

The Impact of Hospitality and Tourism Marketing on Nigeria Economy: Empirical Analysis

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Abstract: The impact of hospitality and tourism on the GDP of a nation cannot be over-emphasized. However, tourism is expected to be a significant contributor to country's GDP in the future and have impacts on infrastructural development. This study investigated the impact of hospitality and tourism marketing on Nigeria economy. The area of study covers (2) tourist center's each from Lagos State and Cross River State in Nigeria. The study employed primary data collected in ensuring that valuable data were obtained for the data analysis. A total number of one hundred and twenty (120) copies of questionnaire were administered to staff of the selected tourist Centre's for which (80) returned were used for analysis. After cleaning and sorting the copies of the accepted questionnaire they were fed into the statistical package for social science (SPSS). The questionnaire was structured in line with the research objectives, questions and hypothesis of the study. The Pearson product moment correlation coefficient was used to confirm formulated hypotheses. Among the finding were that hospitality and tourism has poor contribution on Nigeria economy GDP. Also, tourism marketing skills of Nigeria is below average. The study concluded that if tourism sector is properly harnessed it will generate reasonable revenue to government, and recommended that government should provide adequate funds through budgetary allocation and financial aids to tourism Management for effective promotion of tourism in the states

Keywords: Tourism Marketing, GDP, hospitality industries, economy.

I. INTRODUCTION

It is widely recognized that tourism is an important factor that can contribute to the development of market-oriented economy. It can be stated that tourism is directly linked with the cultural, economic and intellectual potential of a country and the current statistical data show that tourism is seen as one of the most profitable and rapidly developing industries in the world. It is expected that in the early 21st century the number of tourists will increase dramatically and consequently the revenues from tourism will increase considerably. In recent times, economists have observed that diversification in an economy is a sign and powerful factor of health and true and sustainable source of wealth. This is to say that if a country or region's hope of economic survival is dependent on an industry, then such industry is bound to experience pressure on its facilities and resources, giving rise to economic recession and ultimately, poverty and starvation among the people and a breakdown of economic activities. Following the recent economic recession around the world, most developed

and developing countries are embracing tourism as a major option of diversifying their economy and this has helped to boost their economy. This recent increase in tourism activities around the world has also in recent times been reported to be accompanied by negative impacts especially where it is not practiced responsibly. In most of the countries where tourism have really propelled the economy to greater heights, it has been discovered that the hospitality industry especially the hotels are seen as the main nucleus of its positive impacts through job creation, foreign exchange generation, income generation, incentive for elongated duration of tourists stay and image promotion.

Africa is blessed with natural resources, such as natural flowing water, beach and safari wild life which makes Africa a great continent. There are numerous countries in Africa with beautiful tourist attraction which can compete with what is achieved in rest part of the world.

Today, the business volume of tourism equals or even surpasses that of oil exports, food products or automobiles. It has become one of the major players in international commerce and represents at the same time one of the main income sources for many developing countries (World Travel and Tourism Council, 2014), including Nigeria. This growth goes hand in hand with an increasing diversification and competition among destinations. According to Aiyamenkhue (2010), the tourism potentials of Nigeria are very enormous and there is no gainsaying that if properly developed will herald huge revenues into our country. Nigeria offers a wide variety of tourist attractions such as extended and roomy river and ocean beaches ideal for swimming and other water sports, unique wildlife, vast tracts of unspoiled nature ranging from tropical forest, magnificent water falls, some new rapidly growing cities and climatic conditions in some parts particularly conducive to holidaying. Other attractions include traditional ways of life preserved in local customs, rich and varied handicrafts and other colourful products depicting or illustrative of native arts and lifestyle, and the authentic unsophisticated but friendly attitude of many in the Nigerian population.

