Title of Article: Tourism Marketing in Africa: The Nigerian Experience.
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Abstract: The United Nations Commission for Sustainable Development in its Rio Earth Summit in 1992 identified tourism as one of the few sectors of economic activities capable of providing an economic incentive for preservation of environment. Its Agenda 21 also identified tourism as one potential major source of continuing employment for women and the unskilled. This shows that tourism has gained so much prominence that regions and nations of world are expected to take steps in the development and marketing of tourism in order to maximize its benefits. Africa as a region does not seem to be making impressive progress in this direction. For example, the World Tourism Organization (WTO) reports that Africa attracts just fewer than 4% of total world tourists, which accounted for 2% of international tourism receipts in 1997. The WTO also calculated that Africa has just over 3% of the world accommodation capacity (796,000 beds). However, the African region showed the strongest expansion in arrivals of any world region in 1997, up to 8.1% over 1996. Besides, between 1988 and 1997, Africa had an average annual growth of 7.2% in visitor arrivals, only slightly lower than the East Asia/Pacific, which had the higher growth rate of all regions though from a much higher base than Africa. This paper, therefore, takes an overview of tourism marketing in Africa from a number of complementary angles: Firstly, effects made by African countries in tourism development and marketing are appraised. Secondly, the position of Nigeria in Africa’s tourism rating is established. Finally, the possible strategies Nigeria can adopt to maximize the benefits of tourism are highlighted.