

## Diversification of Nigeria's Economy; Impact of Tourism on Sustainable Development in Nigeria

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### ABSTRACT

The purpose of this study is to investigate whether tourism subsector has any significant impact on the Nigerian economy. The dimensions of impact assessed include employment, infrastructure, environment, resource development, GDP, capital investment and domestic participation. We used descriptive statistics and simple percentages evaluation. The study shows that tourism has significant positive impact on the economy, but the subsector is still under-invested and under-utilized. All the dimensions investigated were sensitive to changes in tourism development in a comparative analysis of ten African Countries; capital investment in tourism (CIT), domestic tourism consumption(DTC) and visitors' tourism exports(VTE). Tourism has direct impact on employment, income, infrastructure and standard of living. There is also a direct linkage between tourism, environment and the local economy in terms of social and economic development. Nigeria has abundant, but untapped resources. It should turn to agriculture and tourism in the face of dwindling oil prices and massive unemployment.

**Keywords:** Tourism Income Multiplier, Employment, Domestic Tourism Consumption, Capital Investment, Tourism Policy, Tourism Assets.

### INTRODUCTION

Nigeria's tourism landscape is extremely rich and beautiful for global tourist attraction; the weather, climate, vegetation, quality airspace, sunshine, beautiful scenery, the rock, falls, captivating beaches, historical relics, rich cultural diversity, friendly peoples and wildlife are Nigeria's tourism assets. This makes Nigeria a leading tourism paradise in Africa. The World Trade Organization (WTO, 2014) noted that tourism and hospitality industry is one of Africa's greatest but most under invested assets, with market worth \$50billion, but has \$203.7-billion of untapped potential which represents four times its current level. The Organization's forecast for international tourist arrivals to Africa indicates that "there will be 77.3 million visitors in 2020. This represents an annual growth rate of 5.5% over the decade, which is above the global growth rate of 4.1%. Elsewhere it is estimated that Africa, together with Asia will contribute more than half of the projected growth in international visitation with 30% of that growth expected around the world, (Bichaka et al. 2007). Similarly, the United Nations in 2013 reports that "Travel & Tourism's total contribution to the global economy stood at \$7trillion representing 9.5% of global GDP, not only out pacing the wider economy, but also growing faster than other significant sectors such as financial and business services, transport and manufacturing." It is also noted that one out of every eleven new jobs created in the world is in tourism,(John,2000). It is further observed that a growing number of tourist destinations worldwide are opening up as more and more nations are tapping into the industry, with a corresponding increment in investment, turning tourism into a key driver of socio-economic progress through job creation, export revenues from foreign tourists as well as infrastructure development, (WTTC, 2014, 2015). The forecasts are also that "international tourist arrivals are expected to grow by 3.3% in the next 15 years to reach 1.8billion tourists in 2030.In Nigeria, the downstream economic impacts from the exports revenues of international tourists' spending are estimated to generate additional annual gross revenue of \$224m (N29b). Furthermore, the market share of emerging economies is not left out

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in this boom, increasing from 30% in 1980 to 47% in 2015, and is expected to reach 57% by 2030, equivalent to over 1 billion international tourist arrivals (UN, WTO’s Long Term Forecast Tourism Towards 2030).

Today tourism is no longer a leisure but an activity that has captured the attention of economists as a major source of foreign exchange for developing and developed countries, compelling aspiring nations to develop both tourist sites, standardize operations and improve infrastructures such as electricity, airports, rail, roads, seaport, that support tourism. Unlike oil that is non-renewable, and which at best employs less than 2% of the population, tourism on the other hand, is an inclusive, sustainable, labour-intensive industry, engaging both skill and unskilled labour. It has the potential to create more jobs per unit of investment than the oil industry. Environmentally, tourism, when properly developed and managed, can serve as a mechanism for protecting the ecosystem: the natural environments, preserving historical, archaeological and religious monuments and stimulating the practice of local cultures, folklore, traditions, arts and crafts, and cuisine, (Francois and Don, 1980; Lawrence et al. 1988; Toh and Linda, 1990). Economically, tourism brings many benefits to federal, state & local authorities as well as the private sector through the generation of revenue, foreign exchange, and financial returns on investment, taxation on tourists and tourist products, and linkages to other local industries such as agriculture and fisheries (Frangialli 2006). The employment reach of tourism is not limited to urban areas but also rural communities that host tourist sites and monuments. A good example of this is the impact Obudu Cattle Ranch in Cross Rivers State is having on the economy of the local communities surrounding the ranch. This paper is structured in nine sections; introduction is section one, followed by statement of the problem, objective of study, literature review, methodology, summary of primary data results, discussion of major findings, recommendation, and conclusion, respectively.