Over dependence on oil is undermining other potent areas of development, and today, external forces are manipulating the global oil market to the disadvantages of major producers in the third world. It has now dawned on Nigeria that mono-economy, based on petroleum, whose price rests on the

industrialized nation, is not reliable, hence, the need for diversification (Chukwuka, 2013). The recognition of the increasing role and prospects of tourism in the global socio-economic sector immediately attracts attention, especially as Nigeria is bountifully blessed with tourism resources. The Destination Marketing Organizations (DMOs) both at the national and regional levels were expected to develop comprehensive tourism programmes, train staff for the sector, package tourism products in Nigeria and market them for both domestic and foreign consumption. It was also expected to assist the federal government in its drive to expand the horizon and contribution of Nigeria's non-oil exports to the national purse.

Statement of the Problem

Over the years, hospitality and tourism sector has been experiencing disdain in Nigeria. The Nigeria economy solely relies on crude oil with total neglect of other sectors such as hospitality and tourism and non-oil sectors which are the mainstay of a good economy. Over concentration on oil sector has a great implication for the survival of Nigerian economy. The nonchalant attitude of government towards the development of the tourism sector has been major challenge facing the sector in Nigeria. All these necessitated the need for this research.

Objectives of the Study

The objectives of the study are;

1. To examine the extent to which hospitality and tourism marketing has contributed to National GDP.
2. To ascertain whether the use of digital marketing has influenced tourists to patronize tourism in Nigeria.

Research Questions

The following research questions were addressed in this Study;

1. Has hospitality and tourism marketing contributed to National GDP?
2. Has digital marketing influenced tourists to patronize tourism in Nigeria?

Statement of the Hypothesis

Hypothesis 1

- H_0 ; hospitality and tourism marketing has not contributed to National GDP
- H_1 ; hospitality and tourism marketing has contributed to National GDP.

Hypothesis 2

- H_0 ; digital marketing has not influenced tourists to patronize tourism in Nigeria?
- H_1 ; digital marketing has influenced tourists to patronize tourism in Nigeria?

II. LITERATURE REVIEW

Literature review is an important part of a research study as it involves many activities which include identifying, reading, evaluating, describing, summarizing, discussing, citing, and synthesizing various documents with an intention of incorporating them in the study under investigation.

This section deals with Conceptual clarification, Theoretical framework and Literatures on the subject matter. The conceptual framework guides the study and summarizes the dependent and independent variables. The theoretical framework enhances overall framework of the research and deals with the theory that this study anchored on while literature reports on the previous research done by different authors on related topic, how the research was conducted, their observations, findings and their recommendation.

Conceptual Framework

The Concept of Tourism

The World Tourism Organization says tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal, business or professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure. Tourism is travel for recreation, leisure, religious, family or business purposes, usually for a limited duration. Tourism is commonly associated with international travel, but may also refer to travel to another place within the same country (WEF,2013). The World Tourism Organization also defines tourists as people who travel to and stay in places outside their usual environment for not more than one consecutive year either for leisure, business and other purposes.

Nigeria's Tourism Development

Nigeria had her first international tourists in 1472, when Portuguese merchants visited Lagos, apparently in search of trade. There are also historical records of Trans-Saharan and caravan movements. Since then, the tourism industry has continued to show appreciable growth in the country. In 1962, the Government established the Nigerian Tourist Association (NTA) and charged it with the responsibility of promoting domestic and international tourism in the country (Munzali 2011). In 1976, NTA was dissolved and the Nigerian Tourism Board (NTB) established in its place. The development of the sub-sector was boosted in 1990, when the Ministry of Trade and Industry was created, and the NTB became a Corporation (Ashikodi 2010). The significance of tourism lies in its great potentials for generating foreign exchange. For example, according to Central Bank of Nigeria (CBN 1988), a total of

328,906 tourists arrived in Nigeria in 1987 and the receipt earned was N1.1 billion. Estimated earnings were expected to reach some N53 billion by the year 2000 and much higher by 2005, particularly given the stabilizing democratic dispensation in the country (Yusuf and Akinde2015).

