

Culture, Tourism and Economic Development in Nigeria: The Role of the Mass Media

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Abstract

The Mass Media, either conventional or new media, are veritable tools for the promotion of Nigeria's cultural heritage and tourism in pursuit of economic development in the face of falling oil prices. This paper, therefore, qualitatively explores the role of Nigeria's mass media in the promotion of Culture and Tourism. Anchored on the assumptions of the Development Media Theory, the paper heavily draws inferences from secondary data like literature reviews including empirical studies in journals. The paper reveals that the Nigerian mass media are not only effective in the promotion of Nigeria's cultural potentials but can also serve as veritable tools in enhancing Nigeria's tourism sphere. The study, therefore, concludes that Culture and Tourism are major keys in unlocking Nigeria's economic misfortune through the active participation of the media, and if properly explored, they can take Nigeria out of her present economic predicament, and become one of the major and critical economic platforms to create more jobs and stem the tide of unemployment that government has promised the citizens. The study recommends that the government and major stakeholders should display their political will in implementing Nigeria's Tourism Master Plan that would address a number of vital issues, as well as create awareness for international tourists, among other things.

Keywords: *Culture, Economy, Mass Media, New Media, Tourism.*

Introduction

The conventional media like Television, Radio, Newspapers, Magazines, etc., and even the new media like the Internet, Social media platforms, etc. have continued to showcase Nigeria's cultural and tourism potentials globally in a bid to attract economic development. In view of this, Akande (2014) describes culture and tourism as media of international public relations. Furthermore, Akande's study revealed that culture and tourism are key components for rebranding Nigeria's image internationally. Similarly, Benson's (2014) study argued that tourists' receipts can significantly engender economic development through income generation, employment generation, and the provision of infrastructure. Like oil which generates income for Nigeria, tourism can also be of immense economic benefit to the Nigerian government. Hence, the call by Guanah (2017) for the need for Nigeria's economy to be diversified away from oil to culture and

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tourism, that is, using Nigeria's cultural heritage to drive the tourism sector to become a revenue base.

Tourism and Cultural development can be likened to a coin with two sides. To this end, therefore, tourism promotes cultural development just as cultural development enhances tourism. Both have the ability to contribute to the income of nations. But, how far and how well Nigeria as a nation has been able to harness her cultural heritage for export like her oil, remains an issue for empirical investigation. Chidozie and Obubo's (2014) study discovered that Nigeria's cultural industry has not been properly annexed, and it is fast making the country lose its cultural history. At this point in the history of Nigeria, preserving her cultural heritage should be an issue of concern to all. It is in the light of this that this paper advocates for positive uses of Nigeria's mass media to reclaim the country's place of pride.

The Nigerian mass media indeed are veritable tools for the preservation of Nigeria's cultural heritage. The mass media can serve as the medium/media for tourism as well as for the promotion of Nigeria's cultural heritage and economic development. This is because the mass media are like mirrors that reflect the image of the society they operate in. Abubakre (2017) observes that the mass media do not only serve as sources of information for members of the public but also possess the capacity to influence people in order for them to see things in a positive light. This reaffirms the claim that for culture and tourism to thrive in any nation the mass media have a role to play.

According to Kuric (2016), the tourism sector is one of the most growing sectors. The tourism industry has experienced steady growth almost every year in the past and the expectations are the same in the following years (Statista, 2015; UNWTO, 2015). According to the United Nations World Tourism Organisation (UNWTO, 2015), tourism has become one of the key drivers for socio-economic progress. Its contribution to the growth of the national economy is significant as well as its contribution to the global economy. UNWTO (2015) reports that international tourists' arrivals increased from 25 million in 1950 to 1.13 billion in 2014 while earnings moved from \$2 billion to \$12.45 billion in 2014. Arrivals worldwide, at the time the statistics were published in 2015, we're expected to hit 1.8 billion in another decade or thereabouts. Emerging economies like Nigeria, are expected to get 57% of this market share. The total tourism contribution for 2014 was approximately more than 7.5 trillion U.S. dollars (Statista, 2015).

