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CONSIDERING ENTREPRENEURSHIP IN TOURISM FOR SUSTAINABLE DEVELOPMENT IN NIGERIA

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ABSTRACT

Tourism is an age long activities in human social living, the need to engage in tourist activities is born out of the nature of human being, to explore the world beyond their immediate environment. More recent than ever, tourism activities have increased globally due to the emergence of globalization and the ever increasing zeal of the people to engage in leisure activities. The increase in tourism activities globally has made many governments all over the world to put vested interest in the development of the sector due to their discovery that development of tourism could be used as an effective tool to revitalize their economies. Through entrepreneurial investment in tourism, some countries with enormous tourism potentials has been able to develop their tourism sector successfully but some many others especially in the developing countries like Nigeria has not been doing well in this regard. Despite the availability of enormous tourism products in Nigeria, the country is yet to develop most of its tourism products to meet modern international standard. This article argued that lack of appropriate entrepreneurial mindset suitable enough to promote tourism entrepreneurship of both the government and the people could be held responsible for such a situation. In this regard, the paper recommends that promoting entrepreneurial investment in tourism (tourism entrepreneurship) could be used as veritable tool to rejuvenate the moribund economic situation of the country and could also be used to change the status of the country from a developing to a sustainable developed nation.

Keywords: Entrepreneurship, Economy, Development, Nigeria, Tourism, Products

Introduction

A search through history would reveal that tourism has been a major human social activity since a very long time; the reality of this assertion is evident in the history of many great personalities such as Vasco da Gama, Macopollo, Christopher Cololmbos and so on. Through tourism activities, some great politicians have been able to see the beauty of foreign land and the subsequent need of conquering them. Similarly, the age long practice of tourism could be seen from series of Biblical and Quranic stories of some great personalities that engage in one tourist activity or the other. (See for example Quran 18:60-63; Quran 18: 83-86). Although, the people of the olden days do engage in tourism activities but it has been observed that the people of modern world engage in more tourism activities than the olden day's people. The ability of the people of the modern world to engage in more tourism activities is bore out of development in technological innovations which was accompanied by the development of modern transportation systems, the emergence of globalisation and a steady increase in the disposable income of many people around the world (Vaugeois, 2000; Basu, 2003).

Today, engagement in tourism activities has increased considerably (Tooman, 1997, Onwumah, 2011) and the significant increase of tourism activities globally has made some interested governments all over the world to put a vested interest in entrepreneurially developing the tourist sector of their economy, due to such development, some countries are earning enormous economic returns from tourism activities (Özgen, 2003). According to Tooman (1997), tourism has assisted many developing countries such as China, India, Thailand and so on to move away from a mono-cultural economy to a multi-cultural one. According to Hodur et al, (2005); Haller, (2012) tourism has become a major source of growth, employment generation, economic earnings and a veritable means of earning foreign exchange for many countries.

Although, tourism development has been identified as a means of enhancing economic and social development of a nation; but some countries in the developing countries have not been able to utilize the sub-sector as such, despite the available enormous tourism potentials and tourism products that could be developed in this regard. Nigeria is a good example of such developing countries which is yet to develop a vibrant tourist sector capable of bailing the country out of its economic and social problems.

According to Aremu (2010), although Nigeria as a country is blessed with enormous tourism products but it is regrettable that these potentials are lying fallow in their natural settings without being adequately utilized. In other words, there is the need to device possible means

through which these potentials could be developed and entrepreneurial investment in tourism (tourism entrepreneurship) remains one of the veritable means through which such feat a could be achieved. In line with this observation, this paper argued that, there is the need to encourage tourism entrepreneurship in the country in order to develop the tourism sector of the country. This according to these authors is one of the very first necessary steps towards achieving sustainable development in Nigeria.

Conceptual Clarification

Some important concepts would be conceptually examined in this paper and they are as follows:

What is Tourism?

Tourism involves traveling from one geographical location to another especially for the sake of leisure. According to the World Tourism Organization (WTO) (2006), tourism is referred to as a situation whereby people ‘travel and stay in a place or places outside their usual place of living for more than twenty four hours and not more than twelve months for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. Although scholars generally agreed on the fact that tourism is about movement from one area to the other and staying in such areas for more than a day; but, there has been disagreement over purpose of traveling and time spent in the destination (Falabi and Olatunji, upcoming). With this conception, tourism is a concept that cannot be defined with just some simple sentences as the concept has various meanings to different persons depending on the angle the person is seeing it. Some scholars consider time spent on the tour as important, and for some, it is the purpose for which the tour is made that is important (Onwumah, 2011).

According to Aremu (2010:144) “tourism is the act of travelling away from home, mostly for the purpose of recreation and leisure”. Observing for a more general perspective, McIntosh and Gupta (1980) defined tourism as the science, art and business of attracting and transporting visitors, accommodating them and graciously catering for their needs and wants. Aside traveling from one end to the other, one important feature of tourism is leisure and recreation, people engage in tourism to have a nice time, to enjoy themselves by spending their time in meaningful amusing activities such as visitation of trade fare exhibition, visiting special centers/destination, monumental sites; unique cultural practices or to study and understand other people’s culture (Falabi and Olatunji, upcoming).

The World Tourist Organization as cited by Onwumah, (2010) classified tourism into two major categories as domestic and international tourism; inbound and outbound. Not been satisfied by the WTO classifications, he further gave a breakdown of tourism typologies as: leisure or recreational tourism, medical tourism, religious tourism, educational tourism, eco-tourism, sport tourism and so on. More recent than ever, tourism has been widely acknowledged as one of the fastest growing industry globally (Lanza and Pigliaru, 1999; Raymond, 2001; Newsome et al, 2002; Basu, 2003) and it is increasingly been recognized as a veritable source of sustainable development in any modern society (Ozgen, 2003; Chockalingam and Ganesh, 2010; Jennie, 2012). Despite the above benefits inherent in the development of the tourist sector, the sector is still shrouded in obscurity and one of the reasons for such a setback in the assumption of these authors is poor 'tourism entrepreneurship' culture. In other words, tourism sector has not developed in Nigeria because of the lack of significant entrepreneurial investment in tourism business in the country.

What is Entrepreneurship?

Getting a grasp of what the practice and concept of entrepreneurship connotes is difficult and has been made even more problematic by many contrasting perspectives of definers and commentators involved with the concept (Kilby, 1971; Abimbola, 2007; Olatunji, 2012a, 2012b). According to Sexton and Bowman-Upton (1991), many of the definitions of entrepreneurship are a function of the researchers' academic background. A number of definitions of entrepreneurship have been provided by many authors with no single definition or interpretation being universally accepted.

The term 'entrepreneur' was originated in the seventeenth-century in France and was applied to individuals who provide services associated with carrying out a commercial project for someone with capital to invest. Morrison (1998) sees entrepreneurship as involving the process of creating value by bringing together a unique package of resources to create or exploit a market opportunity. Cantillon (1755) defined the term as a person who pays a certain price for a product and resells it at an uncertain price: making decisions about obtaining and using the resources while consequently admitting the risk of enterprise. According to Okpara (2005), entrepreneurship is the ability to create something (usually a business entity) from practically nothing, 'it is initiating, building and watching an enterprise rather than watching one' (p25). Nwangwu (2007) opined that entrepreneurship is a process of bringing together the factors of

production, which include land, labour and capital so as to provide a product or service for public consumption.