By 2017 the government seeing the need for diversification of the economy having witnessed recession and fall in oil prices introduced a new visa policy that aims at easing access to the country for business as well as to boost tourism within the overall context of the administration's economic diversification agenda (This day 2017). Quoting the minister of information and tourism Lai Mohammed, on Nigerian Television Authority news of February 26 2017, Justice (2017) said "Types of visas currently reviewed include Visa on Arrival (VOA) processes, Business Visas, Tourist Visas and Transit Visas. Mohammed further explained that "Business Visas are available for foreign travelers who wish to travel to Nigeria for meetings, conferences, seminars, contract negotiation, marketing, sales, purchase and distribution of Nigerian goods, trade fairs, job interviews, training of Nigerians, emergency/relief work, crew members, staff of NGOs, staff of INGOs, researchers and music concerts"

Furthermore, International center for investigative reporting (ICRI 2017) quoted the comptroller of immigration Mohammed Babbandede saying "Tourist visas are also available to foreign travelers who wish to visit Nigeria as tourists or to visit family and friends". While the visit on arrival (VOA) is a class of short visit visa issued at the port of entry and is available to frequently-travelled high net-worth investors and intending visitors who may not be able to obtain visas at Nigerian missions/embassies in their countries of residence due to the absence of a Nigerian mission in those countries or the exigencies of urgent business travel.

Tourism Marketing

Tourism marketing is the method of applying the correct marketing concepts and ideology to planning a strategy to attract tourists to particular destinations which may come in form of resort, city, region or country. However, tourism and marketing go hand in hand. Marketing of tourism is very important because it is a process of planning and executing the conception, which includes pricing and promotion and distribution of ideals and goods and services. . (Cooper et al 2008). Marketing is a process of identifying customer's satisfaction, design appropriate product and design a market to convey it to the final consumer. Tourism's economic benefits are touted by the industry for a variety of reasons. Claims of tourism's economic significance give the industry greater respect among the business community, public officials, and the public in general. This often translates into decisions or public policies that are favourable to tourism. Community support is important for tourism, as it is an activity that affects the entire community. Tourism businesses depend extensively

on each other as well as on other businesses, government and residents of the local community.

Economic benefits and costs of tourism reach virtually everyone in the region in one way or another. Economic impact analyses provide tangible estimates of these economic interdependencies and a better understanding of the role and importance of tourism in a region's economy. Tourism activity also involves economic costs, including the direct costs incurred by tourism businesses, government costs for infrastructure to better serve tourists, as well as congestion and related costs borne by individuals in the community (Kolb 2006.)

The growth in tourism industry can also be attributed to the increase in tourism marketing. Tourism marketing is the method of applying the correct marketing concepts and ideology to planning a strategy to attract tourists to particular destinations which may come in form of resort, city, region or country. Marketing is a process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that will satisfy individual and organizational goals. Referring to the definition in the concept of tourism marketing, it revolves around planning for tourism from the demand and supply concept in order to satisfy both the host communities (suppliers of tourism) and the visitors (Godfrey and Clarke, 2000)

Internet and Tourism Marketing

Internet as a network which links multiple networks and users around the globe and a network that no one owns outright. The terms, the Web and the Internet, have often been used inter- changeably; however, the Web is part of the Internet as a communication tool on the Internet.

Today the Internet is one of the most effective communication, information and promotion tools. This promotional channel is designed to inform potential visitors about the tourism products offered, sharing with them the most attractive and innovative attributes. As such it is usually integrated with distribution and implies communication activities, including advertising. Along with the loyalty of customers, the "unstructured" means are the most affordable, offering higher yields for small businesses at a lower cost. Therefore "invest in quality and save on advertising" is definitely the motto (International Labour Office, 2012). This e-word-of-mouth strategy can be done through the internet using various social media tools such as Facebook, Twitter, LinkedIn, YouTube, websites, blog-posts and so on. On the other hand, it is important to remember that a greater percentage of new tourists plan and organize their own trips, thanks to the wide availability of information via the internet. Through internet marketing, the State can create awareness for its tourism products, increase its market base, gain traffic from niche conversations held through social networking websites, online discussions, groups and blog comments, and consequently enhance its tourism brand. Additionally, internet marketing serves as a relatively inexpensive platform for the

State to implement its tourism marketing campaigns as it is accessible to anyone with internet access (Kuojel, 2013). Hence, the internet is a veritable tool for tourism product awareness and patronage.

