

TOURISM MARKETING AND ECONOMIC GROWTH: A COMPARATIVE STUDY OF NIGERIA, SEYCHELLES AND SOUTH AFRICA

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Abstract: *The study empirically examined the relationship between tourism marketing and economic growth and also compared tourism marketing and its contributions to employment, revenue, and GDP in Nigeria, Seychelles and South Africa. The secondary data relied on the 2014 Travel and Tourism Economic Impact Reports for Nigeria, South Africa and Seychelles, 2013 Travel and Tourism Competitive Index Reports conducted by the World Economic Forum (WEF) and Number of International Arrivals by the World Bank. The collected data were analyzed with descriptive statistics. The findings indicated that marketing programmes and strategies enhance development and promotion of tourism products in Nigeria but not as compared to the programmes of countries selected. A positive relationship existed between employment generation, GDP, public revenue and tourism marketing. The study concludes that in order to make Nigeria a competitive destination, consistent and shared brand or destination image needs to be developed in the marketing programmes of the Destinations Marketing Organisations (DMOs). The study recommends that cooperative marketing and public-private partnerships between the DMOs and the stakeholders in the industry should be encouraged to enable it develop strategic and consistent marketing programmes that would help in making Nigeria a competitive destination.*

Keywords: *Marketing, Tourism, Economic Growth, Destination Marketing Organization.*

1. INTRODUCTION:

Tourism is becoming one of the main focus for economic revitalization globally and especially in developing countries where attention is being directed, to serve as avenue for economic diversification (Awodele & Ayeni, 2011). It benefits the country as a whole, as well as the local economy through its multiplier effects. One of the main attributes of the tourism sector is the labour intensiveness, which affords tremendous opportunities for employment, income generation and foreign exchange earnings (Adaora, 2010).

Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors of the world. Modern tourism is closely linked to development and encompasses a growing number of new destinations. These dynamics have turned tourism into a key driver for socio-economic progress (World Economic Forum, 2013).

Today, the business volume of tourism equals or even surpasses that of oil exports, food products or automobiles. It has become one of the major players in international commerce and represents at the same time one of the main income sources for many developing countries (World Travel and Tourism Council, 2014), including Nigeria. This growth goes hand in hand with an increasing diversification and competition among destinations.

According to Aiyamenkhue (2010), the tourism potentials of Nigeria are very enormous and there is no gainsaying that if properly developed will herald huge revenues into our country. Nigeria offers a wide variety of tourist attractions such as extended and roomy river and ocean beaches ideal for swimming and other water sports, unique wildlife, vast tracts of unspoiled nature ranging from tropical forest, magnificent water falls, some new rapidly growing cities and climatic conditions in some parts particularly conducive to holidaying. Other attractions include traditional ways of life preserved in local customs, rich and varied handicrafts and other colourful products depicting or illustrative of native arts and lifestyle, and the authentic unsophisticated but friendly attitude of many in the Nigerian population.

Over dependence on oil is undermining other potent areas of development, and today, external forces are manipulating the global oil market to the disadvantages of major producers in the third world. It has now dawned on Nigeria that mono-economy, based on petroleum, whose price rests on the industrialized nation, is not reliable, hence, the need for diversification (Chukwuka, 2013). The recognition of the increasing role and prospects of tourism in the global socio-economic sector immediately attracts attention, especially as Nigeria is bountifully blessed with tourism resources. The Destination Marketing Organisations (DMOs) both at the national and regional levels were expected to develop comprehensive tourism programmes, train staff for the sector, package tourism products in Nigeria and

market them for both domestic and foreign consumption. It was also expected to assist the federal government in its drive to expand the horizon and contribution of Nigeria's non-oil exports to the national purse.

2. STATEMENT OF THE PROBLEM:

Nigeria is one of the destinations of the world with abundant tourism resources ranging from waterfalls, cultural festivals and heritage, religious festivals, beaches, lakes, sporting events, etc. but has not been able to compete favourably with other destinations in Africa and the world. According to the World Tourism Organisation, Tourism Master Plan for Nigeria in 2006, it reported that marketing approach and activities towards tourism development are under-funded, inadequate and ineffective, the tourist attractions are unknown to the international travel trade and the image of Nigeria abroad is very negative and not being addressed. In order to tackle these problems, National Tourism Development Corporation launched series of programmes to promote tourism in Nigeria like promotion of cultural festivals (e.g. Osun Oshogbo Festival), collection and collation of dates of cultural and religious festivals in the country, show casing the tourism potential of Nigeria in the world cup events in South Africa and Brazil 2010 and 2014 respectively.

