

# Determinants of International Tourism Demand in Nigeria

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## Abstract

International tourism demand in Nigeria lags behind other African countries irrespective of the potentials embedded as a tourism hotspot. There is need therefore, for Nigeria to offer demand driven tourism products that ensure visitors come to Nigeria for the purpose of her tourism offer. Motivated by this need, the study investigated the determinants of international tourism demand in Nigeria. Respondents of this study were international tourists departing Nigeria through Muritala Mohammed International Airport (MMIA). MMIA was purposively selected because it is the largest International airport in Nigeria with the highest number of tourist patronage. Secondary data were obtained across 2013 to 2016 from the statistics Department, Federal Airport Authority of Nigeria (FAAN) through the Nigeria Immigration service. Structured questionnaires were administered to tourists departing Nigeria. The data obtained were analysed using descriptive statistics and linear regression model. The result of the study revealed that across 2013 to 2016, Africans made up 30.72% of the international tourists that visited the country, while other continents shared the remaining proportion. Friends and relatives, paid holiday entitlements and colleagues were strong factors that influenced decisions to visit Nigeria. It is therefore recommended that all stakeholders and managers should implore measures that would champion Nigeria, not only for business ground, but also a tourism haven that would attract other countries with higher economy.

**Keywords:** International tourism demand, Tourist satisfaction, Tourism products, Muritala Mohammed International airport.

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## Introduction

The ever increasing number of destination openings and investment in the tourism industry has demonstrated the growth of this sector as one of the drivers of socio-economic process through creation of jobs, enterprise, infrastructural development and the export revenue earnings it

brings to the economy (WTO,2012). Tourism which is a displacement activity, involves being away from home on a temporary short-term visit and stay at places of interest outside one's domicile or place of work within a year of stay for business, leisure or other purposes (Ndanusa *et al.*,2014). Tourism which has become an effective way to revitalize the economy of any nation and widely seen as the

fastest growing sector globally. Long, (2012) reported that tourism has become a phenomenon in both developed and developing economies across the globe, owing partly to bizarre of income generation, employment creation, poverty alleviation potentials and exploring development variables associated with its products (Andriotis *et al.*, 2008; Ekanayake & Lonng, 2012). According to the UNWTO, (2016), International tourism arrivals grew by 4% in 2015, to reach a total of 1,184million in 2015. Fifty million more tourists mainly overnight visitors, travelled to International destinations around the world last year as compared to 2014. In 2015, according to the UNWTO, the regional growth of International tourism for Europe was 5%, as arrival reached 609 million tourists, or 29 million tourists more than in 2014. Central and Eastern Europe recorded 6% growth, which was a rebound from last year's decrease in arrivals. Southern and Northern Europe recorded 5% and 6% growth respectively as the Western Europe recorded 4% increase in growth according to UNWTO (2015). The World Travel and Tourism Council (WTTC, 2015) reported that travel and tourism globally employed about 9.4% and 2.6% of the total global employment in the year 2014 and 2015 respectively, contributing 9.8% and 3.7% to the total global GDP growth, which amounted to US\$7,580.09 billion and US\$11.381.9 billion in the year 2014 and 2015 respectively. Aside from the generation of various taxes and fees from tourism, it also attracts foreign investment in the developing countries and enhances infrastructural development. Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the

world. In Africa, it has been identified as one of the key sectors to alleviate poverty and has a shared economic growth and prosperity (Mitchell and Ashley, 2010). Africa welcomed 65.3 million arrivals in 2014, which represents 5.8% of the total international arrivals. International tourism receipts rose to the highest level in 2014 at US\$ 1,245 billion. With US\$ 43.6 billion in receipts, Africa holds 3.5% of this global market share.. Nigeria ranks among the most privileged nations of the world in terms of endowment of natural attractions. Such attractions include: mountains, hills and highlands; caves and valleys (with waterfalls and water tributaries); spectacular vegetation (dense high forest, savannah and Sahel); varieties of species of wildlife, flora and fauna (Ndanusa *et al.*, 2014). Hence, Nigeria tourist attractions are indeed very great and diverse with lots of potentials for economic transformations, poverty reduction, income redistributions and foreign direct investments (Ayodele, 2002).

Tourism in Nigeria has not grown up to the expectation required in terms of patronage by both local and international tourists. The country still lags behind other African countries like South Africa, the Seychelles, Mauritius, Namibia and Kenya (TTCR, 2015). It is not an ancient tale that Nigeria tourism product is non-competitive, supporting the fact that the sector has only been able to attract tourist from low economy countries, which amounted to low tourism patronage and receipt. The tourism potentials in the country is not among the first five tourism destinations in Africa. Morocco, Egypt, South Africa, Tunisia, and Zimbabwe retained the 5 top rankings for most visited African destinations (UNWTT, 2015) as shown in Table 1.

