

Strategic Marketing: A Panacea for Harnessing Nigerian Tourism Potentials for Socio-Economic Development

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ABSTRACT

This study examined strategic marketing: A panacea for harnessing Nigerian tourism potential for social-economic development. The study adopted survey method. The data for the study were collected through structured questionnaire administered on professionals and stakeholders in tourism industry and secondary data from the databases of the World Bank and World Economic Forum on international tourist arrivals and sustainability index for Nigeria. The study area was restricted to South Eastern States of Nigeria. The selected States include: Anambra, Enugu, Imo, Ebonyi and Abia. A sample size of 150 was determined from the population of stakeholders in the industry which include; management staff of the State's Tourism Board, Travel Agents, Hoteliers and various Community Heads. Purposive sampling technique was adopted in administering the questionnaire on the respondents directly involved in tourism development and marketing in the study area. The data collected were presented and analyzed with descriptive and inferential statistics. The findings indicated that there is no significant effect of sustainability of travel and tourism industry development on international tourist arrivals. It equally revealed that the aims of sustainable tourism were not seriously considered in the marketing strategies of the stakeholders. In order to attract more tourists from developed nations, issues of sustainability need to be integrated in the marketing strategy of the country's tourism industry.

KEYWORDS: Strategic Marketing, Tourism, social economic development, Nigeria

INTRODUCTION

Tourism is a rapidly growing phenomenon and has become one of the largest industries in the world. The impact of tourism varies extremely. On one hand, it plays an important and certainly positive role in the socio-economic and political development in destination countries by, for instance, offering new employment opportunities. Also, in certain instances, it may contribute to a broader cultural and understanding by creating awareness, respecting the diversity of cultures and ways of life. On the other hand, it is a tool to create jobs (Idanre Ecotourism Masterplan). Tourism has been a major driver of socio-economic development in Western society; it is an alternative strategy for sustainability and diversification of economy for important policy of a good government. There are many western nations such as U.S.A, United Kingdom, Canada that have utilized the benefit of tourism to sustain their

economy. However, over the years, tourism sector has been experiencing disdain in Nigeria. The Nigeria economy solely relies on crude oil with total neglect of other sectors such as tourism and agriculture which are the mainstay of a good economy. Over-concentration on oil sector has a great implication for the survival of Nigerian economy. The nonchalant attitude of government towards the development of the tourism sector has been major challenge facing the sector in Nigeria.

Mass tourism in and from industrialized countries is a product of the late 1960s and early 1970s. Since then a number of interrelated developments in the world economy, such as overall economic growth and various other socio-economic changes, government policies, technological revolution, changes in production processes and new management practices

How to cite this paper: Abereola Samuel Niyi | Ademokoya Joshua Ilesanmi | Akinkuotu Felix "Strategic Marketing: A Panacea for Harnessing Nigerian Tourism Potentials for Socio-Economic Development" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-7 | Issue-1, February 2023, pp.644-652, URL: www.ijtsrd.com/papers/ijtsrd52735.pdf



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have converted part of the industry from mass tourism to so-called “new tourism”.

The latter connotes the idea of responsible, green, soft, alternative and sustainable tourism, and basically refers to the diversification of the tourism industry and its development in targeted, niche markets. Competition in the new tourism is increasingly based on diversification, market segmentation and diagonal integration (BGL Research and Intelligence). In recent times, tourism is one of the largest industries that has contributed to the socio-economic growth of many countries especially countries where tourism is the mainstay of her economy, World Tourism Organization (WTO, 1998; cited in Eja et al., 2012). Despite the fact that that industry is a vehicle for promoting cultural exchange that enhances international understanding and goodwill among the diverse peoples of the world, it is also a catalyst for enhancing many country destination employment opportunities, foreign exchange and infrastructural facilities (ESCAP, 2002; cited in Eja et al., 2012).