Despite the enormous tourism resources and marketing programmes of the DMOs in Nigeria and abroad, Nigeria is ranked 22nd in sub-Saharan Africa and 127th in world ranking (World Travel & Tourism Council, 2013). Tourism sector of Nigeria contributed only about 1.6% to the GDP in 2013, with a 2.5% increase in 2014. It generated only 2.8% to the total employment in 2013, which fell to – 1.4% in 2014 (WTTC, 2014). On international arrivals, the tourism sector attracted over 1.6million tourists in 2010 but fell to as low as 600 thousand tourists in 2013 (World Bank, 2013). The statistics clearly show that the marketing programmes of the DMOs are still ineffective and inadequate as reported by World Tourism Organisation (WTO) in 2006.

Although several studies have been carried out on tourism development and marketing in Nigeria, however, most of them focused on management of tourism (Adaora, 2010; Ojo, 2004), sustainable tourism (Ayeni & Ebohon, 2013), harnessing tourism potential (Jiboku & Jiboku, 2010; Tunde, 2012; Uduma-Olugu & Onukwube, 2012), marketing tourism potential (Omole, Amodu, Olanibi & Emmanuel, 2013), promoting an emerging tourism destination (Esu & Ebitu, 2010), influence of promotion of tourist choice (Ajake, 2015). These studies have not critically considered the influence of tourism marketing on national economic growth and development. Besides, none of these studies tried to study the success factors of top destinations in Sub-Saharan Africa and make a comparative analysis with Nigeria.

3. OBJECTIVES OF THE STUDY:

The main objective of the study is to examine the effect of Destination Marketing Organisations on marketing of tourism products in Nigeria. Specifically, the study strives to:

- Examine the nature of relationship that exist between tourism marketing and economic growth.
- Conduct a comparative analysis of tourism marketing and its effect on international Tourist Arrivals, employment, revenue, investment in Nigeria, Seychelles and South Africa.

4. OVERVIEW OF TOURISM:

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/ professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure (World Tourism Organisation, 2014).

In the work of Omole, Amodu, Olanibi and Emmanuel (2013), Modupe (1987) sees tourism as “the temporary movement of people away from their usual place of abode to another location for relaxation and leisure purposes. Improvements in the transportation system and the development of tourism centers have encouraged the movement of tourists to areas where opportunities for leisure, recreation and adventures are available”. Omole et al, (2013) gave more reasons for such movement to include, the desire for change and relaxation, the desire to treat them to a higher standard of comfort that they are normally accustomed to and the desire to participate in the promotion of business enterprises conferences, political meetings, religious and spiritual activities, and interests borne out of intellectual curiosity to see other cultures and physical attractions from which further knowledge could be acquired.

In the opinion of Andah (1990), as (cited in Jiboku & Jiboku 2010), tourism connotes the “mobilization of a people's cultural and natural resources, especially those aspects which make people unique from others. In essence, the mobilization and packaging of the uniqueness of a people for others to appreciate and admire represents tourism”. Tourism is widely acknowledged as an effective tool for socio-economic development, because of the positive backward and forward linkages with the rest sectors of the economy, which allows it to facilitate employment opportunities, income, local economic development, and enhance the quality of life (Ayeni & Ebohon, 2012). It also plays significant roles in alleviating the major political, social and economic problems that characterize the rural areas, and helps in developing the urban centers (Ojo, 2014). In the same vein, Jiboku and Jiboku (2010) opine that tourism,

if well-developed will enhance youth development, stem youth restiveness, and foster unity and social cohesion among the numerous ethnic groups in Nigeria.

The achievement of these roles is therefore the measure of tourism in any given economy, and the only way to realize the important roles of tourism is through well-developed, packaged and promoted tourist attractions (Tunde, 2012).

6. TOURISM AND DESTINATION MARKETING:

Buhalis (2000) sees destination as “complex networks involving a large number of co-producing agencies supplying a wide range of products and services. Destinations are an amalgamation of tourist products, offering consumers with an integrated experience”. He opines that the primary objective of any tourist destination is attracting and keeping the consumer interest in tourism products and services as to the specific tourism potential (Ispas & Saraga, 2011).

