TOURISM DEVELOPMENT FOR SUSTAINABILITY OF NIGERIAN ECONOMY THROUGH EXPLORATION OF NATURE AND BUILT ENVIRONMENT

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Abstract
Tourism is believed to be one of the fastest growing industries in recent times. Tourism and hospitality has developed into one of the most important global economic activities, due in part to a combination of transformation of offers and increasingly post-modern demands. In many countries of the world-developed and developing, tourism is seen as a big business economic activity in terms of income generation, employment creation, foreign exchange earnings, and interchange of cultures and people. But unfortunately in Nigeria, the industry cannot be considered as a major player in the economy because of its underdevelopment. This paper focused on the development of tourism for the sustainability of the Nigerian economy. It had cursory overviews of selected leading top tourism developed countries of the world, and with general insight of the history and development of tourism in the world, and its problems. It finally narrowed down to the issues and challenges facing Nigerian tourism industry, and identified some issues militating against the development of industry as: poverty, insecurity, and un-business-like. From statistics, Nigeria barely has a tourist industry, reflected by tourism's paltry contribution to national wealth, just .02 percent of GDP in 2006. One does not lose sight of the fact that tourism is natural and cultural phenomena which generates and matures over a long period. It involves elements and components such as ecological and man-made built environments that must be conserved and preserved for its sustainability; and with enabling environment for a good tourism industry that generates substantial income for the host nation.

Key Words: Tourism, Development, Nature Reserves Built Environment, Sustainability and Economy.

Introduction

It is believed that every country has unique features which could be used in promoting tourism. This could be in form of culture, business, nature, wildlife, education, sports, built environment or sometimes the weather which put together becomes an experience for the tourist.Tourism is believed to be one of the fastest growing industries in recent times. Tourism and hospitality has developed into one of the most important global economic activities, due in part to a combination of a transformation of offers and increasingly post-modern demand. Though the existence of tourism could be traced back to ancient times, its concept is diversifying as it encompasses a wider range of industries.

Tourism, according to Wikipedia, is travel for recreational, leisure or business purposes. A lot of other definitions and concepts of tourism exist for tourism like the United Nations arm that monitors tourism; World Tourism Organization, which defines tourism as an activity or set of activities embarked upon by people who “travel to and stay in places outside their usual environment for more than twenty-four hours and not more than one consecutive year for leisure, business and other purposes not related to exercise of any activity remunerated from within the place visited”. One thing most schools of thought agree on as regards tourism is that people do move from one place to another and for the most part, it is for leisure.

In many countries of the world-developed and developing, tourism is seen as a big economic activity in terms of income

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generation, employment creation, foreign exchange earnings, and interchange of cultures and people. But unfortunately in Nigeria, the industry cannot be considered as a major player in the economy because of its underdevelopment. A lot of work needs to be done to step up the face of tourism in Nigeria.
This paper focused on the development of tourism for the sustainability of the Nigerian economy. It had cursory overviews of selected leading top tourism developed countries of the world, and with general insight of the history and development of tourism in the world and its problems. It finally narrowed down to the issues and challenges facing Nigerian tourism industry, and proffered solutions for revival of the industry for its sustainability.

History of Tourism

In 1937, the then League of Nations first used tourism and tourist in official terms and defined it as people travelling abroad for periods of over 24 hours. It also points out that the term could also include travelling within one's own country and daytrips, but the industry has been in existence much older than 1937 in which it was first officially used.
One of the best-documented roots of today's tourism industry is found in many religious traditions, such as making a pilgrimage to Benares for Hindus or to Mecca for Muslims. The French guidebook The Travels of Sir John Mandeville (Mandeville 1375) provided the travelers with information about the Holy Land, including itineraries. This early guidebook was translated into many languages for international tourists. In the fifteenth century, the Venetian government assigned two galleys to carry pilgrims across the Mediterranean to Palestine. Shrines such as Compostela in Spain and healing wells throughout Europe attracted growing numbers of tourists; and spa treatment with classical origins traceable back to the Romans (present-day Budapest's baths are heir to the hot springs of the spa settlement that they called Aquincum) bridged the gap into the post-Reformation world. Although in places the older Catholic traditions of healing continued; notably at Lourdes, by the 1860s cures were scientific rather than miraculous and under the direction of physicians rather than priests. Treatments took time, which meant that spa resorts had to provide accommodation and entertainment for invalids and their companions; for example at Bath, promenades, reading rooms and theatres were added to the pools and pump rooms. The business of health was to remain an important component in tourism. Resorts such as Vichy in France, Baden-Baden in Germany, Saratoga Springs in America and Buxton in Britain catered for invalids and convalescents, and often specialized in the treatment of particular conditions. Some areas, of which the Riviera is an example, became popular as winter retreats for consumptives; the grim contemporary saying was that 'Cannes is for living, Monte Carlo for gambling and Mentone.

However, the word 'tour' got its general acceptance in the eighteenth century, when the Grand Tour of Europe' became part of the upbringing of the educated and wealthy British noblemen or cultured gentleman. It later became a necessity that for young people to complete their education, grand tours had to be part of the curriculum travelling around Europe notably places of cultural and aesthetic interest such as the alps, Mediterranean, Rome and Tuscany. The British Aristocracy was particularly keen on the Grand Tour, using the occasion to gather art treasures from all over Europe to add to their collections. The volume of art treasures being moved to Britain in this way

was unequalled anywhere else in Europe, and explains the richness of many private and public collections in Britain today. Yet tourism in those days, aimed essentially at the very top of the social ladder and at the well educated, was fundamentally a cultural activity. These first tourists, though undertaking their Grand Tour, were more travelers than tourists.

