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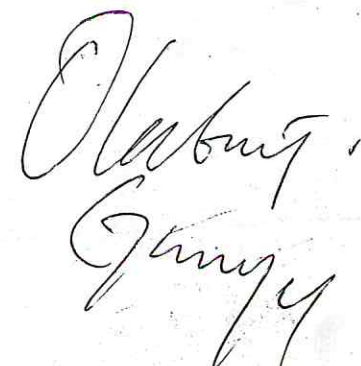
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CONSIDERING ENTREPRENEURSHIP IN TOURISM FOR SUSTAINABLE DEVELOPMENT IN NIGERIA

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ABSTRACT

Tourism is an aged- long activity in human social living, the need to engage in tourist activities that is born out of the nature of human being, to explore the world beyond their immediate environment. More recent than ever, tourism activities have increased globally due to the emergence of globalization and the ever increasing zeal of the people to engage in leisure activities. The increase in tourist activities globally has made many governments all over the world to put vested interest in the development of the sector due to their discovery that development of tourism could be used as an effective tool to revitalize their economies. Through entrepreneurial investment in tourism, some countries with enormous tourism potentials has been able to develop their tourism sector successfully while many others especially in the developing countries like Nigeria has not been doing well in this regard. Despite the availability of enormous tourism products in Nigeria, the country is yet to develop most of its tourism products to meet modern international standard. This article argued that lack of appropriate entrepreneurial mindset suitable enough to promote tourism entrepreneurship of both the government and the people could be held responsible for such a situation. In this regard, the paper recommended that promoting entrepreneurial investment in tourism (tourism entrepreneurship) could be used as veritable tool to rejuvenate the moribund economic situation of the country and could also be used to change the status of the country from a developing to a sustainable developed nation.

Keywords: Entrepreneurship, Economy, Development, Nigeria, Tourism, Products

Introduction

A search through history would reveal that tourism has been a major human social activity since a very long time; the reality of this assertion is evident in the history of many great personalities such as Vasco da Gama, Macopollo, Christopher Colombos and so on. Through tourist activities, some great politicians have been able to see the beauty of foreign land and the subsequent need for conquering them. Similarly, the age long practice of tourism could be seen from series of Biblical and Quranic stories of some great personalities that engage in one tourist activity or the other. (See for example Quran 18:60-63; Quran 18: 83-86). Although, the people of the olden days do engage in tourism activities but it has been observed that the people of modern world engage in more tourism activities than the olden day's people. The ability of the people of the modern world to engage in more tourism activities is bore out of development in technological innovations which was accompanied by the development of modern transportation systems, the emergence of globalization and a steady increase in the disposable income of many people around the world (Vaugeois, 2000; Basu, 2003).

Today, engagement in tourism activities has increased considerably (Tooman, 1997, Onwumah, 2011) and the significant increase of tourist activities globally has made some interested governments all over the world to put a vested interest in entrepreneurially developing the tourist sector of their economy. Consequently, some countries are earning enormous economic returns from tourist activities (Özgen, 2003). According to Tooman (1997), tourism has assisted many developing countries such as China, India, Thailand and so on to move away from a mono-cultural economy to a multi-cultural one. According to Hodur et al, (2005); Haller, (2012) tourism has become a major source of growth, employment generation, economic earnings and a veritable means of earning foreign exchange for many countries. Although, tourism development has been identified as a means of enhancing economic and social development of a nation; but some countries in the developing countries have not been able to utilize the sub-sector as such, despite the available enormous tourism potentials and tourism products that could be developed in this regard. Nigeria is a good example of such developing countries which is yet to develop a vibrant tourist sector capable of bailing the country out of its economic and social problems.

According to Aremu (2010), although Nigeria as a country is blessed with enormous tourism products but it is regrettable that these potentials are lying fallow in their natural settings without being adequately utilized. In other words, there is the need to device possible means through which these potentials could be developed and entrepreneurial investment in tourism (tourism entrepreneurship) remains one of the veritable means through which

such feat could be achieved. In line with this observation, this paper argued that, there is the need to encourage tourism entrepreneurship in the country in order to develop the tourism sector of the country. This according to these authors is one of the very first necessary steps towards achieving sustainable development in Nigeria.

Conceptual Clarification

Some important concepts are examined as follows:

What is Tourism?