Constraints on the use of Tourism as a Key to Sustainable National Economic Development in Nigeria While tourism offers tremendous potentials as a tool for sustainable national economic development, the sector has been continually constrained by a number of challenges. According to Aremu and Lawal (2018), a major challenge that has plagued the tourism sector is the over-reliance on oil as the major source of government revenue and the means of earning foreign exchange which has caused a systemic neglect of other non-oil sectors and leading to under-development in these sectors, tourism included. Enemu and Oduntan (2012) expressed that the challenges constraining the growth of the tourism sector are inadequate finance, corruption and system-wide non-implementation of tourism policies. Yusuff and Akinde (2015) asserted that the major challenges faced by the sector are the lack of adequate infrastructure, insecurity and low level of capital investment in the tourism sector of Nigeria, due to lack of interest by financial institutions to lend capital to tourism investors. It is important to note that while these factors are important as constraints faced by the system, insecurity as expressed in the recent waves of kidnapping and insurgencies has proved detrimental to the country's tourism sector with the government of some countries warning their citizens to avoid certain cities. While having a detrimental effect on current performance, this key challenge also has deleterious future consequences as it erodes international tourists' confidence in the country.

III. THEORETICAL FRAMEWORK

This work is supported by the Technology Acceptance Model which was developed by Davis (1986). The Technology Acceptance Model postulates that the use of an information system is determined by the behavioral intention, but on the other hand, that the behavioral intention is determined by the person's attitude towards the use of the system and also by his perception of its utility. Going from the above explanation about technologies becoming the major determinants of lifestyles and patterns in the society, the theory is relevant to this study in that the effective use of social media can grant the tourist such utility to deliver marketing messages in an effective and integrated way to increase the level of patronage.

Emperical Review

Ojo et al., (2014) examined the management of tourism in socio-economic development in Nigerian local government using Idanre local government as a case study. Simple random sampling technique was used to select 120 staffs of Idanre Local Government. In all a total of one hundred and twenty respondents constitute the population. This research revealed that there is a significant relationship between tourism and socio-economic development ($\chi^2 = 80.471$, $N = 120$, $p < 0.05$);

there is significant relationship between the level of revenue derived from tourism and socio-economic development ($\chi^2 = 105.882$, $N = 120$, $p < 0.05$); there is significant relationship between the level of socio-economic development and funds allocated to tourism ($\chi^2 = 168.000$, $N = 120$, $p < 0.05$). This study concludes that tourism is an agent of socio-economic development. It further suggests that tourism sector should be strengthening through public-private-partnership (PPP) in order to attract visitors to Nigeria.

Arome victor et al., (2018) carried a study to examine the influence of traditional mass media and Digital media as marketing communications tools on tourism development in Ekiti State. Survey research design was adopted in the study. Primary data and secondary information were utilized for the study. The population of the study was 92 consist of School of Business Lecturers in Federal Polytechnic, Ado-Ekiti and staff of Ekiti State Tourism Board. Stratified sampling technique was used to drawn sample of 60 respondents. Data was analyzed and two hypothesis were tested, Traditional Mass media and Digital Media being the Marketing communications tools are significant with Tourism development in Ekiti State. The study attracts recommendations among are: Government of Ekiti State should re-direct their investment plan to awake and develop some of the silent notable tourist centre in the state. This driven can assist the state to increase their internal generated revenue. Also, there is need for Ekiti State Tourism Board to employ the service of marketing expert to position the entire notable tourist centers in the state in the mind of both indigenous and foreign tourist to increase the level of patronage.

