



## Assessment of Nigeria Tourism Policy for Sustainable Development of Tourism Industry

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**Abstract -** Tourism as multidimensional activities has not achieved the preferred sustainable development in Nigeria. The study aimed at assessing the need for workable Tourism Policy in Nigeria with a view to reveal the levels of implementation of Nigeria Tourism Policy, possible problems facing its implementation and possible areas for re – appraisal. A total number of two hundred and seventy (270) questionnaires were administered of which only two hundred and fifty six (256) were recovered representing 95%. Findings revealed that the level of implementation of Nigeria Tourism Policy is low (60% of the States Ministry of Information, Culture and Tourism, 77% of States Tourism Board and 86% of Private Businesses). If Nigeria Tourism Policy is effectively implemented, it will be of great economic benefits to individual, families and the Nation such as in employment generation, improved social infrastructure etc. It was concluded that there is significant relationship between effective implementation of Nigeria Tourism Policy and Sustainable development and that effective implementation of Nigeria Tourism Policy and sustainable development of Tourism in Nigeria need vigorous efforts of all stakeholders and well-built acceptance of its sustaining process. Thus, Government should be committed to the leadership roles in enhancing the effective implementation process of Nigeria Tourism Policy through adequate and effective monitoring and evaluation.

**Keywords:** *Economy, Effective implementation, Sustainable development, Tourism industry, Tourism policy.*

### 1.0 Introduction: Background of study

Tourism is multidimensional activities of temporary short-term movement and stay of the people to destinations outside the place where they normally live and work and the activities they take during their stay at these destinations for the undertaking of recreation, business, relaxation etc without remuneration (Suleiman, 2010). Thus, Tourism Industry are regarded as those organisations, firms, establishment, amenities that made or assisted tourists to have satisfactory and pleasant experience in places visited and its activities spread through many lives, communities, nations, regions, natural, man-made and business activities etc (Sudhir, 2013).

Toward Sustainable cities and Communities (goal 11) and the economy wellbeing of the society (goal 8), the tourism industry is one of the world's largest industries with a world trade contribution (direct, indirect and induced) of over 7.6 trillion U.S. dollars in 2016 ranged in terms of accommodation, transportation, entertainment and attractions etc of direct economy contribution of approximately 2.3 trillion U.S. dollars that year. A number of countries such as France, Egypt and the United States of America are consistent popular tourism destinations but other, less well-known countries as Nigeria are quickly emerging in order to reap the economic benefits of the tourism industry. Thus, the tourism industry globally has continue experience steady growth almost every year with International tourist arrivals increased from 528 million in 2005 to 1.19 billion in 2015 with global international tourism revenue reached approximately 1.26 trillion U.S. dollars, having almost doubled since 2005. Figures were forecasted to exceed 1.8 billion by 2030 (Makoondlall-Chadee, Bokhoree and Sumputh, 2017).

In Nigeria, tourism industry and its derivatives has the capability of huge relief of providing employment, revenue, social cohesion among others if necessary attention is given to Nigeria Tourism Policy. Thus,

for economy wellbeing of the society (goal 8), Tourism Industry and its derivatives has been generating a lot of direct revenue into treasury of Federal, State and Local Government.

This research tends to achieve the need (why) for workable Tourism Policy in Nigeria, to reveal the levels of implementation of Nigeria Tourism Policy, to identify possible problems facing the implementation of Nigeria Tourism Policy and to make known the possible areas for re-appraisal of the Tourism Policy to enhance sustainable development of tourism industry. The null hypothesis of the study; there is no significant relationship between effective implementation of Nigeria Tourism Policy and sustainable development of tourism of industry while the alternative hypothesis; there is significant relationship between effective implementation of Nigeria Tourism Policy and sustainable development of tourism of industry.

The study is imperative for the reasons that tourism resources with associated tourist sites / destinations have not been given adequate attention and advancement by the Government; even as many of the tourist attractions / destinations have been ignored, threatened, gone into extinction or not known due to lack of sustainable practices, persistence political instability and change in Government and inadequate infrastructural facilities that do have negative impacts on tourism resources (Olagbade, 2017); (Oluwalana, 2016).

