

Travel and Tourism Business Confidence Index in Nigeria: Issues and Challenges

¹Bello Yekinni Ojo, ²Bello Mercy Busayo, and ³Raja Nerina Raja Yusof
¹School of Graduate Studies
Universiti Putra Malaysia / Federal Polytechnic, Auchi. Nigeria

²Department of Hospitality Management,
School of Applied Sciences
Federal Polytechnic, Auchi. Nigeria

and

³Faculty of Economics and Management
Universiti Putra Malaysia. Malaysia.

Abstract

This article examined travel and tourism business confidence indices in Nigeria. The study relied on 2013 travel and tourism competitiveness index report of 140 countries conducted by the world economic forum in collaboration with Deloitte, International Air Transport Association (IATA), and the International Union for Conservation of Nature (IUCN), World Tourism Organization (UNWTO), and the World Travel and Tourism Council (WTTC). Based on the report, the ranking and position of Nigeria among the 140 countries surveyed is subjected to analysis in these key areas: (1) travel and tourism regulatory framework; (2) travel and tourism business environment and infrastructure; and (3) travel and tourism human, cultural, and natural resources. The position of Nigeria in the report is subjected to a five-point Likert scale of: 1-30, excellent; 31-60, good, 61-90, fair 91-120 and 121- above, poor for ease of interpretation. The findings show that travel and tourism regulatory framework that supports tourism investment in Nigeria is not encouraging, the current state of the Nigeria travel and tourism business environment and infrastructure did not encourage tourism investment, and the needed human, cultural, and natural resources for travel and tourism investment in Nigeria are in a sorry state. In view of the findings, the study recommended various solutions for enhancing the competitive index of tourism sector in Nigeria.

Keywords: Competitive index, Tourism regulatory framework, Business environment and infrastructure, and Tourist resources.

Introduction

The roles of travel and tourism industry in the economic survival of countries around the world cannot be overemphasised (Okoli, 2001). The industry is an instrument of economic regeneration and stability given its important role in job creation, especially at this time when many countries are suffering from high unemployment (Bello, Akande, and Raja, 2014). According

to Jennifer and Thea (2013), the direct contribution of the tourism sector to the global GDP in 2012 was put at about US\$2, 056.6 billion (2.9%). This figure is forecast to rise by 3.1% in 2013, 4.4% pa, from 2013-2023 put at about US\$3, 249.2 billion (Jennifer and Thea, 2013). However, the total contributions of the tourism sector to the global GDP was put at about US\$6, 630.4 billion (9.3%) in 2012, and are forecast to rise by 3.2% in 2013, and 4.4%

pa put at about US\$10, 507.1 billion (Jennifer and Thea, 2013). The index in the above information shows the economic relevance of the travel and tourism industry in the international business arena.

In terms of direct employment provision, tourism sector accounted for about 102 million jobs (3.4% of total employment) in 2012 (Jennifer and Thea, 2013). This figure is expected to rise by 1.2% in 2013 and 2.0% pa to about 126 million jobs (3.7%) in 2023. According to Jennifer and Thea (2013), the total contribution of the tourism industry to the global employment, including jobs indirectly supported by the industry, was 8.7% of total employment put at 262 million jobs. This figure is expected to rise by 1.7% in 2013, estimated at about 266 million jobs and 2.4% pa put at about 338 million jobs in 2023. The argument above reveals that tourism accounts for one in 11 jobs on the planet with the projection to rise to one in 10 jobs by 2023.

The reality of the day is that the performance of the African continent in the global tourism market is improving (UNWTO, 2013). The continent was rated in 2012 as the second fastest growing region in terms of tourism performance after the Asia and the Pacific region (UNWTO, 2013). International tourist arrival to Africa in 2012 was put at about 53 million showing a 6% increase over the 2011 performance (UNWTO, 2013). In real terms, tourist receipts for the continent of Africa were estimated at about US\$ 34 billion in 2012 (Jennifer and Thea, 2013). While the North Africa dominated the Africa travel and tourism industry, countries such as Cameroon, Tanzania, Sierra Leone, Madagascar, Cape Verde and Seychelles exhibited significant improvement in their performance (UNWTO, 2013). South Africa was declared as the largest and most favourite tourist destination in the Sub Sahara Africa (UNWTO, 2013).

The problem essentially is that the Nigeria travel and tourism sector are unable to find

her feet on the Africa regional tourism map! Though, Nigeria did not have data to substantiate per performance in terms of international tourist arrival, however, it was estimated that the country's continental tourist receipts was put at about US\$ 622 million (1.9%) (UNWTO, 2013). In view of this gap, there is an urgent need for fundamental rethinking and radical redesign of tourism business process in Nigeria to bring about dramatic improvement in her performance. To the best of our knowledge, limited studies had examined travel and tourism business confidence indices in Nigeria. The objective of this study is to examine the Nigeria travel and tourism sector in the context of those factors and policies that can make the country an attractive business destination for the travel and tourism investors.

Literature Review

Travel and tourism convenient index emphasised on those factors that makes a particular country a preferred destination delight for the tourism investors (UNWTO, 2012). In other words, it implies accessing the travel and tourism business environment of a country to determine how friendly it is, for tourism investment and investors (Jennifer and Thea, 2013) hence, uses strategic tools to measure factors and policies that make the country attractive to develop her travel and tourism sector. The strategic tools according to the UNWTO, (2012) are those variables that facilitate or drive the travel and tourism competitiveness of a country. They are categorised into 3, that is, the travel and tourism regulatory framework; the travel and tourism business environment and infrastructure; and the travel and tourism human, cultural, and natural resources (Jennifer and Thea, 2013).

