

***CURRENT AND FUTURE GLOBAL TRENDS IN HOSPITALITY AND
TOURISM: A Case of Nigeria***

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Abstract

Hospitality is the main driver of tourism. A country may have the biggest, fineness and fascinating attractions and where it does not posses enduring hospitality, the industry cannot survive. Hospitality is about sustainability: ability to maintain and retain qualities for a long period of time.

This paper provides indebt account about tourism and hospitality. It deals with issues relating to global current and future trends in travel and tourism and discusses the peculiarity of Nigeria hospitality and tourism industry. The paper however presents opportunities which Nigeria can adopt to be a leading tourism and hospitality destination in the world.

Keywords

Tourism, Hospitality, Globalization, Service, Technology, Safety and Security.

1. About Tourism

Tourism is the movement of people from their usual place of residence or place of work to an unusual destination for the purpose of conferences, sight-seeing, pilgrimage, health services, festivals and so on and so forth, in as much as activity engaged in is not connected with employment remuneration and does not lead to permanent residence. It is an economic activity involving the subject (man) and the object (attractions, accommodation, transportation and facilities).

The World Travel and Tourism Council sees tourism as business activity that is connected with transport, accommodation, feeding, entertainment and core reason of traveling activities. From the conceptual point of view, tourism is a leisure activity which tag tourist as "pure consumer of time, money and energy" through participation in leisure activity. Tourism is then characterized in four dimensions:

- a) Tourism is of two elements: journey to destination and stay including activities engaged in at the destination.*
- b) Tourism is the journey and the stay outside the normal residence or place of work whereby activities involved are distinct from those obtained from work and home.*
- c) Tourism is the movement of people to a destination for a temporary sojourn with the intention to return within a few days, weeks and months.*
- d) Tourism is the movement of people to a particular place of interest other than taking up permanent residence or employment remuneration from the places visited.*

The technical definition of tourism then prevails two justifications:

- a. What is the purpose of visit or a travel that is what really attracts visitors (tourist)?*
- b. How long is a tourist staying at the place of visit? 1*

2. About Hospitality

Tourism is not an isolated segment, it goes with hospitality to become travel and tourism industry. While tourism is the attraction that pulls tourists to tourist sites (waterfalls, mountains, beaches, landscapes, national parks, festivals, museums, monuments, amusement parks, night life etc), hospitality responds to the needs of visitors, that is the services rendered in accommodation, transportation including those offered by travel agents, tour operators, tour guides and other ancillary services.

Hospitality means providing services to others and ensuring quality service delivery. It is a place where people ensure value for money and feel a sense of honour. It is a place where individual feels exceptional and exhibits self and personality traits as a result of payment made for specific service. Hospitality is part of an industry known as travel and tourism which offers goods and services to visitors.

Travel and Tourism Industry is however composed of five components:

- a) Attractions (natural, cultural/historical and man-made);*
- b) Accommodation (Hotels, motels, guest houses, resorts, time share, cruise ships);*
- c) Transportation (ships, airplanes, trains, buses);*
- d) Retail store (souvenirs, gifts, arts/craft shops);*
- e) Food and Beverage (Bars, restaurants and catering services). ²*

3. Characteristic of Hospitality Industry

- *It is an industry that provides large scale employment opportunities without educational barriers;*
- *It is an industry with many career opportunities;*
- *It is focused on guest orientation and satisfaction;*
- *It offers intangible and perishable products (tourist products are perishable, for instance once a guest room is not sold in a night, such revenue cannot be regained).³*

Hospitality is the driver of travel and tourism industry. It is a continuous effort for maintaining positive image and quality service. The hall-mark of a successful travel and tourism company is quality service delivery through emphasis on high-touch instead of high-tech and encourages motivation as well as innovations.

