Tourism Business And National Development: A Study Of Nigerian Hospitality Industry

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ABSTRACT
The study is a longitudinal (time series) assessment of the contribution of tourism business to national development of Nigeria using hotel, restaurant, transportation and attraction centres services. The objective of the study was to find out the extent to which the Nigerian tourism sector has contributed to economic development of Nigeria, using 2010 to 2019 data from the Central Bank of Nigeria, National Bureau of Statistics and United Nations World Tourism Organisation. Preliminary analyses were done to make sure there were no violations of normality, linearity and homoscedasticity. Regression and correlation analyses were carried out to find out the contribution of the independent variables such as hotel, restaurant and transport to GDP using IBM SPSS version 21. The result showed that there was a correlation between GDP and Hotel Services Subsector of Tourism which stood at 0.331. The correlation was positively directed while the coefficient of determination showed that the contribution of Hotel Service Subsector of tourism to GDP stood at 0.1065 which is about 10.95%. For the second objective, the result showed that there was a correlation between GDP and Restaurant Services Subsector of Tourism which stood at 0.327. The correlation was positively directed while the coefficient of determination showed that the contribution of Hotel Service Subsector of tourism to GDP stood at 0.1069 which is about 10.69%. For the third objective, the result showed that there was a negative correlation between GDP and Transport Services Subsector of Tourism which stood at -0.355. The correlation was negatively directed while the coefficient of determination showed that the contribution of Transport Service Subsector of tourism to GDP stood at -0.1260 which is about 12.60%. For the last objective, the result showed that there was a correlation between GDP and Attraction Services Subsector of Tourism which stood at 0.403. The correlation was positively directed while the coefficient of determination showed that the contribution of Attraction Service Subsector of tourism to GDP stood at 0.1624 which is about 16.24%. The study therefore, recommended, inter alia, that there is need for government at all levels to create an enabling environment and appropriate policies for tourism to thrive in Nigeria.
Keywords: Hotel Service Subsector, Restaurant Service Subsector, Transport Subsector, Attraction Centres Subsector and Economic Development

INTRODUCTION

Tourism is acclaimed as a major activity globally and fastest growing sector of the global economy. It is believed that tourism is as old as man's existence on earth. This is based on the premises of the biblical account of creation of man. (Etuk, Eze & Esu, 2017) Falade (2017) posits that the idea of tourism, consciously or unconsciously, started in the Garden of Eden". God took man and put him into the Garden to dress it and keep it. The Nigerian tourism sector involves different intangible services needed by customers within Nigeria. It entails travelling to relatively undisturbed or untainted area with varying degrees of objective such as studying, enjoying the scenery and its wild flora and fauna, as well as other cultural and historical facets. Places of tourist interest are in abundance and of varied nature, which include places such as ecological and historical importance, pilgrimage centres, sanctuaries, national parks, hill resources, caves and sea-beaches, etc. (Etuk, Eze & Esu, 2017).

The US Eco-tourism society (1991) postulated that Eco-tourism is a purposeful travel to natural areas, to understand the culture and the natural history of the environment, taking care not to alter the integrity of eco-system, producing economic opportunities that make the conservation of natural resource advantageous to the local people. According to CBN (2018), tourism is key to the Nigerian economic development as Nigeria is trying to diversify and move away from oil and gas (oil and gas being the major contributors of the Nigeria economy). The real Gross Domestic Product (GDP), at 2015 constant basic prices, rose by 5.5 percent, compared with 4.2 percent in 2017. Growth in the review period was attributed, largely, to the non-oil sector, which grew by 8.4 percent. Oil sector output fell by 13.1 percent. CBN Sectoral analysis indicated that agricultural output grew by 2.9 percent; construction, 14.2 percent; the services sector (tourism inclusive), 9.4 percent; and trade, 6.6 percent, while; industrial sector fell by 0.1 percent. The decline in headline inflation was attributed to the fall in food prices, which resulted from the increased agricultural output and the tight monetary policy stance of the CBN throughout 2018.Non-oil GDP grew by 8.4 per cent in 2015, compared with 5.8 per cent in 2017. The performance was driven, largely, by industry, which grew by 21.7 per cent, followed by construction, services and trade with respective growth rates of 14.2, 9.4 and 6.6 per cent. The agricultural sector output rose by 2.9 per cent following the favourable weather conditions and increased credit to the real sector, among other factors. Analysis of the service sector revealed that accommodation and food services, utilities, real estate, human health and social services, finance and insurance; information and communications sub-sectors grew by 73.9, 18.8, 12.0, 9.6, 8.6 and 8.2 per cent, respectively. The manufacturing and solid minerals sub-sectors in the industrial sector recorded respective growth rates of 21.8 and 16.5 per cent, compared with 13.5 and 19.7 per cent in the preceding year. (CBN, 2018)

Tourism services include mainly the services sold to domestic and foreign tourists. The domestic tourism is an important segment of the overall tourist scenario. According to Etuk, Eze&Esu (2017), tourism in Nigeria has vast employment potential much of which still awaits exploitation.As at 2015, according to Etuk, Eze&Esu, (2017), about 8.5million persons are directly employed by hospitality services. This is about 2.4percent of the total workforce of the country. In addition, the industry provides indirect employment to about 30 million persons. Again, it is interesting to note that the employment generation, in proportion to investment, is very high in tourism industry. Nigerian tourism potentials can best be expressed when types of tourism attractions are looked at. Obot (2013) posits that Nigeria is highly naturally endowed nation and that natural endowment of Nigeria is as varied as her cultural, social and ecological diversities. Obot, quoting Nason (2012) opines that Nigeria has some of the most beautiful birds in the world because it is a large country, stretching from the beaches and Mangrove Swamps of the Gulf of Guinea trough the remnants of the rainforest to the Savannas and thorns scrubs of the north. It provides a home for a fascinating variety of birds.