The index in the above information shows that travel and tourism convenient index is a strategic management approach aimed at determining the ease of conducting travel

and tourism business in a particular country or region, hence, a mechanism for tourism development and sustenance. A comprehensive overview of the above strategic measuring tools is reviewed in the context of Nigeria to provide theoretical background for the present study.

Travel and Tourism Regulatory Framework

Travel and tourism regulatory framework captures those elements that are policy related and generally under the purview of the government (Okoli, 2001). The elements include policy rules and regulations, environmental sustainability, safety and security, health and hygiene, and prioritization of travel and tourism (Jennifer and Thea, 2013) as discussed below:

Policy Rules and Regulation: This explains the extent to which the policy environment of a country supports travel and tourism business investments (Okoli, 2001). In 2006, the Nigerian government with the aid of the United Nations Development developed the “Nigeria Tourism Master Plan” (TDI, 2014). The aim of this gazette is to provide a policy thrust capable of developing the tourism sector in Nigeria (BGL, 2014). The gazette takes into account the extent to which foreign ownership and foreign direct investment (FDI) in tourism are welcomed and facilitated by the government of Nigeria, how tourism investment rights are protected, and the time and cost required for setting up a tourism business (NTDC, 2010) in Nigeria. Other information contained in the Gazette includes visa requirements for the tourists, terms of the bilateral air service agreements among others.

Seven years after the master plan had been drawn; the commentary on Nigeria’s tourism industry is probably worse (BGL, 2014) due to poor implementation. Though, there has been a major influx of global hotel brands in Nigeria in the last five years, but, the room’s

tariff puts it out of reach of an average holiday maker from the Europe and America (BGL, 2014). The Nigeria tourism master plan advocated for partnership programs between the international hotel brands in Nigeria and tour operators in the west to use spare capacity at these hotels at favourable rates. Seven years after, the tourism and hospitality industry still represents a meager (0.5%) of the Nigeria’s GDP. Also, visa requirements make it complicated for visitors to enter the country.

Environmental Sustainability: Realising the importance of the natural environment for providing an attractive location for tourism and other business development, the government and people of Nigeria had made various efforts towards sustaining her environment for accelerated tourism business development (Atilola, 2012). Various efforts made include, establishment of environmental coordinating bodies, formulation of environmental legislations and regulations, promotion of environmental based strategic policies and plans, and partnerships with the non-governmental bodies to save the environment (NCP, 1992).

Through these various efforts, Nigeria had achieved major milestone in environmental protection and conservation of natural resources (NCP, 1992). For instance, Nigerian had succeeded in the development of the National Policy on the Environment; establishment of a National Council on Environment (NCE); establishment of a National Advisory Committee (NAC) on Agenda 21; review of National Environmental Policy Guidelines and Standards; enactment of the Environmental Impact Assessment (EIA) Law; establishment of a National Energy Policy; and enactment of Nuclear Safety and Radiation Protection Legislation; implementation of the National Agenda 21; and the initial development of the VISION 2010 strategy among others.

All these efforts are positively impacting on quality and sustainable environment

capable of attracting tourism investor's confidence to invest in Nigeria.

Safety and Security: Safety and security are critical factors determining the competitiveness of a country's travel and tourism industry (Bello and Adebayo, 2009). The tourists and tourism investors are likely to be deterred from traveling to, or, investing in a country perceived to be insecure (UNWTO, 2009). Insecurity through crime and terrorism had been identified as one of the major problems confronting the development of travel and tourism business in Nigeria (Bankole, 2002). Safety and security in this context refer to the protection of life, health, physical, psychological, and economic integrity of the travelers, tourism staff, and people that constitute the host communities (Okoli, 2001). The government of Nigeria cannot afford to compromise the safety and security of the tourism entrepreneurs and their investments, if intending to develop her tourism sector (Bello and Adebayo, 2009).

The argument above shows that for a country to be competitive for tourism investment and tourist patronage, the government must take into account the costliness of common crime and violence as well as terrorism, and the extent to which police services can be relied upon to provide protection from crime as well as the incidence of road traffic accidents in the country.

Health and Hygiene: Health and Hygiene is the act of creating and maintenance of conditions favourable to good health (Okoli, 1994). Good health and sanitary practices are fundamental for travel and tourism competitiveness of a country (Jennifer and Thea, 2013). Access to improved drinking water and sanitation within a country is important for the comfort and health of travelers (Bello and Adebayo, 2009), and in the event that tourists do become ill, the country's health sector must be able to ensure they are properly cared for, as

measured by the availability of physicians and hospital beds.