Destination marketing is “a proactive, strategic, visitor-centered approach to the economic and cultural development of a location, which balances and integrates the interests of visitors, service providers, and the community” (Destination Marketing Association International, 2009). It is also the process of communicating with potential visitors to influence their destination preference, intention to travel and ultimately their final destination and product choices (Sustainable Tourism Organisation, 2014).

Nicolescu (1975) as (cited in Kulcsar 2012), considers that tourism marketing would be the policy promoted by the tourism enterprise or organization, which, by constantly studying present and future tourism consumption requirements, for their best fulfillment and for achieving of a profitable business under the given market condition. It is widely accepted that tourism development for a destination is largely dependent upon tourism resources, both cultural and ecological, that the destination process in terms of their quality and quantity. Similarly, promotion, marketability and provision of tourism infrastructure are essentials for any meaningful tourism development (Ajadi, 2012).

7. DESTINATION MARKETING ORGANIZATION:

A destination marketing organization promotes a town, city, region, or country in order to increase the number of visitors. It promotes the development and marketing of a destination, focusing on convention sales, tourism marketing, and services (Ford & Peeper, 2008). Such organizations promote economic development of a destination by increasing visits from tourists and business travelers, which generate overnight lodging for a destination, visits to restaurants, and shopping revenues. They are directly responsible for marketing the destination brand through travel and tourism “product awareness” to visitors. Destination Marketing Organizations (DMOs) produce billions of dollars in direct and indirect revenue and taxes for their destination’s economies with their marketing and sales expertise (Destination Marketing Association International, 2009).

The DMOs provide information about a destination’s lodging, dining, attractions, events, museums, arts and culture, history and recreation, some even provide bus services, insider tips, blogs, photos, forums etc. Their marketing initiatives are achieved through: trade association market places, web pages, advertising, distribution of promotional and collateral materials; direct sales, hosting familiarization tours for journalists and travel industry personnel, and sponsoring other hospitality functions(DMAI, 2009).

In Nigeria, organized tourism dates back to 1962 to project the country’s tourism potential and encourage domestic and international tourism activities. Today, Nigeria Tourism Development Corporation (NTDC) is the apex tourism agency of the Federal Government of Nigeria charged with the overall responsibility of promoting, marketing and coordinating tourism activities in Nigeria (Ajadi, 2012). According to the author, the following specific objectives are set for the body:

- a. Creating the enabling environment for tourism to flourish through the promotion of good standards and efficient service delivery in the hospitality sector and to facilitate investment in the sector.
- b. Making tourism a major revenue earner by harnessing the country’s rich cultural heritage and other tourism assets with an efficient, proactive and highly motivated work force.
- c. Publicizing and promoting Nigeria’s endowment through print and electronic media/internet, production of quality brochures, flyers, guide maps, documentaries and active participation at local and international fairs/exhibitions.
- d. Standardizing and sanitizing the industry through registration, inspection, classification and grouping of the hospitality and tourism enterprises to meet international standard and customers’ satisfaction.
- e. Ensuring the provision of reliable and up-to-date tourism statistical data, establishment of tourism Data Bank and implementation of Tourism Satellite Account (TSA) to assess the impact of tourism in the nation economy.
- f. Identifying, assessing and documenting tourism sites and attractions for investment and promotion purposes.

- g. Establishing and enforcing code of conduct for travel, trade and business operators.
- h. Facilitating the promotion and marketing of the tourism products and services within and outside of the country.
- i. Promoting technical and professional tourism services.
- j. Facilitating and encouraging private sector and local communities' participation in the development of the tourism industry.

8. SEYCHELLES TOURISM BOARD (STB) AND ITS MARKETING POLICIES AND PROGRAMMES:

Seychelles Tourism Board (STB) is the apex tourism agency under the ministry of tourism in Seychelles. STB's responsibilities include the implementation of Seychelles' national tourism policy, research, product development, and marketing and coordination with its tourism offices and representative agencies abroad.

According to Mendes and Amla (2014), the new marketing strategy developed for Seychelles tourism is all about marketing the Seychelles more holistically as a destination and it is called Seychelles Incorporated. According to STB's CEO, Sherin Naikesa, "Seychelles Incorporated is the product that we sell. We are selling what we are, what we do, what we eat, what we enjoy, our cleanliness as well as the safety label – a place where people can come back to because they have enjoyed it so much".