Tourism in the modern sense of the word did not develop until the nineteenth century; that was leisure travel, which today forms the larger part of the tourist industry. Again the leisure industry was a British invention, for sociological reasons. Britain was the first European country to industrialize, and the industrial society was the first society to offer time for leisure to a growing number of people. Not initially the working masses, but the owners of the machinery of production, the economic oligarchy, the factory owners, the traders, and the new middle class. Leisure travel had developed as an offshoot of cultural tourism, partly as health tourism. Some English travelers, after visiting the warm lands of the South of Europe, decided to stay there either for the cold season or for the rest of their lives, but this was a very minor development.

It was not until the nineteenth century that leisure tourism really began to develop, as people began to "winter" in warmer climates, or to visit places with health-giving mineral waters, in order to relieve a whole variety of diseases from gout to liver disorders and bronchitis.

In recent years, tourism has been widely embraced the world over irrespective of geographic location as a way leisure or education or generating revenue for the locality as the case may be. A lot of forms and types exist for tourism most of which are oriented toward the main aims of tourism. It has become one of the largest and most significant industries in terms of revenue generation and world travel. Tourism represents around 35 per cent of the world's export of services. In fact, the 846 million international tourist arrivals in 2006 represent a 6.5 per cent growth per annum between 1950 and 2006. According to the UNWTO's Tourism 2020 Vision Forecasts, this will generate about 1.6 billion international tourist arrivals worldwide by the year 2020. Of these worldwide arrivals in 2020, 1.2 billion will be intraregional and 378 million will be long-haul travelers (Olusegun,2008).

Elements of Tourism

Urban furniture refers to those man-made as well as natural features which are seated, sited, and everywhere found in any particular area or district. It includes features such as buildings, sculptures, water bodies of various forms and natures (lakes, rivers, oceans, waterfalls, etc.), mountains and hills and lots more other man-made and natural orders, structures and edifices. Monuments relate to the remains of the past, which arguably should be maintained for national pride and be cherished throughout the future generations through proper preservation and conservation. Urban conservation strategies which refer to the protection and preservation of the elements of urban heritage from being demolished or restored without proper and systematic planning, control and management measures. Examples of the elements of urban heritage are buildings of significant architectural values, historical sites and the uniqueness of the local cultures. Such elements are commonly found in many heritage cities. Apart from being national treasures, these

heritage elements should be promoted as tourism products.

Forms of Tourism

As an economic activity as well as leisure activity, tourism can only take place when the fundamental and essential parameters and environment come together to make it happen. The first parameter is disposable income; by disposable we mean money one can comfortably spend on leisure and non-essentials. Non-essentials do not necessarily mean frivolities and extravagant ventures but those things one does not consider to be as important as basic needs but important in one way or the other as well. The second parameter is the time in which to partake in such activity. For the most part, vacation and weekends are usually utilized for this purpose. The third and the most important parameter is the infrastructure and it includes a lot of elements to make tourism work, such as accommodation facilities, good roads, functional telecommunications and adequate security. Information on the existence of attraction sites and these infrastructures must be available to tourists and the general public.

In every form of tourism, there is the dynamic part which is very crucial involving the movement of persons from one place to another and the static part when the main focus or reason for the tourism take place.

Adjectival Tourism

According to Wikipedia, adjectival tourism means the different specialty travel forms of tourism that have emerged over the years, each with its own adjective. Others are emerging concepts that may or may not gain popular usage. Examples of the more common adjectival tourism markets include

- Agritourism
- Culinary tourism
- Cultural tourism
- Ecotourism
- Extreme tourism
- Geotourism
- Heritage tourism
- LGBT tourism
- Medical tourism
- Nautical tourism
- Pop-culture tourism
- Poverty tourism
- Religious tourism
- Space tourism
- War tourism
- Wildlife tourism

Mass Tourism

Mass tourism could only have developed with the improvements in technology, allowing the transport of large numbers of people in a short space of time to places of leisure interest, so that greater numbers of people could begin to enjoy the benefits of leisure time. (Wikipedia, 2010)

Mass tourism has been stagnating and declining in recent years. The Costa del Sol and the Baleares, which attracted millions of tourists annually during the 1980s and 1990s, and other resorts such as Cancun have seen declining tourist numbers as they have become seen as untidy or ugly or simply lacking in kudos due to their past popularity. The mass tourist economy has also been hit badly by terrorism, with specific attacks on destinations such as Bali and Kenya. For the past few decades other forms of tourism have been becoming more popular.

Tourism Development in the World

Tourism is believed to be one of the fastest growing industries in recent times. Tourism and hospitality has developed into one of the most important global economic activities, due in part to a combination of a transformation of offers and increasingly post-modern demand. Though the existence of tourism could be traced back to ancient times, its concept is diversifying as it encompasses a wider range of industries. It could be assumed that every country has unique features which could be used in promoting tourism. This could be in form of culture, business, nature, wildlife, education, sports, or sometimes the weather which put together becomes an experience for the tourist.

Eugenio, (2008) noted that tourism continues to grow and expand all over the world. The year 2007 exceeded all expectations, with international tourist arrivals reaching new record figures close to 900 million. International tourism generated approximately 770 billion US dollars in foreign exchange earnings for recipient countries, making tourism the main sector of international trade in services and one of the top export items for many countries.

