Title of Article: Sustainable Tourism Marketing as a tool for Economic Development in Nigeria

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Abstract: This study examines national and international strategies for developing tourism and investigates the opinion of participants in the tourism industry in Nigeria, with a view to identifying the key strategic issues that can ensure the success of sustainable tourism marketing. The results identify tourism marketing as an economic development strategy tool for Nigeria and other developing countries. Four strategic issues which include, product and enterprise development, education and training, transport and infrastructure, funding and financial administration were identified as fundamental for its success. It is believed that these guidelines could also be applied to other African countries, thus creating generic strategy for developing sustainable tourism marketing.