The development of tourism as a critical sector of the economy has gradually assumed a centre stage in the economic agenda of most nations of the world. In the past few decades, international attention on tourism as a critical sector of the economy has greatly increased. This is in view of its capacity to quickly stimulate income growth, generate foreign exchange and contribute to domestic earnings of government through fees and taxes (Vanguard Newspaper, June 24, 2011). The interest in tourism by the Nigeria’s government started way back in the 1960s with the Obasanjo’s regime in 1976 establishing the Nigeria Tourism Board (NTB) now Nigeria Tourism Development Corporation (NTDC) via Decree No. 54 of 1976 reviewed to Decree No. 86 of 1991 and giving it a „preferred sector“ status respectively. Master Plan on tourism development in Nigeria started in 1982 with a tourism development policy first rolled out in 1990. To further consolidate the quest for quality service delivery in the tourism industry, the government created the Federal Ministry of Tourism and Culture to actualize the dream of catching up with the global train in tourism development (Munzali, 2011).

Tourism has become a major source of economic diversification for many countries, underpinning the service sector and forging effective backward and forward linkages with the rest of the economy, allowing new employment and income earning opportunities. Although the developed countries account for a higher proportion of global tourism, many developing countries are beginning to take advantage of the huge opportunities offered by

tourism. However, only developing countries with effective natural and man-made tourism supporting and enhancing infrastructure have been able to develop their tourism sector and seize the attendant advantages. The need for economic diversification in most developing countries is overwhelming because of their defining mono-cultural economic characteristics where only one or two commodities dominate exports and provide the bulk of foreign exchange from which these countries could reconcile their internal and external balances. Nigeria is one such country seeking to diversify its economy away from crude oil production to maximize employment and income generating opportunities. Nigeria has huge tourism potentials, especially given its natural and diversified landscapes but lacks effective and tourism supporting and enhancing infrastructure. While tourism affords huge employment and income generating opportunities, its impact on bio-physical environment is well acknowledged hence the emphasis on sustainable tourism (Ayeni and Ebohoh, 2012).

Tourism is one concept that may not really invoke the desired passion and attraction among Nigerians. The reason for this could be the high level of poverty prevalent in a country where the people live from hand to mouth and have little left for other secondary activities like tourism. However, tourism is not an issue that is limited to Nigeria but is a language of the international community where people save money in order to visit places of attractions to fulfill their dreams (Jiboku and Jiboku, 2010). The important roles of the tourism sector as the main instrument in socio-economic development of any nation cannot be overemphasized. Although some of the tourist centres in Nigeria are not well developed to promote socio-economic development, the only way to realize the important roles of tourism is through a well-developed, packaged and promoted tourist attraction (Tunde, 2012). The Nigerian Government is increasingly recognizing the need to develop this industry especially now that the country is trying to diversify her economy. The present government has called for the promotion and exploitation of other sectors that could contribute to economic development and tourism has been recognized as a high profile among them. Apart from petroleum and agriculture, tourism is another sector that could help in turning the Nigerian economy around (Dalat, 2010).

Nigeria is a country richly endowed with a wide range of natural and cultural resources relative to other nations in Africa and on global level most of which are largely untapped. These resources fall into

protected eco-systems (game reserves and recreational parks), protected landscapes or natural sceneries, cultural sites, coastline, traditional festivals and historic relics and monuments (Ayeni and Ebohoh, 2012) cited in Enemou et al., 2012). Undoubtedly, tourism and the hospitality industry can be said to be a basic revenue generator for the operators in the business and the country in which they operate. Nigeria as a country is no exception. Although the tourism industry in Nigeria cannot be said to be fully developed, it is still in its developing stage. Meanwhile, since its independence in 1960, Nigeria as a country has been dependent on the oil sector. So, the tourism sector has been neglected, until recently when the new democratic government identified tourism as a strategic venture that can boost the economy of Nigeria as a country (Nigeria hospitality, 2010; cited in Munzali, 2011). It is against this backdrop that this study explores management of tourism for socio economic-development in Nigerian local government using the case of Idanre Local Government as a case study.