In developing new markets, STB carried out survey and discovered that Seychelles is one of the top desired island destinations among the household decision markets in China. This led to a one day session organized by the Seychelles Tourism Board to enable members of the local tourism trade have a better understanding of the Chinese market and the needs of travelers from China. Tour operators from China gave presentations on their agencies and how Seychelles can meet the needs of the Chinese travelers.

Other marketing programmes of STB include:

- **Partnership:** STB boss spends time forging new contacts and partners, and this is important because current partners are crucial to the development the tourism sector (e.g. partnering with France, South Africa, and Mauritius etc.)
- **Trade fairs:** according to the minister of tourism "out of all tourism events, tourism trade fairs are the most fun and the most dynamic. Tourism board leads delegations to tourism trade fairs, and they invest time and resources in attending these tourism trade fairs". According to Amla (2014), the Seychelles islands had a brand-new look at this year's World Travel Market in London, United Kingdom as the Seychelles Tourism Board (STB) launched a new official destination video, along with updated information brochures and a new website – a site that showcases galleries, calendar of events and programmes, live webcam, video gallery, local music and everything you need to know about Seychelles.
- **End of year marketing meeting:** marketing meetings are held to discuss strategies for various markets (Europe, Africa, Asia, America etc.) in state of the market, challenges and strategies are discussed. Tourism marketing experts also join the STB and assess the marketing methods and refocus Seychelles as a brand.

Tourism Lessons from Seychelles

Since it completed its international airport four decades ago, Seychelles is the top destination for tourists in Africa, attracting 230, 272 tourists in 2013. Revenues from this sector soar beyond hundreds of millions of dollars per year. Tourists now account for 70 percent of foreign exchange earnings (Iruobe, 2014).

According to Rose-Marie Hoareau, Marketing Director of the Seychelles Tourism Board, several steps have been taken to position Seychelles as a preferred destination for continental and international tourists. These include:

- **Being flexible to market changes:** this must be one of the standard operating procedures of any kind of business, and tourism is no exception. Seychelles used to be very dependent on the European market. But when recession hit in Europe, the numbers started to decline. This is when the marketing focus moved to the Chinese and the Indian markets and these two emerging markets are doing wonders for them. According to the Marketing Director of STB, Chinese arrivals to Seychelles have grown by 207 percent, a direct result of proper positioning in the right market.
- **Understanding market needs and expanding product offering in Tandem:** this also goes without saying that the wrong product in the right market is as much a mismatch as the right product in the wrong market. For instance, the Chinese needs may be different from what the Europeans like. STB promoted the eco-tourism, the flora, fauna and the likes to the Chinese market instead of sun and sea preferred by the Europeans.
- **Nimble visa policy:** Seychelles have no visa policy because tourism is the pillar of its economy. According to the STB Marketing Director, "if you want people to come and visit you, you need to make it easy for them to do so, and visa processing can be sometimes very long and tedious". Copying this in its entirety might be difficult for other countries, but there is some truth in the argument above and tourist countries have to keep seeking ways to ease the visa acquisition process.

- **Leverage the media to tell your story:** great networking and partnership with local and international media, not to forget the social itself, are keys to projecting a brand attractive enough to draw in customers. Seychelles created a strong rapport that will make that person at the big media house tell her story (e.g. CNN, BBC etc.).

9. SOUTH AFRICA TOURISM (SAT) AND ITS MARKETING STRATEGIES AND PROGRAMMES:

South Africa Tourism (SAT) is the body that is charged with the responsibilities of developing and marketing South Africa's tourism products in collaboration with its tourism offices and representatives abroad.

According to Markhubela (2014), the underlying principles of South Africa Tourism (SAT) strategies include:

- A partnership between government, private sector and communities.
- Responsible tourism approach based on sustainable environmental management, social sensitivity and economic viability; and
- Sound market research and performance measurement

South Africa Tourism (SAT) recognized that the world scenario had been changing since the 2009 financial crash, as South Africa's core market of European travelers had significantly decreased international travel (PM communications, 2014). As a result of the decline in the volume of European arrivals, SAT shifted focus to other markets, such as India, China and Brazil.