IV. RESEARCH METHODOLOGY

Research methodology is defined as the systematic process or procedure designed for generating, collecting, and analyzing the data required for solving a specified problem. This chapter discusses the ways and means through which the study was carried out. It also presents the research Area of Study, Source of Data, Sampling Technique, Method of Data Collection, Method of Data Analysis, Reliability of Instrument and Validity of Instrument.

Area of Study

The area of the study covers four (4) tourism (attractions) in Nigeria namely; Cross River (which consist two sectors located in Akampka & Boki L.G.A) & Kwa-falls of Cross River State and Badagary Bar Beach & Lekki Beach in Lagos Metropolis, Lagos state. These formed the population for the study.

Sources of Data

The researcher employed the use of both the primary and secondary sources of data. Primary sources of data are firsthand information. The data is generated by the researcher for the purpose of the study, primary data collected for these study are questionnaires given to the enterprises under study

to elicit responses. While that of the secondary data are facts that the researcher collected from already existing sources. The secondary sources from which data were generated are newspapers, textbooks, magazines, journals, published research work, memo-graphs.

Sampling Techniques

The simple random sampling technique is employed, giving each member of the population an equal chance. A sample size of 120 persons was selected at random, using Bourley (1998) proportional allocation formula, it was distributed as follows: tourist management board officials (60) and executives of hoteliers association of Nigeria (60). Eighty (80) were used for data analysis

A pre-test was conducted and outcome yield “r”= 0.92 indicating a high degree of consistency and reliability. The instrument was 8- term survey questionnaire with a - 5 Likert scale response options of Very Relevant (VR), Relevant(R), No Effect (NE) Irrelevant (I), and Very Irrelevant (VI). The questionnaire was structured in line with the research objectives, questions and hypothesis of the study. The Pearson product moment correlation coefficient was used to confirm formulated hypotheses.

Method of Data Collection

The data for the main study was collected as follows:

1. Questionnaires
2. Interview
3. Observation.

The questionnaire titled “*The Impact of Hospitality and Tourism Marketing on Nigeria Economy*” and a cover letter explaining the purpose of the survey were personally administered to tourist management board officials and executives of hoteliers association of Nigeria. The respondents were allowed a three weeks period to fill out the questionnaires. After two weeks the researcher sent a reminder to all the respondents. The questionnaires were collected after three weeks.

Interview

The interview gave the researcher an on the spot response from the respondents which provided a complimentary data to the questionnaires.

Observation

Observations were made on the physical environment of the selected tourism in both states.

Method of Data Analysis

The questionnaire was structured in line with the research objectives, questions and hypothesis of the study. The responses obtained from the questionnaires were presented in tabular forms. The Pearson product moment correlation coefficient was used to confirm formulated hypotheses which show the magnitude of the discrepancy between the variables,

expectation and observation. The test was carried out at 0.5% level of significance using SPSS statistical tool.

Pearson correlation is represented as follows:

$$R = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{[N \sum X^2 - (\sum X)^2]} \sqrt{[N \sum Y^2 - (\sum Y)^2]}}$$

Reliability of the Instrument

A pre-test was conducted and outcome yield “r”= 0.74 indicating a high degree of consistency and reliability. The internal consistency for this instrument is considered high and acceptable given a result of 0.74.

Validity of Instrument

The research instrument was presented to experts in the department of marketing in National Open University Lagos Nigeria; who validated it. Suggestions and corrections were taken cognizance of and effected before the administration of the instrument to respondents.

Data Analysis

The results of the analysis based on the hypotheses tested are as shown below:

Table 1: Bio-data of Respondents

S/N	Sex	Frequency	Percentage (%)
1	Male	25	31
2	Female	55	69
	Total	80	100

Source: Field survey, (2020)

Table 2: Age of Respondents

S/N	Ages	Frequency	Percentage (%)
1	18-25	10	12.5
2	26-30	20	25.0
3	36-45	30	37.5
4	46 above	20	25.0
	Total	80	100

Source: Field survey, (2020)

Table 3: Position of Respondents

S/N	Rank	Frequency	Percentage (%)
1	Casual	20	25.0
2	Junior	35	43.8
3	Senior	25	31.2
	Total	80	100