It is therefore, against this background that this study is intended to determine the effect of Tourism Sector on Economic Development of Nigeria using evidence from Central Bank of Nigeria

Statement of the Problem
Tourism has emerged as one of the largest industries in terms of income generation and employment opportunities around the globe (World Tourism Council, 2009). However, Nigeria is still finding its feet in the tourism industry even though it has a projected population of 200 million people which translates to about one quarter of the population of the entire African continent. Nigeria is equally well blessed with several tourist centres such as the Yankari Games Reserve (Which is the only game reserve in the world with a natural warm spring), Obudu Cattle Ranch, Olumo Rock, Oguta Lake and others (Akunyili 2012). It is however sad to note that, given these enormous human and natural resources, Nigeria has remained a straggler in tourism development. Generally, Nigeria, like other developing economies of the world, is confronted with these problems: First is the need to reduce poverty level; second is the dwindling national revenue as a result of overdependence on only oil and gas; third is the need to find solution to the ever-growing number of crisis emanating from energy; and the fourth is security challenges which is considered as very vital if Nigeria must attract tourists. For foreign tourists, there is suspicion that the presence of insecurity in terms of armed robbery and kidnapping in the southeast; militancy in the south-south (Niger-Delta area); Boko-Haram insurgency in the Northeast and the absence of adequate quality infrastructure in Nigeria and unfavourable government policy on tourism may have formed part of the problems affecting patronage of tourism services.

It is on this premise that this study elected to find out how tourism sector has fared over a decade using its contribution (longitudinal survey) to the national development to be able to recommend ways that this sector can be harnessed for a better contribution to national economic development.

Objectives of the Study
The principal objective of this study is to do a critical assessment of the contributions of tourism sector to the economic development of Nigeria, using evidence from central bank of Nigeria.
i. find out the effect of hotel service subsector of tourism on economic development of Nigeria.
ii. ascertain the influence of restaurant service subsector of tourism on economic development of Nigeria.
iii. determine the influence of transport subsector of tourism on the economic development of Nigeria.
iv. examine the effect of attraction centres subsector of tourism such as national parks, hill resources, caves, and sea-beaches on economic development of Nigeria.

Research Questions
1. To what extent does hotel service subsector of tourism significantly contribute positively to economic development of Nigeria?
2. To what degree does restaurant service subsector of tourism have a significant positive influence on economic development of Nigeria?
3. To what extent does transport subsector of tourism have a significant positive influence on the economic development of Nigeria?
4. To what degree does attraction centres subsector of tourism such as national parks, hill resources, caves, and sea-beaches have a significant positive influence on the economic development of Nigeria?

Hypotheses
H_{01}: Hotel service subsector of tourism does not have any significant positive contribution to economic development of Nigeria.
H_{02}: Restaurant service subsector of tourism has no significant positive influence on economic development of Nigeria.
H_{03}: Transport subsector of tourism has no significant positive influence on the economic development of Nigeria.
H_{04}: Attraction centres subsector of tourism such as national parks, hill resources, caves, and sea-beaches have no significant positive influence on the economic development of Nigeria.

REVIEW OF RELATED LITERATURE
Conceptual Framework
Tourism Industry

United Nations World Tourism Organization (UNWTO) defines tourism as 'comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes', different from the exercise of an activity remunerated from within the place visited. (UNWTO, 2019). Oluwaseyi (2017) places that travel industry is a dynamic and serious industry that requires the capacity to adjust continually to clients' changing necessities and wants, as the consumer loyalty's, wellbeing and satisfaction are especially the focal point of the travel industry organizations. In generally created and non-industrial countries of the world, the travel industry is a significant wellspring of work, Gross Domestic Product (GDP) or public pay. Pay to the travel industry advertisers and the travel industry objective focuses/networks and an impetus for financial advancement of the networks worried through friendly infrastructural conveniences like power, water supply, correspondence, transportation, engine capable streets and wellbeing improvement offices. All areas of the economy assume significant parts in making a steady and long running turn of events and Tourism is one of those areas that assume significant part being developed and creates unfamiliar incomes. The travel industry area is tranquil and mirrors the nature and excellence of the country.