## **STATEMENT OF PROBLEM**

In Nigeria’s rural communities, the rural population is large, poor, resilient and hardworking. An individual is a farmer, a hunter, and a trader at different seasons. His livelihood strategies can negatively impact on the ecosystem and tourism resources due to absolute poverty. What is required is innovation in the production process; diversification of the economy through tourism development for alternative livelihood strategy. Most private, state and federal government tourism assets suffer from the problem of mismanagement, lack of accountability and transparency in tax, revenue and employment. There are also many beautiful types of scenery in the rural areas that cannot be brought to the cities, but are lying wasted and untapped. There is a basic problem of wildlife conservation for tourism in Nigeria resulting to; indiscriminate hunting and harvesting, human population pressure, pollution, overgrazing, forest fires, public apathy, and externalities arising from the divergence between private and public social costs and benefits. The “Dutch Disease” that arose from the discovery of crude oil in Nigeria did not only cripple agriculture which was then the backbone of the economy, it also blindfolded our macroeconomic planners from seeing inherent potentials and diversity in the nation’s economy. As crude oil receipts begin to recede, with even far more greater concern about the dominance of oil in the global energy equation, it is our hope that our leaders will consider tourism and indeed every useful suggestion that will diversify the economy and foreign exchange sources. It has to be conceded that presently Nigeria is far from being Africa’s preferred tourist destination. Generally, the contribution of tourism to Nigeria’s GDP is 5% lower than Africa’s average. The lack of planning, inadequate infrastructure and growing insecurity has negatively impacted on what use to be a growing industry. States like Plateau, Bauchi, Lagos, etc have all lost tourist appeal as a result of insecurity and inadequate infrastructure, with tourism assets lying under-invested and wasted. Poor transport services by road, air and sea, kidnapping for ransoms, religious extremism make countries like the United States of America to issue travel warnings to its citizens travelling to Nigeria, and to avoid certain cities in Nigeria when travelling becomes necessary. In 2001 when the then Lagos State Governor Bola Tinubu went on campaign to attract foreign tourists to Lagos, the Economist of London derided the government by suggesting “make the place habitable first”. The industry to say the least is operating below capacity, unorganized and largely neglected by both government and the private sector, with no organized effort to unlock its potentials. This explains the reason why other African nations such as Gambia, Morocco, Namibia, Tanzania, etc are outpacing Nigeria in terms of tourism contribution to GDP and international patronage. Nigerians are taking out-of-home holiday, however, even those who take holiday will prefer travelling abroad for vacation than

in Nigeria. A national patronage survey conducted in 2014 reveals that less than 20% of Nigerians who spend their holiday abroad had visited the Obudu cattle Ranch or the Yankari Game Village, while more than 50% of the regular visitors to these resorts are foreigners. Nigerians are fuelling the tourism in France, USA, China, Japan, Dubai, UK, Ghana, etc.

### **Objective of Study**

It has to be admitted that there are insufficient data on the contribution of tourism to Nigeria’s economy. Part of this initiative is to properly situate the contribution of tourism to sustainable development in Nigeria. The study also sets out to clearly and objectively state the potentials and problems of the Nigerian tourism industry and identify the solutions. The purpose of this study is to investigate whether tourism has any significant impact on Nigeria’s economy.