Tourism and Socio-economic Development in Nigeria

Nigeria as a nation is endowed with both natural and material resources that can be harnessed to aid the economic development of the country by providing revenue and foreign exchange. Tourism plays significant roles in socio-economic development of many nations. This is because it contributes towards alleviating the major political, social and economic problems that characterize the rural areas. It equally helps in developing the urban centres. Tourism has been discovered to be a very important instrument to poverty alleviation, attainment of the millennium development goals (MDGs) and sustain-able development (Olorunfemi and Raheem, 2008 cited in Tunde, 2012)). It is pertinent to note that tourism ranks as one of the programme initiatives that contribute to national development. Tourism could contribute meaning-fully to the economic development of Nigeria if properly harnessed (Tunde, 2012 cited in Dalat, 2010). In Nigeria the contribution to government revenue from levies on Hospitality sector (registration and other charges) recorded N1.149m in 2004 while N100m was generated in 2009. Furthermore, N313m was gene-rated by company tax (National Bureau of Statistics, NBS). In 2011, the industry contributed about N1, 232.2 billion (3.3 percent) to the GDP in Nigeria. In its report, the WITC forecasts that the industry will generate 897,500 jobs representing 1.4 percent of Nigeria's total workforce in 2012 and that over the next 10 years, the amount is expected to grow by 6.5 percent per annum to N483.4 billion in 2022. From the

foregoing, the only way to have sustainable tourism is through the development of the entire neglected tourist sites in Nigeria. This would translate to increased contribution towards Gross Domestic Product, employment generation, improved economic and social progress within Nigeria and Africa as a whole (Tunde, 2012). The immense socio-economic impacts and benefits of tourism have in recent time been recognized by several states and the Federal Government of Nigeria. Contingent upon this, part of the effort towards diversifying the economy of the nation has been to harness and develop tourism – the untapped non- oil sector (Akpan and Obang, 2012).

Foreign Earning/Exchange: The tourism industry makes room for foreign earning in the Nigeria economy. It does this by attaining foreigners from other countries to Nigeria e.g. The Tinapa or Obudu Cattle ranch in Cross River State attract foreigners to the state annually for site seeing and Holiday visit. Agriculture also encourages foreign exchange through international trade e.g. cocoa exportation, rubber exportation etc (Naijaedu.wordpress. com). Tourism over the years has distinguished itself as one of the major tools for income generation and poverty alleviation in both rural and urban areas in developing nations like Nigeria. Participation in tourism-related economic activities contributes immensely in the com-munity development of localities or places. Hence, the central aim of community development is to positively affect lives and standard of living of a people. Localities with equitable tourism potentials stand a better chance in maximizing the contributions of tourism to their economic lives by actively initiating and participating in various tourism businesses; small and large scale businesses (Elochukwu, 2013). From the foregoing, Nigerian geographical landscape has tourism potential which attracts foreigners that may contribute to the socio-economic development of Nigeria if well and properly developed.

STATEMENT OF THE PROBLEMS

The concept of marketing strategy has evolved overtime but companies are slow in adopting this concept in their marketing strategy (Kumar, Rahman, Kazmi&Goyal, 2012) (7). This is the case of many countries in sub-Sahara Africa towards tourism development and marketing especially Nigerians. According to World Economic Forum (WEF) reports, sustainability of travel and tourism industry development for Nigeria slipped from the score of 3.6 (out of 7) with a rank of 108 (out of 140 countries) in 2013 to the score of 3.4 (out of 7), with a rank of 123 (out of 131 countries) in 2015, down to the score of 2.3 (out of 7), with a rank of 134 (out of 136

countries) surveyed in 2017 Travel and Tourism Competitiveness Index (WEF, 2013(8); 2015(9). & 2017(10)). This downward trend shows lack of commitment by the tourism stakeholders in Nigeria towards the integration of sustainability in the marketing strategy of the tourism industry.

In tourism industry today, there are many recognized business leaders that have integrated marketing strategy into their core business. However, many developing countries have not integrated sustainability into the production of tourism related services. According to Font and Carey (2005) (11), there are many surveys carried out mostly at the national level on the willingness to pay for more sustainable tourism products and the results indicated that there is a growing sensibility on marketing strategy issues, but product selection and purchasing is mostly not yet related to sustainability factors. The results show that many business leaders that have integrated sustainability in the mainstream of their businesses are not experiencing any real reward for their responsibility towards the host environment and communities. Contrary to this report, recent studies believe that travelers prefer companies that embed green or eco-friendly practices into their operations (WTTC, 2015) (12), and the percentage of consumers who are willing to pay more for sustainable brands that showed commitment to social and environmental values went up from 55% to 66% between 2014 and 2015. About 73% of the younger generations are more likely to pay more for marketing strategy (The Neilson Company, 2015) (13).