Overview of Nigerian Hotel Sub-sector

The improvement of the lodging business in Nigeria, actually like that of any agricultural nation, traces all the way back to the mid nineteenth century which was the time of the British provincial organization. During this period, endeavors were made to set up visitor houses to cater for British colonialists. Endeavors were additionally made to build up some sort of resort for unwinding (Amadi, 2008). During this period, a great deal of institutional changes and infrastructural advancement were recorded to empower voyagers and money managers work with and improve their development and solace in the country. Consequently, industrialization strategy of the central government joined with the advancement in certain states likewise advanced the requirement for friendliness administrations (Inyanga, 1998). Enhancement for the streets, advancement of rail routes, seaports, and worldwide air terminals opened up the country for global voyagers and travelers to investigate the bountiful rich social and common attractions in the country. Likewise, the acknowledgment of the way that the lodging business will assume an essential part in the industrialization and work polices of the government, set the tone for serious the travel industry and inn advancement in the country. These improvement gets rolling extremist changes in the public strategies towards lodging and the travel industry advancement in Nigeria, Inyanga (2008).

In Nigeria, there exist more than 3,500 lodgings, inns, Inns and about 3% of these are of worldwide norm and are amassed in Urban Centers (Amadi, 2008). One striking highlights of the inn business in Nigeria is that until late seventies, there was nonappearance of any notable names in the worldwide lodging industry. From the last part of the Seventies, in any case, names like Hilton, Sheraton, Le Meridian and so on started to show up (Nwosu, 2008).

Economic Impact of Tourism

As per Yusuff (2016), Travel and Tourism is a significant monetary movement in many nations all throughout the planet. The travel industry's financial effect alludes to the progressions in monetary commitment that outcome from explicit occasions or exercises that involve 'stun' to the travel industry interest. These progressions create three sorts of effects or consequences for the countries' economy: the immediate effect, backhanded impact and initiated impact. The immediate impacts of the travel industry concern consumption inside the essential the travel industry areas: dwelling, eateries, transportation, beguilements and retail exchange. Aberrant impacts concern quick utilization for creation of products and enterprises in the travel industry area. These are products and ventures that travel industry organizations buy from their providers framing the travel industry store network, while initiated impacts concern use by workers from compensation paid by organizations in direct contact with sightseers. Initiated impacts

additionally incorporate the utilization of organizations that have profited straightforwardly or by implication from beginning use in the travel industry area.

The estimation of financial meaning of the travel industry had gone through a worldview change with the presentation of Tourism Satellite Accounting Methodology (TSA: RMF 2008) by United Nations Statistics Division. TSA separate from the National Accounts, the commitment that travel industry makes to one another area of the economy permitting estimation of the genuine commitment of the travel industry to GDP, business and guest trades. TSA give a globally perceived and normalized technique for surveying the scale and effect of the travel industry related creation and its connections across various areas. TSA can give a complete information base which distinguishes the travel industry's job in an economy and gives a thorough and solid reason for attracting examinations among the travel industry and different areas terms of their commitment to the economy, just as global correlations. They additionally give a priceless instrument to estimating and observing the advancement of the travel industry and surveying its financial commitment. Moreover, they give an establishment to more complex examinations of effect of the travel industry and the appraisal of various strategy systems utilizing methods, for example, processable general balance demonstrating.

While the UN Statistics Division-affirmed Tourism Satellite Accounting Methodology measures just the immediate commitment of Travel and Tourism on development and GDP, business and unfamiliar exchange, World Travel& Tourism Council perceives the Travel and Tourism's absolute commitment since it is a lot more noteworthy and catches the circuitous and actuated impacts of the travel industry on GDP, work and unfamiliar exchange.

The immediate commitment of Travel and Tourism mirrors the GDP and occupations produced by enterprises that manage sightseers, including lodgings, travel planners, aircrafts and other traveler transport administrations (barring suburbanite administrations) just as the exercises of eateries and relaxation ventures that manage vacationers. It additionally incorporate government spending on movement and the travel industry benefits that are straightforwardly connected to guests like social (e.g exhibition hall) or sporting (e.g public parks). Travel and the travel industry direct commitment to Nigeria's GDP was N757.3billion (1.6%) of GDP in 2013 and is gauge to ascend by 2.5% in2014, and to ascend by 5.8 dad from 2014 to .N1, 366.0 billion (1.6% of absolute GDP) in 2024 and the business straightforwardly upheld 866, 000 positions (1.3% of all out work), which is relied upon to fall 0.8% in 2014 and rise by3.3% per annum to1,194,000 occupations (1.4% of complete business) in 2024 (WTTC, Nigeria, 2014).

The absolute commitment of movement and the travel industry incorporates 'its more extensive effect' that is, the aberrant and incited impacts on the economy. The aberrant commitment incorporates the GDP and occupations upheld movement that incorporates venture action like acquisition of new airplane and development of new lodgings; Government 'aggregate' spending which helps Travel and Tourism action from numerous points of view for example the travel industry showcasing and advancement, aeronautics, security administrations, and resort region disinfection administrations and so on; homegrown acquisition of products and enterprises by the areas managing vacationer for example acquisition of food and cleaning administrations by inns, of fuel and catering administrations via aircrafts, and IT administrations by travel planners. The instigated commitment estimates GDP and occupations upheld by the expenditure of the individuals who are straightforwardly or by implication utilized by the Travel and Tourism industry.