4. Current Trends in Travel and Tourism Industry

Globalization: *People are becoming more aware of the travel and tourism industry. The travel pattern changes from time to time and more people travel around the globe in search for destination with quality visitor's experience.*

The growth of travel and tourism dates back to 1960 when international tourist arrivals recorded 70 million visitors. By 1975, tourist arrivals had reached 222 million people and this rose to 760 million in 2004, one (1) billion international arrivals in year 2012 and 1.1 billion in 2014. It is however projected that international tourist arrivals will hit 1.8 billion by 2030. The World Tourism Organization has predicted that developing nations will get a larger share of the arrivals and receipts as against the current situation. This is because potential tourists are searching for new destinations and new experiences which can be found in developing countries. ⁴

In the context of international tourism receipt, global tourism expenditure stood at 475 billion US dollars in 2000, 679 billion in 2005 and 918 billion in 2010. By 2013, it has reached 1, 197 billion US dollar and 1, 245 billion in 2014 respectively.⁵ From all indications, Europe is leading, followed by Asia and Pacific, Americas, Middle East while Africa recorded the lowest receipts.

International Tourism Receipts

Year	2013 (billion) US dollars	2014 (billion) US dollars
World (Global)	1, 197	1, 245
Developed Economies	784	815
Emerging Economies	413	430
Europe	491.7	508.9
Asia and Pacific	360.7	376.8
Americas	264.2	274.0
Middle East	45.2	49.3
Africa	35.5	36.4

Source: World Tourism Organization: Classification Based on International Monetary Fund (IMF) April 2015.

Service: *Service is the life wire of tourism and hospitality industry. It is an important element in attracting and retaining visitors. Service must be quality enough to play the role of satisfying visitors. Guests see service quality as expectation that must be fulfilled. Employees training and exposure often respond to this needs. In delivery service quality, certain key performance indicators need to be put in place: reservation must be accurate, check-in needs to be completed in five minutes, stay of residence must be secured and billing must be free from error.*

Today, many international hotel chains have lost their clients due to decline in service delivery. The first ten best hotels in the world that are rendering high class service to clients are listed below:

10 Top Hotels In The World

S/N	NAME	COUNTRY LOCATED
1.	Palacio Nazarenus	Peru
2.	Northern Bell	United Kingdom
3.	Jumby Bay	Antigua
4.	The Oberoil Varryavillas	India
5.	Four Seas Tented Camp	Thailand
6.	Wild Flower Hall	India
7.	Corde Valle, San Martin	United States
8.	The Oberoil	Mauritus
9.	Olare Mara Kempinski	Kenya
10.	Las Ventanas al Paraiso	Mexico

Source: dailymail.co.uk/travel/article

Safety and Security: *Security of life and properties is very important for the survival of tourism and hospitality industry. Man-made incidents, natural disasters, terrorist attacks and harmful disorders have threatened sustainability of the industry. A single occurrence of this disorder can cause tourists to abandon a destination, cancellation of flights and other means of transportation, redirection of tours to alternative destinations and even closing of tourist facilities for a long period.*

Some of the safety characteristics stated below can be developed to avert or reduce security risks:

- *Government and private sector should provide general or specific security mechanism to assist visitors who fall victim;*
- *Adequate protection of tourist facilities must be put in place at all times;*
- *Staff of hospitality and tourism outfits must be trained to deal with security issues affecting visitors and customers;*
- *Adoption of standard in compliance with security issues must be strictly adhered to, particularly issues relating to fire prevention, health hazard, environmental pollution, violence and terrorism;*
- *Existence and effective access to emergency services are pivotal to a sustainable destination.*

Technology: *Technology is now a driving force at providing efficient and effective service delivery at travel and tourism destinations. Technology provides cheaper and effective dissemination of information. The use of advanced software, database, modelling and other communication tools allow for operational improvement and competitiveness in the industry. Technology has changed tourism and hospitality businesses better than before. Today, potential visitors can make their bookings online from home. Information on tourist sites and accommodation are available on the net. Wireless internet service improves guest satisfaction and reduces stay of guest at reception while check-in and check-out are now easier for guests.*