It is based on these conflicting reports that this study is based to examine strategic marketing: A panacea for harnessing Nigerian tourism potential for social-economic development.

THEORETICAL REVIEW

Theoretical Literature Review

The key theories here include Multiplier effect of tourism (1936), Cohen's theory of tourism (1972), Plog theory on psychology of tourist (1973), Irritation index theory (1975), and Butler theory (1980).

For the last 40 years, tourism economists have developed a theory known as the "Multiplier Effect" of tourism. Professor Paul A. Samuelson proposed the multiplier idea in 1939. Based on the theory, the multiplier "K" is affected by the link between changes in consumption "C" and income "Y." Tourism may also be in line with this theory. When a tourist visits a location and spends money there, a portion of that money becomes income for the people who live there. A portion of this revenue was spent again, and so on. As a result, money changes hands several times and is spent and re-spent. This expenditure will have a

multiplier effect on the nation's economy, thereby promoting growth and employment generation.

Cohen [1972] created a typology of visitors, categorizing them as organized mass tourists, individual mass tourists, explorers, and drifters. Cohen demonstrated that very few tourists would interact with more distant and diverse cultures, and tourism destinations would be created relatively near to tourism-generating regions

Doxey [1975] devised the Irritation Index Theory, sometimes known as "Irridex. Doxey's theory" is grounded on the concept that every place would expand and flourish through time as the number of tourists increases, and eventually antagonism from locals will arise against tourists. In line with Doxey [1975], local populations become more hostile to tourists over time. This theory addresses the interaction between tourists and locals of tourist destinations, as well as the influence and growth of tourism [4].

Butler [1980] theory is based on product life cycle ideas from corporate marketing. Butler proposes that resorts or destinations evolve and alter over time in phases. In keeping with this theory, the discovery stage is the first step of the tourism area cycle. Tourists begin to arrive at this time, drawn by the natural characteristics of the site. There is a high level of interaction between tourists and members of the community. The participation stage is the second step. At this point, more tourists begin to visit the destination, and locals become active in providing tourist services and developing the required infrastructure. The following step is the development stage. At this point, the tourist market has been recognized, and the tourist season has begun to improve. The fourth stage is the consolidation stage, in which tourism continues to grow but at a slower rate. The final step is the stagnation stage, at which point tourism achieves its maximum capacity [4].

Plog [1973] developed a theory on the psychology of tourists. Plog [1973] made an essential contribution by coining the term "types of tourists." There are psychological sorts of tourists that dislike strange situations or civilizations, according to him. As a result, when people plan a vacation, they will look for familiar spots. The other set of tourists want excitement and are willing to take a risk on a more doubtful holding location [4].

Tourism and Employment Generation

Empirically, scholars have tried to reveal the influence of tourism on growth and employment generation. Tourism, in keeping with Becerra [2009], creates local jobs, both directly in the tourism sector

and indirectly in other support and resource management sectors. It would also boost valuable national sectors like hospitality, transportation, artisanal production, and tourist guide services, as well as improve transportation, telecommunications, and basic community infrastructure. It also creates distribution facilities that may be utilized by local communities, national and/or international visitors, and it encourages and helps to fund the preservation of historical landmarks, buildings, and neighbourhoods. In Lading [2011], "tourism has been on the economic agenda since the 1980s, and the majority of studies on the tourism-employment relationship examine impacts, the generation of income and wages, and the evaluation of the economic benefits that tourism has brought to destinations and tourism developments". The findings of these research may be utilized to develop industrial policy strategies and decision-making processes; however, they also show that many of the economic gains linked with tourism activities are frequently overestimated.