According to Okpara (2005), entrepreneurship is the knack for sensing opportunities where others see chaos, contradiction and confusion; it is the ability to build a founding team to complement one's own skill and talent. It is the know-how to find, marshal and control economic/business resources. What could be inferred from the definitions of entrepreneur above is that entrepreneurs are individuals who initiated a business entity and assume the risks and benefits of the business venture. They are individuals who believe that they are the master of their own fate, the driver of their own ship. Generally, entrepreneurs are individuals with special behavioural traits, these traits are what make them unique and make entrepreneurial activities not only possible but also continuing. Some of such behavioural traits include: innovation, achievement orientation, internal locus of control, risk taking, good leadership quality and so on. Gupta (2004:11) define entrepreneurial leadership as "leadership that creates visionary scenarios used to assemble and mobilize a supporting cast of participants who become committed by the vision to the discovery and exploitation of strategic value creation". So, owner manager has a vision for using all potentials he can recognize from tourism industry to initiate, develop and manage an entrepreneurial venture.

In essence, entrepreneurs are leaders, innovators, investors, risk takers, achievers and controllers. Also, entrepreneurship is about possessing these qualities and using them to discover and initiate novel business ideas. It is the conception of these writers that there are lots of entrepreneurial opportunities in potential tourism products that are abound around us in the country and if these products are entrepreneurially explored, it could lunch the country to an enviable height and could make her be among the committee of nations with viable tourism sector with veritable socio-economic sustainable development.

Sustainable Development

Today, virtually all the nations in the world have concern for development; this is because development is one of the basic necessities of modern living (Olatunji, 2010). Development is a holistic concept, it is multi-dimensional and generally inter-related; it is related to all spheres of life vis-à-vis political, economic and cultural development (Olatunji and Ejalonibu, 2014). In other words, development is a difficult concept to define because it is relative, ambiguous and complex. As such, any attempt to define development must involve both

quantitative and a qualitative perspective (Walter, 1972) and it is often seen as a process as well as state of being. Analytically, development can be examined from two major levels, the micro and macro levels. At the micro level, the focus is on the individual, it is the ability of an individual to develop its innate human capacities to the extent that he would be valuable for himself and would be able to create value for his immediate society or the world at large. However, if development is seen from the macro level, the focus of analysis in this regard will be on the society, at this level, development could mean the ability of a group or a given set of people or a society to harness their physical cum social environment in such a way that life will be easier and better for all and sundry in that society and their development status could be one which does not only secure good living for the present generation but also consider the betterment of the incoming generation. In other words, if development is considered from the macro level, it must be all encompassing, it must such a positive change that consider and favour all parties involved. That is, the present and the future generation and it must not pose any form of threat for eco-system. Technically, any development effort that takes all of these conditions into considerations is referred to as sustainable development.

Based on the above, the 2002 World Summit on Sustainable Development presented three angles of development which are: economic development, socio-cultural development and environmental development. In the same vein, attempts have been made by many scholars to classify the concept of development into three main parts mainly involving environmental, economic and socio-cultural sustainability. Deriving from the above, one could see the need to develop the tourism sector because it is a development effort which really goes along with the elements of sustainability. In line with the above, it is the conception of these authors that tourism entrepreneurship is a very necessary step that would bring about sustainable development in any human society of today. This is because tourism development is about improvement in the material and non-material aspects of the society and it is an activity which will enhance the development status of the present generations and that which would not jeopardize the lives of the future generations, it is an activity which does not only enhance the preservation of the eco-system but would also bring about improvement in the general well being of the people. In other words, sustainable development could be achieved in Nigeria by entrepreneurially developing the tourism sector of the economy.

Tourism Entrepreneurship

Tourism entrepreneurship is a concept that could be used to denote the entrepreneurial elements of tourism products and materials; it could also be used to denote the fact that series of tourist products such as monumental sites, cultural artifacts and practices could be used as a veritable tool to initiate vibrant entrepreneurial development in the society (Delpont, 1998; De Lange, 1998). The conception in tourism entrepreneurship is that, through the application of vibrant innovative ideas and the active entrepreneurial investment in tourism sector, several cultural beliefs, artifacts and practices could be developed to become a viable source economic return. That is, several entrepreneurial ventures could be carved out of the various tourist attraction products that are abound in our physical and socio-cultural environment. Synonymously, tourism entrepreneurship could also be referred to as a way of marketing tourism products. More recent than ever, tourism entrepreneurs are increasingly been seen as the heartbeat of the global economy (Gee *et al.*, 1989) and essential to the vibrancy of local economies (Hall, 2007) and the emerging slogan today is that ‘you either glocalize in affluence or globalize in poverty’ (Olatunji and Ejalonibu, 2014:12). The implication of this statement is that you either look inwardly to your own physical and cultural locality as a source of development or look outwardly to achieve nothing but promotion of other people’s culture.

In other words, one of those ways that a modern society could ‘glocalize’ is to develop its tourism sector and tourism entrepreneurship remains one of those means through which the tourism sector could be developed. In other words, tourism entrepreneurship is a practice which a country with tourism potentials must take serious because it is becoming more evident by the day that economic development of any modern nation is highly depending on entrepreneurship development and tourism entrepreneurship is a brand new form of entrepreneurship that observers have seen as being a veritable form of entrepreneurship from which economic development of nations could be realized (Vaugeois; 2000; Aremu, 2010). In this regard, for a country like Nigeria where entrepreneurship development has been a critical problem issue, there is the need for consideration of tourism entrepreneurship in order to bring about not only entrepreneurial development in the country but also general economic development of the country.

Tourism entrepreneurs involve the mixture of public organizations and private individuals that are actively involved in the development, production and marketing of both tourism products and tourism services that would provide the needs of tourists. Technically,

tourism entrepreneur could be divided into three categories namely: 1) direct suppliers, which involve investors in hotel facilities, travel agents, restaurants, airliners and so on. 2) Support services, these are those who provide support services to the direct suppliers. This includes tour organisers, tourism research units, and tourism and trade publications, food services and so on. 3) Development organizations, these are organizations which mainly handle tourism development that is more complex than the previous two categories, and include government agents, financial institutions, estate developers and educational centres (Gee *et al.*, 1989).

Bye and large, tourism entrepreneurship involve any entrepreneurial activities carried out in the tourist sector or any of such innovative activities geared towards the development of the tourism sector. It is also important to note that entrepreneurship in tourism is not just about developing the tourism sector but it is also an activity that generates economic income for the entrepreneur. On the whole, tourism entrepreneurship has the tendency of promoting tourism activities; it could also serves as a source of economic income for the entrepreneur and has the capacity of promoting sustainable development in a country.

CONSIDERING TOURISM ENTREPRENURSHIP FOR SUSTAINABLE DEVELOPMENT IN NIGERIA

Today, tourism has been widely acknowledged as an effective tool for socio-economic development of any nations in the modern world, this is especially so because of its possible backward and forward linkages with the rest sectors of the economy (Hall, 2007). As could be deduced from the foregoing that every nation strives after development and entrepreneurship has been described as a veritable tool through which sustainable development of the nation could be achieved. As a result of such discovery, several forms of entrepreneurship have been identified and tourism entrepreneurship has been discovered as one form of entrepreneurship that could be explored. In this regard, the effort in this paper is to make a clarion call to stake holders in the country to look inwardly into our several tourist products (directly and indirectly; active and passive, potential and real) and find a way of entrepreneurially developing them to a modern international standard. Practically, several tourist products such as our various cultural practices, artifacts and monumental sites could be entrepreneurially developed in order to develop our tourism sector. Few of such tourist products are further highlighted below:

Cultural festivals and practices: Festivals are important cultural celebrations used in promoting social solidarity and enhancing social integration among the people of a specific society

(Olatunji and Ejalonibu, 2014), and the uniqueness of these cultural practices across societies makes a unique potential tourism product. Traditional cultural festivals in Nigeria have certain outstanding socio-cultural elements within them which make them a unique socio-cultural practice which can be developed entrepreneurially. These cultural festivals and practices have certain unique elements which can be used as marketing base for the outsiders. Some of those ways by which cultural festival can be developed to an entrepreneurial endeavour is by developing such cultural practice to a modern standard, make it attractive and publicize it on an international level, with such an effort, other people would come to develop interest in them and come from wide and far to see them, thereby making the festival a source of tourist attraction and viable source of income not only for the community celebrating the festival but the country at large. Nigeria has enormous festivals that could be developed in this regard. Some notable ones among such festival include: *Egungun* festival, *Eyo* festival, *Argungu* festival, *Osun* festival etc. The development, publicity and hyping of these festivals can make them a viable entrepreneurial venture that have a higher tendency of bringing about tourist attraction which is an important source of income that would create a strong base for national development in the country.

