourism equals or even surpasses that of oil export, food products or automobiles. Tourism has becomes one of the major players in international commerce, and represent at the same time one of the main income sources for many developing countries.

### WORLD TOURISM STATISTICS AND RANKING

**Table 1: Most visited countries by international tourists’ arrivals**

RANK	COUNTRY	REGION	TOURISTS ARRIVALS (2011)	TOURISTS ARRIVALS (2010)	CHANGE 2010-2011
1	France	Europe	79.5 million	77.5 million	+3.0%
2	Unites States	North America	62.3 million	59.8 million	+4.2%
3	China	Asia	57.6 million	55.7 million	+3.4%
4	Spain	Europe	56.7 million	52.7 million	+7.6%
5	Italy	Europe	46.1 million	43.6 million	+5.7%
6	Turkey	Europe/Asia	29.3 million	27.0 million	+8.7%
7	United Kingdom	Europe	29.2 million	28.3 million	+3.2%
8	Germany	Europe	28.4 million	26.9 million	+5.5%
9	Malaysia	Asia	24.7 million	24.6 million	+0.6%
10	Mexico	North America	23.4 million	23.3 million	+0.5%

Source UNWTO Annual Report 2011

**Table 2: International Tourists Receipts**

RANK	COUNTRY	UNWTO REGION	TOURISM RECEIPTS (2011)
1	United States	North America	\$116.3 billion
2	Spain	Europe	\$59.9 billion
3	France	Europe	\$53.8 billion
4	China	Asia	\$48.8 billion
5	Italy	Europe	\$43.0 billion
6	Germany	Europe	\$38.8 billion
7	United Kingdom	Europe	\$35.9 billion
8	Australia	Oceanic	\$31.4 billion
9	Macao (China)	Asia	\$27.8 billion
10	Hong Kong (China)	Asia	\$27.2 billion

Source: UNWTO Annual Report 2011

Table 3: International Tourism Expenditure

RANK	COUNTRY	UNWTO REGION	TOURISM EXPENDITURE (2011)
1	Germany	Europe	\$84.3 billion
2	United States	North America	\$79.1 billion
3	China	Asia	\$72.6 billion
4	United Kingdom	Europe	\$50.6 billion
5	France	Europe	\$41.7 billion
6	Canada	North America	\$33.0 billion
7	Russia	Europe	\$32.5 billion
8	Italy	Europe	\$28.7 billion
9	Japan	Asia	\$27.2 billion
10	Australia	Oceanic	\$26.9 billion

Source: UNWTO Annual Report 2011

The tables above according to the United Nations World Tourism Organisation Report for the year 2011 show the ten big players in the global tourists market. From the countries and region shown, no African country was among the top ten countries in terms of tourists' arrivals, receipts and spending. This could be ascribed to series of challenges facing the various African countries. Raging, from the level of development in both the socio- economy and political, to public policy and framework in galvanize the tourism sector to prominence.

Table one above, shows the ten most visited countries in the world in the year under review. France, United States, China and Spain in that order, present the most fascinating attractions to the global tourists. Most significance is the fact that, Spain for example attracted more tourists (56.7 million in number) than its entire population of about 54 million citizenry in the year under review. While table two, show the major earners in terms of tourist receipts. On this, Germany leads the pack with a total sum of 84.3 billion US Dollars earned in the year 2011. Table three show the big spenders in terms of tourists' expenditure. The traditional 'big Three'—Germany, United States and United Kingdom are seriously challenged by China as major spenders in outbound trips.

Table 4: The leading outbound travel markets 2013.

RANK	TRIPS(1+ NIGHTS)	OVERNIGHT STAYS	SPENDING
1	Germany	Germany	China
2	China	UK	USA
3	USA	USA	Germany
4	UK	China	UK
5	France	Russia	Japan
6	Canada	France	Canada

Source: World Travel Monitor 2013, IPK International

The world travel trend report of 2013 as shown in table 4 above, presents the major players in the outbound travel market. In terms of individual outbound travel markets, the traditional 'big three'- Germany, the USA, and the UK, grew moderately in the year 2013. However, China continued its dramatic growth and is now number one for total spending, number two for volume of trips and number four for the quantity of overnight stays. Russia, too, is growing fast and is now number five in terms of overnight stays.