Today, most developing countries are paying attention to tourism as a means of earning additional income away from its usual sources, to serve as an avenue for economic diversification because tourism has become a means of economic revitalization globally (Awodele & Ayeni, 2011). It benefits a country as a whole, as well as the local economy (Bankole & Oladuru, 2006). If Nigeria taps into culture and tourism, it will surely shore up its revenue base. Cultural tourism can generate income, create jobs, help in economic diversification and complement some other aspects of Nigeria's economy.

Albeit Nigeria is rich in cultural resources, yet they are not well leveraged. Tourism does not play a very important role in Nigeria's economy because it accounts for only approximately 1.5% of Gross Domestic Product (GDP) and employment, and it is not high on the government agenda, ranking 131st in terms of Travel and Tourism prioritization in The Travel and Tourism Competitiveness Index 2015. Crotti and Misrahi, (2015) project that given Nigeria's cultural resources (57th in The Travel and Tourism Competitiveness Index 2015) and natural assets, the country's limited

development of the tourism industry appears to be a missed opportunity for diversifying the economy and creating employment opportunities.

Though according to a 2017 World Economic Forum tourism report, travel and tourism currently contribute about 2% to Nigeria's GDP, compared to other African countries like Seychelles, Cape Verde, and Mauritius, where the travel and tourism industry has been better harnessed, contributing 20%, 17%, and 12% to GDP, respectively. According to the World Economic Forum's 2017 travel and tourism competitiveness study, Nigeria ranks 129th out of 136 nations evaluated, compared to Ghana and South Africa, which rank 120th and 53rd, respectively. According to the World Economic Forum's 2017 travel and tourism competitiveness study, Nigeria ranks 129th out of 136 nations evaluated, compared to Ghana and South Africa, which rank 120th and 53rd, respectively. The government's low priority for the tourist business, insufficient infrastructure amenities, and security issues are all factors in its low ranking. All of this has resulted in a lack of enthusiasm for tourism in the country, as seen by an increase in outbound travel to locations such as Ghana and South Africa - resulting in revenue losses (World Economic Forum, 2017).

However, for economic development to take place in Nigeria via culture and tourism, the mass media have to be involved because the media are a sine qua non in development issues. Egbule, Emuebie, and Egwu (2016) re-echo that it is the place of the mass media to bring the cultural values of African people to global view and, by extension boost the peoples' tourism potentials, create employment, reduce social vices, educate and entertain people.

According to Ogunsina (2015), the biggest challenge to tourism in Nigeria is a lack of awareness of what it is all about and its economic potentials. This is where the media come in to aid the process of information and communication between tourism businesses and prospective tourists/consumers. The media draw attention to tourism and tourism activities worldwide. The impact of the mass media on contemporary culture and tourism is so enormous because they can penetrate the homes and everyday lives of people anywhere in the world. The media is so significant that they must be engaged before culture and tourism can become well-developed enough to create a positive impact on the people and bring about their attendant benefits to a nation's economy. The key question this research seeks to answer is to establish that the mass media have significant roles to play in promoting culture and tourism in Nigeria, which will invariably help to develop her economy.

Objectives of the study

The objectives of this study were to:

1. Establish how the Nigerian mass media can be used to propagate culture and tourism for economic development in Nigeria.
2. Examine the concept of culture and tourism as key components of Nigeria's economic development.

Theoretical framework

This study is hinged on the Development Media Theory because it enabled the study to understand how the mass media can be used to aid development. This theory can be traced to the report of the commission set up by the United Nations Education, Scientific, and Cultural Organization (UNESCO) in response to the complaints of the developing

countries about their negative portrayal by the western media. The report revealed that Third World countries are faced with certain communication problems such as the absence of communication infrastructure; lack of professional skill and resources for the production of media products; and absence of cultural resources and the available audience. Explaining the theory in detail, McQuail (2010) opines the media must accept and carry out positive development tasks by an established policy; media freedom should be open to economic priorities and societal development needs; media should prioritize national culture and language in content; journalists and other media workers have responsibilities as well as freedom in their information gathering and dissemination tasks, and the state has the right to impose restrictions on the media in the interest of development.