As it applied to the Nigeria situation, access to improved sanitation as reported in 2000 joint monitoring program of WHO and UNICEF is put at 30% of the Nigeria population with over 20% of the population practicing open defecation (Agberemi, Ofem and Saidu, 2009). Report has it that about 70 million Nigerians use unsanitary or shared latrine, 32 million have no latrine at all (WSP, 2012). The problem of poor sanitary practices aren't only rating the business competitiveness of the country low, it also cost Nigeria about US\$ 1billion annually (WSP, 2012). The authors further affirmed that efforts at promoting effective hygiene and health practices have been piecemeal and have not been effective enough to engender the required mass behavioural change. However, about 6.5 million latrines will be required to be built in Nigeria for effective sanitary control (Agberemi, Ofem and Saidu, 2009). The information above revealed that health and hygiene practices in Nigeria are relatively poor, hence, a poor condition for enhanced travel and tourism competitiveness of the country.

Prioritisation of Travel and Tourism: The extent to which the government prioritizes the travel and tourism sector also has an important impact on travel and tourism competitiveness of a country (Jennifer and Thea, 2013). It sends a clear signal of the government's intentions, which can have positive spillover effects such as attracting further private investment into the sector. Prioritization of the sector can be reflected in a variety of other ways as well, such as government efforts to collect and make available travel and tourism data on a timely basis and commissioning high-quality destination-marketing campaigns.

Realising that tourism is a strong alternative to crude oil as a revenue earner, the government of Nigerian in 2006 selected the tourism sector as one of six priority areas

central to the revival of the Nigeria economy (BGL, 2014). Tourism became a cardinal stone for achieving the Nigeria's 7-point agenda, its Vision 20:2020 program, and the quest for attracting foreign direct investment (Bello, and Bello, 2012). The authors affirmed that the tourism sector in Nigeria suffered from a policy shift when the reformists, President Olusegun Obasanjo left power in 2007. The tourism industry has fallen off the radar once again and is still straddling for attention while more Nigerians are exporting jobs and revenues to less endowed destinations like the Gambia (Bello and Bello, 2012).

Travel and Tourism Business Environment, and Infrastructure

Travel and tourism business environment and infrastructure captures those elements that are related to transport infrastructure, ICT usage and travel and tourism industry price competitiveness of a country (Jennifer and Thea, 2013). Travel and tourism business environment and infrastructure explains those facilities that facilitates easy flow of people, goods and services from a place to another and it includes: road and highway network, including structures (bridges, tunnels, culverts, retaining walls), electrical system (street lighting and traffic lights), mass transit system (commuter rail systems, subways, and bus transportation), railways, including structures terminal facilities (rail yards, train stations), seaports and lighthouses, Airports including air navigational systems, bicycle paths and pedestrian walkway (Bello and Bello, 2012). The present study reviews the travel and tourism business environment and infrastructure in Nigeria:

Air Transport Infrastructure: The quality air transport infrastructure provides ease of access to and from countries, as well as movement to destinations within countries (Jennifer and Thea, 2013). The Nigeria's air transport market tripled in size between 2004 and 2007 (Foster and Pushak, 2011) due to rapid expansion of domestic

services. The number of seats serving the Nigerian market was almost stable, at around 4 million a year over the period of 2001 and 2004, but mushroomed thereafter to reach over 12 million annually till 2007 (Gwilliam et al, 2009). Moreover, with her finder 1 index of 18%, Nigeria's domestic air transportation market is much more competitive than that of most other countries in the Sub-Saharan Africa (Gwilliam et al, 2009). Nigeria is one of the few countries in Africa whose safety standards support direct flights to the United States (Foster and Pushak, 2011).

Despite the above achievements, the Nigeria air transport connectivity has remained largely unchanged, and remains limited within the ECOWAS and as of 2007, the Nigeria's network consisted of some 20 domestic city pairs and 50 international city pairs (Bofinger, 2009).

The argument above shows improvement in the Nigeria's air transport infrastructure, hence, antidote for travel and tourism business development.

Ground Transport Infrastructure: Nigeria has developed an extensive national road network both paved and unpaved, with densities more than twice as high as those in the peer group of resources-rich African countries (Gwilliam et al, 2009). Traffic volumes on Nigeria's paved and unpaved networks are almost relatively high showing that the networks are being utilised. (Gwilliam et al, 2009). Sadly, however, these roads are not being adequately maintained despite the establishment of a federal road maintenance agency (FERMA). At subnational level, problem of road maintenance is apparently much more severe as only 67% of the paved roads are in good or fair condition. Even more worrisome is the fact that only 33% of the unpaved roads in Nigeria are in good or fair condition (Gwilliam et al, 2009). The argument above shows that accessing the rural areas where most tourist attractions are located remains a serious problem due to poor road access to the rural areas.

Nigeria has one of the most extensive national rail networks in Africa, second only to South Africa in length (Bullock, 2009) however, it has since fallen into neglect. The Nigeria's port system has traditionally put a brake on economic development, due to poor performance and high costs (Ocean Shipping Consultants, 2009). The global benchmark for a container dwell time was 7 days, compared with 30-40 days in major ports in Nigeria (Foster and Briceno-Garmendia, 2009). Similarly, for truck cycle time, global best practice is on the order of one hour, compared with around 1 day in most Nigeria's major ports. The index in the above shows deficits in the Nigeria ground transport infrastructure, hence, poor trends for travel and tourism investment development.