Since 2000, developing countries have led international tourism growth, with a current market share of 40 per cent. In the period 2000-2007, international tourist arrivals in developing countries increased by 54 per cent to reach 360 million; this compares extremely well with the growth of 20 per cent experienced in developed countries over the same period. Even more rapid is the growth of tourism in the 50 least developed countries, which saw an increase of 110 per cent in tourist arrivals in the same period. Tourism is thus offering a clear, often the sole sustainable development opportunity to many developing and least developed countries. (Eugenio, 2008)

The **World Tourism rankings** are compiled by the United NationsWorld Tourism Organization(UNWTO) as part of their *World Tourism Barometer* publication, which is released three times throughout the year. In the publication, UN regions and sub regions are ranked by the number of international visitor arrivals, by the revenue generated

Most-visited countries by international tourist arrivals 2012

In 2012, there were 1.03 billion international tourist arrivals worldwide, with a growth of 4.0% as compared to 995 million in 2011. The top 10 international tourism destinations in 2012 were inbound tourism, and by the expenditures of outbound travelers.

Table1: Top 10 international tourism destinations in 2012

Rank	Country	UNWTO Region[5]	International tourist arrivals (2012)[4]	International tourist arrivals (2011)[4]	Change (2011 to 2012) (%)	Change (2010 to 2011) (%)
1	France	Europe	83.0 million	81.6 million	▲ 1.8	▲ 5.0
2	United States	North America	67.0 million	62.7 million	▲ 6.8	▲ 4.9
3	China	Asia	57.7 million	57.6 million	▲ 0.3	▲ 3.4
4	Spain	Europe	57.7 million	56.2 million	▲ 2.7	▲ 6.6
5	Italy	Europe	46.4 million	46.1 million	▲ 0.5	▲ 5.7
6	Turkey	Europe	35.7 million	34.7 million	▲ 3.0	▲ 10.5
7	Germany	Europe	30.4 million	28.4 million	▲ 7.3	▲ 5.5
8	United Kingdom	Europe	29.3 million	29.3 million	▼ 0.1	▲ 3.6
9	Russia	Europe	25.7 million	22.7 million	▲ 13.4	▲ 11.9
10	Malaysia	Asia	25.0 million	24.7 million	▲ 1.3	▲ 0.6
Note 1: see the *UNWTO World Tourism Barometer* for the full rankings.[4] **Note 2**:Turkey is classified as part of Europe in the UNWTO tourism rankings geolocation scheme.[6]						

Source: WTO 2013 Tourists Highlights

Europe

In 2012, there were over 534.17 million international tourist arrivals to Europe, an increase of 3.4% over 2011. In 2012, the top ten destinations were;

Table 2: Top ten destinations in Europe

Rank	Country	International tourist arrivals (2012)[4]	International tourist arrivals (2011)[4]	Change (2011 to 2012) (%)	Change (2010 to 2011) (%)
1	France	83.0 million	81.6 million	▲ 1.8	▲ 5.0
2	Spain	57.7 million	56.2 million	▲ 2.7	▲ 6.6
3	Italy	46.4 million	46.1 million	▲ 0.5	▲ 5.7
4	Turkey	35.7 million	34.7 million	▲ 3.0	▲ 10.5
5	Germany	30.4 million	28.4 million	▲ 7.3	▲ 5.5
6	United Kingdom	29.3 million	29.3 million	▼ 0.1	▲ 3.6
7	Russia	25.7 million	22.7 million	▲ 13.4	▲ 11.9
8	Austria	24.1 million	23.0 million	▲ 4.9	▲ 4.6
9	Ukraine	23.0 million	21.4 million	▲ 7.5	▲ 1.0
10	Greece	15.5 million	16.4 million	▼ 5.5	▲ 9.5

Source: WTO 2013 Tourists Highlights

Table 3 : Top Ten Destinations in Africa

Rank	Country	International tourist arrivals (2011)[4]	International tourist arrivals (2010)[4]	Change (2010 to 2011) (%)	Change (2009 to 2010) (%)
1	Morocco	9.3 million	9.2 million	▲ 0.6	▲ 11.4
2	South Africa	8.3 million	8.0 million	▲ 3.3	▲ 15.1
3	Tunisia	4.7 million	6.9 million	▼ 30.7	▼ 0.0
4	Zimbabwe	2.4 million	2.2 million	▲ 8.2	▲ 11.0
5	Algeria	2.3 million	2.0 million	▲ 15.7	▲ 8.3
6	Kenya	1.7 million	1.4 million	▲ 19.1	▲ 5.6
7	Uganda	1.1 million	0.9 million	▲ 21.7	▲ 17.3
8	Namibia	1.0 million	0.9 million	▲ 4.4	▲ 0.4
9	Senegal	1.0 million	0.9 million	▲ 11.2	▲ 11.1
10	Mauritius	0.9 million	0.9 million	▲ 3.2	▲ 7.3

Source: WTO 2013Tourists Highlights

InternationalTourismReceipts2012

International tourism receipts grew to US$1.07 trillion (€837 billion) in 2012, corresponding to an increase in real terms of 4.0% from 2011(UNWTO.7 May 2012)The World Tourism Organization reports the following countries as the top ten tourism earners for the year 2012, with the United States by far the top earner

