WHAT HAS BEEN DONE SINCE WORKSHOP 111

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PRESENTATION TO THE UNWTO CAPACITY BUILDING WORKSHOP ON TOURISM STATISTICS FOR AFRICA.
25TH-27TH AUGUST, 2010

INTRODUCTION

- The Federal Republic of Nigeria lies on the West coast of Africa with a land mass of 923,768sqkm, with a population of 120 million based on the 2006 census. The country comprises more than 250 ethnic groups making up of 36 states and a Federal capital territory known as Abuja, The country is vast and rich in Tourism potential.
The overall policy thrust of Tourism in Nigeria are:

• WEALTH CREATION
• FOREIGN EXCHANGE GENERATION
• EMPLOYMENT CREATION
• PRESERVATION OF RICH CULTURAL HERITAGE OF THE COUNTRY.

WHY TOURISM ?

• TOURISM IS A GROWTH INDUSTRY
• CREATES JOBS FOR A WIDE RANGE OF SKILLS
• TOURISM IS TIED TO A PLACE
• CREATES ENTREPRENEURIAL OPPORTUNITIES
• CREATES BETTER CULTURAL UNDERSTANDING AND PEACE.
• PRESERVES CULTURE, PEOPLE HERITAGE & ENVIRONMENT
TOWARD A FULFILLMENT

- NIGERIA HAS PREPARED A TOURISM DEVELOPMENT MASTER PLAN DOCUMENT TO CHART A NEW COURSE FOR TOURISM.
- THE IMPLEMENTATION OF THE DOCUMENT WILL LEAD TO AN ACCELERATED TOURISM DEVELOPMENT.
DOMESTIC TOURISM STATISTICS

• IT'S ESTIMATED THAT 35% OF NIGERIA ARE ENGAGE IN DOMESTIC TOURISM (PROVISIONAL RESULT FROM INTERNAL MIGRATION BY NPOPc.)
• NIGERIA TOURISM DEVELOPMENT CORPORATION IS COLLECTING DATA ON DOMESTICS TOURISM.

A CULTURAL FESTIVAL
INBOUND / OUTBOUND TOURISM STATISTICS

• STATISTICS ARE COLLECTED FROM:
  4 INTERNATIONAL AIRPORTS
• 12 LAND BORDERS AND SEA-PORTS
• IMPROVEMENT IN ANALYSIS OF DATA CAPTURE ON INBOUND/OUTBOUND PASSENGERS.
• DATA FOR NOW IS BASED ON ARRIVAL/DEPARTURE.
• ARRIVAL/DEPARTURE ARE CLASSIFIED AS:
  NIGERIA, ECOWAS, OTHERS AFRICA AND FOREIGNS (Americas, Europe, Asia)

EYO MASQUARSDE DANCE IN LAGOS
CHALLENGES: INBOUND/OUTBOUND TOURISM STATISTICS

- INSUFFICIENT RESOURCES (FUNDS AND HUMAN)
- REDESIGN ENTRY/DEPARTURE CARD NOT IN USE
- LACK OF PROPER CO-ORDINATION AMONG THE AGENCIES.
- DUPLICATION OF DUTY AMONG THE AGENCIES.
- MAJOR CHALLENGES TO REALIZATION OF TOURISM IN THE COUNTRY IS POLITICAL WILL.
FUTURE PLAN /TOURISM SATELLITE ACCOUNT

- Government is determine to re-position tourism to enable the sector contribute more appreciably to the economy of the country.

- With a strong political will, government will collaborate with UNDP, UNWTO and internation donor agencies with the view to implement the national tourism master plan.