Tourism involves traveling from one geographical location to another especially for the sake of leisure. According to the World Tourism Organization (WTO) (2006), tourism is referred to as a situation whereby people 'travel and stay in a place or places outside their usual place of living for more than twenty four hours and not more than twelve months for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. Although scholars generally agreed on the fact that tourism is about movement from one area to the other and staying in such areas for more than a day; but, there has been disagreement over purpose of traveling and time spent in the destination (Falabi and Olatunji, upcoming). With this conception, tourism is a concept that cannot be defined with just some simple sentences as the concept has various meanings to different persons depending on the angle the person is seeing it. Some scholars consider time spent on the tour as important, and for some, it is the purpose for which the tour is made that is important (Onwumah, 2011).

According to Aremu (2010:144) "tourism is the act of travelling away from home, mostly for the purpose of recreation and leisure". Observing for a more general perspective, McIntosh and Gupta (1980) defined tourism as the science, art and business of attracting and transporting visitors, accommodating them and graciously catering for their needs and wants. Aside traveling from one end to the other, one important feature of tourism is leisure and recreation, people engage in tourism to have a nice time, to enjoy themselves by spending their time in meaningful amusing activities such as visitation of trade fare exhibition, visiting special centers/destination, monumental sites; unique cultural practices or to study and understand other people's culture (Falabi and Olatunji, upcoming).

The World Tourist Organization as cited by Onwumah, (2010) classified tourism into two major categories as domestic and international tourism; inbound and outbound. Not too satisfied with the WTO classifications, he further gave a breakdown of tourism typologies as: leisure or recreational tourism, medical tourism, religious tourism, educational tourism, eco-tourism, sport tourism and so on. More recent than ever, tourism has been widely

acknowledged as one of the fastest growing industry globally (Lanza and Pigllaru, 1999; Raymond, 2001; Newsome et al, 2002; Basu, 2003) and it is increasingly been recognized as a veritable source of sustainable development in any modern society (Ozgen, 2003; Chockalingam and Ganesh, 2010; Jennie, 2012). Despite the above benefits inherent in the development of the tourist sector, the sector is still shrouded in obscurity and one of the reasons for such a setback in the assumption of these authors is poor 'tourism entrepreneurship' culture. In other words, tourism sector has not developed in Nigeria because of the lack of significant entrepreneurial investment in tourism business in the country.

What is Entrepreneurship?

Getting a grasp of what the practice and concept of entrepreneurship is difficult and has been made even more problematic by many contrasting perspectives of definers and commentators involved with the concept (Kilby, 1971; Abimbola, 2007; Olatunji, 2012a^{sokoto}, 2012b^{centrepont}). According to Sexton and Bowman-Upton (1991), many of the definitions of entrepreneurship are function of the researchers' academic background. A number of definitions of entrepreneurship have been provided by many authors with no single definition or interpretation being universally accepted.

The term 'entrepreneur' originated in the seventeenth-century in France and was applied to individuals who provide services associated with carrying out a commercial project for someone with capital to invest. Morrison (1998) sees entrepreneurship as involving the process of creating value by bringing together a unique package of resources to create or exploit a market opportunity. Cantillon (1755) defined the term as a person who pays a certain price for a product and resells it at an uncertain price: making decisions about obtaining and using the resources while consequently admitting the risk of enterprise. According to Okpara (2005), entrepreneurship is the ability to create something (usually a business entity) from practically nothing, 'it is initiating, building and watching an enterprise rather than watching one' (p25). Nwangwu (2007) opined that entrepreneurship is a process of bringing together the factors of production, which include land, labour and capital so as to provide a product or service for public consumption.

According to Okpara (2005), entrepreneurship is the knack for sensing opportunities where others see chaos, contradiction and confusion; it is the ability to build a founding team to complement one's own skill and talent. It is the know-how to find, marshal and control economic/business resources. What could be inferred from the definitions of entrepreneur above is that entrepreneurs are individuals who initiated a business entity and assume the risks and benefits of the business venture. They are individuals who believe that

they are the master of their own fate, the driver of their own ship. Generally, entrepreneurs are individuals with special behavioural traits, these traits are what make them unique and make entrepreneurial activities not only possible but also continuing. Some of such behavioural traits include: innovation, achievement orientation, internal locus of control, risk taking, good leadership quality and so on. Gupta (2004:11) define entrepreneurial leadership as "leadership that creates visionary scenarios used to assemble and mobilize a supporting cast of participants who become committed by the vision to the discovery and exploitation of strategic value creation". So, owner manager has a vision for using all potentials he can recognize from tourism industry to initiate, develop and manage an entrepreneurial venture.