Table 4: InternationalTourismReceipts2012

Rank	Country	UNWTO Region[10]	International tourism receipts (2012)[4]	International tourism receipts (2011)[11]	Change (2011 to 2012) (%)	Change (2010 to 2011) (%)
1	United States	North America	$126.2 billion	$115.6 billion	▲ 9.2	▲ 11.7
2	Spain	Europe	$55.9 billion	$59.9 billion	▼ 6.6	▲ 14.0
3	France	Europe	$53.7 billion	$54.5 billion	▼ 1.5	▲ 16.2
4	China	Asia	$50.0 billion	$48.5 billion	▲ 3.2	▲ 5.8
—	Macau, China	Asia	$43.7 billion	$38.5 billion	▲ 13.7	▲ 38.3
5	Italy	Europe	$41.2 billion	$43.0 billion	▼ 4.2	▲ 10.9
6	Germany	Europe	$38.1 billion	$38.9 billion	▼ 1.9	▲ 12.1
7	United Kingdom	Europe	$36.4 billion	$35.1 billion	▲ 3.7	▲ 8.2
—	Hong Kong, China	Asia	$32.1 billion	$27.7 billion	▲ 16.0	▲ 24.6
8	Australia	Oceania	$31.5 billion	$31.5 billion	▲ 0.2	▲ 8.1
9	Thailand	Asia	$30.0 billion	$27.1 billion	▲ 9.6	▲ 25.9
10	Turkey	Europe	$25.6 billion	$25.0 billion	▲ 2.4	▲ 10.1

Source: W T O 2013Tourists Highlights

International Tourism Expenditure 2012

The World Tourism Organization reports the following countries as the top ten biggest spenders on International Tourism for the year 2012.

Table 5: International Tourism Expenditure 2012

Rank	Country	UNWTO Region[12]	International tourism expenditure (2012)[4]	International tourism expenditure (2011)[4]	Market Share (%)	Change (2011 to 2012) (%)
1	China	Asia	$102.0 billion	$72.6 billion	9.5	▲ 28.9
2	Germany	Europe	$83.8 billion	$85.9 billion	7.8	▼ 2.5
3	United States	North America	$83.5 billion	$78.2 billion	7.8	▲ 6.4
4	United Kingdom	Europe	$52.3 billion	$51.0 billion	4.9	▲ 2.5
5	Russia	Europe	$42.8 billion	$32.9 billion	4.0	▲ 23.2
6	France	Europe	$37.2 billion	$44.1 billion	3.5	▼ 15.7
7	Canada	North America	$35.1 billion	$33.3 billion	3.3	▲ 5.2
8	Japan	Asia	$27.9 billion	$27.2 billion	2.6	▲ 2.6
9	Australia	Oceania	$27.6 billion	$26.7 billion	2.6	▲ 3.3
10	Italy	Europe	$26.4 billion	$28.7 billion	2.5	▼ 8.1

Source: WTO 2013 Tourists Highlights

Some of the renowned world tourism countries have special peculiarities in character in terms of their nature reserves and built environments that made them stand out for their attractions and visits. These qualities range from epochal architectural supports, over the years, preservation of nature reserves, historical heritage, political, religious, socio-economic cultural to hi-technology

The task in keeping the city landscapes and nature reserves alive stands out as the secret of communication link from the past to present and to the future; which those countries reap as benefits for tourist attraction. Public buildings, an element of built environment contribute greatly in character of the area when they are in harmony with the ambient environment.

Public Building

The utmost purpose of a building is to serve a function, in addition to function, buildings are designed to create impressions expressed through forms. Every architectural object has communication power. Through symbolism, buildings express their functions to the onlooker. Ideally, the sensory reach experience one enjoys in natural environment should be experienced in built environment; possessing the identity of the community and sometime, begin to define the dominant character of the area which are evident in most of the famous world tourism destinations. Conclusively, according to Christopher Wren, “architecture has its political use; public buildings being ornament

of a country; it establishes a nation, draws people and commerce, make the people to like their country".

France

The most visited site in France is the Eiffel Tower, characterized by its historical, arts and hi-technological supports; named after the designer and builder, engineer Gustave Eiffel. It was constructed for the1889 *Universelle,* a World's Fair, Exposition of Camp de Mars in Paris which celebrated the French Revolution. It has become the global cultural icon of France, and one of the most recognizable structure in the world (SETE, Official Tour Eiffel website 2014).

The tower is the tallest structure in Paris, 324metres, about the same height as an 81-storey building. During its construction, the Eiffel Tower surpassed the *Washington Monument* to assume the *tallest human-made structure* in the world, a title held for 41 years, until the *Chrysler Building in New York City* was built in 1930. Eiffel Tower is the *tallest structure in Paris and the most visited paid monument in the world* The tower received its 250 millionth in 2010 (SETE, Official Tour Eiffel website 2014).

United States of America

United Nation World Tourism Organization's 2011 released ranking of the World 20 Top Tourism Countries, reported that USA is second on the list as in table1. This is as the result of her endowed natural and human resources, and in addition, to huge financial investment in the tourism sector. Top most visited tourist destinations in America include amusement parks, art collection centres, sunny beaches, renowned hi- technological centres natural and historic sites. Among those worth mentioning are as follow:

Disney World's Magic Kingdom- in Lake Buena Vista Florida remains on top in the theme- world park having natural scenic attractions (Van Lierde 2011). It has a classic Disney character with favourite attractions, live entertainments and parades, and have a record of nearly 15millon visitors in 2003, and with a record of 515 million guest since its inception to date (TEA/ ERA 2014).

Times Square- **The** most bustling square of New York, with many Broadway theatres, cinemas, and super signs; is providing all sorts of funs and excitements. It has an estimated average of more than 2000 pedestrians traversing the square during a 15-minute weekday period.