According to Anaeto and Sol-Anaeto (2010), the Development Media theory advocates that the media in developing countries should pursue development goals for their countries. The core of this theory is that the media in developing countries should do all in their ability to promote and participate in all activities that can contribute to the national development plans of developing nations like Nigeria, by ensuring that they assist the government in implementing her development policies. Further, Baran and Davis opine that the development media theory calls for "government and the media to work in partnership to ensure that media assist in the planned beneficial development of the country" (as cited in Guanah, 2021, p. 9)

Methodology

The qualitative research approach was adopted, which relied heavily on secondary data-sources. This enabled inferences to be drawn based on what was reported/recorded/observed and discovered against the dispositions of the researchers on the subject matter.

The Media and the Propagation of Culture and Tourism

The media serve as live-wires (help) to culture and tourism because they can be used in various ways to promote culture and tourism. Cultural communication is the knack of the mass media to effectively transmit culture-based activities to inform, entertain, educate, and influence an audience. That is to say, the media is "ordained" to keep the culture and African tourist sites alive by ensuring that they are on the front burner of discourse regularly.

Warta (2011) observes that print and vision media play a key role in the marketing of tourist services because they inform prospective clients, and also promote the sale of specific services. Newspapers play a key role in this regard due to their ability to supply needed information through well-investigated news stories, personality profiles, and well-researched feature articles that are written in attractive descriptions and associated memories that would entice readers to seek to experience same, and that create a myth about the pleasure some tourist sites offer. The culture and tourism sector needs the media to achieve its set objectives through their reportage and criticisms because the media serve as avenues through which information is communicated to the general public at the same time.

Dionyssopoulou, Pridezi, and Mylonakis (2014) assert that for tourism to work effectively as a whole, communication is the most decisive factor. They argue that the choice of a tourism destination is a difficult task because tourists do not know in advance

the nature of the product out there for them to consume. Hence Hawkins, Lamoureux, and Poon (2002) declare that the most common way of "recognition" of a tourism product is to search and collect information. Of course, the mass media are the sources of information for tourists because the media strongly influence the decisions of tourists when they plan their holidays (Vogt & Fesenmaier, 1998). That is why Nistoreanu (2006) notes that the main issue related to the marketing of tourist services is not their production, but their sale and promotion to ensure that all the consumers' needs are comprehensively satisfied.

The media have vital roles to play in making known tourist destinations of different countries; most of these tourists have neither seen these destinations before nor known little or anything about them. To make decisions they use information from multiple sources of media which include Tv, radio, newspapers, books, magazines, movies, and the Internet. If the information they get from the media is positive they will be willing and eager to visit such places, but if the reports are negative the tourists will be scared away. When this happens all those who are supposed to benefit from such tourism activities, especially tourist sites host-communities, will lose all the benefits that come with the visit of tourists to their communities. Verdinejad *et al* (2011) emphasize that the media cause the development of tourism strategies through expanding the culture of tourism attractions; timely review of applications; institutionalizing and promoting tourism development plans; public awareness and spread information; and changing attitudes and creating and strengthening public opinion for the development of socialization, institutional and cultural change.

Scholars like Lucchetti and Font (2012), Batini (2013), and Ringbeck and Timm (2013) have said that a successful tourism business requires a brand that speaks to its target markets through content that successfully opens a vista of utilities geared towards satisfying the information needs of readily available clientele. The media are powerful tools in creating awareness about our immediate and distant environment. They are important to the creation and maintenance of both our rich dominant culture and our various bounded cultures. Godahewa (2015) says Francesco Frangialli, the former UNWTO Secretary-General, once expressed the view that modern-day tourism is highly dependent on media reporting.

Ben-Iheanacho (2011) opines that the media must help in the "discovery" of the presently underexposed festivals, fiestas, sites, and cultural practice/sites with a cultivated aim of making them known beyond their immediate community through advertisement and publicity of their very existence alongside their tourism potentials. The media can be used to promote these indigenous cultures and tourism sites and potentials as they were used during the Festival of Arts and Culture (FESTAC) that took place in Lagos, Nigeria between January 15 and February 12, 1977.