5. Findings on Nigeria Hospitality and Tourism

Hospitality: *Nigeria is currently undergoing economic challenges which has pervaded almost every sector of the economy including hospitality and tourism industry. Hospitality sub-sector in Nigeria include hotels, night life, restaurants, fast food and 'mama put'. Generally, over the last 10 years before the recession, hospitality industry was booming with new entrants monthly. Most of the hospitality establishments are found in cities like Lagos, Abuja and Port-Harcourt. Restaurants for instance is emerging fast with the entrance of the likes of Mama Cass, Chicken Republic, KFC, Mr. Biggs and Tantalizer. The brands of these establishments are multiplying around the country and an average plate of food is sold for N1, 500 to N2, 500 (5 USD to 8 USD). The likes of these restaurants are comparable to the prevailing markets around the world in terms of good services and quality meals. The low level restaurant like the "Mama put" is striving well with an average of N200 to N500 (0.5 USD to 1.2 USD) per plate.*

Hotel market is diverse with several brands in the country mainly in Lagos, Abuja and Port-Harcourt. Although, there are some recently emerging in cities like Enugu, Benin, Kano and Calabar, most of the hotels are of no class but some attribute star rates to themselves which is against international best practices.

However, there are opportunities in the sector. The hotels are not enough while the need for more restaurants and night clubs of different categories cannot be over emphasized. It must be mentioned that patronage in the hospitality sector is encouraging. There is room for growth and expansion as most of their clients are Nigerians.

Tourism: *Nigeria tourism is an emerging sector. It covers the development and preservation of heritage sites, beaches, national parks, amusement parks, museums, monuments, waterfalls, theatre halls, festivals and a host of others. Nigeria tourism sector is not striving as expected. There is lack of awareness on the part of citizens and there is too much of lip service on the part of government at different levels.*

According to the United Nations World Tourism Organization (UNWTO), for instance, between 2002 and 2005, Nigeria recorded less than one million international tourist arrivals, 1.1 million in 2007, 1.2 million in 2008, 1.4 million in 2009 and dropped to less than 1 million in 2010. This figure rose to 4.7 million surprisingly in 2012 and declined to 600,000 arrivals in 2013.⁶ This figure will continue to drop in view of over 10 international airlines that closed businesses in Nigeria in 2016.

6. Nigeria Tourism Assets and Opportunities

Nigeria is a fascinating country and possesses what it takes to be a preferred tourist destination in Africa. This nation is endowed with numerous tourism resources among which are:

- *Good climate;*
- *Fascinating culture and festivals;*
- *700 kilometres coastal zones;*
- *Waterfalls;*
- *Mountains, Hills and Rock formation;*
- *Historical Antecedents;*
- *Arts and Crafts;*
- *Historical Monuments and Museums;*
- *Savannah Grassland;*
- *Beaches;*

- *Unique hospitality of Nigerians;*
- *Crafts and Casting;*
- *Zoological and Botanical Gardens;*
- *7 National Parks;*
- *1,129 Forest Reserves;*
- *3 Stride Nature Reserves;*
- *31 Game Reserves;*
- *4 Game Sanctuaries;*
- *1 Biosphere Reserve and*
- *Numerous man-made attractions such as stadia, theatre halls and convention centres etc.*

❖ **Ecotourism Opportunities:** *Ecotourism resources are found in the forests, mountain areas, savannah and river beds with ecosystem and biodiversities. Prominent among them are the nation's national parks namely:*

- i. Kanji National Park (Niger and Kwara states);*
- ii. Cross River National Park (Cross River state);*
- iii. Gashika National Park (Adamawa and Taraba states);*
- iv. Old Oyo National Park (Oyo state);*
- v. Kamuku National Park (Kaduna State);*
- vi. Okomu National Park (Edo State);*
- vii. Chad Basin National Park (Borno and Yobe States);*
- viii. Yankari Game Reserve (Bauchi state);*
- ix. Hadejia-Nguru Birds Sanctuary (Jigawa and Yobe states).*