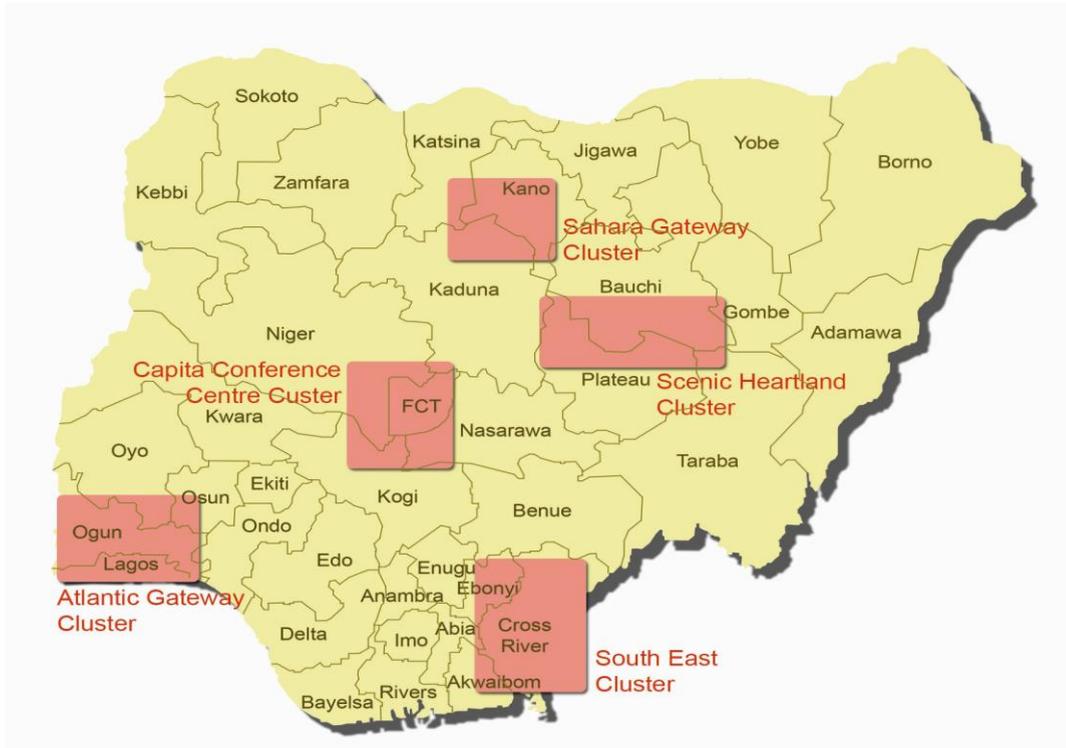


Figure 1: Map of Nigeria showing the Cluster zones of Tourism Attractions / Resources. Adapted from Nigeria Tourism Development Master Plan (2006).

### 1.1 Statement of Problem

Tourism Industry in Nigeria has not achieved the preferred sustainable development. The non - advancement of the sector for possible societal and economic viability was as a result of oil discovery and exploitation. Thus, it was observed that development of Tourism and Hospitality Industry in Nigeria has not been based on a system approach; that is, a line of thought in management that emphasis on interactive and interdependence efforts. These perceived causes have resulted to the incompetence and

lackadaisical attitudes of some of the tourism personnel, poor funding of the sector by government etc and these has led to negative impacts in terms of environmental, social and economic circumstances.

## **2.0 Overview of Tourism Policy in Nigeria**

Tourism policy are course of official statement, actions, resolutions and efforts taken by government spread across the tiers in collaboration with private entity with the intention to achieve diverse objectives related to tourism (Velasco, 2016).

Tourism Policy are vigorous thought of guide set out as pathway to action. It is a course of action adopted by the government or an organization to guide in the achievement of identified goals and objectives (Agbebi, 2014). According to Abomeh (2012), extract from Tourism Policy of Nigeria affirmed that the Presidential Council on Tourism, Federal Ministry of Culture and Tourism, State and Local Government shall be established body of tourism development process.