In order to make South Africa the choice destination for Africans, and developing new markets, SAT increased its efforts throughout Continental Africa by opening regional hubs, as Africa was becoming an important source of tourism to South Africa. SAT opened up hubs in Nigeria and Ghana to serve the West African market, in Kenya to serve the East African market, and in the Democratic Republic of Congo (DRC) to serve Central Africa. This strategy offered a positive return on investment (PM Communications, 2014).

In an effort to make South Africa a most preferred tourism brand by 2014 and beyond, obtaining at least a 79% brand awareness, SAT looked at three criteria: brand knowledge, brand journey, and conversion of positive brand awareness to sales, SAT is also working to grow business event activities in all the provinces and increase total delegate arrivals between 2011 and 2020 by 57%.

SAT holistic strategy for marketing the South African brand internationally and domestically emphasizes South Africa culture and heritage and it is making effort to promote this brand in the BRICS (Brazil, Russia, India, China), and initiatives in the niche areas of tourism (such as medical, educational, religious forum).

Some of SAT's global partners are National Geographic and Cable News Network (CNN). Other opportunities taken globally by SAT were the "Meet the South Africa Campaign" that was rolled out across most of its core markets (TOMSA, 2014). The top six markets for South Africa are United Kingdom, U.S.A., Germany, China, India and France (PM Communications, 2014).

Still on collaboration and partnership, SAT is working closely with Tourism Business Council of South Africa (TBCSA). The TBCSA does not only speak on behalf of the private sector, but also plays an active role in galvanizing tourism business into action. Through Public-Private Partnership, the TBCSA has been at the fore front of initiatives that are geared towards addressing some of the sector's challenges. Some of the flagship programmes include:

- Raising additional fund for promotion of South Africa as a destination both locally and internationally
- Organizing of conferences, tourism business index, etc.

Other marketing programmes of the SAT include:

- The South African story App for Apple and Android,
- Websites developed to showcase Brand South Africa. The primary objective of Brand South Africa is to develop and implement proactive marketing and communication strategy for South Africa.
- Use of social networks like Twitter, YouTube, Facebook, Instagram, etc. to disseminate information about South Africa tourism.

Key Success Factors of South Africa Tourism Strategy

- Strong partnerships and collaborative initiatives with all stakeholders including media, industry stakeholders and communities.
- Effective packaging to ensure competitive pricing, access to information, ease of purchase, quality travel experiences in line with target market needs.
- Affordable, safe and convenient access and transport modes to tourism destinations and products.
- Domestic tourism campaigns rollout.
- Research and focus on areas of high potential for domestic tourism growth.
- Recognizing the role of platforms such as travel agents, banks, websites, mobile phones and Apps etc.
- Collaboration for collection and sharing of information for statistical purposes.
- Ensuring that there are monitoring, evaluations and reporting of mechanism in place.

10. TOURISM AS A TOOL FOR ECONOMIC DEVELOPMENT:

With oil revenue on the decline, as a result of the global financial crisis, the Nigeria Government has been looking for ways to breathe new life into the economy. Realizing that tourism is a strong alternative to crude oil as a revenue earner, in view of declining global oil prices, it has selected the industry as one of six priority areas central for revival of the economy. The government has made tourism its main instrument for achieving Nigeria’s 7-point agenda and its vision 20:20:20 programme through the diversification process; it hopes to reposition the industry as alternative source of revenue (World Travel Market, 2010).

Tourism is widely acknowledged as an effective tool for socio-economic development, because of the possible backward and forward linkages with the rest sectors of the economy which allows it to facilitate employment opportunities, income, local economic development, and enhance the quality of life (Ayeni & Ebohon, 2012). It is also an important economic activity in most countries around the world. As well as its direct economic impact, the industry has significant indirect and induced impacts (WTTC, 2014). The direct contribution of travel and tourism to GDP is calculated from total internal spending by “netting out” the purchases made by the different tourism sectors. The direct contribution to travel and tourism to GDP in 2013 was NGN757.3bn (1.6% of GDP). This is forecast to rise by 2.5% to NGN776.5bn in 2014 and it is expected to grow by 5.8% per annum to NGN1, 366.0bn (1.6% of GDP) by 2024 (WTTC, 2014).