**Table 1:** Top five African countries for international tourist arrivals in 2014 (millions)

Country	2010	2011	2012	2013	2014
Morocco	9.29	9.34	9.38	10.05	10.28
Egypt	14.05	9.50	11.20	9.17	9.63
South Africa	8.07	8.34	9.19	9.54	9.5
Tunisia	6.90	4.79	5.95	6.27	6.07
Zimbabwe	2.24	2.42	1.79	1.83	1.88

**Source:** United Nations World Tourism Organization: UNWTO Tourism Highlights, (2015 Edition).

Over-dependence of the oil sector over the years, has mitigated any developmental effort by the various stakeholders to make the sector an active player in the socioeconomic development of the country, and this has thus, clouded any thought of showing off beauty, history of many ethnic groups, beautiful beaches, and the wonderful landscape that is embedded in this great nation for the world to see (Emmanuel, 2014), Irrespective of the rich tourism attractions in Nigeria, which makes the region a natural paradise, where tourist seekers could visit and appreciate, the level of tourist inflow in most of these promising sites, still pose huge problems. (Aniah *et al.*, 2007). With the revolution in tourism industry, both the government and private entrepreneurs have started to optimize the opportunities of attracting tourists and tourist investors to their countries. (Ibrahim, 2015). The development of tourism as an alternative revenue source is the new strategy in most countries because of its multiplier effect on other sectors of the economy, creating large volume of job for both skilled and unskilled labor (Ayeni and Eboho, 2012).

According to Reich (2002), tourists patronage is the unit of purchase made by a tourist, and the volume of sales recorded by the industry. Howard (2007) asserts that tourist patronage is the act of negotiating for and purchasing a product on a regular basis. It is established through purchase and interaction on frequent occasions over a period of time. Hence, Drucker (1973) as cited by Ogwo and Igwe (2012) asserted that the purpose of every business is to create and maintain customers, and therefore tourists satisfaction is the socio-economic justification for the industry's existence.

Therefore, in order to gain tourists patronage, tourist's expectation of a product or service must at least be met. According to Chow-Hou and Cheemy (2000), a tourist might experience various degrees of satisfaction, if the product's performance falls short of expectations, the tourist is dissatisfied. If performance matches expectations, he is satisfied. If performance exceeds expectations, the tourist is highly satisfied and delighted. The question that is normally asked is "how do tourist form their expectations". Kotler *et al.*, (1999) revealed that expectations are based on the tourist's past purchase experiences, the opinions of friends and associates, competitors information and promises. Tourist satisfaction in Nigeria would make the

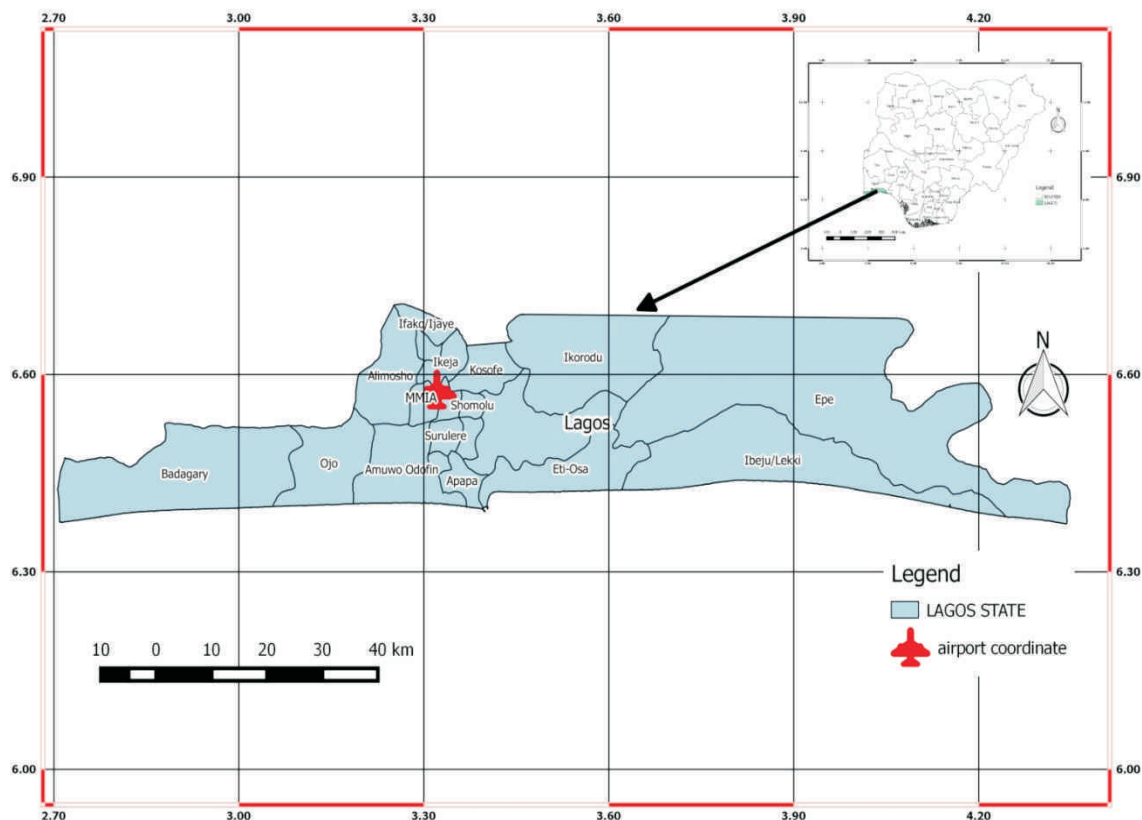
country have an advantage over countries that offer similar tourism products, because as the tourists become highly satisfied, they are less sensitive to price, they buy additional products over time as the industry introduces related products or improvements, they talk favourably to others about the product and the country, and eventually become loyal and pay little or no attention to competitors from other countries. These would enhance repeated visit by the international tourists to Nigeria according to Nadube and Akahome (2017).