In essence, entrepreneurs are leaders, innovators, investors, risk takers, achievers and controllers. Also, entrepreneurship is about possessing these qualities and using them to discover and initiate novel business ideas. It is the conception of these writers that there are lots of entrepreneurial opportunities in potential tourism products that are abound around us in the country and if these products are entrepreneurially explored, it could lunch the country to an enviable height and could make her be among the committee of nations with viable tourism sector with veritable socio-economic sustainable development.

Sustainable Development

Today, virtually all the nations in the world have concern for development; this is because development is one of the basic necessities of modern living (Olatunji, 2010). Development is a holistic concept, it is multi-dimensional and generally inter-related; it is related to all spheres of life vis-à-vis political, economic and cultural development (Olatunji and Ejalonibu, 2014). In other words, development is a difficult concept to define because it is relative, ambiguous and complex. As such, any attempt to define development must involve both quantitative and a qualitative perspective (Walter, 1972) and it is often seen as a process as well as state of being. Analytically, development can be examined from two major levels, the micro and macro levels. At the micro level, the focus is on the individual, it is the ability of an individual to develop its innate human capacities to the extent that he would be valuable for himself and would be able to create value for his immediate society or the world at large. However, if development is seen from the macro level, the focus of analysis in this regard will be on the society, at this level, development could mean the ability of a group or a given set of people or a society to harness their physical and cum social environment in such a way that life will be easier and better for all and sundry in that society and their development status could be one which does not only secure good living for the present generation but also consider the

betterment of the incoming generation. In other words, if development is considered from the macro level, it must be all encompassing, it must such a positive change that consider and favour all parties involved. That is, the present and the future generation and it must not pose any form of threat for eco-system. Technically, any development effort that takes all of these conditions into considerations is referred to as sustainable development.

Based on the above, the 2002 World Summit on Sustainable Development presented three angles of development which are: economic development, socio-cultural development and environmental development. In the same vein, attempts have been made by many scholars to classify the concept of development into three main parts mainly involving environmental, economic and socio-cultural sustainability. Deriving from the above, one could see the need to develop the tourism sector because it is a development effort which really goes along with the elements of sustainability. In line with the above, it is the conception of these authors that tourism entrepreneurship is a very necessary step that would bring about sustainable development in any human society of today. This is because tourism development is about improvement in the material and non-material aspects of the society and it is an activity which will enhance the development status of the present generations and that which would not jeopardize the lives of the future generations, it is an activity which does not only enhance the preservation of the eco-system but would also bring about improvement in the general well being of the people. In other words, sustainable development could be achieved in Nigeria by entrepreneurially developing the tourism sector of the economy.

Tourism Entrepreneurship

Tourism entrepreneurship is a concept that could be used to denote the entrepreneurial elements of tourism products and materials; it could also be used to denote the fact that series of tourist products such as monumental sites, cultural artifacts and practices could be used as a veritable tool to initiate vibrant entrepreneurial development in the society (Delpont, 1998; De Lange, 1998). The conception in tourism entrepreneurship is that, through the application of vibrant innovative ideas and the active entrepreneurial investment in tourism sector, several cultural beliefs, artifacts and practices could be developed to become a viable source economic return. That is, several entrepreneurial ventures could be carved out of the various tourist attraction products that are abound in our physical and socio-cultural environment. Synonymously, tourism entrepreneurship could also be referred to as a way of marketing tourism products. More recent than ever, tourism entrepreneurs are increasingly been seen as the heartbeat of the global economy (Gee *et al.*, 1989) and essential to the vibrancy of local economies (Hall, 2007) and the emerging slogan today is

that 'you either glocalize in affluence or globalize in poverty' (Olatunji and Ejalonibu, 2014:12). The implication of this statement is that you either look inwardly to your own physical and cultural locality as a source of development or look outwardly to achieve nothing but promotion of other people's culture.

In other words, one of those ways that a modern society could 'glocalize' is to develop its tourism sector and tourism entrepreneurship remains one of those means through which the tourism sector could be developed. In other words, tourism entrepreneurship is a practice which a country with tourism potentials must take serious because it is becoming more evident by the day that economic development of any modern nation is highly depending on entrepreneurship development and tourism entrepreneurship is a brand new form of entrepreneurship that observers have seen as being a veritable form of entrepreneurship from which economic development of nations could be realized (Vaugeois; 2000; Aremu, 2010). In this regard, for a country like Nigeria where entrepreneurship development has been a critical problem issue, there is the need for consideration of tourism entrepreneurship in order to bring about not only entrepreneurial development in the country but also general economic development of the country.