The summary of tourism activities in the year 2013 as reported in the 2013 UNWTO Annual report, indicated that, Europe remains the most visited region in the world, led growth in absolute terms, welcoming an additional 29million international tourists arrival in the year (2013) raising its total to 563 million tourists. Growth (+5%) exceeded the forecast for 2013 and double the region's average for the period 2005-2012. In the region of Asia and Pacific, the number of international tourists grew by 14million (+6%) to reach 248million in the year under review. The Americas saw an increase of 6million arrivals (+4%) reaching a total of 169million. While Africa attracted three million additional arrivals (+6%) to reach a new record of 56 million, reflecting the ongoing rebound in North Africa (+6%) and the sustained growth of sub-Saharan destinations (+5).

Form the above analysis, it becomes clearer that development does just fall like manner from haven, but rather through conscious and painstaking efforts of those regions and countries that are doing well in all spheres of their national lives. The countries in the regions of Europe, Asia / Pacific and Americas have keyed into all positive developmental processes resulting into progress and healthy equilibrium. With economic diversification, in which every sector are positioned to functions optimally for the growth and development of the entire country, sustained development can never be farfetched.

This is one area that most African countries especially Nigeria are found wanting. The public policies and programmes to kick-start the attainment of sustainable development still leave much to be desired, hence, the abysmal performance of Nigeria in the world tourism market. Nigeria has all it takes to become a major player especially in the global tourist arrivals and receipts, when one consider the abundant tourism resources scattered across the length and breadth of the country, as highlighted below.

### NIGERIAN TOURISM RESOURCES

Nigeria is a country with about 923,768km<sup>2</sup> land areas, located wholly within the tropics. The country is endowed with diverse ecological resources and fascinating natural features in the form of Lakes, Waterfalls, and a pocket of Mountainous areas with temperate like climate. Besides its natural features, Nigeria's cultural assets are among the most attractive and exciting in the world, with over 250 ethnic groups, within its geo-polity and each with identified with a unique cultural heritage. Some of the major tourism resources in Nigeria are tabulated below.

**Table 5: Natural Attraction**

	<b>Attractions and Location</b>	<b>State of development</b>
1	Gurara falls, Niger State	Not developed
2	Erin ijeshu Waterfalls, Osun State	Not Developed
3	Assop falls, Plateau State	Partially developed
4	Owu falls, Kwara State	Partially developed
5	Ikogosi Warm Spring, Ekiti State	Developed
6	Kwa falls, Cross Rivers State	Partially Developed
7	Wikki Warm Spring, Bauchi State	Developed
8	Agbokim and Ikom waterfalls, Cross River State	Partially developed
9	Farin Ruwa Waterfalls, Nassarawa	Not Developed

**Table 6: Mountain Resort and Rock Formation**

	<b>Attraction and location</b>	<b>State of Development</b>
1	Obudu Mountain Resort, Cross Rivers State	Developed
2	Idanre Hills, Ondo State	Partially Developed
3	Olumo Rock, Ogun State	Developed
4	Shere Hills, Plateau State	Not Developed
5	Zuma Rock, Niger State	Not Developed
6	Mambila Plateau, Taraba/Adamawa States	Not Developed
7	Riyom Rock, Plateau State	Not Developed
8	Aso Rock, Abuja	Partially Developed
9	Ogbunike Caves, Anambra	Partially Developed
10	Mount Patti, Kogi State	Not Developed

**Table 7: Cultural Attraction**

	<b>Attraction and Location</b>	<b>State of development</b>
1	Osun Oshogbo Cultural festival, Osun State	Developed
2	Adimu Orisa (Eyo ) festival, Lagos State	Developed
3	Argungul fishing festival, Kebbi State	Developed
4	Abuja Carnival, FCT, Abuja	Developed
5	Durbar festival, Kano, Kaduna &Katsina States	Developed
6	Mmanwu Festival, Anambra/Enugu States	Partially Developed
7	Ovia Osese Festival, Kogi State	Partially Developed
8	Afan cultural festival, Kaduna State	Partially Developed
9	Kwaghhir festival, Benue State	Partially Developed
10	Igue festival, Edo State	Partially Developed