These National Parks/Sanctuaries, Forest Reserves and other Game Reserves can be developed with the following opportunities:

i. Reception centres, hotels, camp sites and resorts;

ii. Hiking trails and jeep tracks;

iii. Picnic and camping sites at strategic locations;

iv. Cable bus especially at Mambilla Plateau and Obudu Catle Ranch;

v. Camp sites, Resorts and Cabin logde at different strategic locations;

vi. Conservation and Protection of endangered species such as Ostrich and other Birds, Drill monkeys, Giraffes etc.

❖ **Beach Tourism Opportunities:** *Beaches are unique and fascinating sites around the world attracting millions of tourists annually. Nigerian's 700 kilometre coastline is richly endowed with sharp-sand on the beaches and coconut plantation with breezy environment. Prominent among the beaches are Badagry beach, Bar beach and Lekki beach in Lagos State, Calabar beach in Cross River State, Ibeno beach in Akwa-Ibom State and Port-Harcourt beach in Rivers State. Besides the beaches are the numerous rivers and lagoon fronts across the country such as Confluence of River Niger and Benue, Azumin River Rose in Abia State, Abraka River in Delta State. These beaches are suitable for tourism and recreational purposes.*

Areas of investment opportunities include:

- i. Establishment of Water-Based Resorts;*
- ii. Establishment of Cruising, Yachting and Boating;*
- iii. Establishment of Fishing industries;*
- iv. Provision of Swimming, Snorkelling and Water Skiing and other Water-Based recreational facilities;*
- v. Establishment of Amusement Parks, Botanical Gardens and Entertainment facilities.*

❖ ***Heritage and Cultural Tourism Opportunities:*** *These are activities based on people's culture, beliefs, art works, casting, festivals, dances, musics, places of memory, historical buildings, museums and monuments among others. Nigeria's cultural assets are among the most fascinating in Africa. This is as a result of its multi-ethnic and multi-linguistic diversities which make the people and the country unique in African continent. Prominent among Nigeria festivals are Osun Osogbo festival in Osun State, Durbar festival in Kano and Kaduna states, Eyo festival in Lagos state, Arugungu fishing festival in Kebbi state, Mmanwu festival in South Eastern states and Egungun or Masquerades festivals in different parts of the country. Other cultural assets include the 2,500 years of Nok culture and its Terra Cotta, animal and man heads including weapons of war in display in Kaduna state, Long juju shrine of Arochukwu in Abia state, Slave route and First Storey Building in Nigeria at Badagry, Lagos state, Chief Nana's Palace at Koko in Delta state and Palaces of Emirs, Obis and Obas spread around the country among others.*

Investment opportunities in this sub-sector include:

- i. Establishment of tourism based enterprise such as souvenir making, glass and brass works, traditional arts and crafts works, leather and raffia works, painting etc;*
- ii. Development of museums and monuments, presentation of archaeological sites, slave routes and relics etc;*
- iii. Packaging and presentation of festivals and other cultural events;*
- iv. Establishment of training schools on crafts and arts works.*

❖ ***Business/Conference Tourism:*** *This is a veritable segment of tourism which draws a large number of visitors to a country. It is a city oriented programme that has made many nations and cities account for large visitors spending. Nigeria can be the host nation, hosting international conferences and conventions in Africa. Presently, this opportunity exists in Abuja, Lagos and Port-Harcourt. Abuja at least has two international conference centres. These are Sheu Musa Yar' adua International Conference Centre and ECOWAS Secretariat with seating capacity of 2,000 seats each and other small committee rooms with equipments and gadgets capable of translating (4) international languages simultaneously. Besides, several hotels in the city also have conference halls sitting more than five hundred (500) people at a time. Similar facilities also exist in Lagos, Port-Harcourt, Calabar, Kaduna and Kano respectively.*

One instrument of achieving this objective is the establishment of a Convention and Visitors Bureau. The Federal Government can establish this Agency at the Federal Capital Territory, Abuja and encourage state governments with conference potentials to do same in their respective states.