ICT and General Tourism Infrastructure:

Given the increasing importance of the online environment for the modern travel and tourism industry in planning itineraries and purchasing travel and accommodations, Nigeria arguably has the most competitive mobile market on the continent of Africa (Business-Day, 2010). The existing level of GSM signal coverage is impressive-practically all urban areas are fully covered and around half of the rural population is within reach of a signal (NPC and ICF Macro, 2009). Though, the country still faces a substantial market-efficiency gap in the mobile market (Mayer, 2010) due to erratic power supply. The price of internet access remains high (Trade Invest Nigeria, 2010) in Nigeria. The information above shows that Nigeria is fair in terms of ICT infrastructure, hence, a positive trend for competitive tourism business development.

Travel and Tourism Industry Price Competitiveness:

Price competitiveness is an important element to attracting tourists and tourism investors to a particular country (Jennifer and Thea, 2013). In the context of

Nigeria, the average cost of hotel accommodation is out of reach of an average holiday maker (BGL, 2014). The prices range between US\$550 - US\$81, 226 per night (Niyi, 2010). Domestic fares within Nigeria range between US\$200-US\$350 (Adeola, 2012). The author further affirmed that apart from the high cost of fares, delays are typical and customer service can be very unreasonable and at times, outright cancellations. The index in the above shows high price factors in Nigeria, hence, a bad trend for wooing tourist and tourism investors.

Travel and Tourism, Human, Cultural, and Natural Resources

Travel and tourism human, cultural, and natural resources explains those elements that are related to the "softer" human, cultural, and natural elements of each country's resource endowments (Jennifer and Thea, 2013).

Human Resources: Quality human resources in an economy ensure that the industry has access to the collaborators it needs to develop and grow (Jennifer and Thea, 2013). Human resources in travel and tourism industry takes into account the human capital development, education and training of human resources for tourism development (Okoli, 2001). In the context of Nigeria, only 19 Polytechnics currently offer hospitality and tourism management courses (Apaokagi, 2011). The absence of serious academic elements in the polytechnic core education mandates affects the development of highly skilled human capital resources capable of providing strategic development plans for travel and tourism profession in Nigeria and Africa at large (Bello, 2013). The author posits that only very few universities in Nigeria offer travel and tourism related courses as shown in Table 1.

Table 1: List of Universities that Offers Travel and Tourism Related Programs in Nigeria

S/N	University	Ownership	Location / Zone	Faculty	Degree Awarded	Remarks
1.	Imo State University, Owerri.	State	Owerri, South East. Nigeria.	Business Administration	BS.c and MS.c Hospitality and Tourism Management	Already graduating Students
2.	Micheal Okpara University of Agriculture	Federal	Umudike, South East. Nigeria.	Human Ecology	BS.c Hotel and Tourism	Not yet graduating students
3.	Rivers State University	State	Portharcourt, South- South. Nigeria.	Agriculture	BS.c Hotel and Catering	Not yet graduating students
4.	Olabisi Onabanjo University	State	Ayetoro, South- West. Nigeria.	Agriculture	BS.c Home and Hotel Management	Already graduating Students
5.	Federal University of Agriculture	Federal	Abeokuta, South- West. Nigeria.	Human Ecology	BS.c Food Service and Tourism.	Not yet graduating Students.
6.	Wesely University Of Science and Technology	Private	Ondo, South- West. Nigeria.	Food Science and Technology	B.Tech Hotel and Tourism	Not yet graduating students
7.	Kwara State University.	State	Ilorin, North- Central. Nigeria.	Business Management	BS.c Tourism and Hotel Mgt.	Not yet graduating students.

Source: (Bello, 2013)

The in index in Table 1 shows that the numbers of universities that offers tourism programs in Nigeria is not encouraging, hence, the need for more universities to float this course so as to train the needed human capital resources capable of harnessing tourist's resources in Nigeria.

Affinity for Travel and Tourism: This explains the extent to which a country and society are open to tourism and foreign visitors (Online Nigeria, 2014). It is clear that the general openness of the population to travel and tourism, including their disposition to the foreign visitors has an important impact on the travel and tourism competitiveness of a country (Jennifer and

Thea, 2013; Vanguard, 1999). In the Nigerian context, the Online Nigeria (2014) reported that a wide variety of tourist attractions abound in Nigeria. However, the attitude of the Nigerians toward the travel and tourism is not encouraging (Omorogbe-Osagie, 1995). Hence, resulting in underutilization of the available tourist resources in the country and as well discourages influx of foreign tourism investment (Burkart and Medlik, 1988). On the disposition of Nigerians towards the foreign visitors, studies had it that Nigerians are naturally hospitable and possesses a warm disposition towards the tourists and visitors (Igbojekwe, Okoli, and Ugo-Okoro, 2013). The implication of the above

argument is that Nigeria and Nigerian have a fair disposition towards the visitors, but lacking in her attitude towards tourism participation.

Natural Resources: It is clear that natural resources are another important factor underlying national travel and tourism competitiveness (Okoli, 2001). Nigeria has a rich and unique array of ecosystems, and a great variety of wild fauna and flora that can attract international and domestic tourists (Vanguard, August 16, 2013). Each of the national parks in Nigeria namely Chad Basin, Cross River, Gashaka Gumti, Kamuku, Okomu, Old Oyo and Kainji, all have their peculiar animal and plant resources (Vanguard, August 16, 2013). Nigeria's National Parks have a wide variety of interesting sites, for example, cultural, historical, archaeological unique ecosystems, and other biophysical attractions for all types and classes of visitors, including scientists and researchers (Vanguard, August 16, 2013). The index in the above information shows that Nigeria is rich in natural tourist resources, however, the issue of providing infrastructure support to enable tourist access these resources may be the challenge in Nigeria.