Tourism entrepreneurs involve the mixture of public organizations and private individuals that are actively involved in the development, production and marketing of both tourism products and tourism services that would provide the needs of tourists. Technically, tourism entrepreneur could be divided into three categories namely: 1) direct suppliers, which involve investors in hotel facilities, travel agents, restaurants, airlines and so on. 2) Support services, these are those who provide support services to the direct suppliers. This includes tour organisers, tourism research units, and tourism and trade publications, food services and so on. 3) Development organizations, these are organizations which mainly handle tourism development that is more complex than the previous two categories, and include government agents, financial institutions, estate developers and educational centres (Gee *et al.*, 1989).

Bye and large, tourism entrepreneurship involve any entrepreneurial activities carried out in the tourist sector or any of such innovative activities geared towards the development of the tourism sector. It is also important to note that entrepreneurship in tourism is not just about developing the tourism sector but it is also an activity that generates economic income for the entrepreneur. On the whole, tourism entrepreneurship has the tendency of promoting tourism activities; it could also serve as a source of economic income for the entrepreneur and has the capacity of promoting sustainable development in a country.

Considering tourism entrepreneurship for sustainable development in Nigeria

Today, tourism has been widely acknowledged as an effective tool for socio-economic development of any nations in the modern world, this is especially so because of its possible backward and forward linkages with the rest sectors of the economy (Hall, 2007). As could be deduced from the foregoing that every nation strives after development and entrepreneurship has been described as a veritable tool through which sustainable development of the nation could be achieved. As a result of such discovery, several forms of entrepreneurship have been identified and tourism entrepreneurship has been discovered as one form of entrepreneurship that could be explored. In this regard, the effort in this paper is to make a clarion call to stake holders in the country to look inwardly into our several tourist products (directly and indirectly; active and passive, potential and real) and find a way of entrepreneurially developing them to a modern international standard. Practically, several tourist products such as our various cultural practices, artifacts and monumental sites could be entrepreneurially developed in order to develop our tourism sector. Few of such tourist products are further highlighted below:

Cultural festivals and practices: Festivals are important cultural celebrations used in promoting social solidarity and enhancing social integration among the people of a specific society (Olatunji and Ejalonibu, 2014), and the uniqueness of these cultural practices across societies makes a unique potential tourism product. Traditional cultural festivals in Nigeria have certain outstanding socio-cultural elements within them which make them a unique socio-cultural practice which can be developed entrepreneurially. These cultural festivals and practices have certain unique elements which can be used as marketing base for the outsiders. Some of those ways by which cultural festival can be developed to an entrepreneurial endeavour is by developing such cultural practice to a modern standard, make it attractive and publicize it on an international level, with such an effort, other people would come to develop interest in them and come from wide and far to see them, thereby making the festival a source of tourist attraction and viable source of income not only for the community celebrating the festival but the country at large. Nigeria has enormous festivals that could be developed in this regard. Some notable ones among such festival include: *Egungun* festival, *Eyo* festival, *Argungu* festival, *Osun* festival etc. The development, publicity and hyping of these festivals can make them a viable entrepreneurial venture that have a higher tendency of bringing about tourist attraction which is an important source of income that would create a strong base for national development in the country.

Monumental sites: Monumental site is another relevant area of tourism that could be entrepreneurially invested in and developed in Nigeria. Monumental sites are important sites that have the highest potential of attracting tourists into the country. This is because some monumental sites are very unique and have the tendency of bringing one very close to nature, and because of the unique features of many natural monuments, it becomes a very important tourism products which if developed entrepreneurially could be a veritable source of income for the teeming population of the people of the country and the local and federal governments alike. Tourism today is a huge entrepreneurial potential which can serve as pull factor for tourists and investors. Through entrepreneurial investing in tourism, the country can improve on its Foreign Direct Investment, thereby contributing to economic development. More so, active tourist activities could also encourage foreign investors to come establish further entrepreneurial ventures in the country due to its rich cultural heritage and secured social environment. Other areas in which entrepreneurial tourism could be developed are further highlighted

- Excellent opportunities exist for entrepreneurs in the accommodation sector of the industry – especially in the development and operation of camping grounds, caravan parks, game parks, holiday camps, hotels, motels, chalets, bed-and breakfast establishments and guest houses.