As pointed out by Castillo et al. [2017], promoting tourism through public policy is not a goal in and of itself, but rather the revenue generated in foreign currency, economic growth, and job creation that its expansion would bring. The latter can be direct, indirect, or induced, and can include a wide variety of options (education, specialty, vocation, and size), as well as empower vulnerable populations by employing women, youth, and adults. Furthermore, the tourism industry benefits from low entry barriers, allowing for the establishment of small businesses and the creation of self-employment opportunities.

According to Habibi et al. [2018], the tourism sector has the prospect of "intensifying employment and growth by spawning grander efficiency and economies of scale for goods and services based on demand; transferring indications to the market for the entry of new participants, resulting in a progressive sway on goods and services; and competition and more consumer choice options may improve quality of life".

Bhandari [2018] explored the importance of tourism to job creation, which is also a significant contributor to both individual and national income. For proper analysis, a descriptive research design, a quantitative research technique, and average sampling were used in the study. Furthermore, the survey found that the trend of employment in the tourism sector has been steadily expanding over the last decade. Consistent with the findings of this study, some of the major barriers to job creation in the tourism sector include inadequate infrastructure, insufficient promotional

activities and regularity mechanisms, political unrest, a lack of skilled human resources, and unhealthy competition among tourism establishments.

Lopez and Arreola [2019] investigated the association between employment and tourism activities, as well as economic factors, for Mexico's 32 states from 1999 to 2014. Panel data and cointegration panel data are used by the authors. They also employ geographic information systems to detect changes in variables over time, which is important in empirical evidence. The outcome was that domestic tourism has the utmost sway on the generation of direct employment in the tourism sector, Ganeshamoorthy [2019] aimed to explore the link between tourism and job creation in Sri Lanka from 1977 to 2017 using econometric approaches such as the Johansen cointegration test, Vector Auto-Regressive (VAR) analysis, and the Granger-causality test. The Johansen Cointegration test was performed to establish the long-term link between tourism and job creation, and it was discovered that the absence of a long-run relationship between the two indicated that tourism would not affect job creation in the long run. Furthermore, the Granger causality test was used to investigate the short-term link, and it proved the existence of unidirectional causation between tourism and job creation, indicating that Sri Lanka's tourist business will lead to job creation in the short run.

Tourism and Economic Growth

Sr et al. [2003] explained the relationship between poverty eradication, tourism expansion, and economic development in Nicaragua. The researchers discovered a link between tourism expansion and poverty eradication. The authors defined the relationship between the factors under consideration as "democratization of the dollar." They emphasized the job and income opportunities that result from a transfer of revenue and wealth from wealthy countries to less-developed ones.

Lee and Chan [2008] argued that the long-term association between tourism development and real GDP indicates that both variables are causally linked in some way, in at least one direction. However, they were unable to locate appropriate evidence to answer the issue of whether economic growth leads to economic development or vice versa. One of their most chief conclusions concerning globalization is that it is superior to liken the interactions between tourism and economic activities by groups of countries rather than individually, namely that regional effects, plus the point that the efficacy of the models, should be considered.

Similarly, Po and Huang [2008] examined the probable non-linear link between tourism

development and economic growth when utilizing a limit variable using cross-sectional data from a sample of 88 economies from 1995 to 2005. The degree of specialization in tourism, denoted as q_i , is defined as the revenues from international tourism as a proportion of GDP and is used as a threshold or limit variable. These authors discovered that whether q_i is less than 4.049 percent or greater than 4.73 percent, there is a desirable and statistically substantial association between tourism and economic growth. Despite this, there is no evidence that the association between these factors exists when q_i is between 4.049 and 4.73 percent.

Akan et al. [2008] revealed causal linkages between the tourism sector and Turkey's economic progress. For the years 1985–2007, the researchers employed the Granger Causality test, the Phillips–Peron test, the co-integration technique, and a Vector Auto regression (VAR) model. The test results demonstrated that economic development had a good impact on Turkey's tourist business. Consistent with the findings, there is a long-term unswerving association between economic development and tourism growth.

Brida [2009] stressed the prominence of tourism to Chile's economic growth. The goal was to look at a possible causal liaison between the exchange rate, tourism spending, and economic expansion from 1986 to 2007. The Johansen Cointegration Test was used to objectively test the hypotheses. The author discovered a favourable rapport between tourism and economic development, besides tourism was the primary contributor to economic expansion. Wang and Ma [2015] studied the rapport between GDP and tourism earnings in Guizhou, China. The study's findings revealed a strong and favourable rapport between tourism and GDP.