Cultural Resources: Nigeria is endowed with rich cultural resources, evident in the multiple ethnic groups in the country (Agbaje, 1990). A number of Archaeological sites discovered in Nigeria, confirms the proliferated nature of the Nigerian people and their level of Archaeological development (Andah, 1990). Such include, the excavation of the rich Nok culture, the Igbo-Ukwu, Owo, Ife and the Benue valleys (Okpoko, 1990). There are also several cultural festivals that are rich in mythology which can be harnessed to attract tourists as they produce feelings of love and brotherhood among members of different ethnic groups (Awaritefe, 2005). These Festivals include, Fishing and New Yam Festivals, Egungun and Oro Festivals, among the Yorubas, the Eyo Festivals celebrated in Lagos State,

Osun Festival in Oshogbo, and other Festivals celebrated in different parts of the country (Okoli, 2001). Although these Festivals attract tourists from within and outside Nigeria, their potentials can still be enhanced.

Theoretical Framework

In view of the literature reviewed, this article proposed the travel and tourism competitiveness index as represented in Figure 1. The framework identified travel and tourism competitiveness index as comprising 3 dimensions (i.e Travel and tourism regulatory framework, Travel and tourism business environment and infrastructure, and Travel and tourism human, cultural, and natural resources). Travel and tourism regulatory framework are measured using 5 items which include: policy rules and regulation, environmental sustainability, safety and security, health and hygiene, and prioritisation of travel and tourism framework (Jennifer and Thea, 2013). According to the author, this dimension explains the rules and regulations put in place for travel and tourism investment in a country.

Travel and tourism business environment and infrastructure is another dimension that explains the required infrastructure and facilities that will enhance easy access to tourist resources of a country (Jennifer and Thea, 2013). This dimension is measured using 5 items which include: air transport infrastructure, ground transport infrastructure, tourism infrastructure, ICT infrastructure, and price competitiveness in travel and tourism industry. The third dimensions, travel and tourism human, cultural, and natural resources explains the availability of the needed human capital in tourism, the cultural and natural tourist resources of the country. This dimension is measured using 5 items which include: human resources, affinity for travel and tourism, natural, and cultural resources, and climate change.