Investment opportunities in this sub-sector include:

- i. Establishment and management of International Conference Centres and facilities;*
- ii. Establishment and management of Hotels and Resorts with Conference facilities;*
- iii. Establishment of Souvenir Shops;*
- iv. Organization and promotion of Conferences and other related events;*
- v. Establishment of standard Entertainment/Theatre Halls and Catering facilities;*
- vi. Establishment of Car Hire Services, Travel Agencies and Tour Operating Companies.*

❖ **Sport Tourism Opportunities:** *Nigeria can pride itself in the area of sport tourism. The country has produced veterans in soccer, athletics, boxing, wrestling and other sports. Such important personalities include Chioma Ajunwa, late Stephen Keshi, late Rashid Yekini, Nwankwo Kanu, Austin J.J Okocha, late Micheal Okpara alias “Power Mike” and a host of others.*

The country has hosted several international sporting events such as the 1999 edition of World Youth Soccer Championship, African Cup of Nations, All African Games and has participated in several international sporting events in different parts of the world.

Sport is a major driver of visitors for domestic and international tourism. There exist some sporting facilities in the country which can be improved upon. These include the National Stadium in Lagos, Abuja Stadium complex and IBB International Golf Course in Abuja and the newly built international Stadium complex in Uyo and a host of other stadia in different parts of the country. Lagos and Abuja with its road networks can also host international motor race which often attracts thousands of visitors to a destination.

Investment opportunities in this sub-sector include:

- i. Establishment and management of sporting facilities such as stadia, club houses, sport halls and souvenir shops;*
- ii. Organization and promotion of sporting events including sponsorship;*
- iii. Establishment and management of Recreational Parks, Theme Parks; and*
- iv. Establishment and management of catering outfits ⁷etc.*

7. Way Forward To Nigeria Tourism and Hospitality Industry

Nigeria Tourism and Hospitality Industry needs synergic approach for its growth and sustainability. The future trends in Nigeria Tourism and Hospitality industry rest significantly on the ability of Nigeria to implement the opportunities provided in this document. The country should also review its tourism policies and develop quality tourism products that will enhance the growth of the hospitality industry. The policies should cover areas such as:

- *Regular launching of awareness campaign on media (local and international);*
- *Establishment of a National Carrier to fill the leakages on international travels;*
- *Improved power supply;*
- *Introduction of tourist visas at the point of entry;*
- *Introduction of charter flight with less stringent conditions;*
- *Provision of infrastructure at tourism sites;*
- *Provision of adequate security at tourist sites;*
- *Improved capacity building for personnel in the industry;*
- *Establishment of reliable database;*
- *Creation of investment incentives such as tax rebates, low interest rates, subsidies and quicker investment approvals;*
- *Easy foreign exchange remittance;*
- *Establishment of low interest rates for investors among others.*

8. Conclusion

Tourism and Hospitality industry is growing globally as there are steady increase in international arrivals. Equally, hospitality establishments are springing up in different countries with quality services. The challenge in the trends is the security and safety of tourists and guests overnight stay. Advanced economies will continue to have large tourist arrivals particularly France, United States, Spain, China and Turkey. In the developing economy, Thailand and India might record tremendous growth in 2017 as predicted by the World Tourism Organization.⁸

Tourism and Hospitality industry will continue to provide more jobs globally with sustainable income to the workforce.

Nigeria tourism and hospitality has tendency to grow if government could enact enduring tourism policies capable of protecting investment and encouraging easy flow of tourist traffic to the country. Government must also lead while private sector should be encouraged in developing the sector through adequate security, funding opportunities and necessary infrastructure.

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