- Similarly, opportunities exist in the transportation sector for potential tourist entrepreneurs in areas such as taxi services, car hire, boat trips, bus services and so on. By becoming a tour operator, the entrepreneur can package tours and then make use of other entrepreneurs for rendering support services such as transporting people.

- There are also opportunities in the development of man-made attractive sites, e.g artificial monumental sites, theme parks, waterfront developments, zoos, parks, game reserves, arts and crafts galleries, cultural tourism, which includes cultural villages and so on.

- Support services, such as catering and tour guides, marketing and training, could also offer good opportunities for entrepreneurs (Saayman, 1994). The fields of entertainment, restaurants, shebeens, coffee shops, tea gardens, acting, traditional dances and music represent only a few of the many opportunities that are available for entrepreneurial exploration in the tourism sector (Saayman and Swart, 1996)

Fundamentally, three models could be identified for entrepreneurship opportunities in tourism as proposed by (Rogerson 1998):

Model 1: Small- and medium-scale tourism enterprises could be organised as cooperative at the village or community level. With such development, the villagers can constitute themselves into viable cooperative groups that would provide small and medium capital for the promotion of tourism entrepreneurship in the village. In this model, tourism could serve as a means of increasing and diversifying sources of community income and serve as a means of gainful employment for the people of the community.

Model 2: Small-scale tourism enterprises could be organised by an individual or group in order to produce certain materials such as art and craft that would be unique and attractive for the consumption of the locals and tourists alike.

Model 3: Small-scale tourism enterprises could be organised by individuals and families in the community to serve as a supplement to other sources livelihoods in the rural areas

Bye and large, lots of entrepreneurial opportunities exist for people to engage in while exploring the tourism potentials in our society. This is so because there are lots of tourism products that abound us in our physical and socio-cultural environment which if entrepreneurship mindset are applied to these products, they can be a viable source of entrepreneurship development for individuals, communities, corporate bodies and the government at large. In this respect, tourism entrepreneurship is activity that needs to be encouraged among the people in the country, this is so because such an effort will go a long way in serving as source of income for individuals, communities involved and even the society at large. It would also serve as image maker for the country and would go a long way in enhancing sustainable development in the country. The above notwithstanding, it is however a source of worry to any concerned individual that despite the numerous entrepreneurial potentials inherent in tourism activities in Nigeria, the sector is yet to develop to any appreciable extent. This is because there are lots of problems that are militating against the development of tourism entrepreneurship in the country; some of such problems are highlighted below:

Problems facing tourism entrepreneurship in Nigeria

The following obstacles have been identified.

1. Inadequate Financing

Capital and finance is the backbone of any investment (Olatunji, 2102). However, in a situation where this is not available, it will be difficult to establish a viable entrepreneurial venture. In Nigeria, despite existing policies on financial support for small businesses, very few entrepreneurs receive financial help when they need it (Olatunji et. al 2013). A survey carried out by the Nigerian

Association of Chambers of Commerce, Industry Mines and Agriculture (NACCIMA, 2012) has shown that only 6% of entrepreneurs in Nigeria have been able to access the various entrepreneurial intervention funds made available by the Central Bank of Nigeria (*The Guardian*, August 2012). However, finance includes not only a shortage of funds, but also a lack of knowledge with regard to accessing foreign funding. Another aspect is a lack of knowledge on how to approach financing institutions. Funding for tourism entrepreneurship is also not sufficient and the reason could be that the funding mechanisms are not coordinated.

2. Infrastructural Problems

Generally, infrastructural development is one of the basic features and conditions of development for any sector of the economy. Tourism as a relevance economic sector cannot develop in a poor and dwindling infrastructural environment. In other words, the establishment and success of the tourism activities depend on the state of infrastructural factors within the boundary of a nation state (Falabi and Olatunji, upcoming). According to Aruwa (2011), infrastructures are of particular importance to the tourist sector development given that tourists are not likely to be interested in visiting countries with poor infrastructural facilities. Similarly, would-be investors in the sector might not be willing to invest in infrastructural moribund environment as it would not be economically viable for them to incur infrastructural costs. And this has been observed as being among the paramount barriers not only to investment in the tourism sector but more importantly has affected the process of meaningful development of the nations (The Guardian, 2012; NACCIMA, 2012).