The Presidential Council on Tourism shall be responsible for the decision of making of tourism policy, setting targets for development from time to time and this shall be initiated, developed and presented by the Federal Ministry of Culture and Tourism. It shall also discharge leadership roles that shall propel and galvanized sustainable Tourism development. It shall always give final approval on the usual and disbursement of the technical organ of government.

Nigeria Tourism Development Corporation (NTDC) shall resume a technical posture of professionalism and effectiveness. Through technical orientation and International Labour Organization (ILO), it shall formulate guidelines for tourists' accommodation grading for the state government to implement. It shall coordinate the exercise on the grading through trained inspection personnel through its sector coordination department (Abomeh, 2012).

Nigeria Tourism Policy appears as objectives and it is five – points diverse guide aim at noticeable and sustainable tourism development related to the following (Velasco, 2016).

- (1) To encourage vigorous development of tourism based initiatives through the Federal, State and Local Government and Private organizations.
- (2) To develop and preserve the Nation's cultural heritage through awareness of the importance of the activity among the private sector in order to make tourism more attractive for private investment.
- (3) To foster socio- cultural unity among the promotion of domestic tourism through the support of the right to travel.
- (4) To increase inflows of foreign exchange to support balance of payment through the promotion of international tourism.
- (5) To establish institutions and encourage private sector participation in tourism development.

Table 1: Components of Nigeria Tourism Policy that require re – appraisal by the related agencies.

<b>Components</b>	<b>Frequency (Agreed)</b>	<b>Percentage (%)</b>
<b>Provision of Infrastructure</b>	252	93.33
<b>Security</b>	254	94.00
<b>Transportation and Communication</b>	231	86.00
<b>Social and Cultural Resources</b>	236	87.00
<b>Marketing and Promotion</b>	233	86.30
<b>Safari and Eco tourism</b>	233	86.30
<b>Private and Community participation</b>	247	91.50

Source: Fieldwork (2019).

The table above showed that 252 respondents representing 93.33% agreed that component of infrastructure of Nigeria Tourism Policy must be re – appraised by the concerned agencies. 254

respondents representing 94.00% agreed that Security component need to be re – appraised. Thus, 231 respondents representing 86.00% were of the opinion that Transportation and Communication must be re – appraised. 233 respondents representing 86.30% each agreed that components of Marketing and Promotion and Safari and Eco tourism require re – appraisal while 247 respondents representing 91.50% agreed that Private and Community participation should be encouraged.

Table 2: Possible Instruments (Mechanisms) for Tourism Policy in Nigeria.

<b>Instruments</b>	<b>Description</b>	<b>Objectives</b>
<b>Institutional arrangements</b>	Binding for Government	Self – organization.
<b>Regulatory instruments</b>	Compulsory	Regulation and control.
<b>Incentive and promotion instruments</b>	Voluntary for those involved	Promotion and encouraging.
<b>Instruments for improving knowledge</b>	Voluntary	Dissemination of knowledge, training, and information.
<b>Communication instruments</b>	Symbolic	Dissemination of values through Promotional campaigns.

**Adapted from (Velasco, 2016).**

### **The Study Area**

The study areas comprised some of the following institutional framework which has been put in place to enhance effective execution of the Nigeria Tourism Policy. These include;

1. The Federal Ministry of Culture and Information with various agencies under its supervision such as follow:
  - a. National Gallery of Art (NGA).
  - b. National Institute for Culture Orientation (NICO).
  - c. Centre for Black and African Arts and Civilization (CBAAC).
  - d. Nigeria Tourism Development Corporation (NTDC).
  - e. National Councils for Arts and Culture (NCAC).
2. The Nigeria Tourism Development Corporation (NTDC).
3. The States Ministry of Culture and Information / Commerce and Industry.
4. The State’s Tourism Board
5. Local Government Tourism Committee.
6. Numerous Private Tourism and Hospitality organizations.