Monumental sites: Monumental site is another relevant area of tourism that could be entrepreneurially invested in and developed in Nigeria. Monumental sites are important sites that have the highest potential of attracting tourists into the country. This is because some monumental sites are very unique and have the tendency of bringing one very close to nature, and because of the unique features of many natural monuments, it becomes a very important tourism products which if developed entrepreneurially could be a veritable source of income for the teeming population of the people of the country and the local and federal governments alike. Tourism today is a huge entrepreneurial potential which can serve as pull factor for tourists and investors. Through entrepreneurially investing in tourism, the country can improve on its Foreign Direct Investment, thereby contributing to economic development. More so, active tourist activities could also encourage foreign investors to come establish further entrepreneurial ventures in the country due to its rich cultural heritage and secured social environment. Other areas in which entrepreneurial tourism could be developed are further highlighted

* Excellent opportunities exist for entrepreneurs in the accommodation sector of the industry – especially in the development and operation of camping grounds, caravan parks, game parks, holiday camps, hotels, motels, chalets, bed-and breakfast establishments and guest houses.

* Similarly, opportunities exist in the transportation sector for potential tourist entrepreneurs in areas such as taxi services, car hire, boat trips, bus services and so on. By becoming a tour operator, the entrepreneur can package tours and then make use of other entrepreneurs for rendering support services such as transporting people.

* There are also opportunities in the development of man-made attractive sites, e.g. artificial monumental sites, theme parks, waterfront developments, zoos, parks, game reserves, arts and crafts galleries, cultural tourism, which includes cultural villages and so on.

* Support services, such as catering and tour guides, marketing and training, could also offer good opportunities for entrepreneurs (Saayman, 1994). The fields of entertainment, restaurants, shebeens, coffee shops, tea gardens, acting, traditional dances and music represent only a few of the many opportunities that are available for entrepreneurial exploration in the tourism sector (Saayman and Swart, 1996)

Fundamentally, three models could be identified for entrepreneurship opportunities in tourism as proposed by (Rogerson 1998):

Model 1: Small- and medium-scale tourism enterprises could be organised as cooperative at the village or community level. With such development, the villagers can constitute themselves into viable cooperative groups that would provide small and medium capital for the promotion of tourism entrepreneurship in the village. In this model, tourism could serve as a means of increasing and diversifying sources of community income and serve as a means of gainful employment for the people of the community.

Model 2: Small-scale tourism enterprises could be organised by an individual or group in order to produce certain materials such as art and craft that would be unique and attractive for the consumption of the locals and tourists alike.

Model 3: Small-scale tourism enterprises could be organised by individuals and families in the community to serve as a supplement to other sources of livelihoods in the rural areas

By and large, lots of entrepreneurial opportunities exist for people to engage in while exploring the tourism potentials in our society. This is so because there are lots of tourism products that abound in our physical and socio-cultural environment which if entrepreneurship mindset are applied to these products, they can be a viable source of entrepreneurship development for individuals, communities, corporate bodies and the government at large. In this respect, tourism entrepreneurship is activity that needs to be encouraged among the people in the

country, this is so because such an effort will go a long way in serving as source of income for individuals, communities involved and even the society at large. It would also serve as image maker for the country and would go a long way in enhancing sustainable development in the country. The above notwithstanding, it is however a source of worry to any concerned individual that despite the numerous entrepreneurial potentials inherent in tourism activities in Nigeria, the sector is yet to develop to any appreciable extent. This is because there are lots of problems that are militating against the development of tourism entrepreneurship in the country; some of such problems are highlighted below:

PROBLEMS FACING TOURISM ENTREPRENEURS IN NIGERIA

The following obstacles have been identified.

1. Inadequate Financing

Capital and finance is the backbone of any investment (Olatunji, 2102). However, in a situation where this is not available, it will be difficult to establish a viable entrepreneurial venture. In Nigeria, despite existing policies on financial support for small businesses, very few entrepreneurs receive financial help when they need it (Olatuni et. al 2013). A survey carried out by the Nigerian Association of Chambers of Commerce, Industry Mines and Agriculture (NACCIMA, 2012) has shown that only 6% of entrepreneurs in Nigeria have been able to access the various entrepreneurial intervention funds made available by the Central Bank of Nigeria (*The Guardian*, August 2012). However, finance includes not only a shortage of funds, but also a lack of knowledge with regard to accessing foreign funding. Another aspect is a lack of knowledge on how to approach financing institutions. Funding for tourism entrepreneurship is also not sufficient and the reason could be that the funding mechanisms are not coordinated.

2 Infrastructural Problems

Generally, infrastructural development is one of the basic features and conditions of development for any sector of the economy. Tourism as a relevance economic sector cannot develop in a poor and dwindling infrastructural environment. In other words, the establishment and success of tourism activities depend on the state of infrastructural factors within the boundary of a nation state (Falabi and Olatunji, upcoming). According to Aruwa (2011), infrastructures are of particular importance to the tourist sector development given that tourists are not likely to be interested in visiting countries with poor infrastructural facilities. Similarly, would-be investors in the sector might not be willing to invest in infrastructural moribund environment as it would not be economically viable for them to incur infrastructural costs. And this has been observed as being among the paramount barriers not only to investment in the tourism sector but more importantly has affected the process of meaningful development of the nations (The Guardian, 2012; NACCIMA, 2012).

According to Olatunji et.al (2013), problem of inadequate infrastructure is so much pronounced in Nigeria where the dearth of infrastructure is compounded by the inability to maintain the few existing ones. In Nigeria, lack of infrastructures is most pronounced in the rural areas where incidentally most of its tourist sites are located. Nevertheless, efforts at developing infrastructure to support tourism in Nigeria, paltry as these may be, happen only in the urban areas (Briedenhann and Wickens, 2004). In this regard, there is the need to facilitate the replication of infrastructure to the regions and the rural areas of Nigeria because many of the tourism sites are located there in (Hawkins and Mann, 2007; SEPO, 2006).

3. Lack of experience

Research done on SMEs that failed showed that the lack of experience of how to run a business was one of the main reasons for its failure. It is thus not just training that is important, but also experience. If experience is lacking, a process of support is paramount. In Nigeria, people generally lack the experience of how to successfully run tourist business generally and this has been one of the reasons why the level of tourism entrepreneurship in the country is generally at low ebb.

4. Lack of knowledge

This is one of the major obstacles facing entrepreneurs in the tourism industry. It encompasses the lack of management skills and managerial knowledge, the lack of knowledge regarding tourism trends and limited knowledge regarding the existing opportunities.

5. Lack of marketing skills

Today, the ability to market tourist products is what enhances tourist activities in many countries where such feat is achieved. With the advent of globalisation, tourist entrepreneurs have utilized the mass media and the internet to market various tourist products. This is why it is conceived that the emergence of globalization is one of the major factors that contribute to the development of tourism activities globally. But in Nigeria, many SMEs have good products to offer, but do not have the marketing ability to properly introduce them to the global audience. In general, there is a major lack of tourism marketers who, firstly, understand tourism marketing and, secondly, understand how to package products.