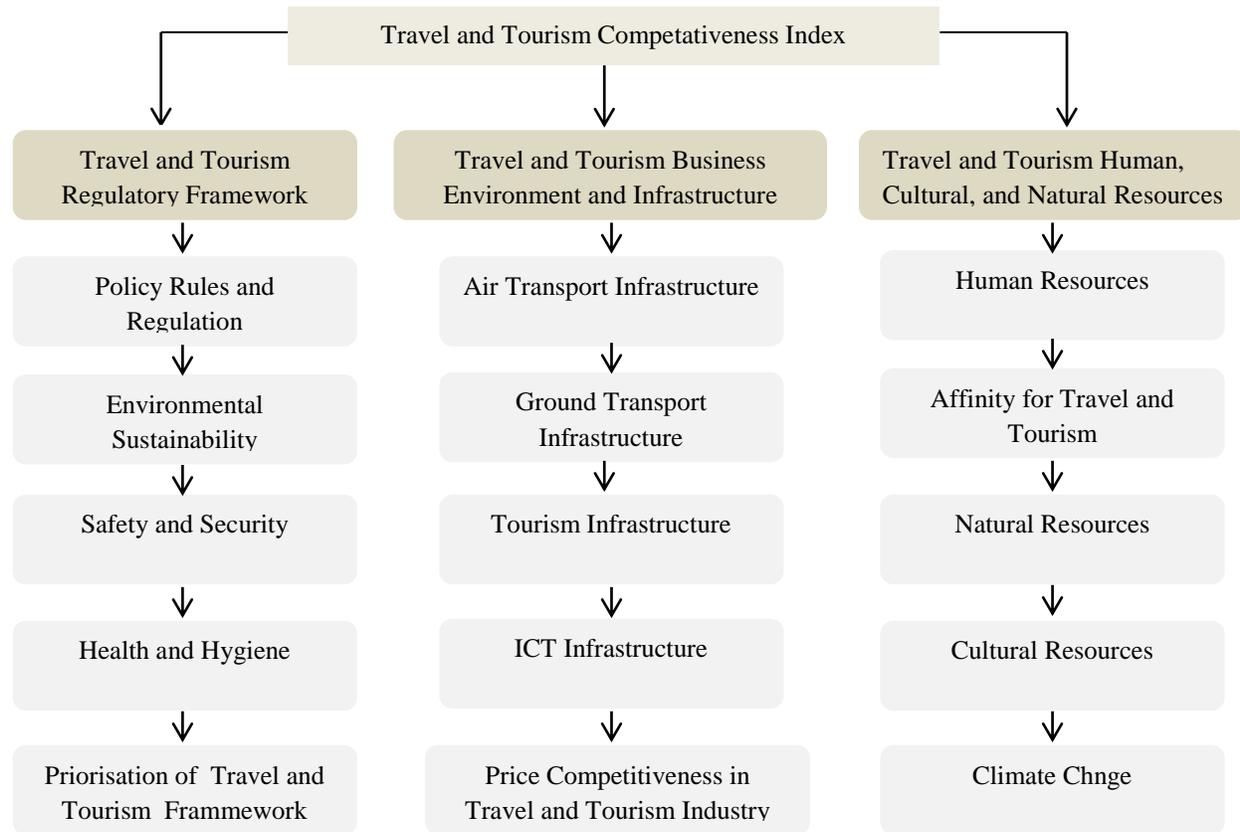


Figure 1: The Framework for Travel and Tourism Confidence Index

Research Methodology

The secondary data approach is adopted to gather relevant information and data used for this study. This study relied on 2013 travel and tourism competitiveness index report of 140 countries conducted by the world economic forum. The report was packaged in collaboration with Deloitte, International Air Transport Association (IATA), and the International Union for Conservation of Nature (IUCN), World Tourism Organization (UNWTO), and the World Travel and Tourism Council (WTTC). Travel and tourism competitiveness report is based on three broad categories of variables that facilitate or drive travel and

tourism business in the surveyed countries. Based on the report, the ranking and position of Nigeria in the table among the 140 countries surveyed is subjected to analysis in these key areas: (1) travel and tourism regulatory framework; (2) travel and tourism business environment and infrastructure; and (3) travel and tourism human, cultural, and natural resources. The position of Nigeria in the report is subject to a five-point Likert scale of: 1-30, excellent; 31-60, good, 61-90, fair 91-120 and 121-above, poor. This scale will help to interpret the current status of the factors and policies that makes Nigeria attractive to develop her tourism sector.

Data Presentation and Discussion**Table: 3. Nigeria Travel and Tourism Regulatory Framework**

Indices	Excellent (1-30 position)	Good (31-60 position)	Fair (61-90 position)	Poor (91-120 Above)	Very Poor (121-140 position)	Remark
Policy rules and regulations	-	-	-	117		Poor
Environmental sustainability	-	-	63	-		Fair
Safety / Security	-	-	-	-	136	Very poor
Health Hygiene	-	-	-	-	133	Very poor
Prioritization of Travel and Tourism	-	-	-	-	133	Very poor

Table 3 shows that travel and tourism regulatory framework that supports tourism investment in Nigeria is not encouraging. The country was rated very poor in 3 of the items to measure travel and tourism regulatory framework, poor in 1, and fair in 1. Hence, rated poor in travel and tourism policy rules and regulations (117), fair in environmental sustainability (63), very poor in safety and security (136), health and hygiene (133), and prioritization of travel and tourism business (133).

This implies that the policies and regulation environment that supports travel and tourism investment in Nigeria is either weak, lacks direction or not properly implemented to boost investors' confidence in the country. However, the study rated Nigeria fair in terms of environmental sustainability. This shows that the programs of the government of Nigeria in maintaining and sustaining the

environment which is also a cardinal to boosting travel and tourism investment is working, hence a positive development for the country's travel and tourism sector.

The study identified that safety and security in Nigeria are not encouraging as the country was rated poor. This is a bad trend and a serious setback for Nigeria, despite her diverse tourist potentials. No tourist or tourism investors will like to visit or invest in an area or country where the safety of their life and properties are not guaranteed. Hence, safety and security are cardinal to sustainable tourism development. Health and hygiene policies and infrastructure that support tourism industry in Nigeria is rated poor. This is another area where the government of Nigeria needs to give serious attention if he intends to make the country a tourist destination hub of Africa. It is obvious that travel and tourism sector is not prioritized in Nigeria, hence rated poor.

Table: 4. Nigeria Travel and Tourism Business Environment and Infrastructure

Indices	Excellent (1-30 position)	Good (31-60 position)	Fair (61-90 position)	Poor (91-120 position)	Very Poor (121-140 position)	Remark
Air Transport Infrastructure	-	-	-	99	-	poor
Ground Transport Infrastructure	-	-	-	119	-	poor
Tourism Infrastructure	-	-	-	103	-	poor
ICT Infrastructure	-	-	-	105	-	poor
Price Competitiveness in the Travel and Tourism	-	-	89	-	-	fair

Table 4 shows that travel and tourism business environment and infrastructure in Nigeria does not encourage tourism investment. The country was rated poor in 4 of the items to measure this variable, hence, rated poor in air transport infrastructure (99), ground transport infrastructure (119), tourism infrastructure (103), and ICT infrastructure (105).

However, in terms of price competitiveness, Nigeria was rated fairly (89). The implication of this result is that the needed air and ground transport infrastructure through which both the tourists and tourism investors will access Nigeria tourism space are not in good shape. Transport infrastructure facilitates free and convenient movement of goods and services, hence, an important element in tourism business. Tourism infrastructure that enhances

pleasure consumption of tourist resources, or that will encourage investment opportunity to travel and tourism business are not also encouraging, thus rated poor.

In light of globalisation, the needed ICT infrastructure that will facilitate interconnectivity of people, tourist, and the investors in the world are not encouraged in the Nigeria tourism space, thereby influencing massive investment and attraction of international tourists to the country.

Price competitiveness in the Nigeria travel and tourism business is rated fair. This is a good trend and strength for Nigeria. This implies that the cost of exploring tourist resources in Nigeria is fair to compare to other countries globally.