### **Literature Review**

Ladan(2003), cited the definition of tourism from the International Association of Scientific Experts in Tourism(IASET) as “the sum of the phenomenon and relationship arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence”. We also adopt this definition. The concept of development is very broad; it covers economic, scientific, technological, socio-cultural, psychological and political aspects of human endeavor. It is a multi-dimensional investment in human capital, physical infrastructure, institutions and environment. Sustainable development meets the needs of today’s generation without compromising or jeopardizing the needs of future generation; the natural resource base is not allowed to deteriorate. According to Bankole,(2002), investments in Nigeria’s tourism subsector are expected to benefit several stakeholders; efficient suppliers of tourism services, host communities, tourists, tourism investors and the government. However, the sector has constraints and opportunities compared with other countries’ tourism industry. Tourism can lead to imbibing unacceptable alien cultures such as violence, prostitution, homosexuality, cheapening of local cultures, values and traditions, as well as undermining the dignity, peace and stability of the local population. In a study conducted on 140 nations by Travel and Tourism Competitiveness Index (TTCI,2013) Nigeria performed higher than some African tourist nations. The assessment which was based on three important pillars of the TTCI, is very crucial for the sustenance of Nigeria’s tourism industry: On natural resource pillar it ranked 68 out of 140, cultural resource pillar it ranked 98 out of 140 while environmental sustainability is 63/140. It is estimated that there are about 101 tourist attractions of international repute in Nigeria, spread across the six geopolitical zones and spanning different types of tourism assets such as rocks, plateaus, hills, springs, lakes, waterfalls, beaches, museums, shrines, cultural festivals, parks, gardens, game reserves, zoos, etc. (Abiodun, 2013). Nigeria is blessed with huge tourism resources, including the tropical rain forest cluster. In this cluster, lie the most beautiful natural, cultural, historical and man-made tourist attractions in Africa. Calabar, Lagos, Abuja carnivals, and a variety of cultural and sports festivals are a part of Nigeria’s tourism assets. Nigeria’s football is one of the best and most entertaining in the world. Calabar is the tropical rain forest cluster capital, but also includes Ebonyi, Akwa Ibom, Abia and off course Cross Rivers State. There is simply no type of natural or historical tourist attraction found anywhere in the world that is not found in this cluster. The attractions that have strategic significance include: Tinapa Business tourism resort at Calabar, Cross River National Park, Afikpo Caves, the slave routes at both Cross River and Akwa Ibom States, river cruising and sea sports fishing from Calabar, Obudu Ranch Resort, Akwa Ibom Golf and Leisure resort, and Trail of Mary Slessor activities.( Tourism Master Plan 2006)

One of the iconic natural features of this cluster is the Cross Rivers National Park (CRNP). The park which has a total area of about 4,000 km<sup>2</sup> is the oldest rainforests in Africa with trees measuring up to 50meters in height, and has been identified as a biodiversity hot spot with different kinds of wildlife and endangered species. Sixteen primate species have been recorded in the park. These include common chimpanzees, drills and Cross River Gorilla some of which has become extinct. (John Terborgh (2002). The park was first proposed shortly before the Nigerian Civil War in 1965, but actual planning did not start until 1988. The World Wide Fund for Nature, based in United Kingdom played a leading role for the plan to establish the park in two divisions separated by farmland and the Cross River valley, with a budget of \$49.9 million. The plan envisaged villagers in the buffer zone being involved in running the park and being given development aid. It was formerly established in 1991 by the Babangida Military administration. The Federal Ministry of Culture and Tourism is responsible for formulating, monitoring and maintaining tourism matters. Government policy on

tourism was formulated in 1991. There are also other tourist attractions spread across the six geopolitical zones such as the Sahara gateway cluster in the North-East, the confluence capital city cluster in the North-Central, the Atlantic gateway cluster in the North-West, and the Scenic nature cluster in the West. In another study by Olukesusi (1990), infrastructure, publicity and marketing determine the demand for tourism in Nigeria. Enders et. Al.,(1992; Bichaka et al. 2007), identified peace and stability, economic boom or depression, and devaluation as factors that can also affect the demand for tourism and its impact on local economy. Ndajiya et al.,(2014) found that inadequate funding, low investment and lack of political will have been constraints to Nigeria’s tourism industry. They opined that if tourism policies are well articulated, to develop the subsector in a sustainable, equitable and responsive manner, it will raise the standard of living of Nigerians. Most of these studies were conducted in the 80s and 90s, hence, there is a gap and a need to update tourism subsector’s impact on the Nigerian Economy. Besides, these studies did not undertake a comparative analysis with some African countries and also have no projections up to 2024. These make our study peculiar in filling the gap.