Travel and tourism generated 866,000 jobs directly in 2013 (1.3% of total employment). This includes employment by hotels, travel agents, air lines and other passenger transportation services (excluding commuter services). The total contribution to employment (including wider effects from investment, the supply chain and induced income impacts) was 1, 837, 000 jobs in 2003 (2.8% of total employment) and by 2024, it is forecast to support 2, 592, 000 jobs (3% of total employment) an increase of 3.6% per annum over the period (WTTC, 2014). Visitors’ exports and investment are key component of the direct contribution of travel and tourism. In 2003, Nigeria generated NGN107.1bn in visitor exports and in 2014, the country is expected to attract 900, 000 international tourist arrivals. By 2024, international tourist arrivals are forecast to total 1, 625, 000 generating expenditure of NGN149.7bn, an increase of 3.5% per annum. Investment on the other hand is expected to have attracted capital investment of NGN264.2bn in 2013. This is also expected to rise by 1% in 2014, and rise by 5.1% per annum over the next ten years to NGN438.9bn in 2024 (WTTC, 2014).

11. METHODOLOGY:

The secondary data approach was used to gather relevant data and information used in this study. The study relied on the 2014 Travel and Tourism Economic Impact Reports for Nigeria, South Africa and Seychelles packaged by World Travel and Tourism Council (WTTC), 2013 Travel and Tourism Competitive Index Reports Conducted by the World Economic Forum (WEC) and 2013 International Tourist Arrivals by the World Bank. Travel and Tourism Competitiveness report is based on three broad variables that facilitate travel and tourism business. Based on the report, the ranking and position of Nigeria, Seychelles and South Africa were subjected to analysis in these key variables: Travel and Tourism Regulatory Framework; Travel and Tourism Business Environment and Infrastructure; and Travel and Tourism Human, Cultural, and Natural Resources. The positions of Nigeria, Seychelles and South Africa were subjected to five-point Likert Scale of 1 – 30, “excellent”, 31 – 60, “good”, 61 – 90, “fair”, 91 – 120, “poor” and 121 – above, “very poor” as in the work of Bello, Bello and Raja, (2014). This scale helped to interpret the current status of the factors and policies that make these countries competitive destinations in Sub-Saharan Africa. Meanwhile, data from World Travel and Tourism Council (WTTC) and the World Bank were also subjected to descriptive analysis, using percentage method, in these key areas: Tourist arrivals, Contributions of Tourism towards Employment, revenue generation, Gross Domestic Product (GDP).

12. DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS:

Table 1: THE TRAVEL AND TOURISM COMPETITIVENESS INDEX 2013: SUB-SAHARAN, SEYCHELLES, SOUTH AFRICA AND NIGERIA.

Country/Economy	SUBINDEXES				
	Regional ranking	Overall ranking	T&T regulatory framework ranking	Business environment and infrastructure ranking	T&T human, cultural and Natural resources ranking
Seychelles	1	38	47 (good)	42(good)	48(good)
South Africa	3	64	81 (fair)	59(good)	58(good)
Nigeria	22	127	135(very poor)	114 (poor)	118(poor)

Source: WEF (2013) Travel and Tourism Competitiveness Report: Reducing Barrier to Economic Growth and Job Creation, Geneva: World Economic Forum.

Table 1 shows the results for the three selected countries from the sub-Saharan region, which sees the Seychelles at the top of the rankings for the regions and 38th overall, South Africa 3rd in the region and 64th overall, while Nigeria is ranked 22nd and 127th overall.

The importance of Travel and Tourism for Seychelles’ economy is reflected in its top ranking for the prioritization of the industry, with the second highest T&T expenditure-to-GDP ratio in the world and effective marketing and trading campaigns.

On Travel and Tourism regulatory framework, Seychelles ranks 47th (good), South Africa 81st (fair) while Nigeria ranks 135th, (very poor). This shows that among the three countries, Nigeria is lagging behind in the areas of policy rules and regulations, environmental sustainability, safety and security, health and hygiene, and prioritization of travel and tourism.

On business environment and infrastructure, Seychelles ranks 42nd (good), South Africa 59th (good), while Nigeria ranks 114th (poor). This reveals that Seychelles and South Africa are investing heavily on tourism infrastructure more than Nigeria, making the business environment conducive by providing air transport infrastructure, good transport infrastructure, tourism infrastructure, ICT infrastructure and being price competitive in the travel and tourism industry.