The Las Vegas Strip, Nevada- internationally renowned major resort city of gambling, shopping and entertainment; it is more than glitz and gambling; enticing over 31million visitors, about 80‰ of the city's total (39.2million) visitors a year with its million-gigawatt smile and globetrotting attractions (American National Scenic Byways Programme 2011).Others are:

- ***National Malls and Memorial Parks, Washington DC.***
- ***Metropolitan Museum New York***
- ***Navy Piers, Chicago, IL***
- ***Universal Studios, Hollywood, CA, and other attractive sites***

All those tourism destinations made the USA one of the giants in the tourism industry.

China

The Great Wall of China

The Great Wall of China is a remarkable landmark, an assembly of smaller walls built by various dynasties over many years; with a history lasting over 2000 years. It was conceived and built as military wall of defense for protection from invasions from the north. It measures approximately 8,800 km in length, and recently, some of the sections lie in ruins or have disappeared entirely. It is the longest man- made structure in the world (Tourapia.com). There are many other interesting spots such as the First Pass under Heavens and the nearby Great Wall Museum, which has a display of the history of the pass as well as military relics.

Egypt

Tourism is one of the most popular sector in Egyptian's economy. More than 12.8 million tourists visited Egypt in 2008, providing revenues of nearly S11 billon.he sector employs about 12? of Egypt's workforce (Reuters Africa 2009).

The celebrated tourist attractions of Egypt are the millennia old monuments for which the Nile Valley is world famous. Principal among them are the *Great Pyramids of Sphinx and* the *Great Pyramid* of *Giza,* the *Abu Simbel* temples south of Aswan and the *Karnak Temple Complex* and *Valley of theKings* near *Luxor.* Cairo also boasts of the *Cairo Museum* and the Mosque of *Mohammad Ali Pasha* and the coastal areas of *Sinai Peninsula* are very popular with visitors as well (Egypt's Encyclopedia 2008)

Tourism and Terrorism

Essner, (2003) noted that until recently, terrorism's impact on tourism appeared as an underdeveloped field. For example, the link between tourism and terrorism seems only partially explored by Colin Michael Hall in his book *Tourism and Politics: Policy, Power and Place.* Hall explains clearly whyterrorists choose to target tourists (gain publicity, further ideological objectives) but fails to mention the impact terrorism has on the industry.

The al Qaeda attacks in September 11, 2001, however, has spurred new studies on terrorism across all its facets, including its impact on tourism. For example, in late 2001, the International Labour Office in Geneva released a study called “The Social Impact on the Hotel and Tourism Sector of Events Subsequent to 11 September 2001.” Subjects of this study included terrorist activity in Egypt.

The October 12, 2002 bombing of island of Bali in Indonesia's three terrorists' targets were clear testimonies of terrorist heinous crimes, killing over 200 tourist and others in three locations; the Sari nightclub and Paddy's Bar in Kuta, and the American Consulate in Denpasar,.

The 2008 Dakar Rally was canceled on January 4, 2008 amid fears of terrorist attack(s). This caused serious doubts over the future of the rally. Various newspapers in Africa called the cancellation a "death sentence" for the race. Chile and Argentina, South America, offered their territory to host the event, as well as the Czech Republic, or Hungary in Central Europe.(Wikipedia, 2010)

In recent years, Nigeria is being ravaged by terrorist attacks in different parts of the country; particular in the North East geographical area; namely Borno, Yobe

Adamawa states and environs including; Niger State and Abuja by the sect called Boko Haram; killing and destroying property.

Another wave of insecurity rocking the South -East and South -South geographical regions is kidnapping which has no bounds on the populace, foreigners and tourists.

Poverty Reduction / Sustainable Development of Tourism

Tourism like any other industry has its own peculiar issues facing it. According to the report of world tourism organization to the United Nations Secretary General on tourism in least developed countries," poverty alleviation has become an essential condition for peace, environmental conservation and environmental development, besides being an ethical obligation in an affluence world, where the divide between poor and rich nations seems to have increased in recent years (UNWTO 2005).

According to the UNDP 2006 annual Report, 2.5 billion people live on less than US$ 2 a day. Despite a growing world economy many people in developing countries are not reaping the potential benefits of globalization. The potential for tourism to play a significant role in the alleviation of poverty is increasingly recognized by international bodies and national governments. Its geographical expansion and labour intensive nature support a spread of employment and can be particularly relevant in remote and rural areas where many of the poor people live. In recent years, tourism has been increasingly recognized for its economic potential to contribute to the reduction of poverty in developing countries lik From the foregoing underdevelopment is identified as a major challenge facing tourism sector in Nigerian. Underdevelopment is a phenomenal issue associated with a lot of challenges. Economics sees underdevelopment as non utilization of resources to their full socio-economic potentials, with the result that local or regional is in most cases less developed than it should be. Underdeveloped nations are characterized by a wide disparity between their rich and poor populations. Ills of underdevelopment include corruption, bad leadership, unemployment, hunger, and others, which may generate terrorism.
and foreigners as well as tourists

Tourism in Nigeria

Nigeria is bountifully endowed with natural and man-made tourism potentials. The cities' and rural scenic landscapes are adorned with natural landmarks of inexplicable beauty, and with complementary architectural splendor. The architectural edifices range from the history of ancient Nigerian traditional environmental development to modern age in different parts of the country. Those potentials, if tapped, harnessed sustained and marketed can favourably compete with similar industries in tourism developed countries if enabling is assured.