### **3.0 Methodology**

The population of the study was a survey of Staff of States Ministry of Information, Culture and Tourism, States Tourism Board of Lagos, Ogun, Oyo, Osun, Ondo and Ekiti and selected Private Tourism and Hospitality businesses (comprising Hotels, Guest houses, Art Galleries, Family Museums, Community tourist sites, Family heritage resources etc). The researchers adopted the Confidence Interval of +/- 5 Sample Size formula (Dessel, 2013) in the selection of two hundred and seventy (270) respondents and utilized stratified sampling technique in selection of 10 staff each from the State Ministries of Information, Culture and Tourism while 15 staff each including Field Officers were selected from the State Tourism Board and 20 respondents each from the selected aforementioned Private Tourism and Hospitality businesses.

Thus, the data gathered through the administration of 270 questionnaires of which only two hundred and fifty six (256) were recovered comprising of all 60 questionnaires from the staff of State Ministries of Information, Culture and Tourism representing 100% and 86 questionnaires representing 96% from State Tourism Boards and 110 questionnaires representing 92% were presented and analyzed with the use of simple percentage method. Meanwhile, Correlation coefficient (r) analysis was used in the validation of hypothesis, which assisted in a logical conclusion.

#### 4.0 Results and Discussion

**Table 3: The needs for workable Nigeria Tourism Policy**

Variables	Frequency (Agreed)	Percentage (%)
Enhance exterior and interior elements to interrelate further and successfully.	141	97.00
Spread obtainable and acceptable activities / behaviour of visitors in destination.	137	94.00
Enhance social and physical development for value-added aesthetics.	143	98.00
Provide collective direction and guidelines	145	99.00
Improve specific strategies for achieving certain objectives.	143	98.00

Source: Fieldwork (2019).

The above table indicated that 141 respondents representing 97% agreed that workable Nigeria Tourism Policy will enhance exterior and interior elements to further interact and effectively. 137 of the respondents representing 94% were of the view that workable Policy will spread obtainable and acceptable activities / behavior of visitors in destination. Thus, 143 respondents representing 98% believed that the workable Tourism Policy will enhance social and physical development for value – added aesthetics. Also, 145 respondents of the respondents representing 99% agreed that it will provide collective direction and guidelines while 143 respondents representing 98% agreed that the Policy will improve specific strategies for achieving certain objectives.

The aforementioned is line with Agbebi (2014) that states that Tourism policy provides a framework to guide tourism development actions and it is a strategic declaration of intent within which tourism is expected to develop.

**Table 4: Levels of implementation of Nigeria Tourism Policy**

(Agreed in %)			
Variables	State Ministries of Information, Culture and Tourism	State Tourism Boards	Private Business
High	35	12	9
Low	60	77	86
Not known	5	11	5

Source: Fieldwork (2019).

The above table indicated that 21 respondents representing 35% at the State Ministries of Information, Culture and Tourism agreed that the levels of implementation of Nigeria Tourism Policy were High, 36 respondents representing 60% agreed that the levels of implantation were low while 3 respondents representing 5% believed that the implementation were not known. Thus, In State Tourism Boards category, 11 respondents representing 12% of the State Tourism Boards agreed that the levels of implementation of the Nigeria Policy were high. 69 respondents representing 77% were of the opinion that its implementation were low while 10 respondents representing 11% believed that its implementation

were not known. However, in the Private Business category, 11 respondents representing 9% believed that the implementation of the Policy was high, 103 respondents representing 86% were of the opinion that its implantation was low while 6 respondents 5% agreed that its implementation were not known. The aforementioned showed that the level of Implementation of Nigeria Tourism Policy was low. This is in line with Agbebi (2014) that Nigeria Tourism Policy has low level of implementation or has been poorly implemented and this has been connected to critical factors such as communication, resources, disposition or attitudes, and bureaucratic structure.

Table 5: Problems facing the implementation of Nigeria Tourism Policy

Variables	Frequency (Agreed)	Percentage (%)
Poor / defective planning techniques	144	99
Objectives, communication and urgencies not adequately prioritized.	143	98
Political instability of the Government.	145	99
Rigid social and cultural belief of the citizenry	129	88
Pitiable Employment	137	94
Poor funding and poor infrastructure	138	96
Poor attitude of the staff to work	139	95
Poor working tool and methods.	132	90

Source: Fieldwork (2019).