According to Michael and Wiersema (2003), a country that aimed at tourist satisfaction as its competitive posture for tourist patronage must understand and practice the ten commandments of good tourism industry of a country. . A successful analysis of why tourism develops, the patronisers to specific destinations, and appeal to the tourists is the starting point for the understanding of tourism demand of a country (Hall and Page, 2002). Empirical studies explaining international tourism demand in Nigeria are limited. Most previous studies on Nigeria tourism, focused mainly on 'success factors determining Nigeria as a tourist destination' (Eja *et al.*, 2012), 'Challenges to growth in tourism industry of a developing country' (Ndanusa *et al.*, 2014) just to mention but a few. It is against this backdrop of empirical studies of international tourism demand in Nigeria, this study intends to fill the knowledge gap by investigating the determinants of international tourism demand in Nigeria. The specific objectives are to investigate the trend in tourism demand of international tourists arrival across 2013 – 2016 in Nigeria, investigate what influenced the tourists decision to visit Nigeria and estimate the level of satisfaction of facilities and service rendered in Nigeria for tourism demand.

## Materials and Methods

### Study Area

The Murtala Muhammed Airport is situated in Ikeja, Lagos state, Nigeria. It is the largest International airport and the major airport that is serving the nation Nigeria. It has two terminals known as the domestic and International wings, MMA1 and MMA2. The MMA Lagos has 46% of the air passenger traffic in Nigeria, which is almost half of the total country's passengers.



**Figure 1:** Map of Lagos State showing the Muritala Muhammed Airport.

**Source:** GIS Section, Forestry Department, University of Ibadan.

### Respondents of the study

This study considered two target populations. The first were tourists that arrived Nigeria between 2013 and 2016 and their countries of origin. This information was obtained from the Department of Statistics, Nigeria Immigration service, MMIA. The second or otherwise accessible populations are those tourists leaving the country through MMIA during the data collection period.

### Sampling technique

One set of structured questionnaire was administered to the tourists leaving the country through MMIA. In-depth Interview was carried out with the Key FAAN officials and other relevant authorities while the secondary data was obtained from the Statistics Department of Nigeria Immigration Service, MMIA.

### Sampling Procedure and Sample Size

Accidental sampling technique was adopted to administer the structured questionnaire. This was achieved considering the number of people present at the time the questionnaire was administered, who fit in to what the questionnaire was addressing, and who were willing to avail themselves to attempt the questions addressed in the questionnaire. Three out of seven days of the week was purposively sampled as the days the questionnaires were administered. The days that were purposively sampled were Monday, Friday and Sunday, because they were the days of the week the number of tourist inflow and outflow were usually at their peak at MMIA (Statistics Department, FAAN, 2017). Two hundred respondents were sampled for the data. However, only 186 instruments were eventually subjected to statistical analysis, giving a return rate of 93.7%.

**Data Analysis**

Data were subjected to descriptive statistics and linear regression analysis. Descriptive statistics was used to profile all the variables that were

used in the study while linear regression model provided estimates of the effect of a number of variables on an outcome variable as observed in this study.

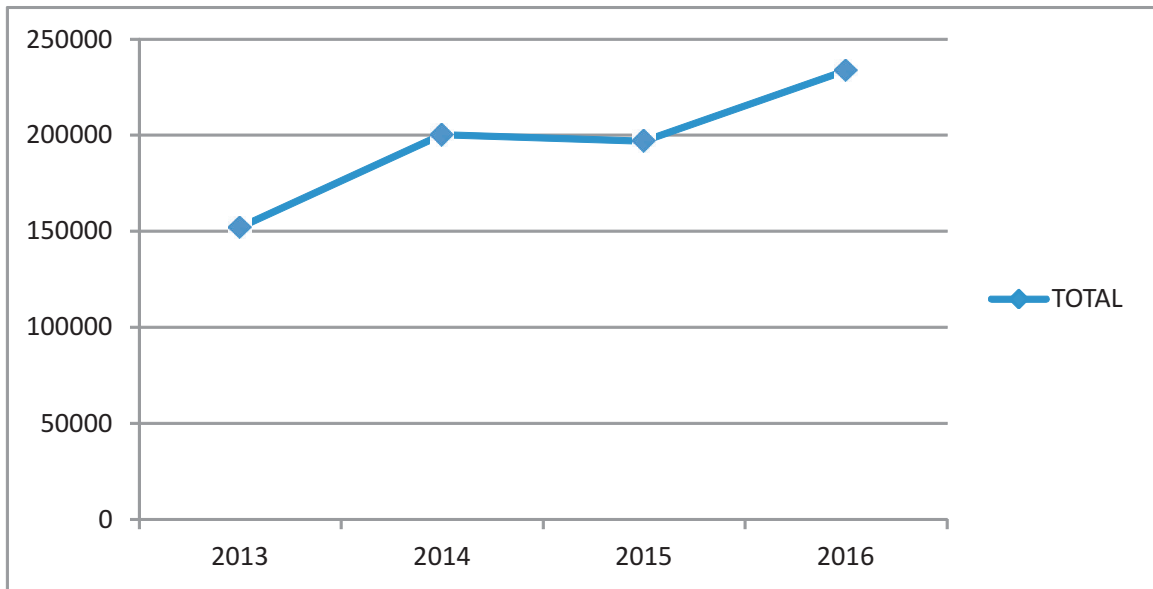
**Results and Discussion****Distribution of Respondents based on their Socio- economic Characteristics****Table 2:** Socio-economic Characteristics of Respondents