Table 5: Nigeria Travel and Tourism, Human, Cultural, and Natural Resources

Indices	Excellent (1-30 position)	Good (31-60 position)	Fair (61-90 position)	Poor (91-120 position)	Very Poor (121-140 position)	Remark
Human Resources	-	-	-	-	122	Very poor
Affinity for Travel and Tourism	-	-	-	117		Poor
Natural Resources	-	-	68	-		Fair
Cultural Resources	-	-	-	98		Poor

Table 5 reveals that the needed human, cultural, and natural resources for travel and tourism investment in Nigeria is not encouraging. Three (3) of the 4 items used to measure this variable is rated poor, while only 1 is rated as fair. The human resources needed to drive the operations and activities of travel and tourism investment, including providing the essential services to the tourists are rated very poor in Nigeria (122). This implies that the country is in acute shortage of trained manpower resources capable of managing the country tourist resources and investment. The affinity of Nigerians and the international community to participate in travel and tourism in Nigeria is rated poor (117). The implication of this is that, the country enjoys low tourist arrival both locally and internationally, hence, a bad development for sustainable tourism sector in the country.

In term of natural resources, the study shows that Nigeria is endowed, thus rated fair (68). This shows that the needed tourist resources capable of attracting the tourist and tourism investors abound in Nigeria. This is a good development for the country if she intends to develop her tourism sector.

The study also rated Nigeria poor in terms of cultural resources (98) despite the multicultural nature of Nigeria. The implication of this is that the country failed to showcase the country's rich cultural potentials, hence, giving the impression of lacking the cultural potential for sustainable tourism investment in the country.

Conclusion and Recommendations

In view of the findings of this study, it is concluded that the travel and tourism regulatory framework that supports tourism investment in Nigeria is not encouraging. Since policy thrust supports and builds investors' confidence, attracts direct foreign investment, and creates enabling environments for business, it is recommended that the government of Nigeria should formulate appropriate policies and administrative framework capable of driving her travel and tourism sector, thereby boosting the confidence of the investors and in the long run attracts massive investment to the country. Furthermore, study shows that the travel and tourism business environment and infrastructure that support feasible and

viable tourism investments are not encouraging in Nigeria. This implies that the needed infrastructure required to facilitate easy flow of people and access to tourist facilities needed to be strengthened.

The government of Nigeria is encouraged to partner with the private sector to invest in infrastructure development of the country for enhanced foreign direct investments in her tourism sector. Finally, the study reveals

that the needed human, cultural, and natural resources for travel and tourism investment in Nigeria is not encouraging. In view of this, investment in human capital development, especially in tourism and travel related programs are recommended to the government of Nigeria. Also, the rich multicultural diversity of Nigeria should be showcased to the outside world and as well be marketed for documentation as world cultural heritage by the UNESCO.

References

Adeola, A. (2012) Domestic Airlines in Nigeria Reduces Fares to Win Passengers. www.bellanija.com. Retrieved on, 2.5.14.

Agbaje, W. (1990) North Western Yorubaland: Prospects for Tourism Development and Research, cited in Andah, B.W. (1990) Cultural Resource Management: An African Dimension, Ibadan: Wisdom Publishers Ltd.

Agberemi, Z. O., Ofem, L., and Saidu, A. (2009) Mobilising People for Improved Hygiene Practices through Hand-washing Campaign in Nigeria; A Paper presented at the 34th WEDC International Conference on Water, Sanitation and Hygiene, Sustainable Development, and Multi-sectorial Approaches. Held on 18th-20th at Addis Ababa, Ethiopia

Andah, B. W. (1990) Cultural Resource Management: An African Dimension, Ibadan: Wisdom Publishers Ltd.

Apaokagi, A. (2011) Cited in Bello, Y. O. (2013) Proposal for Integration of Tourism and Hospitality Management Program at the Federal University, Nwukari, Taraba State, Nigeria

Atilola, O. (2012) Climate Change and the Environment: Issues and Geo-information Challenges, Working Week 2012: Knowing to Manage the Territory, Protect the

Environment and Evaluate the Cultural Heritage. Rome, Italy, 6-10 May, 2012.

Awartefe, D. O. (2005) Evaluating Tourism Resource Areas in Nigeria for Development in Ago-Iwoye, *Journal of Social and Behavioural Sciences*, (1), 2, 55-67.

Bankole, A. S. (2002) Services Trade Policy and the Nigerian Tourism Sector: A Note of Tourism Contribution, Constraints and Opportunities; Paper Submitted to the *African Journal of Economic Policy*, Department of Economics; University of Ibadan.

Bello, Y. O., and Adebayo, N. I. (2009) Food and Beverages Service Operations, Theory and Practice Ondo. Grace Excellent Publishers

Bello, Y. O. (2013) Proposal for Integration of Tourism and Hospitality Management Course at the Federal University Nwukari, Taraba State. Nigeria.

Bello, Y.O., and Bello, M.B. (2012) Infrastructure Development: A Strategic Approach for Sustainable Hospitality Business in Edo State, *Continental Journal of Sustainable Development*, 3, (1), 47-54.

Bello, M. B., Bello, Y.O., Akande, E., and Raja, N.Y., (2014) Impacts of Tourism on the Economy of Ekiti State, A Paper accepted for Publication in *Journal of Tourism and Hospitality Management*.

BGL, (2014) Economic Note: Nigeria Tourism Industry: A revolutionized Tourism Sector as a Panacea for a Thriving Hospitality Business. www.research.bg/group.com. Retrieved on, 01.26.14.