Furthermore, based on Travel and Tourism human, cultural and natural resources, Seychelles ranks 48th (good), South Africa ranks 58th (good), while Nigeria ranks 118th (poor). This shows that the needed human, cultural and natural resources for travel and tourism investment in Nigeria are not encouraging. From the competitiveness index, it shows that Nigeria is not competing favourably with other tourist destinations in sub-Saharan Africa.

Table 2: INTERNATIONAL TOURISM, NUMBER OF ARRIVALS (2005 - 2013)

Years	Nigeria	Seychelles	South Africa
2005	1,010,000	129,000	7,369,000
2006	1,111,000	141,000	8,396,000
2007	1,212,000	161,000	9,091,000
2008	1,313,000	159,000	9,592,000
2009	1,414,000	158,000	7,012,000
2010	1,555,000	175,000	8,074,000
2011	715,000	194,000	8,339,000
2012	486,000	810,000	9,188,000
2013	600,000	922,000	9,537,000

Source: The World Bank (2013) International Tourism: Number of Arrivals

International tourist arrivals measure the effectiveness of the marketing programmes of the DMOs and others policies of the government towards developing the country’s tourism industry. From table 2, Seychelles and South Africa have over the years enjoyed progressive arrivals of international tourists and compared to Nigeria that witnessed a progressive arrival for 2005 – 2010 and it dwindled from 2011 – 2013. This shows that the affinity of Nigerians and the international community to participate in travel and tourism is not encouraging, and the implication shows the low tourist arrival in the country. Despite the vast natural and cultural resources in Nigeria, Nigeria has not been able to fully develop and market these potentials to the outside world.

Table 3: TOURISM ACTIVITIES AND CONTRIBUTIONS TO THE ECONOMY

Tourism activities in the economy (key variables)	Seychelles			South Africa			Nigeria		
	2013 SCR Mn’	2013 % of total	2014 % of growth	2013 ZAR bn’	2013 % of total	2014 % of growth	2013 NGN bn’	2013 % of total	2014 % of growth
Direct contribution to GDP	3,046.3	21.2	0.5	103.2	3.0	4.3	757.3	1.6	2.5
Total contribution to GDP	8,109.1	56.5	0.2	323.0	9.5	3.6	1,559.5	3.2	1.9
Direct contribution to employment	9,700	22.7	1.5	645.5	4.6	2.9	866	1.3	0.8
Total contribution to employment	24,100	36.5	- 1.9	1,404	10.1	2.4	1,837	2.8	- 1.4
Visitors exports	4,416.1	37.1	0.2	97.8	9.4	5.7	107.1	0.6	- 0.9
Domestic	320.5	3.6	2.7	123.7	3.6	2.7	1,174.5	2.4	3.0

spending									
Leisure spending	3,803.7	15.9	0.4	142.9	2.0	4.3	677.2	0.8	3.3
Business spending	1,132.9	4.9	0.8	78.6	1.1	3.5	604.4	0.7	1.9
Capital spending	1,747.0	26.0	- 0.9	56.8	8.6	1.1	264.2	4.8	1.0

Source: WTTC (2014) Travel and Tourism Impact 2014: Nigeria, Seychelles and South Africa.

In analyzing the key variables stated in Table 3 above, percentage method was used to compare the selected countries. On total contribution to GDP, Seychelles’ tourism contributed 56.5%, South Africa 9.5%, while Nigeria’s tourism activities contributed 3.2%. This reveals the level of prioritization of tourism by Seychelles and the need for Nigeria to diversify and focus on tourism development and marketing.

On total contribution to employment, Seychelles tourism generated about 56.5% of the total employment in 2013, 10.1% for South Africa, and 2.8% for Nigeria. This result shows the level of tourism activity in terms of employment generation in Nigeria.

On visitor exports, tourism contributed 37.1%, for Seychelles, 9.4% for South Africa and 0.6% for Nigeria, thereby confirming report of low tourist arrivals in Nigeria by the World Bank (2013).

On capital investment in tourism infrastructure, marketing programmes, etc. Seychelles invested up to 26%, South Africa 8.6%, while Nigeria invested 4.8% of the total capital investment on tourism. This shows that travel and tourism business environment and infrastructure in Nigeria do not encourage tourism investment.