Contribution of Tourism to National Economy

Governments at administrative and state levels having understood the immense possibilities of the travel industry to stir economy and make new openings and furthermore withdrawing from United Arab Emirates, South Africa and few other African nations with an examples of overcoming adversity in the travel industry, pronounced in 2002 to make the travel industry one of its six key zones for financial advancement in 2003-2007.

Notwithstanding, this is on the way to reality on the grounds that the commitment of the area to the economy is as yet long ways from those accomplished by South Africa, Morocco Egypt, Ghana and Zimbabwe.

As indicated by Bismarck Rewane referred to in Ajibola (2013) Nigeria actually remains one of the nations yet to start sustaining its chronicled and anthropological resources for position them to get appealing. It consequently implies that the nation has a decent potential for success of accomplishing a higher financial commitment if the public authority shows more prominent obligation to the advancement of the travel industry area.

Challenges of Tourism in Nigeria

The travel industry area has a colossal potential to change and differentiate Nigeria's economy and make it less subject to oil and gas. Nonetheless, a large group of imperatives and difficulties go about as hindrances towards accomplishment of this potential. A portion of the variables that establish the hindrances to the improvement of the travel industry are as per the following:

Government Funding of Tourism Sector: Low budgetary designation is the initial significant hindrance to change the area into income driver for the economy. A careless look of Federal Government 2012 spending plan unmistakably showed that travel industry was not on the need rundown of the public authority. The financial plan was fixed at N2.2 billion which was to be divided between 13 parastatals. The National Tourism Development Corporation (NTDC) that was accused of the obligation of advertising Nigerian the travel industry, as indicated by Edem (2013) got a part of the way amount of N1,344,787,346. Out of this, N1,134,077,646 goes into pay rates and overheads while 210,709,700 was reserved for capital use. For a nation focusing on the travel industry as an excellent wellspring of income for development, this sum was excessively far underneath what can catalyze development.

Infrastructural Challenge: The infrastructural slough which Nigeria have gotten acclimated to has numerous guests an irritated effect of the country. Epileptic force supply, awful street organization, an untrustworthy public transportation framework and haggard condition of a significant number of Nigeria's memorable destinations have dissuaded both homegrown and global vacationers. Despite the fact that air transport limit (both outside and inward) is genuinely good to address the issues of the travel industry development in the short term, the wellbeing part of the inner air transport has as of late become a matter of concern and this has additionally limited the odds of accomplishing development through the travel industry.

Unpleasant Business Environment: Un-helpful venture environment coming about because of the restrictive expense of working business just as strangulating charges in various structures from the three-levels of government not just deters the new financial backers from putting resources into the travel industry yet in addition equipped for driving the current players bankrupt in light of the fact that the pass on cost debilitate both homegrown and global vacationer. The normal expense of lodging convenience in Nigeria is far from a normal occasion producer. The costs range between US$550 to US$81,226 each night (Niyi, 2010) refered to in Bello (2014). This is a terrible pattern from charming traveler and the travel industry financial backers.

Labor Problem: The travel industry areas need prepared labor and all around arranged labor advancement procedure. The HR abilities fall a long ways behind regarding quality, standard and abilities conveyance notwithstanding the foundation of National Institute of Hospitality and Tourism (NIHOTOUR). The NIHOTOUR has gone under substantial analysis, for its incapability as a supplier of the travel industry instructive assistance. The courses offered by the organization center principally around lodging and providing food the executives (NIHOTOUR, 2010) with almost no accentuates on different areas of the travel industry, for example, ecotourism and general the travel industry advancement. Also, on a visit assessment Ashikodi (2010) saw that the foundation grounds in Lagos is unfit, need solid on location practice offices, severely kept up and poor and low degree of the executives and staff. Various different establishments that offer courses in the travel industry and inn the board convey hypothetical parts of the travel industry with accentuation on neighborliness area as it were. This

influences the improvement of profoundly gifted human resources assets fit for giving vital advancement intends to travel and the travel industry calling in Nigeria.

Inadequate Promotion Strategies: The advertising of Nigeria as a traveler objective needs essential showcasing approach. The showcasing guarantees are not up to worldwide norms however are educational they are not buyer agreeable. What's more, both private and government financial backers actually need abilities in bundling the travel industry items for nearby and worldwide buyers. The National Tourism Development Corporation (NTDC) that was accused of the duty of advancing and promoting the travel industry inside and outside the nation could just accomplish little due to fractional execution of projects, underfunding and significant degree of defilement (Adeleke, 2010).

Mistaken Records: Tourism in the nation is disabled by absence of precise insights on vacationer traffic. This helpless record of the travel industry exercises makes it hard to put a figure to the commitments from the area. In any case, it was assessed that the country's worldwide vacationer receipts was put at about US$622 million (1.9%) (WTTC, 2014). Taking into account this lackluster showing when contrasted and tremendous vacationer potential in the country, there is an earnest requirement for key reconsidering and revolutionary update of the travel industry business measure in the nation to achieve emotional improvement in her presentation.