**Table 8: Heritage, museum and monuments attraction**

	<b>Attraction and location</b>	<b>State of development</b>
1	Esie National museum, Kwara State	Developed
2	Jos National museum, Plateau State	Developed
3	National museum Onikan, Lagos State	Developed
4	Benin National Museum, Edo State	Developed
5	Owo National Museum, Ondo State	Developed
6	Oloibiri Oil Museum, Bayelsa	Partially Developed
7	National war museum, Abia State	Developed
8	Enugu National Museum, Enugu State	Developed
9	Relics of colonial History, Kogi State	Partially Developed
10	Alafin of Oyo Palace, Oyo State	Developed
11	Gobarau Minaret, Katsina State	Partially Developed
12	Gidan Makama, Kano State	Partially developed
13	Oba of Benin Palace, Edo State	Developed
14	Ooni of ife palace, Osun State	Developed
15	National Arts Theatre, Lagos State	Developed

**Table 8: Eco-tourism**

	<b>Attraction and location</b>	<b>State of development</b>
1	Kainji Lake National Park, Niger State	Developed
2	Yankari Game Reserve, Bauchi State	Developed
3	Old Oyo National park	Developed
4	Gashaka/Gumti National park, Adamawa/Taraba	Developed
5	Chad Basin National Park, Borno State	Partially developed
6	Okomu National park, Edo State	Partially Developed
7	Kamuku National Park, Kaduna State	Partially Developed
8	Cross River National Park, Cross Rivers State	Developed
9	Lekki Conservation Centre, Lagos State	Developed
10	Jos Wildlife Park, Plateau State	Partially Developed

**Table 9: Beach/ Coaster Tourism**

	<b>Attraction and location</b>	<b>State of development</b>
1	Lagos Bar Beach, Lagos State	Partially Developed
2	Takwa Bay Beach, Lagos State	Developed
3	Tourist Beach, P/Harcourt, Rivers State	Developed
4	Eleko Beach, Lagos State	Developed
5	Lekki Peninsula, Lagos State	Developed
6	Calabar Beach, Cross Rivers State	Developed
7	Warri Beach Delta State	Partially Developed
8	River Niger Water Front, Kogi State	Partially Developed
9	Egga-Idah Water Front, Kogi State	Not developed
10	Aiyetoro Maiyegun Coastal Resort, Lagos State	Developed

**Table: 10 Business/ Conference Tourism**

	<b>Attraction and location</b>	<b>State of Development</b>
1	Tinapa Business Resort, Cross Rivers State	Developed
2	International Conference Centre, Abuja	Developed
3	Shehu Musa Yar' Adua Conference Centre, Abuja	Developed
4	Ladi Kwali Conference Centre, Sheraton Hotel, Abuja	Developed
5	Congress Hall, Transcorp Hilton Hotel, Abuja	Developed
6	Muson Centre, Lagos State	Developed

**Table 11: Leisure and Recreation (Theme Park)**

	<b>Attraction and location</b>	<b>State of Development</b>
1	Wonderland Amusement Park, Abuja	Developed
2	Gamji Park, Kaduna	Developed
3	Trans Amusement Park, Ibadan	Developed
4	Water Park Ikeja	Developed
5	Frankkid Children Amusement Park Festac Lagos	Developed
6	Paparanda Amusement Park, Lokoja	Partially Developed
7	Oakland Wonderland, Enugu	Developed

**Table 12: Religion Tourism**

	<b>Attraction and location</b>	<b>State of Development</b>
1	National Ecumenical Christians Centre, Abuja	Developed
2	National Mosque, Abuja	Developed
3	Redemption Camp, Lagos-Ibadan Express way	Developed
4	Canaan land, Ota, Ogun State	Developed
5	Catholic Cathedral Falomo, Lagos	Developed
6	Osun Oshogbo Groove, Oshogbo, Osun State	Developed

## **NIGERIA TOURISM FOR NATIONAL DEVELOPMENT**

Every successive governments in Nigeria since its independent always hinged their policies on transformation of the nation's economy towards sustainable national development. It is generally known that government policy pronouncement backed with appropriate and adequate implementation framework must necessarily constitute the fulcrum upon which the development of any sector would resolve. According to Njoku (2003) "Government policies must be lucid enough to capture the intentions of government actions, policy target, and expected returns, intended beneficiaries and other issues". Therefore, if sustainable national development must be attained in Nigeria, then every sector of the nation's economy must be positioned as driving forces towards that.