13. SUMMARY OF FINDINGS:

The result based on the descriptive statistics and literature search revealed the following:

- The travel and tourism regulatory framework that supports tourism investment is not encouraging as Nigeria is rated “very poor”. The regulatory framework includes; policy rules and regulations, environmental sustainability, safety and security, health and hygiene, and prioritization of travel and tourism.
- The travel and tourism business environment and infrastructure in Nigeria is rated “poor” with the rank of 114th out of 140 countries. Seychelles and South Africa are investing heavily on tourism infrastructure, making the business environment conducive, improving on ICT infrastructure and are price competitive in the travel and tourism industry.
- The travel and tourism human, cultural and natural resources are rated “poor”, ranking 118th out of the 140 countries. Nigeria lacks manpower to manage tourism business, despite the abundant natural resources and the multicultural nature of the country. Lack of adequate tourism educational programme in Nigeria is affecting tourism development and marketing.
- Nigeria has witnessed a continuous decline in international tourist arrivals since 2011. In 2013, visitor exports amounted to 37.1% for Seychelles, 9.4% for South Africa and 0.6% for Nigeria. This could be as a result of poor marketing programmes and campaigns by the DMOs, security issues and bad image of Nigerians abroad. Tourism authorities in Seychelles and South Africa engage in aggressive marketing campaigns to promote their tourism potentials. They make use of promotional mix including the use of social networks, effective and efficient websites, blogs, conferences, seminars, organized tours for journalists etc.
- The total contribution of tourism to GDP for Nigeria’s economy was about 3.2% in 2013 compared to Seychelles (56.5%) and South Africa (9.5%). This confirms overdependence of the country’s economy on crude oil.
- The total contribution of tourism to employment in 2013 was 2.8% for Nigeria, 56.5% for Seychelles, and 10.1% for South Africa. This was as a result of low capital investment in tourism which was about 4.8% for Nigeria, 26.0% for Seychelles and 8.6% for South Africa in the same year.

14. CONCLUSION:

In order to develop and promote Nigeria tourism potential and make Nigeria competitive and a choice destination, urgent and credible actions are needed in the areas of travel and tourism human, cultural and natural resources.

Nigeria is blessed with abundant natural and cultural resources that if adequately harnessed and promoted are capable of attracting both domestic and foreign tourists, but over dependence on oil is hampering its development and marketing. In the face of oil price fluctuations and with adequate marketing programmes for the tourism sector, it is capable of sustaining the economy or at least contributes significantly towards employment generation, public revenue, infrastructural development and Gross Domestic Product (GDP).

15. RECOMMENDATIONS:

Based on the findings and conclusion, this study suggests the following recommendations:

- The regulatory framework that supports tourism investment should be re-evaluated and encouraged. DMOs should work in collaboration with other agencies in the areas of policy rules and regulations, environmental sustainability, safety and security, health and hygiene, and prioritization of travel and tourism.
- Government should develop and upgrade basic infrastructure and tourism infrastructure at notable sites and destinations in Nigeria, like roads, railways, water ways, power supply, airports, sea ports, security equipment in order to restore confidence in the minds of local and international tourists.
- DMOs should collaborate with the ministry of education through its agencies like National University Commission (NUC) in developing tourism programmes into institutions of higher learning in Nigeria. This would assist in developing human capital for the sector. In addition, marketing personnel should be injected into the corporation to help in inculcating marketing orientation and social marketing orientation into the Corporation which would help in developing quality products and designing of quality promotional campaigns to attract more tourists into the country.
- Marketing on individual product or attraction can be an expensive and time intensive process for an industry operator and marketing at a destination level through a collaborative effort between industry stakeholders can help to gain time and cost efficiencies and identify new market potentials. Therefore, National Tourism Organisation should collaborate with State Tourism Boards and all stakeholders in tourism industry in developing consistent and holistic marketing programmes.
- The corporation should develop an interactive forum through the use of social networks like Facebook, Twitter, YouTube, Instagram, etc. to enable actual and potential tourists follow its programmes and also get information on tourism potential of the country.
- DMOs should work closely with international media, such as Cable Network News (CNN) in promoting tourism in the country. Many countries promote in international media to attract international tourists and also place news stories in order to create good image for the destination.
- Tourism marketing offices and representatives should be opened like the case of Seychelles and South Africa to help in disseminating information and marketing programmes about tourism in Nigeria.

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