Instability: Safety and security are key components in deciding the seriousness of a nation's movement and the travel industry Bello and Adebayo (2012) refered to in Bello et.al (2014). WTTC (2012) likewise emphasized that vacationers and the travel industry financial backers are probably going to be prevented from making a trip to or putting resources into a nation saw to be shaky. Uncertainty is another significant obstruction to the travel industry advancement in the country. The view of the country as dangerous due to horror rates, that is, lodgings giving sanctuary to group of hoodlums, traveler destinations disparaged by drug clients, muggers, hijackers and whores, continuous political, strict and ethnic aggravations have served to prevent the travel industry commitment to development.

Neediness: Wide spread destitution represent low degree of homegrown the travel industry as numerous Nigerians are too poor to even think about taking some time off and those with assets have not yet built up a "culture" of the travel industry. Nonattendance of Political Will: This factor is the skeleton for the structure of different components. Past and present organizations and overseers of the travel industry area have shown powerless impulse to drive change in the travel industry area. In 2006, the "Nigerian Tourism Master Plan" was created to give institutional and limit reinforcing backing to the travel industry area. Nine years after the ground breaking strategy was drawn, the critique on Nigeria the travel industry isn't pretty much as effective as other striking African vacationer nations due to helpless execution of the arrangement. Truth be told Nigeria was not recorded among the main ten African traveler objections by WTTC in 2013.

Theoretical Framework
This work was secured on Middleton Total Tourism Product (TTP) Theory. Middleton (1988) hypothesized a five-area model of the travel industry that he called Total Tourism Product (TTP) Model. The travel industry as per Middleton, involves the items or yield of a few distinctive industry areas. The five segments or areas are: Accommodation area; attraction area; transport area; travel association area and destination association area

The Total Tourism Product (TTP) Model is from the point of view of the vacationer and Middleton partitioned the TTP model into five commendations, which include: Destination fascination, Destination offices and administrations, Accessibility of the objective; Image of the objective and Price to the buyer

From Middleton propositions, it is derived that the vacationer item isn't a carrier seat, or lodging bed, unwinding on outline sea shore, but instead a mixture of a huge number or a bundle. Aircraft seats, inn beds, and so on, are simply components of an absolute the travel industry item. This makes the complete vacationer item a composite item. This makes the complete item a composite item.

Empirical Review

Yusuff, Mulkat, and Ajibola (2016) named execution assessment of tourism sector as a vital tool of economic growth in Nigeria the examination hypothesize that Tourism inside the most recent many years has been recognized to be a solid financial action and a significant supporter of monetary development of countries by producing through its exercises billions of dollars in sends out and making a huge number of occupations. The investigation hypothetically evaluated financial commitment of the travel industry area to Nigerian economy close by the requirements militating against the improvement of the area. The pattern investigation of the travel industry area's all out commitment to Gross Domestic Product, and other related financial pointers, for example, work age and guest trades vacillated in the years explored. The investigation distinguished, helpless financing, poor infrastructural offices, frailty and disagreeable business climate as among a few obstacles to the turn of events and development of the area. The investigation in this manner, prescribed that more subsidizing to the area, notwithstanding improvement in framework and expulsion of different expense system for hoteliers, would be correct techniques to upgrade the repositioning of the area as an essential instrument for development of the country's economy.

Yusuff, and Akinde (2018) investigated sort to discover the nexus between the travel industry advancement and financial development nexus in Nigeria. The investigation set that Nigeria has more than 7000 places of interest and that with the coordinated endeavors of government; the travel industry is turning into a fundamental piece of the nation's economy. The analysts thought that The World Travel and Tourism Council (WTTC) in 2014 likewise imagined a development of 6% per annum for time of ten years for the Nigerian the travel industry. Considering this, the examination zeroed in on experimental examination of the commitment of the quickly creating the travel industry area to financial development in Nigeria. The famous time arrangement information for the time frame crossing from 1995 to 2013 was examined with econometric view factual bundle. The discoveries uncovered a one-sided causality and positive since a long time ago run between the travel industry advancement and monetary development. The travel industry drove development was likewise hence affirmed for Nigeria. The investigation suggested sufficient security, expanded interest in framework and more places of interest to support the travel industry exercises in Nigeria.

Ukabuilu and Igbojekwe (2017) completed an examination on inspecting the significance of applying the travel industry financial advancement speculations to the improvement of the travel industry projects. Aftereffect of the work uncovered that financial hypothesis is partitioned into four primary speculations; modernization hypothesis, reliance hypothesis, hypothesis of world framework and globalization hypothesis. The examination was completed by managing poll to 120 travelers. The duplicates of the organized survey were managed at three chose the travel industry destinations in Cross River State, Nigeria. The examination uncovers the successive strategies associated with the travel industry project advancement, the sorts of conveniences expected, how to control spillages, improve the associations' data innovation, and increment market deals volume. It is consequently inferred that to stay away from project disappointment any individual/office creating the travel industry site ought to be guided by the sub-speculations.