Source: Field survey, (2020)

Table 4: Distribution and return of questionnaires

S/N	Option	No. of questionnaires
1	Total Distributed	120
2	Total Not Returned	40
	Total Analyzed	80

Source: Field survey, (2020)

Table 5: Distribution of questionnaires to tourism industries

S/N	Tourism	Locations	Frequency
1	Cross River park	Cross River State	1
2	Kwa-falls	Cross River State	1
3	Badagary Beach	Lagos State	1
4	Lekki Beach	Lagos State	1

Source: Field survey, (2020)

Table 6: Response on whether hospitality and tourism has contributed to the Nigeria GDP?

Option	Points	Response (y)	xy	x ²	y ²
VR	5	10	50	25	100
V	4	10	40	16	100
NE	3	30	90	9	900
I	2	10	20	4	100
VI	1	20	20	1	400
Total	15	80	220	55	1600

Source: Researcher's computation (2020). Key: Very Relevant (VR), Relevant(R), No Effect (NE) Irrelevant (I), and Very Irrelevant (VI).

Table 7: Response on whether there is Increase in patronage of tourism products.

S/N	Option	No. of Responses	Percentage (%)
1	Yes	25	31
2	No	55	69
	Total	80	100

Source: Field survey, (2020)

Table 8: Response on whether the use of digital marketing has influenced hospitality and tourism on tourist to patronize tourism in Nigeria?

Option	Points	Response (y)	xy	x ²	y ²
VR	5	14	70	25	196
V	4	11	44	16	121
NE	3	25	75	9	625
I	2	5	10	4	25
VI	1	25	25	1	625
Total	15	80	224	55	15922

Source: Researcher's computation (2020). Key: Very Relevant (VR), Relevant(R), No Effect (NE) Irrelevant (I), and Very Irrelevant (VI).

Table 9: Summary of Hypotheses Test Results

H/N	QS	Cal.'r	LS (x)	Inferenc e	Correlatio n	Decision
1	A	0.35	0.5	r<x	Low positive	Accept Null Hypothesis
2	B	0.29	0.5	r<x	Low positive	Accept Null Hypothesis

Source: Research computation, (2020). Keys: HN=Hypotheses Number; QS=Questionnaire section; LS= Level of significance

Hypothesis 1

H₀; hospitality and tourism marketing has not contributed to National GDP

H₁; hospitality and tourism marketing has contributed to National GDP.

Here, using table 6 to answer to test hypothesis 1. We apply the formula stated above;

$$R = \frac{N\sum XY - (\sum X)(\sum Y)}{\sqrt{[N\sum XY^2 - (\sum X)^2]} \sqrt{[N\sum Y^2 - (\sum Y)^2]}}$$

$$= \frac{5(220) - (15 \times 80)}{[(5 \times 55) - (15)^2][[(5 \times 1600) - (80)^2]}}$$

$$= \frac{1100 - 1200}{\sqrt{(275 - 225)(8,000 - 6,400)}}$$

$$= \frac{100}{283}$$

$$= 0.35(35\%)$$

In hypothesis1, the r calculated of 0.35 < 0.5 level of significance. The null hypothesis is accepted. This shows that the rate of contribution on Nation GDP is low.

Hypothesis 2

H₀; digital marketing has not influenced tourists to patronize tourism in Nigeria?

H₁; digital marketing has influenced tourists to patronize tourism in Nigeria?

Here, using table 8 to answer to test hypothesis 2. We apply the formula stated above;

$$R = \frac{N\sum XY - (\sum X)(\sum Y)}{\sqrt{[N\sum XY^2 - (\sum X)^2]} \sqrt{[N\sum Y^2 - (\sum Y)^2]}}$$

$$= \frac{5(224) - (15 \times 80)}{[(5 \times 55) - (15)^2][[(5 \times 1592) - (80)^2]}}$$

$$= \frac{1,120 - 1,200}{\sqrt{(275 - 225)(7,960 - 6,400)}}$$

$$= \frac{80}{279}$$

$$= 0.29 \text{ (29\%)}$$

In hypothesis 2 the r calculated of $(0.29 < 0.5)$ level of significance. The null hypothesis is accepted. This shows that the rate of marketing influence is low.