## METHODOLOGY AND DATA ANALYSIS

In our research, we have used the Survey method as our research design, (Awoseyin(1990); We conducted a primary and secondary survey. The primary survey was conducted through structured questionnaires with closed ended questions; and the respondents of the study are the surrounding communities of Cross River Wild Life Park and the Obudu Cattle Ranch. We used probability sampling to select our sample from the population in order to make it a true representative of the population. The secondary survey consists of survey of literature, collecting, sorting, classification and analysis of existing data on the impact of tourism on Nigerian economy. In the data analysis, we use correlation analysis (using chi-square), simple percentages statistical technique of evaluation and the descriptive statistics involving tables and charts.

**Table1.** *Tourism’s Total Contribution to GDP in Selected African Countries*

S/N	Countries	2014 % Share
1	Gambia	21.8
2	Morocco	18.7
3	Tunisia	15.2
4	Namibia	14.8
5	Tanzania	12.9
6	Egypt	12.6
7	Kenya	12.1
8	Senegal	11.6
9	South Africa	9.5
10	Nigeria	3.2

**Source:** *Compiled by authors from World Travel and Tourism Council (WTTC,2014)*

**Table2.** *Tourism’s Contribution to Aggregate Employment in Selected African Countries*

S/N	Countries	2014 % Share
1	Namibia	19.4
2	Gambia	18.7
3	Morocco	16.7
4	Tunisia	13.8
5	Egypt	11.5
6	Tanzania	11.2
7	Kenya	10.6
8	Senegal	10.2
9	South Africa	10.1
10	Nigeria	2.8

**Table3.** *Estimated Tourism’s Contribution to Capital Investment 2014-2024*

S/N	Countries	2014-2024 % Growth PA
1	Gambia	8.2
2	Tanzania	6.7
3	Morocco	5.4
4	Kenya	5.4
5	Nigeria	5.1

6	Senegal	4.9
7	Namibia	4.8
8	Egypt	4.7
8	Tunisia	3
10	South Africa	1.8

**Table4.** *Estimated Visitors' Exports Contribution to Aggregate Exports*

S/N	Countries	2014-2024 %Growth PA
1	Namibia	7.1
2	Tanzania	6.2
3	Morocco	6
4	Kenya	5.2
5	Egypt	4.9
6	South Africa	4.1
7	Senegal	3.8
8	Nigeria	3.5
9	Tunisia	2.9
10	Gambia	1.2

From table 1-4, impact of tourism on Nigeria's economy based on the indices of employment, GDP, Exports and capital investment has been dismally poor, compared to nine other selected African countries. The poor performance of the Nigeria's tourism sector is caused by under-investment in the sector and lack of priority attention to the industry. Other problems confronting the sector are social and political instability, lack of integrated community-based natural resource management system, poverty, unemployment, dependency and indiscriminate hunting of wildlife, corruption, policy inconsistency, lack of proper implementation, project monitoring and transparency, as well as abandoned rural tourism projects. However, table 5-fig.9 show a projected positive impact of tourism on Nigeria's economy between 2014-2024. These tables and figures comparatively show that Nigeria will drive the continent's tourism industry long-term growth. This forecast is predicated on Nigeria's latent tourism potentials and the renewed interest in the industry. Nigeria has a significantly increasing domestic demand for, and consumption of tourism. Success in a comprehensive poverty reduction program would further increase domestic demand and consumption of tourism. There is a promise of huge foreign exchange from international tourists, but domestically-induced, which will stimulate Africa's tourism market like never before. In fig.7, domestic travel spending generated 91.6% of tourism revenue in 2015, which makes investment in Nigeria's tourism sector sustainable.

**Table5.** *Projected Tourism's Direct Contribution to Employment 2014-2024*

S/N	Countries	2014-2024 %Growth PA
1	Namibia	7.3
2	Nigeria	3.3
3	Morocco	2.7
4	Egypt	2.5
5	South Africa	2.4
6	Kenya	2.3
7	Tanzania	2.2
8	Senegal	1.7
9	Tunisia	1
10	Gambia	0.2

**Table6.** *Projected Tourism's Aggregate Contribution to Employment 2014-2024*

S/N	Countries	2014-2024 %Growth PA
1	Namibia	6.3
2	Nigeria	3.6
3	Tanzania	2.7
4	Morocco	2.4
5	Egypt	2.4
6	Kenya	2.3
7	South Africa	2.1
8	Senegal	1.8
9	Gambia	1.5
10	Tunisia	0.9