<b>Variables</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>SEX</b>		
Male	138	74.2
Female	48	25.8
<b>AGE(years)</b>		
< 25	33	17.6
25-45	124	66.0
46 -65	28	14.9
<b>EDUCATION</b>		
No formal Education	3	1.6
Secondary	11	5.9
Tertiary	172	91.5
<b>OCCUPATION</b>		
Unemployed	7	3.7
Artisan	11	5.9
Retired	25	13.3
Govt./private employed	89	47.3
Business owners	54	28.7
<b>PROFESSION</b>		
Agriculture	6	3.2
Academia	14	7.4
Technology& Engineering	54	28.7
Social & political advocate	8	4.3
Health	17	9.0
Business owners	81	43.1
Military	6	3.2
<b>MARITAL STATUS</b>		
Otherwise	32	17.2
Married	154	82.8

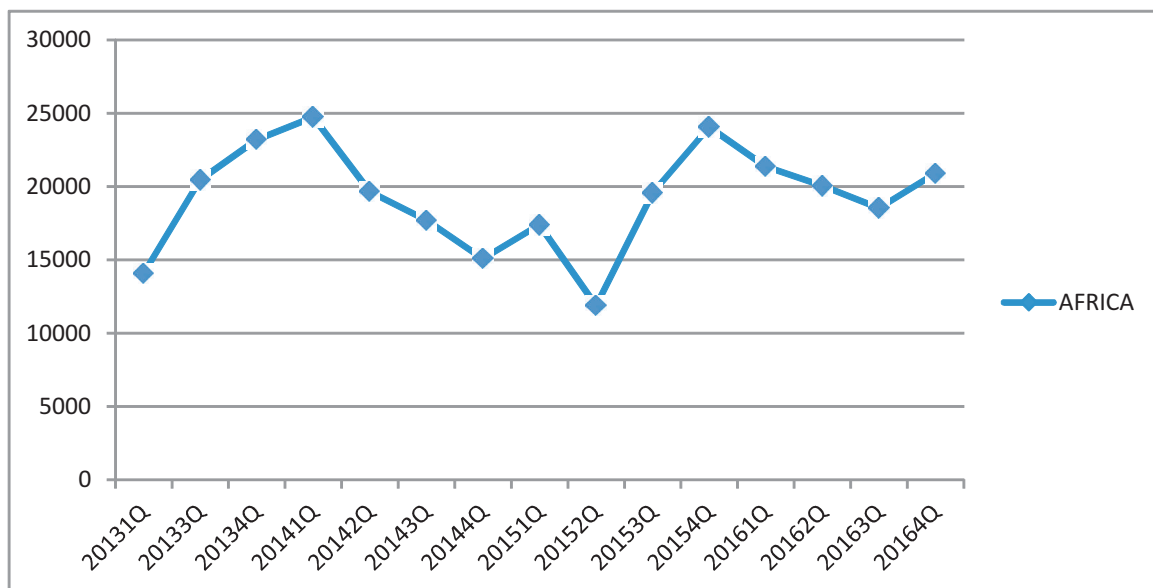
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## Socio-economic Characteristics of Respondents

<b>Variables</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>FAMILY SIZE</b>		
No child	45	24.2
One child	36	19.4
Two children	80	43.0
Three	23	12.4
>3	2	1.1
<b>EMPLOYMENT</b>		
Full time	97	51.6
Part time	89	47.3
<b>ANNUAL INCOME(\$)</b>		
< 40,000	28	14.9
40,000 -80,000	117	62.2
>80,000	40	21.3
<b>AMT. SPENT IN THE TRIP(\$)</b>		
< 2000	73	38.8
2000 – 5000	70	37.2
>5000	42	22.3
<b>TRIP SPONSORSHIP</b>		
Savings	51	27.4
Savings& credit	16	8.6
Paid for by employer	106	57
Others	13	7.0
<b>WHO ACCOMPANIED YOU</b>		
Alone	37	19.9
Spouse	3	1.6
Spouse and colleague	16	8.6
Colleagues	104	55.9
Friends	16	8.6
Relatives	6	3.2
Others	4	2.2
<b>Number in your group</b>		
1	27	14.5
2 -10	154	83.8
>10	6	2.6
<b>NUMBER OF NIGHTS(DAYS)</b>		
1 -7	69	37.1
8 -30	68	36.6
30 -90	37	19.9
>90	12	6.5



**Figure 2:** Trend in total international tourists arrival in Nigeria across 2013 - 2016  
**Source:** (MMIA, Department of Statistics, NIS, 2017)



**Figure 3:** Trend in the contribution of African tourists to Nigeria across 2013 -2016  
**Source:** (MMIA Department of Statistics, NIS,2017).

**Trend in total international tourists' arrival across year 2013 – 2016**

Figure 2 showed that 151,953 international tourists visited Nigeria in 2013. This number increased to 200,199 in 2014, but decreased to 196,867 in 2015. This slight decrease could be as a result of the election that held in the country in 2015 which may have led to political and economic instability at the time. After the

election, in 2016, the number appreciated to 233,559. Making a total of 613,512 international tourists that visited Nigeria across those years.