No doubt the advent of new technologies has made it much easier for developed countries to invade developing countries like Nigeria with their foreign culture and tourism potentials, in the process of the continuous global information exchange. These developed countries' major means of invading the indigenous culture and indirectly down-playing our culture and tourism potentials is through the various new media and advanced technology usage. We too can employ the same means to sustain, package, store, relay, and transmit our numerous culture and tourism potentials to other parts of the world. When we do these, we shall be aiding our ailing economy financially. No

wonder someone considers ignoring emerging technologies and breakthroughs as one of the items on the list of the quickest formula to become poor (Kwakpovwe, 2021).

Virtual safaris, for example, employ cameras strategically placed around nature reserves and prominent safari destinations that live broadcast to websites owing to the influence of the COVID-19 epidemic in Kenya. Safari fans may watch these live broadcasts for free or by joining up for a premium account through a third party such as Patreon. The free sites may be monetized through targeted advertising and sponsored blog articles, whilst the Patreon model is funded entirely by the generosity of animal lovers. While watching a live broadcast of a watering hole is inexpensive compared to booking a week-long safari, this approach allows a safari park to reach a much broader audience than ever before, allowing a huge number of little revenues to build up to the same amount as a small number of large profits (Makinde, 2021). Nigeria too can explore the opportunities given by the Internet and social media to showcase her tourism and cultural potentials.

There abounds in developing nations like Nigeria cultures and tourism sites that can be globalized. Arunesh-Parashar and Indolia (2013) report that as of 2010, Indian "tourism department spend Rs four crore every year for the next three to four years on promotional campaigns on globally reputed television channels like Discovery, BBC, National Geographic, CNN and Travel, and Living and also on domestic channels such as Sony, Star Plus and Zee TV" (p. 2). Culture and tourism aided by mass media are viable tools for self and national development.

Sarika (2021) reports that as of 2020, more than 2 Billion users tune in to YouTube every month and consume more than 5 billion videos every day! YouTube had more than 1 trillion views that are almost 140 views for every person on earth, with 4 billion of those views delivered per day. YouTube presents an opportunity for culture and tourism potentials to be posted to be seen and patronized, thereby generating income for Nigeria. Nigeria needs to professionally package information about her tourist sites in the form of movies, various television programmes, literature, and history and circulate them globally because they can provide substantial information about a destination and cause a variety of emotions and desires (Hyounggon *et al*, 2003).

According to Praveen Kumar (2014), the contributions of the media in shaping the tourism industry can be summarised thus: protecting the environment and minimizing the negative social impact of tourism; generating greater economic benefits for local people and enhancing the well-being of host communities; making positive contributions to the conservation of natural and cultural heritage, and promoting the world's diversity; providing more enjoyable experiences for tourists through more meaningful connections with local people; and helping to understand the local cultural, social and environmental issues.

Culture and Tourism as key Components for Economic Development in Nigeria.

Culture and tourism always go together. According to Soyinka (2016, p. 2), "Culture is closely intertwined with tourism- the former, in fact, often drives the latter. The destination uppermost in the minds of most tourists we know is - Culture. This means that both share friends and - enemies". The word "culture" was first used by Edward B. Tylor, a German anthropologist, and it means "the totality of the ways of life of a people over a given period". Okumagba, Arisi, and Nwaezeapa (2006, pp. 35-36) cite Ralph Linton to have stated that "the culture of a society is the way of life of its members, the

collection of ideas and habits which they learn, share and transmit from generation to generation" Hallahan (2000) argues that culture is used in at least two distinct ways in modern society and that those interested in aesthetics refer to culture as everything that is refined or the very best that society has to offer, especially in fine arts, dance, drama, literature, music, and the visual arts. While anthropologists and sociologists see culture as everything that goes on around individuals as part of everyday living.

Tourism, according to the World Tourism Organisation (WTO, 2008), is a collection of activities, services, and industries that provides a travel experience. Tourism includes transportation, accommodation, eating and drinking, retail shops, entertainment businesses, and other hospitality and tourism services provided for individuals traveling away from home. In the year 1910, Hermann Von Schullard, an Austrian economist, one of those who first defined tourism defined it as, "the small total of operators, mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or region" (George, 2012, p.102).