According to Olatunji et.al (2013), there is no where the problem of inadequate infrastructure is most pronounced than in Nigeria where the dearth of infrastructure is compounded by the inability to maintain the few existing ones. In Nigeria, lack of infrastructures is most pronounced in the rural areas where incidentally most of its tourist sites are located. Nevertheless, efforts at developing infrastructure to support tourism in Nigeria, paltry as these may be, happen only in the urban areas (Briedenhann and Wickens, 2004). In this regard, there is the need to facilitate the replication of infrastructure to the regions and the rural areas of Nigeria because many of the tourism sites are located there in (Hawkins and Mann, 2007; SEPO, 2006).

3. Lack of experience

Research done on SMEs that failed showed that the lack of experience of how to run a business was one of the main reasons for its failure. It is thus not just training that is important, but also experience. If experience is lacking, a process of support is paramount. In Nigeria, people generally lack the experience of how to successfully run tourist business generally and this has

been one of the reasons why the level of tourism entrepreneurship in the country is generally at low ebb.

4. Lack of knowledge

This is one of the major obstacles facing entrepreneurs in the tourism industry. It encompasses the lack of management skills and managerial knowledge, the lack of knowledge regarding tourism trends and limited knowledge regarding the existing opportunities.

5. Lack of marketing skills

Today, the ability to market tourist products is what enhances tourist activities in many countries where such feat is achieved. With the advent of globalisation, tourist entrepreneurs have utilized the mass media and the internet to market various tourist products. This is why it is conceived that the emergence of globalization is one of the major factors that contribute to the development of tourism activities globally. But in Nigeria, many SMEs have good products to offer, but do not have the marketing ability to properly introduce them to the global audience. In general, there is a major lack of tourism marketers who, firstly, understand tourism marketing and, secondly, understand how to package products.

6. Lack of support

Observing from this perspective, Ikecchi and Edward (2009) noted that small business assistance from governments of African countries is weak and inadequate and they asserted that to expect of a person with limited funding, limited knowledge and limited skills to succeed without support, simply creates circumstances where such a person can only fail.

7. Funding institutions still regard the tourism industry as a high-risk industry

Funding institutions regard tourism as risky for several reasons; lack of government's commitment to tourism sector development, safety and security issues and the fact that it is a relatively new industry in the country. Commenting on the problems of tourism entrepreneurship to the national economies, Hall (2007) argues that the extent to which these benefits accrue to a nation crucially depends on local conditions. In other words, if local conditions are not favourable to tourism development, then the sector is bound to suffer setbacks. Furthermore, Manwa (2012) argued that for tourism to be sustainable; the community has to benefit directly from it, this will enable them to protect and conserve the resources upon which it is based.

Conclusion

What could be deduced from the foregoing is that the tourism sector is an important sector of the economy that could be utilized to effect sustainable development in any modern society. However, despite the enormous availability of tourism products in Nigeria, lack of viable tourism entrepreneurship has made the country to be rated low in terms of tourism sector development and this paper has argued that entrepreneurial investment in tourism is an important and relevant endeavour which could be used to effect sustainable development in the country. A thorough look into many cultural communities in Nigeria would reveal several cultural practices or physical artifacts or monumental sites which hitherto would have been a source of tourism activity but because of the lack of entrepreneurial investing into these tourist products, the sector has remain largely untapped. In other words, through tourism entrepreneurship, most of these tourism potentials could be sighted and developed. Today, most of our cultural values and practices have been eroded and they have been replaced by adulterated cultural patterns which are serving as source economic vibrancy for other nations and this as many have observed has led us to many social problems such as poverty, un-employment, civil unrest, corruption etc.

In other words, there is the need to put vested interest in this area of entrepreneurship because it is one area of entrepreneurship that could be used to develop the tourism sector of the economy and could also be used to effect sustainable development in the country. This is an important call as it has been observed that entrepreneurship and sustainable development are inseparable bed fellows. Nigeria as a nation been affected by varying social problems which emanated from lack of viable entrepreneurial activities, development of tourism entrepreneurship becomes a necessity not only to solve these varying social problems but also to enhance sustainable development in the country and more importantly to sell the good image of the country globally. Furthermore, development of tourism entrepreneurship is very important due to the fact that it is an investment pattern which has almost zero negative effect on the eco-system, in other words, preservation of the eco-system is one of the uniqueness of developing entrepreneurship in tourism. In a bid to achieve this, this paper deems it fit to make some pertinent recommendations to this effect.