**Trend in Contribution of African tourists in Nigeria across year 2013 – 2016**

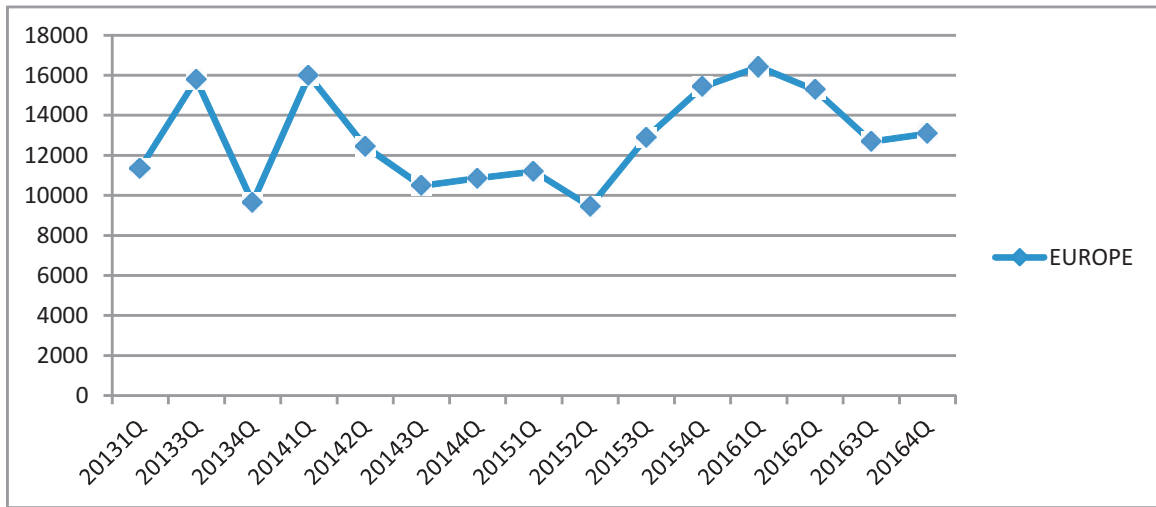
Figure 3 showed that in the first quarter of 2013, 14,023 African tourists arrived Nigeria, the number kept increasing to the first quarter of 2014

(24,720 tourists). From the second quarter of 2014 to the fourth quarter, the number kept decreasing to 15,063. There was a drastic decrease between the second and third quarter of 2015, this may be linked to the presidential and gubernatorial election that took place in the country. There was a huge decrease in the number of international tourists arrival third quarter of 2016, this might

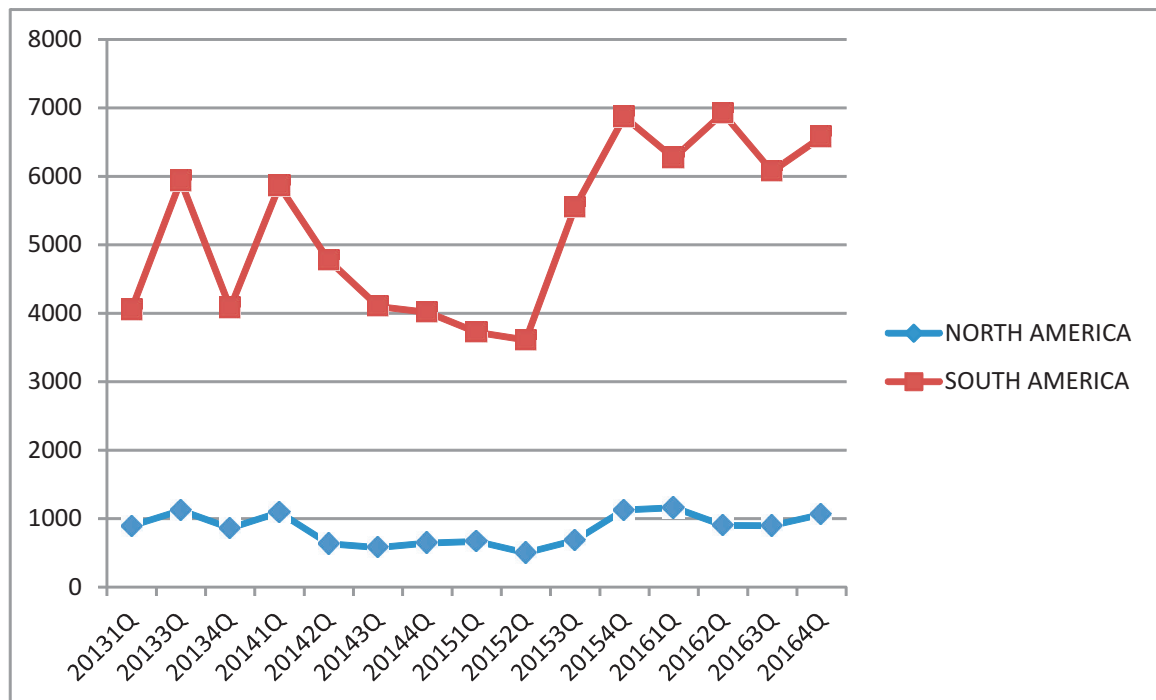
be as a result of the official announcement of the economic recession by the Federal government on Nigeria in 2016 (Sahara reporters, 2016).