Petrevska (2018) work was two-collapsed; hypothetically, to analyze the determinants of the travel industry commitment to Macedonia, and also to exactly test the most significant predecessors which have effect on the improvement of the travel industry in Macedonia. Once more, the examination plans to uncover the relationship and decide the degree of meaning of a portion of the factors addressing the travel industry commitment. The investigation utilizes relapse examination utilizing assessments by the OLS strategy. The investigation utilized informational collection covering 1993-2012. Discoveries uncover that a few determinants have effect on the economy of Macedonian by showing versatility. Results uncover that unfamiliar traveler appearances are a solid impacting component in the travel industry advancement and obviously supporter of public economy.

Chang and Chang (2016) directed an examination utilizing Fuzzy Theory to investigate Tourism Preference. The objective of this examination is to build up a model for examination of the vacationers'

inclination. Ten attractions of traveler objections were gathered and utilized as the credits. Through the strategy for fluffy pre-measure, eight guidelines were gotten. Concerning the condition credits, two of the first ten ascribes were discovered powerful, to be specific degree of costs, living expenses and traveler security of the travel industry objections. Based on the aftereffects of this examination, it shows that top administration of the travel industry objections should place assets in these fields first, to permit restricted assets to perform to its most extreme viability.

In an investigation named promoting of the travel industry administrations in Nigeria: an examination with extraordinary reference to Cross River state, Etuk, Eze and Esu, (2017) place that market driven the travel industry strategy in Nigeria and would make a structure for lively cordiality and the travel industry area. The examination utilized CBN produced ten-year information and completed a longitudinal investigation to decide the connection among the travel industry and public turn of events. With a relapse coefficient of 0.99, the investigation set up a positive connection among the travel industry and improvement. In spite of this relationship, the commitment of the travel industry to the improvement of Nigeria is still most minimal contrasted with what is reachable in the created and some non-industrial nations. The examination pushed for more grounded government-will and practical arrangement to invigorate the clearly lethargic area. Specifically, the investigation called for infrastructural advancement, security, and for the travel industry firms to embrace a market-situated methodology as an essential decision development. The investigation was additionally idealistic that with full acknowledgment of an energetic the travel industry and accommodation area, the nation won't simply build up an equal pay producing area to oil, however, also, will assist with suppressing the raising hostility culture coming about because of asset use battle, and similarly advance manageability of Nigeria's turn of events.

Brooker and Burgess (2018) exported the marketing objective in Niagara adequately through the travel industry way of life. The motivation behind the examination was to address reasons why objections deteriorate and lose guest numbers and to offer a progression of techniques which partners can utilize to help with restoration endeavors. The work dependent on writing audit of Butler's Tourism Area lifecycle (1980). Discoveries uncovered that objective has the chance to revival its contribution, key segments of restoration incorporate joint effort, planning, building up an objective brand, steady and progressive development.

Eneji, Odey, and Bullus (2016) studied the impact of tourism on sustainable development in Nigeria" tried to discover the effect of the travel industry on practical improvement in Nigeria. The investigation used basic rate in its examination and It was tracked down that the effect of the travel industry on maintainable advancement is felt by means of the pay multiplier impact, the business, foundation and natural turn of events and invitingness with the environment. It was additionally tracked down that the interest by sightseers to Obudu Cattle Ranch and the Cross River National Park infers going through some cash with the nearby local area; air terminal specialists, ranchers, anglers, hoteliers, cooks, cab drivers, beauticians, and so on, who thus spend on their medical services, lodging, kid instruction, food security and then some.

Adeniyi, Olugbamila, and Olajide, (2018) conveyed an examination on: The Assessment of Tourism Potentials and Their Contributions to The Socio-Economic Development of Idanre People, Ondo State, Nigeria. The examination found that there is critical positive relationship between Tourism Potentials and The Socio-Economic Development of Idanre People, Ondo State, Nigeria. This impliedly implies that travel industry upgrades the financial advancement of Idanre People of Ondo state.

Utilizing relapse examination, Asif, Sughra, Ardito, Jiaying, and Zaheer, (2020) completed a review on: Tourism and Development in Developing Economies: A Policy Implication Perspective. The discoveries of the examination recommend that a 1% expansion in the travel industry essentially improves GDP (GPD) by 0.051%, unfamiliar direct speculation by 2.647%, energy advancement by 0.134%, and horticulture improvement by

METHODOLOGY

This study adopted the longitudinal (time-series) descriptive research. The area of study is Nigeria. Nigeria is a land of social, cultural and national diversities and presently divided into six geopolitical zones, thirty-six states and seven hundred and thirty council areas and the Federal Capital Territory which is Abuja.The study used secondary source of data. The data was sourced from the Central Bank of Nigeria (CBN) Annual Report and statement of account for the years ending December 2012, 2014, 2017 &2019, National Bureau of Statistics (NBS) and United Nations World Tourism Organization (UNWTO) reports. Economic development as operationalized in this study and the contribution of tourism sector were collected in retrospect for period from 2010 to 2019. Correlation Analysis and Multiple regression statistical techniques were used to help explain the contribution of the independent variable (tourism) to the dependent variable (economic development) and their relationships. SPSS software (Version: 21) was used to aid the data analysis.