Tourism is currently the world's largest industry with annual revenues of over three trillion dollars. It provides over six million jobs in the United States, making it the country's largest employer (WTO, 2004). The World Travel and Tourism Council (WTTC), and Oxford Economics (2012) researched jobs in Travel and Tourism, using proprietary data for 20 countries, including both emerging and advanced economies. The findings showed that Travel and Tourism is one of the leading job creators in the world. The research revealed that the industry employs more than 98 million people directly, representing over 3 percent of all employment. When indirect and induced impacts are included, the industry contributes to around one in every eleven jobs worldwide. The research confirmed that the share of world employment in Travel and Tourism is greater than that for the auto manufacturing and chemicals manufacturing industries combined, across every region of the world. Also, the outlook for the industry is relatively positive: "job growth in Travel and Tourism is forecast to average 1.9 percent per year over the next decade, compared with 1.2 percent annual growth forecast for total jobs in the global economy" p.47

According to Ben-Iheanacho (2011), who has earlier defined cultural tourism as tourism inspired by the urge to savor a people's culture and its manifestations, tourism, by its nature, is a "demand force". This is so because tourists must lodge in hotels; eat in hotels, restaurants, or "bukas"; acquire souvenirs as proof they visited a particular site(s); enjoy physical relaxation of the body, and appreciates the host environment and its peoples. To Ben-Iheanacho (2011, p. 38), these "culminate to the transformation of the satisfied tourist into an advocate and ambassador of the positive values of his/her host country. Hence, tourism is perceived as a tool for image branding for nations and communities". Simply put, Nigeria's cultural tourism can reduce poverty, improve the economic wellbeing and social mobility of Nigerians. Improving the country's economy through the contribution of cultural tourism activities can be through the inflow of tourists (Duruaku, 2013).

Culture and Tourism as Foreign Exchange Earners

The rebasing of the Nigerian economy in 2014, which put the size at \$510 billion, showed that there are great potentials in the non-oil sector of the economy. Out of this the entertainment industry generates \$600 million and employs over a million people (Manuaka, (2015). This fact is corroborated by Nigeria's former Coordinating Minister

for the Economy and the Honourable Minister of Finance, Ngozi Okonjo Iweala, whom Gbadamosi and Inegbedion (2014) quote as declaring that the rebasing shows that Nigeria has a much more diversifying economy than we thought because the underlying strength of the economy is not so much in oil as in other areas. From the rebasing records, it can be seen that services rose from about 26% to 51%. It is noticed that some sectors of the economy that were not counted before are now significant. The movie industry that did not even feature as a contributor to the GDP before now accounts for about 1.2% of the GDP. Ngozi Okonjo Iweala adds that "What I am saying is that Nigeria's economy is evolving like others all over the world in terms of services"

Nigeria's cultural tourism has the potentials to alleviate poverty in the land, and also enhance Nigeria's economic stability. Nigeria has a lot of culture and tourism sites that can help to boost its economy. A need exists to reawaken her tourism potentials and go back to those things that used to fetch Nigeria money in the past. There is a need to look inward. More proactive measures need to be taken as far in advance as possible to help mitigate the strains that can accompany the fall in the price of oil. The Olusegun Obasanjo Administration (1999-2007), in an attempt to diversify Nigeria's economic base with an exhaustible, oil-dominated economy, was on point when it listed the culture and tourism sector as one of its six priority areas of focus. However, the impact was not felt for Nigeria's economy would have grown more than what it is today. The tourism industry is a huge business that has a lot of impact on a country's economy; it can stimulate development, restore people's culture, and bring about peaceful coexistence and relationships.

No doubt, Nigeria is endowed with some of the best tourist centres and cultural destinations, both natural and man-made, in the world which can positively turn around the image of the country and as well provide foreign exchange earnings. Gilpin and Honey (2009) note that in 1990 only fifteen destinations, mainly in Europe, accounted for 98% of all international arrivals, and that by 2007 the figure fell to 57%. At present, the developing world that was excluded from the tourism industry has now become its major growth area. According to Gilpin and Honey (2009), tourism is a key foreign exchange earner for 83% of developing countries and the leading export earner for one-third of the world's poorest countries.