**Trend in the contribution of European tourists to Nigeria across year 2013–2016**

Figure 4 showed that 11,339 European tourists visited Nigeria in the first quarter of 2013. Third



**Figure 4:** Trend in the contribution of European tourists in Nigeria across 2013 -2016  
**Source:** (MMIA, Department of Statistics, NIS ,2017)



**Figure 5:** Trend in the contribution of American tourists in Nigeria across 2013-2016  
**Source:** (MMIA, Department of Statistics, NIS, 2017)



quarter of 2013 and first quarter of 2014, the number of tourists kept increasing. Similar to what obtained for African tourist visit to Nigeria, the second quarter of 2015 and third quarter of 2016, saw a drastic decline in the number of tourists, this might still be as a result the election and economic recession the country witnessed within those period.

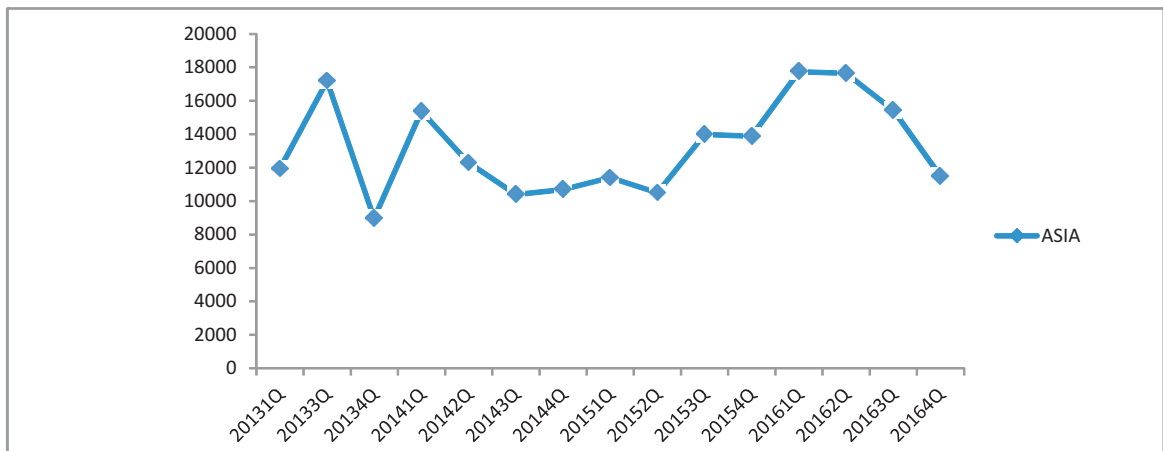
**Trend in the contribution of American tourists in Nigeria across year 2013–2016**

Figure 5 showed that South America tourists to Nigeria were high in the second and third quarter of 2016, and first quarter of 2014, accounting for 6920 and 6069 tourists respectively, while for North America tourists, the number was at their

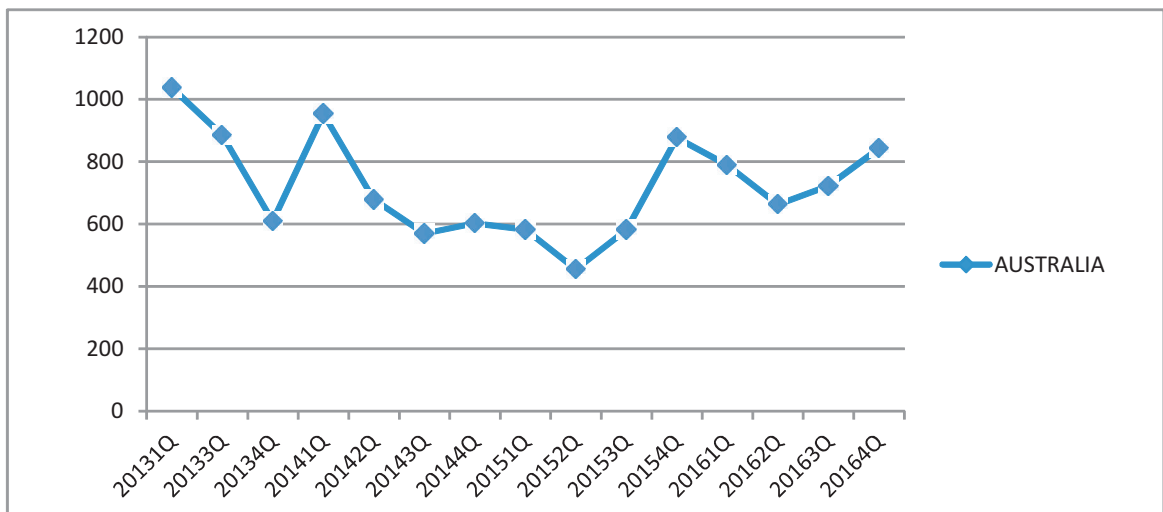
peaks at the fourth quarter of 2015, and first quarter of 2016, accounting for 1126 and 1158 tourists respectively. Second quarter of 2015, the number of international tourists was very low, as this could be as the result of the election that took place in the country during that period.