Data Presentation

Table 1: Descriptive Analysis of the Contributions

S/n	Year	Total GDP in billion (usd)	Hotel and Restaurant	Transport	Attraction Centers
1.	2010	169.5	11.9	6.8	8.2
2.	2011	369.1	12.0	6.7	9.0
3.	2012	411.7	9.2	6.0	10.2
4.	2013	461.0	15.0	-3.4	16.0
5.	2014	515.0	73.9	3.8	63.2
6.	2015	568.5	18.3	4.4	16.9
7.	2016	481.1	2.3	4.5	7.3
8.	2017	405.1	-5.3	0.4	5.8
9.	2018	375.8	-1.61	3.86	1.61
10.	2019	448.1	7.9	1.71	5.8

Source: CBN Annual report and statement of account for year ending December 2012&2017& 2019; and National Bureau of Statistics report: Nigerian Gross Domestic Product Report (Q4 & FULL YEAR 2020) and United Nations World Tourism Organization (UNWTO) reports.

Testing of Hypotheses

H_{01}:   Hotel service subsector of tourism does not have any significant positive contribution to economic development of Nigeria.

H_{02}:   Restaurant service subsector of tourism has no significant positive influence on economic development of Nigeria.

H_{03}:   Transport subsector of tourism has no significant positive influence on the economic development of Nigeria.

H_{04}:   Attraction centres subsector of tourism such as national parks, hill resources, caves, and sea-beaches have no significant positive influence on the economic development of Nigeria.

Correlation Result

		Gross Domestic Product	Hotel Service Subsector	Restaurant Service Subsector	Transport Service Subsector	Attraction Service Subsector
Gross Domestic Product	Pearson Correlation	1	.331	.327	-.355	.403
	Sig. (1-tailed)		.175	.178	.157	.124
	N	10	10	10	10	10
Hotel Service Subsector	Pearson Correlation	.331	1	.989**	.068	.982**
	Sig. (1-tailed)	.175		.000	.426	.000
	N	10	10	10	10	10
Restaurant Service Subsector	Pearson Correlation	.327	.989**	1	.034	.988**
	Sig. (1-tailed)	.178	.000		.462	.000
	N	10	10	10	10	10
Transport Service Subsector	Pearson Correlation	-.355	.068	.034	1	-.024
	Sig. (1-tailed)	.157	.426	.462		.474
	N	10	10	10	10	10
Attraction Service Subsector	Pearson Correlation	.403	.982**	.988**	-.024	1
	Sig. (1-tailed)	.124	.000	.000	.474	
	N	10	10	10	10	10
**. Correlation is significant at the 0.01 level (1-tailed).						

Regression Results

Table 3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.642[a]	.412	-.059	111.089

a. Predictors: (Constant), Attraction Service Subsector, Transport
Service Subsector, Hotel Service Subsector, Restaurant Service
Subsector

Table 4: Anova[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43160.860	4	10790.215	.874	.539[b]
	Residual	61703.409	5	12340.682		
	Total	104864.269	9			
a. Dependent Variable: Gross Domestic Product						
b. Predictors: (Constant), Attraction Service Subsector, Transport Service Subsector, Hotel Service Subsector, Restaurant Service Subsector						

Table 5. Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	400.045	84.227		4.750	.005
	Hotel Service Subsector	.454	12.497	.093	.036	.972
	Restaurant Service Subsector	-13.272	15.270	-2.579	-.869	.424
	Transport Service Subsector	-6.995	13.459	-.205	-.520	.625
	Attraction Service Subsector	17.356	15.362	2.855	1.130	.310
a. Dependent Variable: Gross Domestic Product						

DISCUSSION

Hypothesis one: The Pearson Product Moment Correlation analysis was employed to assess the contribution of Hotel service subsector of tourism on economic development of Nigeria, using data generated from CBN annual reports. The analysis presented in table 4.2 indicated that there was a moderate correlation between Hotel Service Subsector and the Gross Domestic product (GDP) with a positive correlation coefficient(r) of 0.331 significant at 0.01 level of significant. Coefficient of determination denoted as R-square $(0.331)^2 = 0.109561 \times 100 = 10.95$ % contribution to National Development operationalized here as GDP. Therefore, we reject H_{01} that Hotel service subsector of tourism does not have any significant positive contribution to economic development of Nigeria, and conclude that Hotel Service subsector has significant positive contribution to economic development of Nigeria. This is in line with the work of Falza, Longbao, Muhammad, Muhammad, & Hafiz, (2019).

Hypothesis two: The Pearson Product Moment Correlation analysis was employed to assess the influence of Restaurant service subsector of tourism on economic development of Nigeria, using data generated from CBN annual reports. The analysis presented in table 4.2 indicated that there was a moderate correlation between Restaurant Service Subsector and the Gross Domestic product (GDP) with a positive correlation coefficient(r) of 0.327 significant at 0.01 level of significant. Coefficient of determination denoted as R-square $(0.327)^2 = 0.106929 \times 100 = 10.69\%$ contribution to National Development operationalized here as GDP. Therefore, we reject H_{02} that restaurant service subsector of tourism does not have any significant positive influence on economic development of Nigeria, and conclude that Restaurant Service subsector has significant positive influence on economic development of Nigeria. This is in line with the worksof Sharma &Thepar (2016) and Ukabuilu&Igbojekwe (2017).