Nigeria as a potential tourism country is blessed with sites which encompasses natural environment that are often contrasted with the built environment; comprising areas and components that provide desired tourism activities. Nigeria offers a wide variety of tourist attractions such as extended and roomy river and ocean beaches ideal for swimming and other water sports, unique wildlife, vast tracts of unspoiled nature ranging from tropical forest, magnificent

waterfalls, some new rapidly growing cities and climatic conditions in some parts particularly conducive to holidaying. Other attractions include traditional ways of life preserved in local customs; rich and varied handicrafts and other colourful products depicting or illustrative of native arts and lifestyle. However, many of these attractions are still largely untapped and even at their raw states; they are still being enjoyed by few outsiders, either very rich visitors in quest of exoticism or adventurous people in search of new challenges and experiences. The lack of required modern infrastructural facilities in some parts of the country's sites with acute conditions of underdevelopment and poverty are evident and deterring to many potential Nigeria bound tourist.



Figure 1: Map of Nigeria Tourist Sites,



Figure 2: Mmanwu Masquerade festival



Figure3: Argungu fishing festival

Sources: Nigeria tourism master plan and Microsoft Encarta

Tourism Potentials

Within the country are some tourism potentials developed but unmaintained, and some untapped. The potentials include: nature reserves, festivals and built environments- vacation spots, historic sites (walls, ancient and modern buildings), political, social and religious edifices.

Major Natural Tourist Attractions-Nigeria's prime natural tourist attractions include the following:

· **Ikogosi Warm Springs** this is a natural warm spring that flows and mixes with cold water issuing from another spring. This place attracts tourists from all over the world.

· **Owu Falls** located in Kwara State of Nigeria, it is the steepest natural waterfall in West Africa and is surrounded by a tropical rainforest in which can be found a wide range of animals and plants not seen in other parts of the world.

· **Niger-Benue Confluence** This is where the Rivers Niger and Benue join at Lokoja. It can be toured on available boats, on canoes or viewed from a close-by hill giving a panoramic view of the confluence.

Assop Falls located about 40 miles from Jos city, it is a lovely place for picnicking, swimming and enjoying the grand view of the scenic landscape.

· **Wikki Warm Springs** Deep inside the Yankari Game Reserve is this warm water spring that stays the same warm temperature day and night.

With a coastline of about 350 miles, Nigeria has natural sites with tropical

coconuts, mangrove and other seaside vegetation for vacationers. Several beaches are open to visitors including Badagry, Lekki, Bar, Eleko, Calabar and so on.

Festivals

The display of the full culture and heritage of the people of Nigeria is usually colourful, exciting and memorable. Periodic festivals of the people include the following which tourists will find remarkable and interesting:

· **Eyo Festival**: Eko people of Lagos hold annually and usually culminate in the display of masquerades adorned resplendently in white flowing dresses and hats to match.

· **Kwa-Ghir Festival**: A festival of the Tiv people in Benue state of Nigeria, it is a display of traditional masquerades, puppet theater, some forms of acrobatics, dancing, music and sartorial display. A colourful festival indeed, it attracts many people and is accentuated by the friendliness and warm welcome of the Tiv people of Nigeria.

· **The Durbar**: This is usually a festival culminating in a horse race at the behest of an Emir, a traditional ruler. With roots in the Islamic way of life, the Durbar is colourful, exciting and open to all to watch.

· **Argungu Fishing Festival:** Argungu is located in Sokoto state in the North Western part of Nigeria. It is famous for its fishing festival in which a lake is stocked with fish which are fed until the time of the festival. Individuals go into the lake without the aid of boats and the competition goes to the one with the largest catch. This festival is international and attracts visitors from all over the world.

· **Argungu Motor Rally**: As part of the fishing festival, car manufacturers and marketers have organised the annual motor rally in which cars go through an endurance race over country roads. Notable names like Toyota, Mercedes and Peugeot feature in the rally.

· **Boat Regatta**: The Izons and other peoples of the Niger Delta Area have festivals that include extremely colourful boat regattas and water races. Canoe races are also a feature and visitors are attracted to these from various parts of the world. **New Yam Festival of The Igbo**: The new yam festival is rooted in the ancient worship of the gods of the land for a fruitful harvest. Modernised and still as flamboyant as ever, the festival holds around August and features masquerades, traditional dances, wrestling competitions and other sporting and gaming events (Federal Ministry Of Tourism And Culture)

Tourism And Vacation Sites

· **Kainji Lake Game Reserve:** See elephants, lions, hippos and crocodiles in their natural habitats. Also visit the craft shops at Wawa and enjoy the delicate cuisine of the local communities. This game reserve is located in Niger and Kwara states of Nigeria.

· **Esie Museum**: this museum displays terracotta artifacts and figurines dating from the 13th to the 16th century and shown to be doing various things from dancing to weaving. The Esie Museum is located in Esie town, about 100km from Ilorin in Kwara State. **Golf Courses**: Nigeria has many golf courses where vacationers can get the best of games surrounded by the grandest views of nature. Golf courses include the IBB Golf Course in Abuja, Lamingo in Jos, and others in Ewekoro, Ikeja, Ilorin, Ibadan and other parts of Nigeria.