6. Lack of support

Observing from this perspective, Ikecchi and Edward (2009) noted that small business assistance from governments of African countries is weak and inadequate and they asserted that to expect of a person with limited funding, limited knowledge and limited skills to succeed without support, simply creates circumstances where such a person can only fail.

7. Funding institutions still regard the tourism industry as a high-risk industry

Funding institutions regard tourism as risky for several reasons; lack of government's commitment to tourism sector development, safety and security issues and the fact that it is a relatively new industry in the country. Commenting on the problems of tourism entrepreneurship to the national economies, Hall (2007) argues that the extent to which these benefits accrue to a nation crucially depends on local conditions. In other words, if local conditions are not favourable to tourism development, then the sector is bound to suffer setbacks. Furthermore, Manwa (2012) argued that for tourism to be sustainable; the community has to benefit directly from it, this will enable them to protect and conserve the resources upon which it is based.

Conclusion

What could be deduced from the foregoing is that the tourism sector is an important sector of the economy that could be utilized to effect sustainable development in any modern society. However, despite the enormous availability of tourism products in Nigeria, lack of viable tourism entrepreneurship has made the country to be rated low in terms of tourism sector development and this paper has argued that entrepreneurial investment in tourism is an important and relevant endeavour which could be used to effect sustainable development in the country. A thorough look into many cultural communities in Nigeria would reveal several cultural practices or physical artifacts or monumental sites which hitherto would have been a source of tourism activity but because of the lack of entrepreneurial investing into these tourist products, the sector has remain largely untapped. In other words, through tourism entrepreneurship, most of these tourism potentials could be sighted and developed. Today, most of our cultural values and practices have been eroded and they have been replaced by adulterated cultural patterns which are serving as source economic vibrancy for other nations and this as many have observed has led us to many social problems such as poverty, un-employment, civil unrest, corruption etc.

In other words, there is the need to put vested interest in this area of entrepreneurship because it is one area of entrepreneurship that could be used to develop the tourism sector of the economy and could also be used to effect sustainable development in the country. This is an important call as it has been observed that entrepreneurship and sustainable development are inseparable bed fellows. Nigeria as a nation been affected by varying social problems which emanated from lack of viable entrepreneurial activities, development of tourism entrepreneurship becomes a necessity not only to solve these varying social problems but also to enhance sustainable development in the country and more importantly to sell the good image of the country globally. Furthermore, development of tourism entrepreneurship is very important due to the fact that it is an investment pattern which has almost zero negative effect on the eco-system, in other words, preservation of the eco-system is one of the uniqueness of developing entrepreneurship in tourism. In a bid to achieve this, this paper deems it fit to make some pertinent recommendations to this effect.

Recommendations

The following are some of the important steps that could be taken to bring about vibrant tourism entrepreneurship in the country.

Cultural Research and Documentation: Research and documentation of cultural artifacts and practices is one of the first important steps towards developing tourism entrepreneurship in the country. This is because cultural research and documentation would be used to enhance cultural entrepreneurship by conducting research on some important cultural practices and find a way of making these unique socio-cultural practices a tourism product. This could also be done on monumental areas or sites in the country; such sites should be well protected and secured and be made interesting in order to gain international attraction thereby encouraging international tourists and investors into the country.

Further, there is the need for proper documentation of important cultural elements in physical and electronic means as another means to promote tourism entrepreneurship. Going by the fact that we live in a globalised world, important cultural artifacts and monumental sites could be advertised on the internet and other electronic and print media for international viewing. Video documentaries could be made in order to make the people see the artificial beauty of such cultural materials or sites. Also the sites and the archaeological materials should be put on international standard so that they can attract international attention. More importantly, more museums and art galleries should be built around the country so that lots of monumental cultural artifacts could have a safe-guarded place to be kept in and all of these are practices relating to tourism entrepreneurship and could be used to effect sustainable development in the country.

Cultural re-orientation: According to Olatunji and Ejalonibu (2013), our general cultural orientations about the value of our cultural elements are generally wrong and this has been one of the factors that causes low level of tourism entrepreneurship in the country and if there would be any meaningful improvement in this sub-sector; there is the need for change of orientation towards many of our cultural beliefs and practices as much as possible because it is only through this that people's general dispositions can be changed to the better. In this regard, effort must be geared towards how people's negative orientations towards traditional cultural systems would be replaced by positive ones; this would go a long way in making the people to develop a positive orientation towards cultural entrepreneurship and this would also go a long way in promoting tourism entrepreneurship in the country.

Promoting Vibrant Education/Training for Tourism Entrepreneurship: another means by which tourism entrepreneurship could be promoted in the country is by promoting education for entrepreneurship. This could be achieved through the establishment of tourism educational institutions and upgrading the existing ones. Generally in Nigeria, there have not been many educational institutions basically established to promote tourism education. And in some few existing institutions, vibrant education for tourism entrepreneurship is not common. To this extent, this paper recommends that the orientation of teaching tourism in schools should be re-directed and students should be made to know that, there are lots of entrepreneurial potentials in tourism activities and that graduate of tourism and related courses can graduate out of school and become an investor in this sub-sector rather than seeking for paid employment after service. This kind of practice is generally common in many developing countries such as China and India. In addition to the above, schools of traditional handcrafts could be established in order to aid the teaching and learning of traditional craft works such as *Aso-Oke* weaving; pottery making; blacksmithing, traditional medicine, dying etc which can be good sources of tourism entrepreneurship. This is very necessary as it has been observed that this area of our culture has been grossly neglected and this according to some observers has been the major cause of general under-development of the nation especially in entrepreneurial sense.

Furthermore, it is insufficient to merely identify the need for specific training; the focus should also be on how it should be done. The important issue is that activities should be coordinated and a two-prong approach should be followed. Firstly, entrepreneurial development should be a school subject and secondly, a centre for SME development in tourism should be established either by the government or individuals with the following aims:

To conduct research, coordinate possible opportunities and act as a “one-stop shop” that would provide series of tourism related services to the entrepreneur such as dissemination of information to potential entrepreneurs in tourism, investment opportunities in tourism as well offering financial and non-financial services to the entrepreneur. This centre should preferably be based at a training institution that could keep entrepreneurs in tourism abreast of new developments and trends.

- To train entrepreneurs accordingly.
- To assist in the development of business plans and the acquiring of funds.
- To implement a program of after-care and monitor success/failure of the entrepreneur

Provision of Investment Capital

Having revealed the fact that most populace in the developing countries could not receive tourism benefit from their governments, there is need to expose how individuals in the country can personally reap the benefits from their individual ends with little or without government intervention by becoming tourism entrepreneurs that can contribute effectively to the growth and development of their nations taking advantage of the tourism products in their environment. Entrepreneurs need capital or financing in order to start a business organisation.

The Internet also offers a means of financial support. EDS Africa has launched a website called www.smme.co.za which can be helpful to entrepreneurs. Another website that might be helpful is www.eez.co.za (*eez* stands for *emerging enterprise zone*). It is important to make potential tourism investors to be aware of several means of acquiring business capital entrepreneurs because most often, entrepreneurs are not aware of these tools. In addition, specific fund allocations should be made to enhance SMME development in tourism. Government should work hand in hand with the private sector in creating an environment where entrepreneurs can flourish.