Kreishan [2011] investigated the rapport concerning tourism revenue and Jordan's economic development. For this study, the author used yearly time series data from 1970 to 2009. The researcher employed the Johansen Co-Integration, and Granger Causality tests to examine the causal relationship. The findings revealed a long-term beneficial association between economic expansion and tourism growth. The Granger Causality test revealed the presence of an unswerving rapport amid tourism revenue and economic growth. Adnan et al. [36] assessed the long-run link between tourism earnings and Pakistani economic development. For their analysis, the authors analyzed yearly data from 1971 to 2008. The findings

verified the long-term association between tourism earnings and economic development.

Manzoor et al. [2019] evaluated the influence of tourism on economic growth and employment in Pakistan. The period under consideration ranged from 1990 to 2015. For data analysis, a regression technique and the Johansen cointegration strategy were used. The study's major result is that tourism has a favourable and considerable influence on Pakistan's economic growth and employment sector, besides there is also a long-run link amid the variables under consideration.

By focusing on the instance of Pakistan, Akpan and Obang, (2012) analyzed the influence of tourism in influencing the essential pillars of growth in emerging nations. To explore the causal links of tourism with economic growth, energy and agricultural development, and poverty, several econometric tools and methodologies were applied. This research emphasizes the significance of tourism in the growth of emerging countries. Consistent with the study's findings, a 1% growth in tourism boosts gross domestic product by 0.051 percent in the long term. Consequently, policymakers should be educated that tourism may enhance development by designing and implementing integrated policies in developing economies through public interventions.

An overview of the literature reveals paucity of empirical studies within the Nigerian context. This study bridges this gap by empirically examining the influence of tourism on growth and employment generation in Nigeria from 1995 to 2019 using the fully modified least squares (FMOLS) approach.

METHODOLOGY

The study adopted survey research design. The secondary and primary sources were used to gather relevant data and information used in this study. The secondary data were collected from the databases of World Economic Forum (WEF) and the World Bank for sustainability of travel and tourism industry development index for Nigeria and International Tourist Arrivals from 2007 – 2016. The index was measured using a 7-point scale from 1 – 7: 1 = Poor; 7 = Excellent. On the other hand, the primary data was gathered from the tourism stakeholders in South East, Nigeria on questions concerning the sustainable tourism development, and the questions were asked on a 5-point Likert scale; 1 = Strongly Disagree to 5 = Strongly Agree. Purposive sampling was used to select 150 stakeholders in the region and was found suitable for the study.

DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS:**Table 1: Sustainability of Travel and Tourism Industry Development index and International Tourist Arrivals to Nigeria**

Year	Sustainability index (1 - 7)	International Tourist Arrivals (M)
2009	4.6	1,141,000
2010	4.6	1,555,000
2011	4.7	715,000
2012	4.7	486,000
2013	3.6	600,000
2014	3.6	854,000
2015	3.4	1,255,000
2016	3.4	1,889,000
2017	2.5	-

Sources: WEF (2017) and World Bank (2017) sustainability of travel and tourism industry development and International Tourist Arrivals to Nigeria.

Table 1 shows the sustainability of Travel and tourism industry development index for Nigeria from 2009 –2017 and the performance of tourism industry in terms of tourist arrivals. From 2009 – 2014, Nigeria recorded above average for the sustainability index, but slipped from 2015 to lowest value of 2.5 in 2017. The decrease of the sustainability index has no significant effect on the arrival of tourists to the country and the value of 2.5 shows that sustainability marketing strategy has not been fully integrated into the destination competitiveness strategy. The marketing strategy of tourism development in Nigeria is centered on quantity and volume instead of quality and value. According to the Wall Street report as documented by Statista.com (2018) (30), on countries polluting the oceans, Nigeria contributed 0.9 million metric tons of plastic waste to the oceans. Only Egypt contributed more in Africa.