· **Rock Paintings of Birnin Kudu**: Reputed to be thousands of years old, these

painting depict the lifestyle of the people that inhabited that area of Jigawa State in times gone by

- **Obudu Mountain Resort**: The ranch is located in Cross River state of Nigeria and has near temperate climate owing to its location on high hills. As a tourist attraction, it has a waterfall, a gorilla habitat, and opportunities to see a variety of birds.
- **Tinapa Resort Calabar (Nolly Wood Centre)**

Tinapa is a world-class integrated Business and leisure resort located in Calabar and its Africa's biggest and first Premier free zone Business Resort, composed of world class facilities that allow for retail and wholesale activities as well as leisure and entertainment. It has a movie production studio referred to as Tinapa or Nolly Wood (most modern film production studio in Nigeria), illustration in Figure below NollyWood centre Is to Nigeria what Holly Wood is to the USA.



Figure 4: Cable car Obudu Resort
Sources: authors



Figure 5: Chalets in Obudu Resort**.**



Figure 6: Nolly Wood Studio, Tinapa

Yankari Game Reserve

The Yankari National Park is the premier game reserve in Nigeria. Yankari Park and Wikki Warm Springs are located around the Gagi River, approximately 1 1/2 hours by road, southeast of Bauchi Town. The beauty and size of The Yankari Game Reserve make it the most popular reserve in Nigeria.

Walls and Ancient Buildings



Figure 7: Ancient building in Kano
Sources: Microsoft Encarta.



Figure 8: National Theartre



Figure 9: National Assembly

City Wall, Zaria

The Zaria City wall perhaps remains the best preserved among the cities of northern Nigeria. The need for defensive walls has disappeared since the occupation by the British of the Western Sudan at the beginning of this century. Moreover, the rains of over 50 wet seasons have battered down the tall mud walls rampant in this part of the country. The walls of Zaria, which circumnavigate the city, are between 14 and 16 kilometers long and are pierced by eight gates

National Arts Theartre, Lagos- It was constructed in 1976 during the military regime, and hosted the Festival of Arts and Culture (FESTAC) in 1977, It is a multi-purpose monument for the preservation, presentation and promotion of Nigerian arts and culture. The exterior has the shape of military hat, making it to stand out as a landmark edifice in lagos. The building is tagged " the culture house" which represents one of the most identifiable national symbols about Nigeria's art and culture at home and abroad; and primary centre for performing arts.

National Assembly Building Abuja- A national icon and symbol of unity is a bicameral legistilative building, accommodating .109 senate members and 360 member House of representatives. It is an architectural edifice and a pride of the nation for its monumentality.

Gobirau Minaret, Katsina The imposing minaret, or tower which originally is said to be some 120 metros tall and which was built of mud and palm timbers, is all that remains of the mosque constructed in Habe times, before the holy wars of Sheik Unman Dan Fodio. Parts of the 15.25-meter tower are thought to be about 250 years old.

Foot Bridge, Kaduna

This is an interesting example of indigenous engineering before the advent of roads and railways in Nigeria. The bridge was originally erected by Lord Lugard at Zungeru in 1904 and re-erected in 1954 in the Kaduna Gardens (Tourism in Nigeria: online Nigeria portal)

Implications on the Nigerian Economy

Tourism is a major sector of the global day to day activities; merging businesses, cultures and the global economy. With the increasing trend in tourism development and promotion in several countries, it is imperative for destination marketing organisations to lay emphasis on efficient marketing strategies in order to gain competitive advantage in the industry. Tourism seems relevant for most countries in recent times for several reasons. There is a growing awareness of the use of tourism as a tool for eliminating poverty and promoting economic development in developing countries. However, it is not practical for developing countries only; developed countries are also involved in tourism for other reasons besides being a tool to increase the GDP of the country of which image and identity are involved.

Country	1990	1995	2000	2001	2003	2006
Nigeria						
International arrivals(thousands)	n.a.	1,031	1,492	1,753	2,253	3,056
Domestic tourism visits (thousands)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
International receipts (millions of U.S. dollars)	190	656	813	168	58	51
GDP-PPP (billions of U.S. dollars)	90.9	105.2	134.0	148.4	206.2	268.2
International receipts (percent of GDP)	0.21	0.62	0.61	0.11	0.03	0.02

GDP = gross domestic product. PPP = purchasing power parity. n.a. = not available.

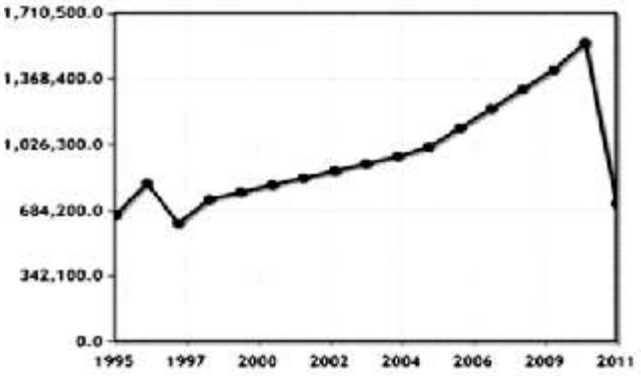
Source: World Tourism Organization database

From the statistics shown above, Nigeria barely has a tourist industry at all, reflected by tourism's paltry contribution to national wealth, just .02 percent of GDP in 2006. According to Punch News paper published April 13 2010, “Nigeria earned N50bn from tourism in 2009”, the Director-General, Nigerian Tourism Development Corporation, Mr. Olusegun Runsewe contradicted the statement ,and noted,“however that a broad range of businesses and services earned the N50bn from engaging in activities that promoted tourism, and not necessarily what accrued to the Federal Government; there is no reason why the Nigerian tourism industry cannot give the federal government alone the said amount if harnessed properly".