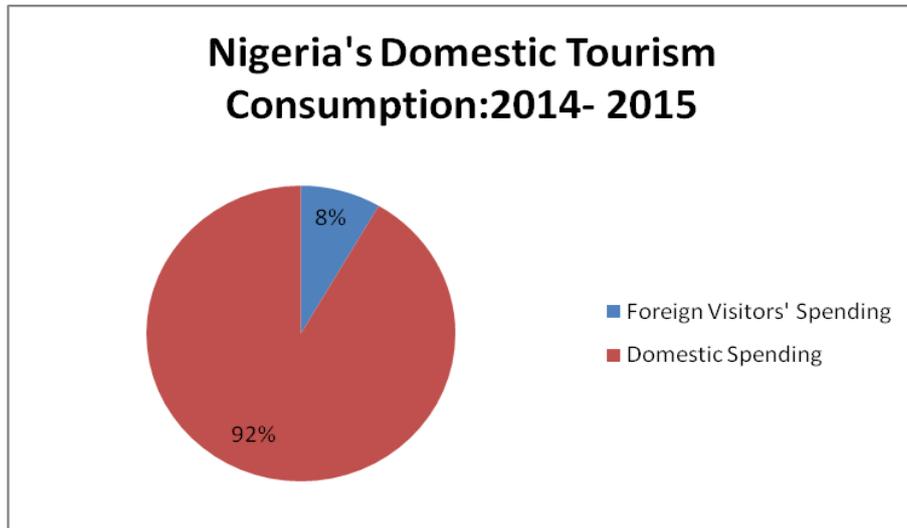


Fig7. Nigeria's Domestic Tourism Consumption 2014-2015

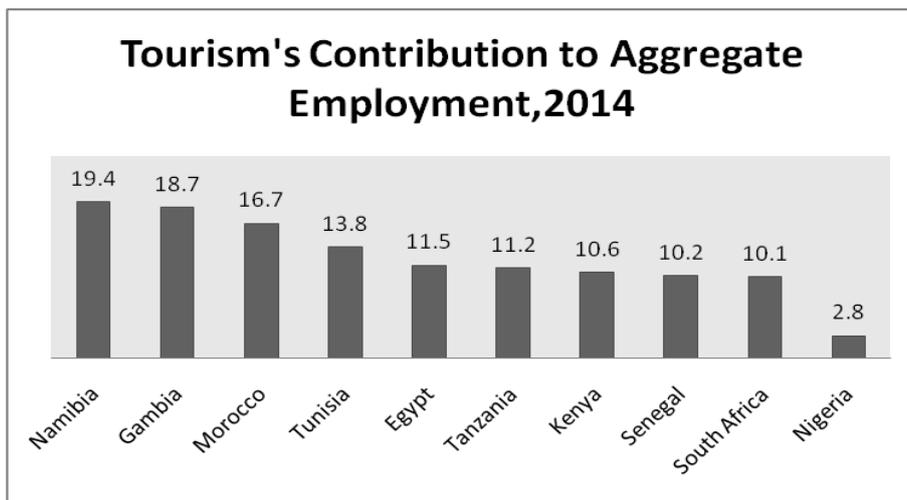


Fig8. Graph Showing Tourism's Contribution to Aggregate Employment in 2014

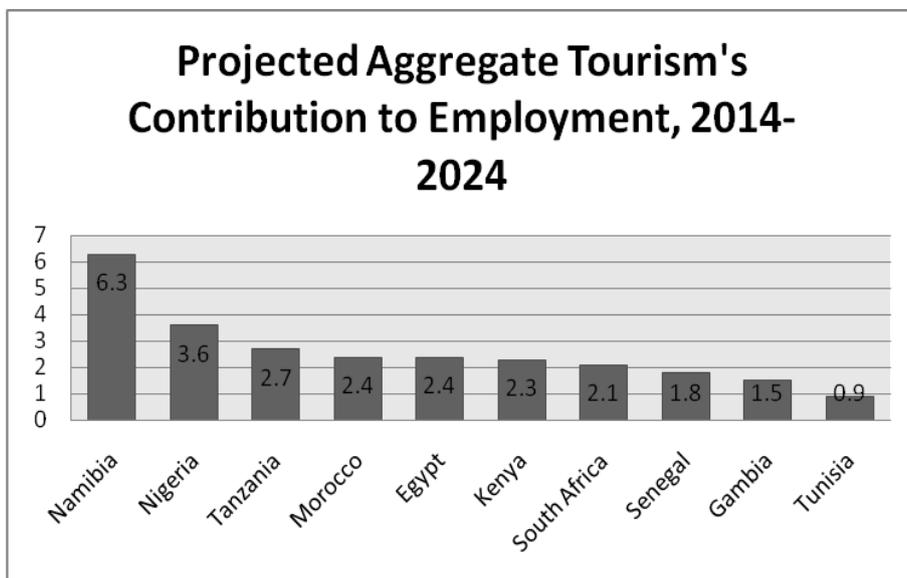


Fig9. Projected Tourism's Contribution to Aggregate Employment, 2014-2024

## SUMMARY OF PRIMARY DATA RESULTS

**Hypothesis 1:** There is no significant difference between Tourism and the rate of employment in the local community of Obudu Cattle Ranch and Cross River National Park.

**Table1.** Tourism Employment and Level of education

	University	College	Secondary	Primary	None
Beneficiaries	6	5	26	27	7
Non beneficiaries	0	2	3	6	0
Total	6	7	29	33	7

**Hypothesis 2:** Tourism has no significant impact on sustainable development

**Table2.** Tourism and sustainable development

	Sustainable	Non-sustainable	Total
Yes	60	10	70
No	10	2	12
Total	70	12	82

**Hypothesis 3:** Locals with direct access to Tourism benefits/assets enjoy Tourism Income Multiplier than locals who do not have direct access to Tourism assets and infrastructure.

**Table3:** Access to Tourism Assets

	Enough access	Limited access	No access	Total
Yes	58	7	6	71
No	7	4	0	11
Total	65	11	6	82

**Hypothesis 4:** Access to infrastructure does not enhance livelihoods diversification behavior, and less dependent on harvesting the ecosystem

**Table4:** Access to infrastructure

	Access to infrastructure	Non-access to infrastructure	Total
Livelihoods diversity and less dependent on ecosystem	24	48	72
No diversity	4	6	10
Total	28	54	82

$$X^2 = \sum \frac{(O-E)^2}{E}$$

E

**Table5.** Chi-square summary of results

Hypotheses	Observed Values	Critical Values	Degree of Freedom	Level of Significance	Remarks