From the checklist of some tourism resources in Nigeria above, it is very clear that the country has enormous resources largely untapped and yet to be fully developed. Suffice it to say that in spite of the oft-repeated government commitment to developing tourism and the high economic potentials of the sector, not much gain in term of popularization of the tourism business and enhanced foreign exchange earnings have been realized. This could be attributed to the long windy path from policy pronouncement to the reaping of economic benefits from such policies.

For instance, the transformation agenda of the government of former President Goodluck Ebele Jonathan was aimed at the diversification of Nigerian economy, employment generation, infrastructural development, promotion of small- medium scale enterprises, acceleration of rural-urban integration, and foreign exchange earnings from the non-oil sector of the Nigerian economy. All these are areas where the tourism sector if properly nurtured could assist in achieving them. Njoku (2003) further asserts that "The economic cost of development of the tourism industry is quite enormous considering the potential gain to the country, accruable from economic diversification, social integration, and employment generation among others that could result from the sector".

The following are some the ways tourism can contributes to the sustainable national development of Nigeria.

- **Through redistribution of wealth (multiplier effect)**

Tourism has been lauded as an excellent vehicle for redistributing income from the rich areas with abundant employment opportunities to poorer areas where employment opportunities are scarce. For example, one particular form of domestic tourism movement that is very popular in Nigeria is the movement of people from the urban centres (cities) to the rural areas (villages) of Nigeria during the festive seasons, such as; Christmas and Sallah celebrations. As these relatively affluent urbanized people from places like, Lagos Abuja, Enugu, Port Harcourt, Kano Kaduna, Owerri etc, travelled to less populated, poorer but more scenic rural areas, it result to transfer or injection of cash from these urban areas to the rural areas. Since most of Nigeria's natural tourism resources are located in these scenic rural areas of the country, the expenditure of the urban populace helped to inject additional cash flow into the rural economy, thereby increasing the rural income. Such transfers could also stimulate investment and act as catalyst for general economic development of the country sides. By this, this transformation agenda of rural-urban integration could easily be attained.

- **Employment generation**

For sustainable national development, the unemployment rate in Nigeria must be reduced to the barest minimal. Unemployment among the teeming youths in the country, over 70% of the unemployment is among the relatively unskilled people between the ages of 20-35 years. According to Mejabi and Abutu (2010) "Hospitality and Tourism industry provide a veritable opportunities, since the industry if highly labour intensive, hence, it is a valuable source of employment". This view was also shared by Doswell (1997) "Tourism employs a large number of people and provides a wide range of jobs which extends from the unskilled to the highly specialized".

Tourism is highly labour intensive. Therefore, in the indirect jobs created in the industry addition to those involved in the management, there are a large number of specialists require to work as ; Accountants, House Keepers, Tour Guides, Cooks, Entertainers Etc. It should be emphasized that tourism is also responsible for creating employment outside the industry, in the sense that those who supply goods and services are equally beneficiaries from tourism. The indirect employment includes, those involve in the furnishing and equipment, souvenirs makers, farmers and food stuff suppliers, transporters, photographers among others.

## **BALANCE OF PAYMENT**

No sustainable national development can happen in a country with mono-economic status like ours. There is no gainsaying the fact that, Nigeria overall balance in the non-oil sector is generally on the deficit balance. For real development to be experienced, this must be addressed. Page and Connell (2006) opined that "Improving the balance of payment is probably the most justification used by government to promote tourism". Tourists are view as invisible export which has a great impact on national economies.

The contributions of tourism to the overall balance of a nation is calculated by working out the difference between the amount spent by overseas visitors in that country and the amount spent overseas by the residents of the country. This figure will either be a net surplus or deficit on the tourism account of a national economy. From this view, it is clear that Nigeria account is always in deficit, considering the numbers of Nigerians including the political office holders (i.e. President, State Governors, Senators among others) that travelled on regular bases to other countries of the world for holidays, vacations and health tourism, and those foreigners who travelled to Nigeria for the same reasons. To solve this deficit balance in our tourism account, the country's tourist's attractions and resources must be developed to meet international standard, while the health facilities must be drastically improved upon.