Nigeria - International Tourism, International Tourism, Number of Arrivals

The value for International tourism, number of arrivals in Nigeria was 715,000 as of 2011. As the graph below shows, over the past 16 years this indicator reached a maximum value of 1,555,000 in 2010 and a minimum value of 611,000 in 1997. Data on inbound tourists are not readly available because of inefficient data collection and porosity of Nigeria's land and sea boarders

. The data on inbound tourists refer to the number of arrivals, not to the number of people traveling. Thus a person who makes several trips to a country during a given period is counted each time as a new arrival (WTO Year Book 2013)



Graph1:International Tourism, Number of Arrivals.

Source:World Tourism Organization database, Year Book 2013

Table 6: International Tourism, Number of Arrivals

Year	Value		
1995	656,000	2004	962,000
1996	822,000	2005	1,010,000
1997	611,000	2006	1,111,000
1998	739,000	2007	1,212,000
1999	776,000	2008	1,313,000
2000	813,000	2009	1,414,000
2001	850,000	2010	1,555,000
2002	887,000	2011	715,000
2003	924,000		

Source: World Tourism Organization database, Year Book 2013

The way forward

The story of Nigeria's tourism industry is one of unfulfilled potential. Theoretically, the country is tailor-made for tourism: Its 370 ethnic groups give it a rich cultural heritage and it is blessed with natural wonders, unique wildlife, and a very favorable climate. Yet very little effort has been undertaken at the national level to develop tourism. Nigeria did not establish an official tourist board until 1976 and only in the 1990s did it formulate a national tourism policy. Most foreign visitors come to Nigeria for business or family visits.

For most of its post independence history, Nigeria has been a byword for political instability, violence, ethnic rivalry, and crime. Tourism, if established, could help promote peace. In addition, a robust tourist sector would diversify the economy, reducing Nigeria's dependence on its most important export-oil which is also the source of many of the country's social, political, economic, and environmental problems (Honey & Gilpin 2009).

Clearly, however, tourism cannot gain a foothold in societies that are prone to conflict and instability. Poor infrastructure is a particular barrier. Nigeria is a large country with a small and badly maintained road network. Poverty hinders domestic tourism, but even those who have the means have not developed a culture of travel. Another important barrier to tourism is the absence of organization and institutional capacity at a national level. For most of its history, Nigeria has not had a national tourism strategy, and government departments overlap at the national and regional levels regarding responsibility for the sector, making it difficult to devise a coordinated plan. The government does not even possess reliable figures on the numbers of international arrivals to and departures from the country. Corruption is another serious deterrent, as it undermines government efficiency, deters potential investors in the tourism industry, and scares off visitors. (Honey& Gilpin, 2009)

Recommendations for Optimizing Tourism for the Nigerian Economy

Infrastructure

Government should ensure that the provision of basic infrastructural facilities, namely, good roads, water, electricity, communications and hotels, to centres of attraction, in order to accelerate their development for the purpose of exploiting fully their touristic value. In furtherance of this goal, the appropriate government agency responsible for tourism promotion and development, shall establish and maintain close links with other government agencies responsible for the provision of the infrastructure.

Nigeria should toe the line of major tourism industrialized nations in Europe amidst huge investment in the transportation sector; by developing efficient and effective rail networks- intercity, city to city links, and champion sub regional rail net work as a big potential beneficiary from the industry in Africa. In Europe, rail network system is a catalyst in boosting mass tourism- making travels easy relaxing, enjoyable, secured and affordable.

Training of Tourist Industry Personnel

Target groups for training would include: tourist guides; hotel workers; airline and airport workers; restaurant workers; vendors; taxi and cycle drivers, etc. Senior or "lead" tour guides should have opportunities for overseas training where they can be exposed to a variety of professional guides in the interpretation of historic sites and monuments.

Environment and Urban Landscape Protection and Development

Well-defined zones of protection with unambiguous building/use codes for each should be established and clearly marked both on Nigerian maps and on the ground. Large hotels and tourist complexes must be kept far away from historic sites and protected areas. Tourist facilities such as toilets, parking spaces and shaded rest areas with refreshments should be planned and made available in a way which does not do damage or disrupt the harmony or sanctity of tourism sites.

Local Community Involvement

In order to succeed, preservation efforts must have the active support and involvement of the local community who need to understand that conservation of the natural resources, the historic buildings and sites as well as the traditional human cultural resources of Nigeria is the key to long-term sustainable development. Public awareness of local history traditional culture and tourism should be incorporated into the school curriculum in all Nigerian schools.

Fiscal and Other Incentives

In order to boost the level of private sector investment in tourism, government should handle tourism as a business rather than adventure, and introduced such incentives as, tax holidays, tax rebate and soft loans, with long period of grace to potential investors in tourism.

Patrol and Regulation of the Industry

Inaccurate data on the sector's activities is a great hindrance in the growth of the industry. Government should regulate and monitor the activities of the operators of the industry- hoteliers, travel agents, tour-operators, car hire services; to ensure that their conduct is not detrimental to the objectives of the industry and the security of the nation, as well as tourists.

Conclusion

The mere fact that Nigeria is a developing country is enough reason for all potentials the country has that can help the economy grow, should be harnessed. Nigeria's tourism industry must be fashioned to generate enough revenue for the economy- taking cues of evolutionary processes of tourism in developed countries and other countries with thriving tourism industries. Tourism is one industry that has helped the economy of some developed countries and even some developing countries like Egypt, India, Kenya and the likes. Nigeria with all the tourism potentials she possesses cannot be an exception. The tourism industry has to be developed for the sustainability of the economy, and to impact positively on Nigeria's global image.

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