George (2012, p.101) quotes Taleb Rufai, United Nations World Tourism Organisation (UNWTO)'s Deputy Secretary-General, as declaring that "tourism is the 21st century's number one industry". Oxford Economics (2011) recalls that in 2011 alone, an estimated US\$650 billion in capital investment, or 4.5 percent of total global capital investment, was driven by the Travel and Tourism industry. The bulk of this is related to individual investments in facilities that directly benefit tourists, such as the construction of hotels and resorts. According to Praveen Kumar (2014), in India the media contribute to 80% of tourism revenue and tourism contributes to 25% of media revenue. The trio of Samimi, Sadeghi, and Sadeghi (2011) declares "that tourism can play a fundamental role for developing countries to achieve economic growth and development" (p.28).

However, in Africa, the potentials of tourism are not well appreciated as they are in European countries. As of 1992 African countries' tourism rankings in the world were very poor; Emeji (2006, p. 56) shows them thus: Morocco earned 1,052 million dollars, Tunisia earned 685 million US dollars, Kenya 424 million US dollars, Senegal 160 million US dollars, Mauritius 257 million US dollars, Ghana 118 million US dollars, Tanzania 70 million US dollars and Nigeria earned only 15 million US dollars. The World Economic

Forum's Travel and Tourism Competitiveness Report 2015 ranking showed the following realities: South Africa was 48 in global ranking; Seychelles (54), Mauritius (56), Namibia (70), Kenya (78), Cape Verde (86), Botswana (88), Tanzania (93), Rwanda (98) and Zambia (107). (Insight Report, 2015). Where was Nigeria?

Nigeria's tourism has not been able to adequately satisfy the demands of modern tourists. If the amount of money being spent on travel, lodging, food, hosteling and restaurant, catering, production and trade of artifacts, and entertainment in the tourism industry is taken into consideration, it will be discovered that tourism contributes greatly to the global economy, and it can also go a long way to boost Nigeria's economy. Culture and tourism permeate other economic sectors like hospitality, horticulture, transportation, construction, manufacturing, and agricultural industries; it can play significant roles in Nigeria as it does in other climes. Nigeria is highly blessed with natural resources (Jiboku & Jiboku, 2010), which it has not been able to capitalize on for effective and sustainable development. Culture and Tourism are among the top three private-industry employers in the United States of America. The foodservice and hospitality are reported to account for about 45 percent of all culture and travel-related employment in the United States. No doubt, Nigeria is blessed with cultures that have a lot of tourism elements. Ben-Iheanacho (2011, p.40) quotes Professor Michael Omolewa, Nigeria's former Permanent Representative to UNESCO as justifying this assertion when he said, "Nigeria is the richest country culturally throughout the world. You can see (this in) all the festivals we have been organizing especially the Abuja Carnival where you have the convergence of the richest cultural presence any country can ever have".

Eide and Jim-Snabe (2015) notice that the Tourism and Travel (T&T) sector has actually continued to grow over these past years. International tourist arrivals reached a record 1.14 billion in 2014, 51 million more than in 2013, according to the United Nations World Tourism Organization (UNWTO). The World Travel and Tourism Council (WTTC) estimates that the T&T sector now accounts for 9.5% of global GDP, a total of US\$ 7 trillion, and 5.4% of world exports (Eide and Jim-Snabe, 2015, p.7).

Nigeria is endowed with diverse geography and cultural traditions that date back to ancient times. Nigeria has rainforests, mountains, deserts, beaches, mangrove forests, and enormous rivers. In some places, people have reached a certain harmony with the environment and most Nigerian attractions have both natural and cultural values. For instance, Lagos Island contains some of the country's most eye-catching Landmarks, such as Tafawa Balewa Square, while close to Abuja is the majestic backdrop provided by Aso Rock. Nigeria has to utilize its numerous culture and tourism potentials to boost its economy. There abound people from within and outside Nigeria who love to travel to see places for different reasons but do not know of the existence of such places or how to go about it.

The culture and tourism industry relies on geographical, physical, and environmental factors which attract tourists. They include unique natural features such as beaches, rivers lakes, lagoons, mountains, and man-made monuments such as cenotaphs, statues, shrines, and historical buildings. In addition, events of economic, socio-political, and historical significance like trade fairs, art exhibitions, sports competitions, athletic meetings, religious and cultural festivals largely attract tourists (George, 2012).