Table 2: Descriptive Statistics

	N	Mean
Efforts are made to minimize the pollution of air, water and land and the generation of waste by tourism enterprises and visitors	150	2.2667
Tourism development in Nigeria minimizes the use of scarce and nonrenewable resources	150	2.1667
Tourism development in Nigeria support conservation of natural areas, habitats and wildlife and minimizes damage to them	150	2.4667
Quality of landscapes is enhanced and maintained to avoid the physical and visual degradation of the environment	150	3.2000
Historic heritage, authentic culture, traditions and distinctiveness of host communities are enhanced and respected	150	2.8000
Tourism development in Nigeria maintain and strengthen the quality of life in local communities, avoiding any form of social degradation or exploitation	150	2.4000
Local communities are engaged and empowered in planning and decision making about the management and future development of tourism in their area in consultation with stakeholders	150	2.8000
Tourism development in Nigeria provides safe, satisfying and fulfilling experience for visitors, available to all without discrimination	150	2.2000

Source: SPSS version 20.0

Table 2 shows the descriptive statistics of the responses and the mean values of the key variables from the aims for sustainable tourism. The aims covered by the questionnaire includes: environmental priority, resource efficiency, biological diversity, physical integrity, cultural richness, community wellbeing, local control and visitor fulfillment.

The questions were asked to ascertain the coverage of these aims in tourism development by the stakeholders in Nigeria. From the table, the mean

scores of the aims covered are: environmental priority (2.2667), resource efficiency (2.1667), biological diversity (2.4667), physical integrity (3.2000), cultural richness (2.8000), community wellbeing (2.4000), local control (2.8000), and visitor fulfillment (2.2000). From the mean scores, only physical integrity, cultural richness and local control recorded above average. This shows that the stakeholders in the tourism industry in Nigeria are not doing much to integrate sustainability in the

marketing strategies of their businesses. This lack of efforts in integrating sustainability issues in the core business of tourism marketing strategies as seen by the results confirms the position of Batra (2006) that only a very small section of people involved in tourism and familiar with the concept of sustainability and its importance, while the majority are not. UNWTO believe that many developing countries have not integrated sustainability into their core business. Font and Corey (2005) believe that many businesses are not integrating sustainability issues in the core business because many businesses are not experiencing any real reward for their responsibility towards the host environment and communities.

SUMMARY OF FINDINGS:

The results based on the descriptive statistics and the literature survey revealed the following:

- The rating of sustainability of travel and tourism industry development in 2017 (2.5 which is below average) by World Economic Forum shows that sustainability issues are not integrated in the marketing strategies of the stakeholders in the industry.
- Attention was not paid to the aims of sustainable tourism development in Nigeria. Environmental priority, resource efficiency, biological diversity, physical integration, cultural richness, community wellbeing, local control and visitors' fulfillment recorded low mean scores showing that the stakeholders were sincere in disagreeing to doing much in integrating sustainability issues in their tourism marketing strategies.
- The literature shows that many tourist especially young ones prefer sustainable destinations and are willing to visit, donate to the cause and also revisit.

CONCLUSION AND RECOMMENDATIONS

Nigeria is blessed with tourism potential in abundance ranging from cultural and natural resources and many historic sites but her inability or lack of interest in integrating sustainability into her marketing strategy is negatively affecting her rating among other competing destinations. The literature reviewed made us to understand that most tourists from developed countries prefer patronizing sustainable tourism products. There is equally a growing concern by many groups and agencies in promoting sustainable tourism that takes care of the social, economic and the wellbeing of the communities.

Therefore, for tourism development in Nigeria to improve on her sustainability rating and attract more sustainable conscious tourists to the destination, the following are recommended:

- There is need for a policy formulation on sustainability of travel and tourism industry development at the national and to be followed at the regional levels.
- The stakeholders should work closely in integrating sustainability in their marketing strategy not only to improve the economic benefit of their business but also to improve the wellbeing of host communities.
- The stakeholders should work closely with the destination marketing organisation both at the national and regional levels in developing standards and sustainability certification programme to be followed by the individual business in the tourism industry.
- The destination marketing organisations should improve on their sustainability education programmes to create awareness on the need for the stakeholders in the industry to integrate sustainability in the marketing strategy.

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