1	4.28	9.49	4	0.05	Not significant
2	0.05	3.84	1	0.05	Not significant
3	5.68	5.99	2	0.05	Not significant
4	0.17	3.84	1	0.05	Not significant

## DISCUSSION OF MAJOR FINDINGS

The impact of tourism on sustainable development is felt via the income multiplier effect, the employment, infrastructure and environmental development and friendliness with the ecosystem. We found that the demand by tourists to Obudu Cattle Ranch and the Cross River National Park implies spending some money with the local community; airport workers, farmers, fishermen, hoteliers, caterers, taxi drivers, hair dressers, etc, who in turn spend on their healthcare, housing, child education, food security and more. This has reduced the locals' dependence on indiscriminate harvesting of the ecosystem and wildlife for livelihood. This finding is in line with Awoseyin's (2003) concept of the Tourism Income Multiplier (TIM). France, being the number one tourist nation is a beneficiary of Tourism Income Multiplier; this is why it has a tourism development plan to attract 100million tourists annually till 2020. The plan wants to also address the paradox why France receives 10% fewer revenue than Spain despite having 30% number of tourists. The United Arab Emirates also has a similar plan to double the number of international tourists to 20million from the present 10million by the year 2020. To this end, Dubai alone is adding to its impressive record the construction of 160,000 hotel rooms while Emirates Airline, the national carrier is increasing its fleet with corresponding expansion of the Dubai Airport. Nigeria could generate \$10billion annual