Providing Adequate Security for Tourist Investors, tourist investment and the Tourists

Safety and security of investment is another factor that can enhance and boost entrepreneurial investment in tourism but unfortunately this has been one of the major challenges facing the Nigerian nation today. According to Otite (2012), more recent than ever, Nigeria has suffered plagues of crises leading to loss of lives and valuable properties. The Boko-Haram saga; prevalent kidnapping of citizens and foreigners and host of political cum religious motivated crises are common occurrences that have put lives and properties in Nigeria in a threatened unsecured situation (Miftahudeen, 2012 cited in Olatunji, et.al., 2013). The implication of this state of insecurity is that both local and international tourist activities are severely affected and the would-be actual tourists will not be willing to choose the country as their tourism destination and would-be investors in the sector will not be willing to invest in the country due to the fact that they are not sure of the security of their investment. Entrepreneurs also need to be free from bureaucratic red tape. This is a major problem in most African countries, where the input or approval of a large number of people is required before an entrepreneur is allowed to do business. Furthermore, there are numerous rules and regulations preventing entrepreneurs from expanding

and entering the markets. All of these problems need to be tackled if any meaningful tourism entrepreneurship could be developed in the country.

Other possible steps that could be taken to promote vibrant tourism entrepreneurship that could be capable of bringing about sustainable development in Nigeria include: entrepreneurial empowerment; provision of after-care and support services and positive governmental policies that favors investment in the tourism sector of the economy.

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GLOBALISATION, TOURISM AND SUSTAINABLE DEVELOPMENT IN NIGERIA: THE PROBLEMS AND THE PROSPECTS

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ABSTRACT

*Globalisation has been one of the major political-economic term that had gained academic attention of most social science scholars of this century. This is because of its actual and potential effects on virtually all the important aspects of modern society. Generally, globalisation has left a significant mark on various aspects of human life and has been an enhancing and sustaining factor on various areas of life. Specifically, one of those important areas of modern living greatly influenced by globalisation is tourism. Tourism in modern days is largely depending on globalisation elements to thrive and survive, however, in a society, where the globalisation tenets are not fully active, there is higher tendency that such society will under-utilize its tourist **potentials** and hence experiencing inadequate economic income. Nigeria, despite being a society rich in tourism products is under-utilizing these potentials due to certain hindrances and challenges. These hindrances and challenges have made the country to be unable to develop its tourism sector as effectively as supposed. The paper concludes on the premise that, Nigeria has a great prospect of being a tourist attraction centre if some socio-political and economic problems hindering the development of the sector are overcome. It recommends that government at all levels should provide possible solutions to the challenges hindering tourism sector development in the country especially because of the numerous opportunities that exist in the sector which, if properly utilized will put the country at vantage point to be among the gainers in the game of globalisation thereby experiencing sustainable development.*

Keywords: Challenges, Globalisation, Development, Nigeria, Sustainability, Tourism

Introduction

The concept of globalisation has found expression today in all the world's major languages (Olatunji, et.al. 2013). According to Held, Anthony Megrew, David & Perraton, (1999) globalisation has indeed become, "the cliché of our time" (p3). It is a reality which covers virtually everything from the local economy to the global financial markets (Lawal, 2009) According to Nnamani (2004), globalisation refers to the phenomenon whereby countries, people and businesses around the globe relate without much difficulty. Globalisation is multidimensional with social, political and economic implications. Its economic dimension has however received attention most because of its tendency to drive and set the pace for other processes. The economic dimension of globalisation refers to the integration of domestic economies with the world economy and the consequential increase in the economic interdependence of countries and regions through trade and free flows of the factors of production (Mirza, 2000; Abdulrasheed, 2004; Ikechi and Edward, 2009 cited in Olatunji et.al. 2013).

Globalization can be distinguished by a number of developments in the world economy including emergence of world trade agreements, adoption of international standards and elimination of tariffs. It can also be defined as the highest development level of internationalization (Mussa, 2000; Bello, 2004). Its two principal instruments are international trade and media communication, which makes information to become a 'trade good'. According to Olatunji et.al (2013:1), "it would be grossly erroneous to conclude on the fact that globalisation is beneficial to the political economy of all the people of the globe". This is in line with the view of Yusuf (2000) who observes that the full force of the positive change arising from globalisation is felt only by a relatively small number of upper and middle-income countries. According to him, most economies especially that of sub-Sahara Africa are not benefiting from globalisation because they are only partially integrated into the global system

In order to be among the gainers in the game of globalisation, developing countries such as Nigeria are advised to improve on certain economic activities in order to attract Foreign Direct Investment which would enable them to reap the benefits that are accruable from the culture of globalisation that would enhance sustainable development of the country. One of such economic activities is tourism. According to Alabi (2001) Folorunsho (2001) and Onwumah, (2011), tourism is a dynamic economic sector which has the tendency of fast-tracking the pace of

development of any nation in contemporary globalised world. Therein, it could be asserted that the relationship between globalization and tourism is symbiotic in nature because both phenomena influence one another and both have a higher tendency of bringing about sustainable development in a country if they are properly harnessed.

The position of this chapter is that globalization has increased the prospects of tourism activities globally; also, that tourism sector development is one of the activities that will enhance sustainable development and put a developing country like Nigeria at a vantage point in the globalisation race. However, despite the great potential of this sector to enhance sustainable development in the country, lots of factors has been observed as constituting stumbling block for the development of the sub-sector in Nigeria.

In line with the above, therefore, the objective of this paper is to examine the problems and prospects of tourism sector in a globalized economy like Nigeria. Against this background, this paper seek to look into the potential effects of globalisation on tourism development in Nigeria and how tourism development could be used to make the country utilize the globalisation ideology to enhance sustainable development in the country generally.

Conceptual Clarification

Two important concepts would be conceptually examined in this paper and these are: tourism and globalisation.

Tourism

Fundamentally, there has not been disagreement among scholars on the notion that tourism involves traveling from one geographical location to another. According to the World Tourism Organization (WTO) (2006), tourism is referred to as a situation whereby people ‘travel and stay in a place or places outside their usual place of living for more than twenty four hours and not more than twelve months for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited’. However, there has been disagreement over purpose of traveling and time spent in the destination. **With this conception,** tourism is a concept that cannot be defined with just some simple sentences as it has various meanings to different persons depending on the angle one is seeing it. Some scholars consider time spent on the tour as important, and for some, it is the purpose for which the tour is made that is considered (Onwumah, 2011).

According to Aremu (2010:144) “tourism is the act of travelling away from home, mostly for the purpose of recreation and leisure”. Observing for a more general perspective, McIntosh and Gupta (1980) defined tourism as the science, art and business of attracting and transporting visitors, accommodating them and graciously catering for their needs and wants. Aside traveling from one end to the other, one important feature of tourism is leisure and recreation, people engage in tourism to have a nice time, to enjoy themselves by spending their time in meaningful activities such as visitation of trade fare exhibition, visiting special centers/destination, monumental sites; unique cultural practices or to study and understand other people’s culture. When tourism is made for this last reason, then it will be synonymous to ethnography.