The above table indicated that 144 respondents representing 99% agreed that poor / defective planning technique is one of the problems facing implementation of Nigeria Tourism Policy. 143 respondents representing 98% agreed that objectives, communication and urgencies of the implementation of the policies were not adequately prioritized. 145 of the respondents representing 99% were of the opinion that one of the problems is political instability of the government. Thus, 129 respondents representing 88% believed that rigid social and cultural belief of the people is major problem. 137 representing 94% respondents were of the opinion that one major problem is pitiable employment. 138 respondents representing 96% believed it is a problem of poor funding and poor infrastructure. However, 139 respondents representing 95% believed that the problem is poor attitude of staff to work while 132 respondents representing 90% agreed that the problem of the Nigeria policy is poor working tools and methods of the staff.

The aforementioned is in line with Alex - Onyeocha (2016) that states Tourism Policy in the nation has not demonstrated the tourism prospects due to some observed reasons such as unprofessional personnel managing the affairs of tourism in Nigeria. That is, such individual has nothing to do with tourism transactions and such person could be a walk – in – person through political affairs. Also, because those at the helm of affairs have no direction on the path of Tourism and individuals directing may not have better understanding of planning and tourism.

#### 4.1 Test of Hypothesis / Validation of Results

**H<sub>0</sub>** : There is no significant relationship between effective implementation of Nigeria Tourism Policy and sustainable development of tourism of industry.

**H<sub>1</sub>** : There is significant relationship between effective implementation of Nigeria Tourism Policy and sustainable development of tourism of industry.

Table 6: Summary of Correlation coefficient (r) tables of relationship between effective implementation of Nigeria Tourism Policy and sustainable development of tourism industry

Variables	Coefficient correlation (r)	P – Value	Remark	Decision
Needs (why)	0.146*	0.019	H <sub>0</sub> rejected	Significant
Development	0.133*	0.033	H <sub>0</sub> rejected	Significant
Enhancement	0.192*	0.002	H <sub>0</sub> rejected	Significant
Profitable	0.139*	0.026	H <sub>0</sub> rejected	Significant

Source: Statistical package (SPSS) Output (2019)

\*Correlation is significant at 0.05, \*\*Correlation is significant at 0.01

KEY: S= Significant, NS= Not Significant

P < 0.01; Ho is rejected (Significant) but P > 0.01= Ho is accepted (Not Significant)

P < 0.05; Ho is rejected (Significant) but P > 0.05 or equal 0.05 = H<sub>1</sub> is accepted (Not Significant).

#### 4.2 Summary of findings

From the study, it was discovered that the rational responses of respondents showed clearly that there is significant relationship between effective implementation of Nigeria Tourism Policy and sustainable development of the tourism industry. Thus, if Nigeria Tourism Policy is effectively implemented; it will be of great economic benefits to individual, families and the nation such as in employment generation, improved social infrastructure etc.

#### 5.0 Conclusion and Recommendations

Nigeria Tourism Policy and its implementation are relevant to all forms of tourism and hospitality industry in Nigeria. Thus, Tourism industry is a huge market with amalgamation of several interest that must be sustainable development activated to help rebound the economy wellbeing of the society without jeopardising the future generation.

Therefore, effective implementation of Nigeria Tourism Policy and sustainable development of the Tourism need vigorous efforts of all stakeholders and well-built acceptance of its sustaining process that must be adequately implemented and monitored and enhancing consistent improvement through relevant agencies.

Based on the study, the researchers recommended the following:

- ✓ Government should be committed to the leadership roles in enhancing effective implementation process of Nigeria Tourism Policy through adequate and effective monitoring and evaluation.
- ✓ Skilled personnel should be employed and fixed at right position; motivated through capacity building such at organising conferences and seminars in order to enhance their effectiveness.
- ✓ Government agencies should ensure that objectives, communication and urgencies are effectively prioritized.
- ✓ For sustainable development of the Tourism Industry; component areas such as provision of Infrastructure, Security, Transportation and Communication, Social and Cultural Resources, Marketing and Promotion, Safari and Eco tourism and Private and Community participation should be effectively re – appraised by concern agencies.

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