**Trend in the contribution of Asian tourists in Nigeria across 2013-2016**

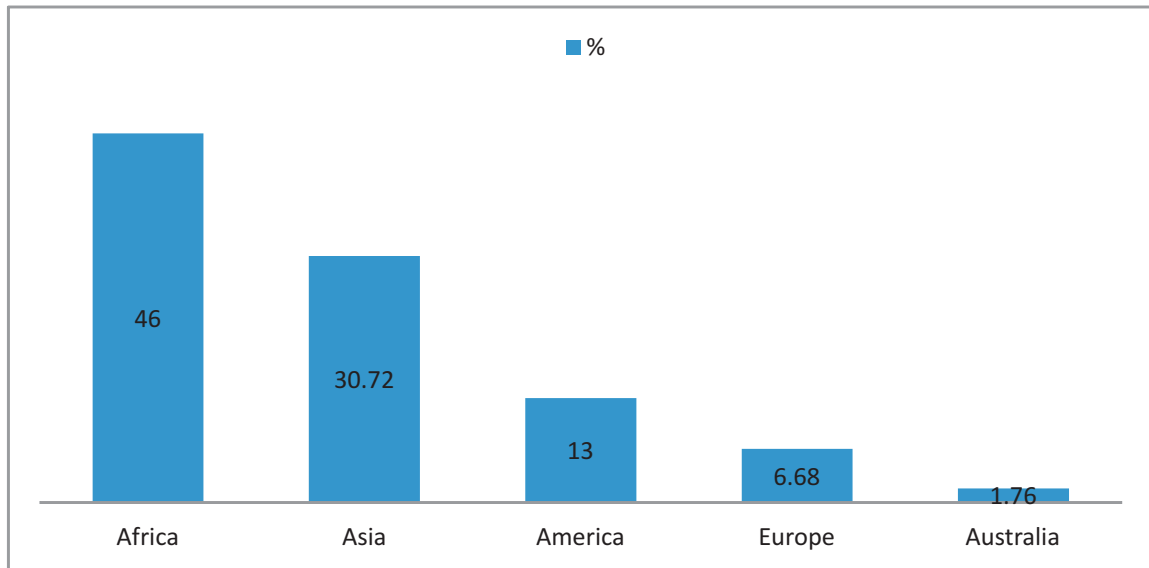
Figure 6 showed that first and second quarter of 2016 was the period Asians tourists to Nigeria was high, accounting 17,735 and 17,639 respectively. The trend decreased drastically between third quarter of 2014 and second quarter of 2015. This could also be attributed to the election period that took place in Nigeria during that period.



**Figure 6:** Trend in the contribution of Asia tourists in Nigeria across 2013-2016  
**Source:** (MMIA, Department of Statistics, NIS, 2017)



**Figure 7:** Trend in contribution of Australian tourists in Nigeria across 2013-2016  
**Source:** (MMIA, Department of Statistics, NIS, 2017)



**Figure 8:** International tourists arrival to Nigeria in 2013 – 2016 by continent  
**Source:** (MMIA, Department of Statistics, NIS,2017)

**Trend in the contribution of Australian tourists in Nigeria across 2013-2016**

Figure 7 showed that 1037 Australian international tourists visited Nigeria at the first quarter of 2013 and that is the highest number of tourists that have visited across the period 2013 – 2016. Second quarter of 2015, was the year tourists arrival was at its lowest peak, this might still be as a result of the election that took place within that period.

**Percentage contribution of the various continents of international arrivals to Nigeria**

Figure 8 showed that 46% of the international tourists arrival to Nigeria across 2013-2016 were Africans. Asians made up 30.72%, followed by American (13%), while Europe and Australia made up 6.68% and 1.77% respectively.

**Rank of factors influencing respondents’ decision for international tourism demand in Nigeria**

Table 3 shows that colleagues (34.4%), friends and relatives (29%), and availability of free time, largely influenced respondents decision for international tourism demand in Nigeria. Availability of free time (47.8%), Friends and relatives (45.2%) and colleagues (41.9%), moderately influenced respondents’ decision for tourism demand. Spouse (73.7 %) and children (69.9%) have greater proportion of no influence on respondents’ decision to come to Nigeria. Based on their weighted mean, friends and relatives, paid holiday entitlement and colleagues ranked first, second and third respectively.

**Table 3:** Rank of what influences respondents to visit Nigeria

Variables	Large extent		Moderate extent		No extent		Mean	Rank
	F	%	F	%	F	%		
Spouse	13	7	36	19.4	137	73.7	0.33	6 <sup>th</sup>
Children	15	8.1	41	22	130	69.9	0.38	5 <sup>th</sup>
Friends & relatives	55	29	84	45.2	47	25.3	1.12	1 <sup>st</sup>
Colleagues	64	34.4	78	41.9	44	23.7	0.95	3 <sup>rd</sup>
Availability of free time	44	23.7	89	47.8	53	28.5	0.77	4 <sup>th</sup>
Paid Holiday entitlement	43	23.1	58	31.2	85	45.7	1.04	2 <sup>nd</sup>

### Rank of respondents' level of satisfaction of facilities and services rendered

Table 4 shows that souvenirs and other commodities purchased (49%), Business environment (22%), and relationship with Nigerians(19%), excellently satisfied the international tourists for tourism demand in Nigeria. Tour guides (0.5%), cultural diversity (1.1%) and historical sites (3.1%) ranked lowest. Based on the weighted mean, souvenirs (1<sup>st</sup>), Business environment (2<sup>nd</sup>) and good relationship with Nigerians (3<sup>rd</sup>), were the mostly ranked satisfaction respondents derived in tourism demand in Nigeria.

### Factors Influencing international tourism demand to Nigeria

The regression results in table 5 showed that the overall model was significant at 1% level of significance. "Trip sponsorship" ( $\beta = 0.003$ ,  $p < 0.01$ ) was the most significant among the variables. This revealed that tourists whose trips were sponsored would visit Nigeria the more, than those who paid for their trip by themselves.