V. FINDINGS

At the end of this study, the following findings were made;

1. The null hypothesis is accepted indicating that the rate of contribution on Nation GDP is low. Further discussion with the respondents revealed that on business environment and infrastructure that Nigeria ranks 114th and on total contribution to GDP and employments Nigeria contributed 3.2% & 2.8% respectively indicating very poor compared to other selected countries from the sub-Saharan region and that it could be attributed to low level of capital investment, system-wide non-implimentation of tourism policies by the government and over reliance of oil. They also revealed that the projection is likely to rise by 5.8% pa, from 2014-2024 to *NGNI*, 366.bn (1.6% of total GDP) in 2024 only if government acts expeditiously by providing adequate finance & infrastructures.
2. The null hypothesis is accepted showing that the rate of marketing influence is low. Further discussion with the respondents revealed that tourism marketing skills of Nigeria is below average, thus resulting in under-development and slow level of patronage of tourism products. This is due to the fact that in addition to the fact that most of the tourism sites are under-developed, the internet has not been adequately utilized in creating awareness and the desired level of interest in the available sites.

VI. CONCLUSION

One of the persistent goals for any country is finding the means through which sustainable economic development can be achieved. In Nigeria, this need is most important considering the rampant levels of poverty and under-development. All over the world, there is a growing trend in the contribution of tourism to GDP, export and employment. However, despite the abundance of tourist sites and destinations in Nigeria, evidence suggests that the country has not fully realized the benefits that the tourism sector has to offer. A lot of reasons have been cited for this ranging from the under- development of the tourism sector, insecurity, poor infrastructure, ineffectual government policies, inadequate private participation to inadequate promotion of the sector. On the impact of hospitality and tourism marketing, the findings indicate that the rate of hospitality and tourism contribution on Nation GDP and marketing influence is poor. The study concludes that if tourism sector is properly harnessed it will generate reasonable revenue to government as well as

employment opportunity. Therefore, the potency of tourism in stimulating economic development across states in Nigeria is not illusive, but real and requires further considerable attention from the government.

VII. RECOMMENDATIONS

There is no doubt that hospitality and tourism marketing have significant positive impact on sustainable development. (Eneji, Odey, Bullus 2016). There is absolutely no reason why the Nigeria's Macro economy should enter depression because of oil price fluctuations, If tourism and hospitality marketing were taken up as profitable diversification options. The hospitality and tourism industries in Nigeria have predominantly been concentrated in larger cities such as Lagos and Abuja. By expanding in to smaller cities across multiple regions, we will dramatically increase the potentials for business and leisure travel throughout the country. It is recommended further that the government needs to diversify revenue base in order to encourage socio-economic development of every tourist locality. There is immediate need to make policy that will facilitate local economic development of all the local government through which grass root development could be guaranteed. Digital marketing such as Facebook, Twitter, Instagram, YouTube and so on should be incorporated into the State Tourism Board to inform, persuade and remind both indigenous and foreign tourist to visit the various centers in the state. Government ought to guaranty legitimate subsidizing of hospitality and tourism industries in Nigeria through the yearly spending plan.

Implications of the Study

This study is timely as it is able to discover that Nigeria is blessed with abundant natural and cultural resources that if adequately harnessed and promoted are capable of attracting both domestic and foreign tourists. With adequate marketing programs for the tourism and hospitality sector, it is cable of sustaining the economy or at least contribute significantly towards employment generation, public revenue, infrastructural developments and Gross domestic product (GDP). Also the findings of the research are expected to help the academicians, tourist marketing practitioners to view marketing as a holistic approach to the business for future sustainability. It is suggested that further research should be carried out on hospitality and tourism across other states in Nigeria.

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