The World Tourist Organization as cited by Onwumah, (2010) classified tourism into two major categories as domestic and international tourism; inbound and outbound. Not been satisfied by the WTO classifications, he further gave a breakdown of tourism typologies as: leisure or recreational tourism, medical tourism, religious tourism, educational tourism, eco-tourism, sport tourism and so on. More recent than ever, tourism is increasingly been recognized as a veritable source of sustainable development in any modern society. Long (2012) sees tourism as a means of revitalizing the economy of nations and the sector is widely acknowledged as one of the fastest growing industry globally (Lanza and Pigliaru, 1999; Raymond, 2001; Newsome et al, 2002; Basu, 2003, Ozgen, 2003; Jennie, 2012). However, it is important to note that the continuous and rapid growth of tourism is not in isolation of the stable economic growth experienced in the global economy, which lasted from the mid-1990 to 2007 (Chockalingam and Ganesh, 2010); this is coupled with the emergence of globalisation among the people of the worlds. Globalisation has brought about a situation where people all around the world see through each other without much difficulty, this has resulted in easier market system for tourism product and easier asses of the tourist to the intended destination and easier processes of tourism activities locally and internationally (Vaugeois, 2000; Basu, 2003)

Globalisation

More recent than ever, there has been much talks on the issue of globalization, probably because of its tendency to have a significant influence on virtually every aspect of modern life. Generally, there are divergent views among scholars on the basic meaning of the term. According to Asobie (2001) cited in Bello (2004); globalisation is a concept loaded with ideological connotations; its meanings are in contention; its character is a point of dispute and its

history is mired in controversy. According to Held et.al (1999) cited in Lawal, (2006), there are three distinguished broad schools of thought on globalisation, these are the Hyper-Globalisers; the Skeptics and the Transformationalists. For the hyper globalisers, globalisation is seen as a new phase of history in which people all over the world are increasingly becoming subject of the global marketplace. **That is**, an era of human history in which traditional nation states have become unnatural, even impossible business units. This therefore presents an economic logic of the emergence of a single global market in which the principle of global competition becomes the necessary condition for human progress (Held, et.al. 1999). Following this school of thought, Mussa (2000) sees the primary mechanisms of globalisation to include open policies with respect to international trade, removal of obstacles to international capital flow and international spread of knowledge. Similarly, Yusuf (2000:32) defined it simply as “openness to trade factor flows, ideas and information”. A process that integrate not only the economy of nations but also their culture, technology and governance (Abdulrasheed, 2004; Bello, 2004; Lawal, 2006)

In contrast to the above, the skeptic’s school of globalisation which represents the critique school is of the conception that the whole idea of globalisation is a mere exaggeration. They noted that globalisation is essentially a myth which conceals the reality of an international economy increasingly segmented into certain regional trading blocs in which national governments remain very powerful (Lawal, 2006). The arguments of the skeptics are based entirely on the economistic conception of globalisation, equating it with a perfectly integrated global market (Mohammed, 1996). Critics of globalisation have observe that while globalisation could mean more wealth and development for the people of the first world, it automatically mean more poverty and deepened underdevelopment for the people of the Third World countries such as Nigeria (Muhammed, 1996; Aina, 2003; Nnamani, 2004; Ogbonaya-Igwe, 2011). This could be the reason why Bello (2004) concluded that globalisation has been a force for inequality and marginalization, it has rather, than promoting oneness of the global village constituted a continuing dividing factor between developed and developing nations of the world. The skeptic schools are generally of the view that globalisation cannot bring about the desired development for the people of the third world and on this basis admonished the people of the third world to either ‘glocalize in affluence or globalize in poverty’ (See Olatunji and Ejalonibu, 2014).

Finally, for the transformationalists, “globalisation is a central driving force behind the rapid social, political and economic transformations that are reshaping societies the world over”

(Khor, 1996:11). To this school of thought, the whole idea of globalisation process is about change, development and transformation. Hence, globalisation has become the necessary ingredient of sustainable economic development of nations. It is against this backdrop that scholars in this school of thought warned that African economy cannot afford to be dormant since a nation with a closed economy with few relations with the rest of the world is no longer desirable and no longer practicable. In this regard, they recommended that the African economy must adopt and adapt the needed measures to maximize the enormous benefits from its involvement in the globalisation process while trying to wade off its adverse consequences.

The transformationalists conceived of globalisation as transformation machinery virtually for all sectors of the economy, they see globalisation as functioning in the widening, deepening and speeding up of world-wide interconnectedness in all aspects of contemporary social life, from the cultural to the criminal; from the financial to the spiritual. According to Held, et.al (1999) and Hill (2009), globalisation refers to a fundamental transformation in world economy in which nations are moving toward an interdependent global economic system. In essence, globalisation has resulted in making markets which were previously historically separated become one huge global marketplace as a result of reductions in trade barriers and advances in information and transportation technologies. According to Lawal (2006), the whole idea of globalisation revolves around new realities and terminologies such as Information Technology (IT); World Wide Web (WWW); Deregulation; Trade liberalization; economic competition or free enterprises and an emergent political system that is oriented towards economic development. The implication of these transformations to the tourist industry according to the Transformationalists is that through globalization machineries, it can become easier for people to see through the beauty of other people's cultural practices, their monumental sites and their interesting cultural heritages which would not only encourage tourist attraction but also contribute significantly to the economy of the country (Aremu, 2001). Fundamentally, the transformationalists are of the view that globalisation could be used to transform the tourist industry into an enviable standard with the aid of globalization technologies, scholars in the line of thought are of the view that the trio of tourism, globalisation and sustainable development are inseparable bed fellows.

***Globalisation and Tourism: The Symbiotic Relationship**

As could be deduced from the foregoing, globalisation and tourism are mutually inter-dependent. This is so because of the tendency of the development in one to assist the other. For instance, globalization machineries have created enormous potentials and actual significance for the development of the tourist sector of many societies through merchandising and marketing of destination. Also, the development in tourism activities has to a very great extent positively put some countries among the gainers in the game of globalization (Hodur et al, 2005; Haller, 2012). According to Klančnik (2003:51), ‘globalization has increased the interdependence between countries, economies and cultures of people around the world’. This process has led to the creation and operation of global tourism market where destinations are expected to compete on equal basis regardless of the country of origin. Consequently, through the globalisation machineries, it has become easier to market tourist products on the internet, through it, it has become possible for the potential tourist to have a glimpse of how the destination looks like while in his or her own domain. More so, globalisation has made series of tourism processes such as flight ticketing, hotel reservation and other tourist activities more possible. Some international travel companies often provide the entire package of services to the traveler, from planning of holidays and purchasing of tickets, right through to travel, accommodation, catering and local tours while on tour. This arrangement has enabled international tourists to spend only a small fraction of their money in the destination countries thereby making the whole process of tourism more convenient.

Practically, globalization has opened a whole new world of tourism opportunities. To support this assertion, Klančnik, (2003:53) remarked thus:

... globally, 715 million people engaged in tourist activities abroad in the year 2002 and by the year 2020 this number is expected to increase to 1.6 billion. The tourism turnover is 3500 billion US\$ and accounts for 10 percent of global trade in the year 2002

According to Onwumah (2011), tourism industry generated \$919 billion globally by the year 2010. This could only be possible because globalization affects the supply and demand side of tourism in many ways. According to Smeral (2008), the important supply factors are: worldwide acting suppliers, as well as the impact of computerized information and reservation systems; decreasing costs of air travel and the possibilities of having access to destination with relatively low price and income levels, as well as relatively low social standards and emerging interesting destinations. Important demand factors for globalization are: increasing income and wealth; tourists are more experienced and knowledgeable. However, despite the enormous potentials inherent in the globalisation tenets to enhance tourism; and the potential ability of tourism to support the globalisation ideology whose primary focus is to encourage sustainable development, Nigeria as a country, despite its enormous tourism potentials is yet to develop the tourist sector. This could be adduced as one of the major reasons while the country is yet to experience sustainable economic development. The question is, what are the factors militating against the development of tourism industry in Nigeria?

Problems associated with the Development of Tourism in Nigeria

Tourism is an integral part of the Nigerian economy and it has been one of the activities that enhance its image in the global village (Aremu, 2010). However, the Nigerian tourism industry is relatively young, poorly managed and generally under-utilized; this could be seen as the reason why its enormous resources are largely untapped. This is because lots of problems and challenges are militating against the development of the sector.