Another significant factor identified was "purpose of visit" ( $\beta = 0.12$ ,  $p < 0.05$ ). The purpose declared by some tourists in coming to Nigeria is for business, not really to visit ecotourism sites or for tourism. This is disheartening because as lucrative as tourism business is, Nigeria is still been faced with so many bottle necks that are capable of repelling prospective tourists. According to Agbabiaka *et al.* (2017), deplorable road network, poor supply of electricity, unsafe airspace, inefficient telecommunication and internet services, poor facility aesthetics of the tourism destinations, national insecurity, multiplicity of levies and taxes, and high operational costs are serious factors that can inhibit tourists patronage . The result further showed that as tourists who did not visit Nigeria for tourism increase, the number of times international arrivals to Nigeria for tourism decreases by 1.3%. This means that as tourists who visited Nigeria for tourism increases, their repeated visit to Nigeria increases by 1.3%.

"Age" ( $\beta = 0.01$ ,  $p < 0.10$ ) was also identified as the least significant factor influencing international tourism demand to Nigeria. This implied that

**Table 4:** Respondents' level of satisfaction of facilities and services rendered

Variables	Excellent		Very good		Good		Average		Below Average		Poor		Mean	Rank
	F	%	F	%	F	%	F	%	F	%	F	%		
Wildlife	0	0.0	0	0.0	0	0.0	0	0.0	163	87.3	14	7.5	3.01	13 <sup>th</sup>
Airport facilities	3	1.6	10	5.4	47	25.3	66	35.5	47	25.3	13	7.0	3.02	11 <sup>th</sup>
Beaches	1	0.5	24	12.9	56	30.1	59	31.7	23	12.4	23	12.3	3.20	9 <sup>th</sup>
Entertainment & recreation	1	0.5	22	11.8	83	44.6	56	30.1	17	9.1	7	3.8	3.53	8 <sup>th</sup>
Accommodation	2	1.1	30	16.1	86	46.2	40	21.5	22	11.8	6	3.2	3.63	7 <sup>th</sup>
Transport & Communication	8	4.3	40	21.5	63	33.9	42	22.6	26	14	7	3.8	3.68	6 <sup>th</sup>
Cultural diversity	7	3.8	38	20.4	71	38.2	51	27.4	17	9.1	2	1.1	3.79	4 <sup>th</sup>
Historical	7	3.6	36	19.4	70	37.6	57	30.6	10	5.4	6	3.1	3.76	5 <sup>th</sup>
Business environment	33	22	45	24.2	69	37.1	51	27.4	7	3.8	7	3.8	3.93	2 <sup>nd</sup>
Souvenirs	49	26.3	63	33.9	32	17.2	31	16.7	7	3.8	7	3.8	4.56	1 <sup>st</sup>
Tour Companies	4	5.2	6	3.2	24	12.9	60	32.3	30	16.1	62	33.3	2.43	12 <sup>th</sup>
Relationship with Nigeria	19	10.2	40	21.5	56	30.1	54	29	12	6.5	5	27	3.92	3 <sup>rd</sup>
Tour guides	2	1.1	18	9.7	29	15.6	87	46.8	49	26.3	1	0.5	3.11	10 <sup>th</sup>

**Table 5:** Regression Analysis of Factors Influencing International Tourism Demand to Nigeria

Variables	$\beta$ -value	Std.Err	P value
Age (years)	0.01	0.07	0.05*
Sex	-0.02	0.15	0.88
Annual income	-4.52	4.71	0.92
Education (years)	0.01	0.02	0.68
Trip sponsor	0.42	0.14	0.003***
Total expenditure	8.31	0.00	0.89
Purpose( dummy)	0.12	0.06	0.03**
Destination features	0.03	0.24	0.89
Satisfaction	0.18	0.21	0.39
F(13, 172) = 2	*** Significant @ 1%		
Prob.>F=0.003	** significant @ 5%		
R-square = 0.47	*Significant @ 10%		
Root MSE = 0.79			

when the international tourist' age increase by one year, the number of times they visit Nigeria increases by 1.2 %. That means, older tourists would have more repeated visit to Nigeria than the young ones. This result is in line with a study done among Spanish senior tourists by Alen *et al.*(2016).

### Conclusion

It is glaring that irrespective of the potentials Nigeria has in tourism, its major patrons are still from neighboring African countries, with little interest from countries of higher economy. People in advanced countries do not see Nigeria as a tourist haven but rather, as a good business ground for profit making, channeling their holidays to other destinations. Tourists do not patronize what they are dissatisfied with and this has restricted the growth and development of the industry as revealed in this study. Even if the marketing effort is adequate, and the marketing strategy is properly designed, with existence of good relationship between the tourist and the local people, no destination can record reasonable success in a society that is prone to conflict, crimes, violence, instability and structural imbalances. As affirmed from this study, the most significant of these factors is lack of tourists' interest in recreation and leisure in Nigeria. It is therefore recommended that all stakeholders should employ measures that would champion Nigeria, not just as a business ground, but also a tourism haven that would attract not just only

neighboring African countries, but countries with higher economy. More so, the government should create an enabling environment for tourism destinations to thrive. This can be done by adequate protection of lives and property, safety of the airspace, provision of good road network, adequate supply of electricity and private public partnership.

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African Journal of Fisheries and Aquatic Resources Management  
Volume 3, 2018  
ISSN: 2672-4197 (Prints)  
ISSN: 2672-4200 (Online)  
Pp 1-14