## CONCLUSION

This paper examined the state of travel and tourism in the global market, tourism resources in Nigeria and their level of development. It noted that by Nigerian government policies and pronouncement, the country is aimed towards achieving sustainable national development but concludes that this may be a mirage until other non-oil sectors are positioned by ways of development to play major roles. Tourism being one of these sectors could be a catalyst to this dream if the following challenges and recommendations are looked into.

## CHALLENGES AND RECOMMENDATIONS

- **Infrastructural development:** According to Kaiser Jr. and Helber (1978) “A successful tourism destination is composed of basic facilities which are known as infrastructure which serve as it life supports”. One of the major problems of the Nigeria tourism industry is collapsed infrastructures. There are world class sites that can put Nigeria on the international tourism map and ensure that visitors come as earlier highlighted, but the facilities to make the visitors stay meaningful are not there. The roads are in total state of disrepairs, electricity in comatose, with near absence of portable water to mention few. This was highlighted by Awoseyin (2008) that “ Nigeria is endowed with unique attractions such as, rolling hills, beaches, mountain, caves, rich culture, good tropical climate to mention few, but there are no access roads and the sites are in dire need of revamp”. To address this, there is need for urgent improvement of Nigeria infrastructures i.e. Roads, Power supply, Water and Sanitation Etc. Most tourism enterprises e.g. Hoteliers, Airlines, Car/ Bus operators are operating at high cost in Nigeria due to this problem.
- **Security situation:** In Nigeria of today, the security situation is appalling. This is a great impediment to national growth and development. The activities of the ‘BOKO HARAM’ sect in Northern Nigeria, Kidnapping in Southern parts of the countries are enough warning signal to any visitors to stay away from the country. Therefore, there is urgent need for the government to improve the security situation in the country. According to Da Silva (2001) “Tourism flourished in countries that enjoy peace, political stability, happy people, and security of life and property”. Safety of life and properties are indispensable to any meaningful national development.
- **Capital Base for Tourism Development:** There is still low level of capital investment in the tourism sector of Nigeria, due to lack of interest by financial institutions to lend capital to tourism investors. Encouragement of the financial institutions such as Commercial and investment Banks to give out medium/ long term loans to potential tourism investors and the establishment of Tourism Development Trust fund to soft loans to small / medium scales tourism entrepreneur will go a long way to solve this problem.

## REFERENCES

- Awoseyin L. (2008) Implementing the Tourism Master Plan for Nigeria. **African Hospitality and Tourism. Vol. 12. No. 4, p.18**
- Cooper C. e tal (2008) **Tourism Principles and Practice. 4<sup>th</sup> edition.** Essex, England Pearson Education Limited.
- Da’ Silva M. (2001) **Tourism Voice.** Apapa, Lagos. GLS Publishing Limited.
- Doswell R (1997) **Tourism: How Effective Management makes the different.** Oxford, Butterworth-Heinemann.
- Igbo E.O.M and Okpoko P.U. (2006) **Theoretical Consideration in Tourism Planning & Development** in Okpoko P.U (ed) Issues in Tourism planning & Development. Nsukka, Afro-Orbis Publishing Ltd.
- Kaiser C. and Helber L.E. (1978) **Tourism Planning and Development,** Boston Massachusetts, CBI Publishing Company Inc.
- Mabogunje A.L. (1980) **the Development Process: A Special Perspective,** London Hutchinson.

Mejabi E.I. and Abutu G.N. (2010) Challenges of Female Participation in Hospitality and Tourism in Nigeria. **Journal of Women in Technical Education JOWITED vol. 6, No 3&4 pp. 155-161. November.**

Njoku P.C. (2003) **Government Policies and their effects on Tourism Development in Nigeria.** Abuja, National University Commission

Page S.J. and Connell J. (2006) **Tourism: A Modern Synthesis. 2<sup>nd</sup> edition.** London  
Thompson Learning.

[Http/www.world-tourism.org](http://www.world-tourism.org). UNWTO Annual Report 2011. Retrieved 25 July, 2012

[Http/www.world-travel monitor, IPK international.](http://www.world-travel-monitor.com) World Travel Trend Report 2013 Retrieved 5<sup>th</sup> August, 2014.

[Http/www.world-tourism org.](http://www.world-tourism.org) UNWTO Annual Report 2013. Retrieved 5<sup>th</sup> August 2014.