Poor Infrastructural Development

Generally, infrastructural development is one of the basic features and conditions of development for any sector of the economy. Tourism as a relevance economic sector cannot develop in a poor and dwindling infrastructural environment. In other words, the establishment and success of tourism activities depend on the state of infrastructural factors within the boundary of a nation state. According to Aruwa (2011), infrastructures are of particular importance to the tourist sector development given that tourists are not likely to be interested in visiting countries with poor infrastructural facilities. Similarly, would-be investors in the sector might not be willing to invest in infrastructural moribund environment as it would not be economically viable for them to incur infrastructural costs. And this has been observed as being among the paramount barriers not only to effective tourism development in Nigeria but more

importantly has affected the process of meaningful integration of Nigeria with world globalisation race (The Guardian, 2012; NACCIMA, 2012).

The problem of infrastructural development is a serious challenge facing tourism sector development in Nigeria today. Virtually, all the physical infrastructures required for sustainable development, such as good standard roads, stable power supply, viable rail system and national water transportation facilities are almost not available and where it is available are in poor shape (Fund for Peace, 2012 cited in Olatunji et.al 2013). This is the common situation in most African countries with Nigeria among the worst (Olasunle, 2012). For an example, in the area of power supply, it is believed that viable tourist activities requires adequate and stable power supply in which an epileptic power supply could not only cause damage to some tourist facilities (Akwani, 2007) but will also affect the cost of production in such a way that an item produced with such a condition will be costly and comparatively in-effective.

In addition to the problem of power supply, is the problem of poor road network and bad state of the existing ones (Olatunji et.al. 2012, Olatunji, et.al. upcoming). Most states and federal roads in Nigeria are not in good condition (The Guardian, 2012) and this to a very large extent makes movement of tourists from one location to the other often difficult and costly thereby negatively affecting the cost of doing tourism business in the country. Related to this problem of bad roads is the lack of accessible roads to the rural areas where some of the tourist products are located. This has not only discouraged international tourists but even domestic tourists are not encouraged with the state of public roads in the country. To worsen the situation, the rail system in Nigeria is almost not in existence (The Leadership, 2012). This is so because new rail systems are not built and the old ones are not maintained. For example, the rail system constructed by the colonial masters is still in used till today in Nigeria; such rail lines and their engines are not only slow but out-rightly outdated when compared with modern rail engines used in other developing parts of the world (Olatunji, et.al, 2013). In addition to this, airports in Nigeria are not of international modern standard and the border system of Nigeria is also very porous and discouraging. Other international travelling facilities such as airbus are not also well equipped. *Whereas, the development of effective transportation system is one of the necessary conditions for effective and improved tourist activities in any country, but the lack of such has constitute serious challenge to the development of the sector in Nigeria. Generally, all of these infrastructural problems have combined to make business operations (tourism inclusive) difficult

in Nigeria (NACCIMA, 2012). In addition to the problems noted above, the information and communication infrastructure in Nigeria is weak compared to the global level and access to information infrastructure is considered an indispensable condition for effective tourist sector development in this age of globalization and information economy (Cogburn and Adeya, 2000; Lal, 2012). In addition to the above, availability of world class hotel facilities is another necessary infrastructure that constitutes serious challenge to tourism industry development in Nigeria. Even some little that are in existence are not established for the purpose of tourism because such hotel facilities can only be found around big towns and cities and little of such are located around the tourism sites.

Insecurity

One of the major challenges facing the Nigerian nation today is the problem of insecurity of lives and properties. According to Otite (2012), more recent than ever, Nigeria has suffered plaques of crises leading to loss of lives and valuable properties. The Boko-Haram insurgency; prevalent kidnapping of citizens and foreigners and host of political cum religious motivated crises are common occurrences that have put lives and properties in Nigeria in a threatened unsecured situation (Miftahudeen, 2012 cited in Olatunji, et.al., 2013). The implication of this state of insecurity is that both local and international tourist activities are severely affected and the would-be actual tourists will not be willing to choose the country as their tourism destination and would-be investors in the sector will not be willing to invest in the country due to the fact that they are not sure of the security of their investment. In other words, insecurity is another fundamental challenge militating against the development of the tourism sector of Nigeria and therefore one of the reasons while the country has not been benefiting from the goals of globalisation.

Lack of Support for Tourism Sector

Capital and finance is the backbone of any investment (Olatunji, 2013b). However, in a situation where this is not available, it will be difficult to establish any viable entrepreneurial venture. In Nigeria, despite existing policies on financial support for tourism businesses, very few entrepreneurs in the sector receive financial help when they need it. A survey carried out by the Nigerian Association of Chambers of Commerce, Industry Mines and Agriculture (NACCIMA, 2012) has shown that only 6% of industrialists in Nigeria have been able to access

the various entrepreneurial intervention funds made available by the Central Bank of Nigeria (*The Guardian*, August 2012) and none of the beneficiaries is from the tourism industry. This is a clear indication to the fact that tourism sector in Nigeria receive little or no financial support from the government, banks and other related financial houses. This has been a serious impediment for the development of the sector in Nigeria and it has made it difficult for most indigenous entrepreneurs in tourism and hospitality business to compete favorably with their counterparts in other parts of the world (Okpara, 2005; Yusuf, 2012). Observing from this perspective, though on a general note, Ikechi and Edward (2009) noted that business assistance from governments of African countries is weak and inadequate.

Poor Policy Implementation for Tourism Development

Another observable challenge facing tourism sector development in Nigeria is the problem of policy formulation and implementation (Aremu, 2001). Generally, problems associated with policy formulation and implementation arises as a result of gap that often exists between the theory and practice of tourism in the country. Other challenging factors militating against tourist sector development in Nigeria include prevalent corruption rates (Falore and Asamu, 2009; Olatunji, upcoming). This factor has been seen as cankerworm that has eaten so deep into the Nigerian social fabric and has negatively affected the activities of the country in public, private and individual lives. Corruption affects the development of the sector in varying ways: it is killing the development of the tourism industry directly and it is tarnishing the image of the country globally. In other words, the problem of corruption is a fundamental problem militating against the development of tourism industry; the realization of globalisation goals and achievement of sustainable development in the country. According to Page (2005) due to the problem of corruption, the estimated average import-related leakage for tourism in most African countries is between 40 and 50 percent; he goes on to say that only 10% of gross earnings from tourism were retained within the country.

Although, governments the world over have come to the realization of the fact that tourism is one of the catalysts of economic development and the Nigerian government has agree to the fact too (Aremu, 2010) and the government has over time initiated several tourism development initiatives and policies for this purpose. However, despite the huge amount of money spent on these policies, these policies are often not fruitful to promote tourism

development in Nigeria and corruption has been confirmed as the cause of the failure of these initiatives (Soyombo, 2006; NACCIMA, 2012).

Poor socio-cultural orientation towards the development of the tourism Product

Tourism though has become a global business but the ability to utilize it to effect sustainable development in any nation will largely depend on how much the people realized the tourism potential of their various cultural practices, cultural artifact and their various socio-cultural heritages. In Nigeria, there is a very poor orientation on the tourism viability of many of the unique socio-cultural practices. As such, much attention has not been geared towards the development of these products due to the poor orientation people have about these products. In some instances, the custodian of the cultural heritages doesn't realize the importance of the artifacts as a tourist product and hence they often deny people to have access to the sites.

Poor Culture of Entrepreneurship

It is important to note that tourism is an important entrepreneurial endeavour and as such, its development is more or less the development of entrepreneurial sector. However, the culture of entrepreneurship is generally lacking in Nigeria (Abimbola, 2007; Olatunji and Ejalonibu, 2014) and this has been one of the reasons why Nigeria is still at the negative end in the game of globalisation (Olatunji, et.al, 2013). In other words, the general negative orientation towards entrepreneurship development severely affected the development of tourism entrepreneurship. As such, because of the poor entrepreneurial mind frame, lots of tourism potential products that exist in our society are not discovered and those that were discovered are under-utilized or not utilized at all. In this sense, lots of tourism products that have the potential of making the country to earn enormous financial returns are not recognized and this has been one of the factors militating against the utilization of tourism for the attainment of the globalisation tenets.