Tourism can be categorized into several types. According to Okon-Ekong (2006), these include mountaineering, beach tourism, and resorts, adventure/bird (animal)

watching, sports, hospitality, historical, business/conference, and festival tourism. Okon-Ekong, 2006 and Ogunsina, 2015 identified some places and events of cultural characteristics in Nigeria, which serve as great tourist sites and attractions. Booz and Company (2013) had emphasized that natural scenery, cultural heritage, and properly functioning infrastructure are the building blocks of any tourism destination that allows travelers to access a country and move comfortably within it. They observe that without this infrastructure in place, a country cannot compete in the global tourism market. George (2012) feels that Nigeria's tourism sector has not been adequately explored and managed. He laments that "Nigeria's beautiful natural and man-made environments, the vast cultural resources ..., have been neglected in the quest for national development" (p 101).

Tourism provides a lot of job opportunities for the unemployed and generates enormous income and foreign exchange earnings for nations (Adora, 2010) which can result in economic growth and development. The World Tourism Organization (WTO, 2008) statistics show that Nigeria lags behind other countries when it comes to earnings, tourism arrival, and departure (WTO, 2008). It, therefore, calls for urgent attention to be given to tourism in Nigeria, by providing all that is necessary to enhance tourism and its industry in Nigeria. Tourism can become a key driver for the socio-economic progress of any country that takes it seriously.

Conclusion

The Nigeria tourism industry is plagued with myriad problems and challenges. According to Angya (2013, p. 13), they include the government's known posture vividly as characterized by neglect, poor budgetary provision, institutions mired in bureaucracy, and goals that are not therefore realized. Also, Emeji (2006 p.56) identifies other challenges as national strikes, cultists, militants, robbers on the prowl, high cost of petroleum products, bad roads, advanced fee fraud, and many more as militating against tourism success in the country. Ayakoroma (2015) adds that others are lack of knowledge and awareness, lack of technical know-how, lack of Tourism-related infrastructures, lack of Tourism Investments, lack tourism strategies and policies, lack of care for our various tourist sites, lack of tourism diversification, and weak promotion activity. These problems have left Nigeria's culture and tourism sector in a poor state that warranted Amakor (2000) to describe it as a, "tourism industry that confines its activities to airports and hotels and a few animal game reserves such as Yankari" (p. 150).

If these challenges are properly addressed by the relevant authorities, culture and tourism will improve Nigeria's economy, and become one of the major and critical economic platforms to create more jobs. This will stem the tide of unemployment that the government promised the citizens it will address. Hence Nigeria must give attention to this sector and derive the benefits thereof like Israel, Gambia, Zimbabwe, Zambia, and even Kenya that reap a lot of revenue from tourism. This is the reason Idezuna (2006, p.49) observes that "the dividend of democracy cannot be complete without growing culture and tourism business".

As means to improve culture and tourism, the Government and policymakers should display the political will in implementing Nigeria's Tourism Master Plan that addresses a number of vital issues and provides strategic recommendations. Likewise, Nigerians in diaspora embassies should use every opportunity and meeting to showcase and invite

visitors to Nigeria as Africa's best destination for business and recreation. All Nigerian embassies should be instructed to take an active role in promoting tourism to their host countries. Consequently, industrial and economic planning by the government at all levels should be done with tourism in view, by integrating facilities that will ensure the sustainability of the human industry. Finally, to lower existing entry barriers in terms of infrastructure or visa regulations, Visa policies that can allow some categories of tourists to obtain their visas at the point of entry should be put in place.

Recommendations

The mass media must take the lead to ensure that saleable tourism potentials, which abound in large quantities throughout the country, are adequately packaged, introduced, and sold to the local and international communities to enhance the positive development of the sector.

Specialized magazines dedicated to tourism publications should be established (like Time Out Magazine of Israel) to enlighten prospective tourists about the places of tourist interests, tourism, tourism seasons (peak and lean), image, the scope of shopping, resources, hospitalities, peoples, culture, and heritage to cater to the needs of actual tourists.

Periodical workshops should be organized for art writers and editors of media houses to create a mutual understanding of how the media can promote the culture and tourism sector.

Federal and State Governments should frontally tackle and address the sundry problems facing the culture and tourism sector as earlier highlighted in this study. They should include in their annual budgets funds specially allocated for promoting tourism.

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