projected growth from tourism industry. This is realistic considering the present size of the industry and the current GDP. For instance, if we assume that 10% out of 175million Nigerians travel locally for business, leisure, culture, etc, spend only 10% of the per capita income of N3,400 (\$340), we will probably be having a tourism market that is worth more than \$9billion. This alone will account for roughly 20% of Africa’s current tourism industry. This clearly showcases the multiplier effect of tourism and the possibilities in the industry, and the more reason why it is in the interest of government to get the industry organized in order to increase non-oil income. Already a good number of economies in Africa are aware of the tourism income multiplier; they derive substantial revenue from tourism. In Gambia, tourism accounts for as much as 22% GDP. 12.1% of Kenya’s total GDP comes from the sector while employing more than 10% of the total labour. In Ghana it accounts for 7.2% GDP and 5.8% employment respectively. Following the rebasing of the economy in April 2015, Nigeria emerged not just Africa’s biggest economy, ahead of South Africa with GDP of \$384.3 but also the 26th largest economy in the world. The nominal GDP also places Nigeria ahead of countries like Austria with \$394.7 billion, Venezuela with \$381.26 billion, Columbia \$369.6 billion, Thailand \$365.96 billion, Denmark \$314.88 billion, Malaysia \$274.7 billion and Singapore \$269.87 billion. In other words Nigeria’s growing middle class with an increasing international exposure will induce a domestic-driven tourism market, just the way Nollywood created an entertainment industry that now accounts for 1.2% of GDP. Tourism increases foreign exchange to provide the investment necessary to finance the development of other sectors and macroeconomic growth. The socioeconomic impact of tourism subsector is seen in promoting sports, arts and cultural exchanges, as well as inter-marriages. Individuals from diverse cultural backgrounds meet, promoting unity, peaceful coexistence at continental and global levels, beyond racial, ethnic and religious divides.

## **RECOMMENDATION**

Nigeria cannot afford to delay in diversifying the economy and developing the tourism subsector. Tourism export and domestic market performance should elicit an appropriate response from a government desirous of diversifying the economy, creating sustainable jobs, youth’s empowerment and expanding revenue base. The literature review, and with relevant statistics have shown that tourism is an untapped and under invested sector that can stimulate Nigeria’s socio-economic progress through job creation, export revenues from foreign tourists as well as infrastructure development. Nigeria has enormous tourism potentials and it is required to undertake a strategic plan to reposition the industry. Countries that generate substantial revenue from tourism initiate ambitious plans with measurable performance benchmarks to drive the industry. Tourism planning and development is holistic and cuts across different segments of the economy and different ministries. In order for tourism to succeed in Nigeria, there must be close cooperation between various levels of government (Federal, state & LGA) as well as the private sector. Nigeria must take the issue of tourism planning and implementation very seriously and urgently too. Nigeria cannot develop the best tourist site and expect it to attract foreign tourist without putting in place the necessary ingredients that will make it thrive. For example, providing security of tourists in all parts of Nigeria is a key to the growth of the industry. The establishment of a national park is done by the federal Ministry of Environment, but it depends on the Ministry of Interior to issue tourist visas, the Ministry of Foreign Affairs, Export Promotion Council and National Tourism Development Corporation (NTDC) to project and market the sites to the outside world. These show the various inter-ministerial/sectoral linkages in tourism development, which is lacking in our system. We also recommend institutional capacity building. This will involve the strengthening of all the institutions that drive tourism to make them more efficient and alive to their responsibility. The Nigeria’s ecosystem; environment, wildlife, soil water, rivers, streams, forests, rocks, falls, sun and air space etc must be seen and treated as part and parcel of inseparable sustainable tourism development program.

## **SUMMARY AND CONCLUSION**

This study has proven beyond reasonable doubts that tourism has significant positive impact on sustainable development. However, this impact is yet to be fully realized in Nigeria due to certain challenges in the industry. For instance, the contribution to government revenue from VAT levies on the hospitality subsector, recorded at N1.149 Million in 2004, is considered to grossly understate the actual level of revenue received, (WTTC,2014). In many cases with federal and state government, the revenue value and impact is unknown. Nigeria is indeed Africa’s tourist paradise waiting to happen as it has in abundance all that an average tourist desires: good tropical weather, a variety of wildlife,

awe-inspiring waterfalls, historical relics, captivating beaches, and rolling hills, coupled with the warm-hearted and culturally active populace. Tourism can become an avenue for Nigeria’s rapid economic transformation and dilute the current attention paid to crude oil. Fortunately this is true. Presently the world economy is driven by the services sector to which tourism is a major component. As already noted the volume of business activities generated by tourism globally equals or surpasses that of oil exports. Unlike oil that is non-renewable and suffers global price volatility, tourism is renewable and sustainable. There is absolutely no reason why the Nigerian macro economy should enter depression, because of oil price fluctuations, if tourism and agriculture were taken up as profitable diversification options.

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