Other Factors

Other noticeable challenges militating against tourism development for an active involvement in the globalisation race include: lack of professionalism, poor development and utilization of the ICT (Aremu, 2010); the fear to utilize modern marketing technology (technophobia) to display tourism products (Hodur et al, 2005); Lack of appropriate marketing skills for tourism products (Vaugeois, 2000; Basu, 2003), the problems of weak democracy,

incessant ethno-religious crises and lack of appropriate educational system (as only few schools are dedicated to tourism training). In addition, the education curriculum could also be regarded as one of the challenges militating against the development of tourism sector to achieve globalisation goals that will bring about sustainable development in the country. The Nigerian educational system is designed in such a way that students of African culture are not exposed to practical African cultural practices that could encourage tourism activities. More so, Researchers on African culture do not usually collaborate with scholars in tourism and hospitality studies to examine the tourism potential of many African cultural practices, festivals and artifacts. These problems become a compound one as government stakeholders in the Ministry of Tourism don't usually collaborate with the stakeholders in the academics.

Bye and large, factors enumerated above are most of the factors impeding against the development of viable tourism activities that will be strong enough to make the Nigerian economy benefit fully from the gains of globalisation. However, despite all these problems and challenges, a closer observation will reveal that there are also lots of opportunities and prospects which if properly harnessed will not only boost tourism activities but will ultimately enhance sustainable development in the country.

Tourism and Globalisation: What are the Prospects?

Tourism has range of benefits both to the individual tourist, tourism organizations and it is also beneficial to the local economies and communities especially as it would serve as a viable source of employment generation, economic income and enhancement of quality of life (Besculides et al, 2002; Aremu, 2010). Today, tourism has become a major alternative form of commodity export and a significant source of foreign exchange that allows internal and external trade balances to be reconciled. According to Aremu (2010:147), "Tourism ranks high in the economic development efforts of many nations, it is becoming a dominate sector of economic activity worldwide". Observing from the global perspective, Christie and Crompton (2001) cited in Okpoko (2006:1) highlighted that "Over 8 percent of all jobs are estimated by the World Travel and Tourism Council (WTTC) to depend on travel and tourism and it is hoped that the sector will create 5.5 million jobs per year over the next decade". Apart from being a viable source of income for local communities, tourism is also a potential source of foreign exchange and good means of improving the national economy. In addition, tourism is a relevant means of creating the country's image abroad. Through tourism, foreigners can come to see the economic

viability of the country and that could serve as encouragement for foreign investors to come and invest in the nation's economy thereby reducing the rate of unemployment in the country. Tourism could also serve as veritable means of marketing local products to the international consumers; it is a means of preserving the cultural values, the cultural artifacts and other tourist products. Okoli (2001) states that tourism has a higher potential to accommodate environmental resources such as landscape, water resources, monumental sites and so on. It also has the potential of promoting para-tourism businesses such as hotels, resorts, beach, parks, recreational and entertainment arena where potential tourists go to spend their leisure time.

Generally, Africa has been specifically identified as an important tourist destination due to its richness in natural monumental endowments. According to Onwumah (2011), Nigeria has variety and vast potential in tourist attractions which include large rivers, beautiful coastline beaches, unique wildlife, natural tropical forests, magnificent waterfalls, and rapidly growing cities, climatic conditions conducive to holidaying, traditional cultural heritage, unique socio-cultural practices, monuments, arts and crafts. In terms of investment opportunities, Nigeria has unique untapped tourism goldmine which is a new-found land, virgin arena for investors; the cultural festivals are second to none the world over and present an area of best comparative advantage; investment opportunities exist in tour operation, water sports, accommodation, conferences, textiles, crafts, resort development, beaches, sports and recreation, travel and food services (Aremu, 2010; Onwumah, 2011).

According to Christie and Crompton cited in Okpoko (2006:1) "The quantity and quality of Africa's endowment for tourism is exceptional, but most African countries (Nigeria inclusive) have only barely developed their tourism potentials". In Nigeria, some of the notable tourist centers include National parks such as *Sambisa* Game reserve; Oban Forest Reserve; Gashaka-Gumti; Borgu and Zugurma Game Reserve; Sudanian Savanna Ecology; Okumu Forest Reserve; Yankari Game Reserve; Olumo rock, Owu water fall and series of cultural festivals and unique socio-cultural practices. In sum, Nigeria have a great potentials for tourism and globalisation machineries could be used to enhance the development of the sector as the development of the tourism sector would also go a long a way in making the country reap the gains of globalisation and experience sustainable development. Technically, the development of tourism industry in the country is a way of making the country to rather glocalize in affluence instead of globalizing in

poverty. The following are some of the benefits of the development of tourism industry in Nigeria:

- I. Creates more employment opportunities to absorb an ever increasing labour force.
- II. Improves the quality of life of both urban and rural dwellers, through provision of leisure facilities and amenities, in addition to fostering respect for cultural diversity.
- III. Promotes and encourages active private sector participation.
- IV. Promotes greater mutual understanding, unity and peaceful co-existence within and outside the federation.
- V. Creates better international image and increased foreign investments.
- VI. Preserves the nation's cultural/historical heritage.
- VII. Preserves and conserves the vast natural resources of the country
- VIII. Revives the development of arts and crafts.
- IX. Promotes rural-urban integration and redistribution of national wealth.

Conclusion and Recommendations

This paper highlighted the importance of the dial concepts of tourism, globalisation and sustainable development and showed the level of interconnection and relationship among them. It also demonstrated that the conception of the world as a global village has influenced the development of tourism industry worldwide and argued that the development of tourism in a country could assist the country in attaining the globalisation goals and experiencing sustainable development. Nigeria being a country with enormous tourism resources with higher potential of patronage has been unable to develop the sector due to the availability of certain hindrances and challenges. This paper therefore contends that, all hands must be on deck to tackle those problems challenging the development of tourist industry in the country because proffering solutions to these problems would go a long way to make the country be among the gainers in the game of globalisation and bring about sustainable development.

Therefore, to fully benefit from the positive impacts of tourism and globalisation, this paper recommends that Nigeria and African countries need to improve their international image on the world scene. More so, it is critical to realize that tourism is a very sensitive sector that involves the movement of people, not just goods or commodities. As such, most people will always consider their safety first before choosing tourism destination as safety needs constitute one of the basic first needs of human being (Maslow, 1943). In this regard, the problems of

insecurity, kidnapping and insurgency which have become a critical social problem in the country must be brought under control if tourism sector of the country could be developed. It is also important to note that the problem of poor infrastructural facilities which has been one of the banes of tourism sector development in Nigeria must also be addressed. As noted earlier, the poor state of infrastructural facilities in the country could discourage both domestic and international tourism. There is the need to generally improve on the general infrastructure of the country such as good road, standard airport facilities (local and international), world class hotels, resorts, vacation centres; constant power supply and so on.

In addition to the above, problems of policy formulation and implementation, corruption and un-professionalism also need to be tackled in order to develop a tourism sector that would support sustainable development through globalisation in Nigeria. There is also the need to improve ICT and its utilization for tourism activities. The development of ICT is necessary because it is the key to globalisation and one of the major ways through which modern tourism sector could be developed. Finally, an appropriate culture of entrepreneurship should be developed among the teeming young population in the country. This is necessary because tourism is an entrepreneurial activity which could transform into sustainable development in the country.

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