Bofinger, H. C., (2009) An Unsteady Course: Growth and Challenges in Africa's Air Transport Industry, AICD Background Paper 16, Africa Region, World Bank, Washington, DC

Bullock, R., (2009) Off Track: Sub Saharan African Railways, AICD Background Paper 17, Africa Region, World Bank, Washington, DC.

Burkart, A. J., Medlik, S. (1988) Tourism: Past, Present and Future, 2nd edition, ELBS. 22 Bedford Square, London. Heinemann Professional Publishing

Business Day (2010) Nigeria May Become Leading Supplier of Bandwidth in Sub-Saharan Africa. Available at: www.businessday.com. Retrieved on, 27.05.10.

Foster, V., and Briceno-Garmendia, C. (2009) Africa's Infrastructure: A Time for Transformation, AICD and World Bank. www.worldbank.org/INTAFRICA/Resources/aicd_overview Retrieved 3.5.14.

Foster, A. and Pushak, V. (2011) Nigeria's Infrastructure: A Continental Perspective; Africa Country's Infrastructure Diagnostic Report, USA, World Bank

Gwilliam, K., et al, (2009) The Burden of Maintenance: Roads in Sub Sahara Africa, AICD Background Paper 16, Africa Region, World Bank, Washington, DC

Igbojekwe, P. A., Okoli, C. I., and Ugo-Okoro, C. (2013) Attitude to Recreation: A Hindrance to Development of the Tourism Industry in Nigeria, *International Journal of Arts, and Commerce*, 2,(2), 12-23.

Jennifer, B., and Thea, C., (2013) Travel and Tourism Competitiveness Report: Reducing Barriers to Economic Growth and Job Creation, Geneva, World Economic Forum

Mayer, R., (2010) Benefits of Reducing Power Operating Expenses in Nigeria's Mobile Telecommunication Sector, Unpublished Paper

Nigeria Country Profile, (1992) Implementation of Agenda 21: Review of Progress made since the United Nation Conference on Environment and Development. Available at: www.un.org/esa/earthsummit/nigeriac. Retrieved on, 26.01.14.

Nigeria Tourism Development Corporation (2010) Nigeria Tourism Master Plan Gazette, Cited in TDI, (2014) Nigeria Tourism Development Master Plan www.tourismdev.com/nigeria_tourism_development_master_plan. Retrieved on, 26.01.14.

Niyi, A., (2010) Most Expensive Hotels in Lagos Nigeria. Available at: www.nigeriafilms.com. Retrieved on, 26.01.14

NPC, and ICF Macro, (2010) Nigeria Demographic and Health Survey 2008, Cited in Foster, A., and Pushak, V. (2011) Nigeria's Infrastructure: A Continental Perspective; Africa Country's Infrastructure Diagnostic Report, USA, World Bank

Ocean Shipping Consultants (2009) Beyond the Bottlenecks: Ports in Africa, AICD Background Paper 8, Africa Region, World Bank, Washington, DC

Okoli, C. I. C., (2001) Travel and Tourism Development in Nigeria, Enugu. Jee Communication

Okoli, C. I. C. (1999) Environmental Hygiene, Security and Hotel Management in

Nigeria; A Paper Presented at Workshop on Anambra State Tourism Data and Insurance Scheme. Organise by the Anambra State Ministry of Commerce, Industry and Technology at Awka, on 23rd-25th May.

Omorogbe-Osagie, P. (1995) Tourism in Nigeria: Past, Present and Future (Unpublished) Lecture delivered at a workshop of the Professional Association of the Environmental Health Officers, Owerri, Nigeria.

Online Nigeria, (2014) Seventy Exciting Tourist Destination. www.onlinenigeria.com/travel Retrieved on, 26.02.14.

Okpoko, P.U. (1990) The Role of Cultural Resources in Tourism in Nigeria, cited in: Andah, B.W. (1990) Cultural Resource Management: An African Dimension, Ibadan: Wisdom Publishers Ltd.

TDI, (2014) Nigeria Tourism Development Master Plan www.tourismdev.com/nigeria_tourism_development_master_plan. Retrieved on, 26.01.14.

Trade Invest Nigeria (2010) Main One Cable Goes Live.

www.tradeinvestnigeria.com/news. Retrieved on, 26.01.14.

Vanguard (2013) Exploring Tourist Attractions in Nigeria's National Parks. www.vanguardngr.com/2013/08. Retrieved on 3.4.14

Vanguard (1999) Travel and Tourism Writer – Old Woes Echoes on Nigerian Tourism, Vanguard Newspaper, Friday October 1st, Pg. 18

World Tourism Organization, (2013) Tourism Highlights, 2013 Edition. Available at: www.unwto.org/pub/index.htm. Retrieved on, 5.2.14.

World Tourism Organization, (2012) Tourism Highlights, 2012 Edition. Available at: www.unwto.org/pub/index.htm. Retrieved on, 21.5.13.

World Tourism Organization, (2009) Tourism Highlights, 2009 Edition. Available at: www.unwto.org/pub/index.htm. Retrieved on, 5.2.14.

WSP, (2012) Economic Impacts of Poor Sanitation in Africa: Nigeria Losses 455 Billion Naira Annually to Poor Sanitation. www.zaragoza.es/contenidos/mediambiente. Retrieved on, 5.2.14.