Hypothesis three: The Pearson Product Moment Correlation analysis was employed to assess the influence of Transport service subsector of tourism on economic development of Nigeria, using data generated from CBN annual reports. The analysis presented in table 4.2 indicated that there was a significant negative correlation between Transport Service Subsector and the Gross Domestic product (GDP) with a negative correlation coefficient(r) of -0.355 significant at 0.01 level of significant. Coefficient of determination denoted as R-square $(0.355)^2 = -0.126025 \times 100 = -12.60\%$ contribution to National Development operationalized here as GDP. Therefore, we accept H_{03} that transport service subsector of tourism does not have any significant positive influence on economic development of Nigeria, and conclude that transport Service subsector does not have significant positive influence on economic development of Nigeria.

Hypothesis four: The Pearson Product Moment Correlation analysis was employed to assess the influence of Attraction service subsector of tourism on economic development of Nigeria, using data generated from CBN annual reports. The analysis presented in table 4.2 indicated that there was a

correlation between Attraction Service Subsector and the Gross Domestic product (GDP) with a positive correlation coefficient(r) of 0.404 significant at 0.01 level of significant. Coefficient of determination denoted as R-square $(0.403)^2 = 0.162409$ x 100 = 16.24% contribution to National Development operationalized here as GDP. Therefore, we reject H_{04} that attraction service subsector of tourism does not have any significant positive influence on economic development of Nigeria, and conclude that attraction Service subsector has significant positive influence on economic development of Nigeria. This is in line with the works of Etuk, Eze and Esu, (2017), Sharma & Thepar (2016) and Ukabuilu & Igbojekwe (2017).

Regression result: regression analysis was carried out to know the general contribution of the tourism sector to national development represented as GDP. Table 4.3 above marked "model summary" showed that r=0.642 while coefficient of determination r2 = 0.412 x 100 which is about 41.2% to GDP.

Summary of Findings

For objective number one which is to find out the effect of hotel service subsector of tourism on economic development of Nigeria, it was found that hotel services subsector of tourism has a significant effect on economic development of Nigeria.

For objective number two which is to ascertain the influence of restaurant service subsector of tourism on economic development of Nigeria, it was found that restaurant service subsector of tourism has a significant positive influence on economic development of Nigeria.

For objective number three which is to determine the influence of transport subsector of tourism on the economic development of Nigeria, it was found that transport subsector of tourism does not have any significant positive influence on economic development of Nigeria

For objective number four which is to examine the effect of attraction centres subsector of tourism such as national parks, hill resources, caves, and sea-beaches on economic development of Nigeria, it was found that attraction centres subsector of tourism such as national parks, hill resources, caves, and sea-beaches has significant positive effect on economic development of Nigeria.

CONCLUSION

Nigeria tourism sector is alive even though it faces challenges like every other sector. Competition gets stronger and tougher every day, yet opportunities abound. The country with a population size of 190 million, she has a lot of potential for domestic tourism andthe prospect of international tourism in Nigeria is also high. However, the country's potential is dependent on the collective effort of all stakeholders in the industry, inclusive the effort of state governments, as well as the Federal Government.

The study observed that hotel, restaurant services has not contributed enough to overall GDP. This is poor when compared to what is obtainable in Western and Asian countries. Hotel/restaurant services should be the most patronized trade in countries that open its gates to visitors.

It is also unfortunate that the contribution of transportation subsector is insignificant comparable to the contribution of other sectors. It seems that Nigeria transportation subsector is very unorganized as such no proper recording of transaction by the plays. The country needs to improve in data recording and storage so that her economic indicators will be relied upon for policy making. The relevance of tourism statistics as a tool for developing effective strategies for sustainable tourism and its contribution to national economies cannot be over emphasized. (UNWTO, 2018)

Even though Nigeria has put in place a documented effort aimed at promoting tourism in Nigeria, the industry-players are yet to put in place the required strategies in place to stimulate the market. Tourism sector is besieged with notable challenges; this include infrastructure, monetary policies and security. Especially at this time monetary policies and security are major drawback to the sectors growth potential. These must be addressed by the Federal Government. When all this is done, tourism is sure to generate a massive employment for the teeming unemployed youth of Nigeria and enhance the economic outlook of the country.

RECOMMENDATIONS

i.   Economic efforts geared towards enhancing the contribution of Hotel Services Subsector of the tourism sector should be intensified.

i.   Restaurant subsector of the tourism sector should be promoted by Nigerian government at all levels to enable the subsector contribute more to the economic development of Nigeria.

iii.   Transport Service Subsector has contributed negatively to GDP of Nigeria during the years under review, therefore, Nigerian government should assist the players in that sector through provisions of loan facilities to facilitate operations.

iv.   Attraction service subsector is one way of showcasing the Nigerian reach natural endowment to the world at large. This should be a policy direction for this subsector that will be geared towards revamping of the subsector.

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