

For the further development of tourism in Greece is necessary need to attract more investments in the sector with the construction of new large modern hotels in the new tourist destinations, not forgetting to improve the quality and level of transportation within the country and abroad. Additionally, you can also attract foreign tourists throughout the year with an increase in the choice of holiday destinations considering the habits of tourists who can find more information on the Internet. Increased national tourism image of the state and conduct large-scale advertising campaign using the latest technologies in the world media, you can increase the flow of foreign tourists to Greece until 2021 to 24 million people, the total gross value added in the 44 billion euro and total jobs 1044 thousand.

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### **DEVELOPMENTAL PERSPECTIVES AND WAYS OF IMPROVING TOURISM IN NIGERIA**

Nigeria's abundant natural and cultural resources, business opportunities and other fundamentals point out the country have great potential to rake in good fortunes from tourism. Nigeria, with its vast landmass, physical features, rich cultural diversity, and numerous wildlife zones clearly has several advantages over other countries [1]. The country has over 250 ethnic groups and numerous opportunities for cultural tourism in terms of historical sites, annual traditional festivals, beautiful beaches, folk art such as crafts, carvings, and sculpture, etc.

Tourism has being operationalized to mean the activities of persons travelling to stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes [2]. This definition was offered by WTO, but IASET (International Association of Scientific Experts on Tourism) does not see travels that have to do with earnings as part of tourism. When people stay more than a year, they are no longer tourists and when people visit a place and return the same day, they are classified as excursionists. Tourism in a nutshell is therefore the science, art and business of taking care of visitors.

In the Nigerian context, the sustainable development and exploitation of indigenous tourism potentials in the country means the availability of the material objects produced with raw materials from the country as well as harnessing the tourism potential of the country and development of tourism sites, products and infrastructure. Nigeria's tourism potentials are considered as human and material resources that are largely under-utilized.

Different researchers and analysts in the sector reveal that most people are not aware of the many tourist sites and products available in the country and how these tourist potentials in host communities or regions can become a great income earner for such regions. Also, other factors mitigating against the development of tourism in Nigeria include lack of political will, religious differences, lack of proper infrastructures such as roads, electricity, water supply, security problems, etc.

In view of this, it is pertinent to point out some developmental perspectives which might necessitate the development of the tourism sector in Nigeria as thus [3]:

1. Adequate planning: the exposition of tourism potentials in Nigeria indicate that with adequate planning and thorough execution of tourism policies, the sector could be a practical alternative to Nigeria's oil driven economy, especially with the recent drop in price of crude products globally. The much talk on diversification of the economy could be realized through tourism;

2. Streamlining areas of strength: in view of the enormous tourist potentials in the country, Tourism should be based on culture and eco-tourism. Both types of tourism are considerably cheaper to organize and in relative abundance in most regions of the country. The fact that many of the cultural and eco-resources are public property lends credence to this perspective. For instance,

sites such as forests, game reserves, museums, historic sites, relics, monuments, etc. are all or mainly owned by the communities. Eco-tourism on the other hand, enhances rural economy and provides revenue for indigenes and also facilitates development as it encourages investment;

3. Development of tourism infrastructures: the government can encourage tourism development by provision of infrastructures like roads, rail transport system, communication, stability, legalization, etc. Of course it is not the sole responsibility of the government to provide these infrastructures but they can partner with interested investors and stakeholders in the sector to make these facilities available;

4. Partnerships and agreements: the Nigerian government can enter into agreements with other governments on issues relating to immigration, tariffs, duties, etc. Government can also legislate on land use, forest reservations, games, beaches, museums, monuments, etc.

5. Security: Government can also facilitate the development of the tourism sector by ensuring the security forces are provided with new and effective means to protecting both citizens and tourists against robberies, religious/ethnic fanatics, rioters, assassins and kidnappers. The government can beef up security by equipping the police and the military to face the challenges of the current situation in the country;

6. Image laundering: owing to the activities of some Nigerian leaders and citizens, the country has been portrayed in bad light as corrupt and dubious. To launder the image of the country, the Ministries of Information, Culture and Tourism, National Orientation Agency and External Affairs need to embark on serious image laundering both home and abroad. Consequently, these ministries should help in advertising the rich tourism potentials of Nigeria internationally as is presently practiced in all Nigerian diplomatic missions abroad;

7. Ease in obtaining visas and waiver for some selected countries: the Immigration department should encourage international tourism by relaxing it's measures in obtaining visas and also grant visa waivers to some neighboring countries as a means of encouraging and attracting international tourism which will in turn contribute to the economy of Nigeria; and

8. Clean Environment: a clean environment is a pre-requisite for tourism. The Ministry of Environment needs to put in place measures that will ensure cities and destinations are clean and attractive. Also based on poor performance of publicly owned tourist destinations, it is recommended that only professionals in tourism with adequate education and experience be appointed to manage tourist sites.

## References

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## STATE POLICY OF INTERNATIONAL TOURISM DEVELOPMENT IN NIGERIA

The tourism industry is a powerful driver of the economic engine of nations. The important roles of the tourism sector as the main instrument in socioeconomic development of any nation cannot be overstated. After years of neglect, the Nigerian government has finally realised the importance of travel and tourism as a strategic sector in the national economy. Through the Nigeria Tourism Development Corporation (NTDC), it has recently created a new brand, Fascinating Nigeria, with the aim of revitalising the struggling industry as well as developing its value chain. This move aims to make travel and tourism a major contributor to the nation's GDP and to boost non-oil revenues as