Recommendations

The following are some of the important steps that could be taken to bring about vibrant tourism entrepreneurship in the country.

Cultural Research and Documentation: Research and documentation of cultural artifacts and practices is one of the first important steps towards developing tourism entrepreneurship in the country. This is because cultural research and documentation would be used to enhance cultural

entrepreneurship by conducting research on some important cultural practices and find a way of making these unique socio-cultural practices a tourism product. This could also be done on monumental areas or sites in the country; such sites should be well protected and secured and be made interesting in order to gain international attraction thereby encouraging international tourists and investors into the country.

Further, there is the need for proper documentation of important cultural elements in physical and electronic means as another means to promote tourism entrepreneurship. Going by the fact that we live in a globalised world, important cultural artifacts and monumental sites could be advertised on the internet and other electronic and print media for international viewing. Video documentaries could be made in order to make the people see the artificial beauty of such cultural materials or sites. Also the sites and the archaeological materials should be put on international standard so that they can attract international attention. More importantly, more museums and art galleries should be built around the country so that lots of monumental cultural artifacts could have a safe-guarded place to be kept in and all of these are practices relating to tourism entrepreneurship and could be used to effect sustainable development in the country.

Cultural re-orientation: According to Olatunji and Ejalonibu (2013), our general cultural orientations about the value of our cultural elements are generally wrong and this has been one of the factors that causes low level of tourism entrepreneurship in the country and if there would be any meaningful improvement in this sub-sector; there is the need for change of orientation towards many of our cultural beliefs and practices as much as possible because it is only through this that people's general dispositions can be changed to the better. In this regard, effort must be geared towards how people's negative orientations towards traditional cultural systems would be replaced by positive ones; this would go a long way in making the people to develop a positive orientation towards cultural entrepreneurship and this would also go a long way in promoting tourism entrepreneurship in the country.

Promoting Vibrant Education/Training for Tourism Entrepreneurship: another means by which tourism entrepreneurship could be promoted in the country is by promoting education for entrepreneurship. This could be achieved through the establishment of tourism educational institutions and upgrading the existing ones. Generally in Nigeria, there have not been many educational institutions basically established to promote tourism education. And in some few existing institutions, vibrant education for tourism entrepreneurship is not common. To this extent, this paper recommends that the orientation of teaching tourism in schools should be re-directed and students should be made to know that, there are lots of entrepreneurial potentials in

tourism activities and that graduate of tourism and related courses can graduate out of school and become an investor in this sub-sector rather than seeking for paid employment after service. This kind of practice is generally common in many developing countries such as China and India. In addition to the above, schools of traditional handicrafts could be established in order to aid the teaching and learning of traditional craft works such as *Aso-Oke* weaving; pottery making; blacksmithing, traditional medicine, dying etc which can be good sources of tourism entrepreneurship. This is very necessary as it has been observed that this area of our culture has been grossly neglected and this according to some observers has been the major cause of general under-development of the nation especially in entrepreneurial sense.

Furthermore, it is insufficient to merely identify the need for specific training; the focus should also be on how it should be done. The important issue is that activities should be coordinated and a two-prong approach should be followed. Firstly, entrepreneurial development should be a school subject and secondly, a centre for SME development in tourism should be established either by the government or individuals with the following aims:

To conduct research, coordinate possible opportunities and act as a "one-stop shop" that would provide series of tourism related services to the entrepreneur such as dissemination of information to potential entrepreneurs in tourism, investment opportunities in tourism as well offering financial and non-financial services to the entrepreneur. This centre should preferably be based at a training institution that could keep entrepreneurs in tourism abreast of new developments and trends.

- To train entrepreneurs accordingly.
- To assist in the development of business plans and the acquiring of funds.
- To implement a program of after-care and monitor success/failure of the entrepreneur

Provision of Investment Capital

Having revealed the fact that most populace in the developing countries could not receive tourism benefit from their governments, there is need to expose how individuals in the country can personally reap the benefits from their individual ends with little or without government intervention by becoming tourism entrepreneurs that can contribute effectively to the growth and development of their nations taking advantage of the tourism products in their environment. Entrepreneurs need capital or financing in order to start a business organisation.

The Internet also offers a means of financial support. EDS Africa has launched a website called www.smme.co.za which can be helpful to entrepreneurs. Another website that might be helpful is www.eez.co.za (eez

stands for *emerging enterprise zone*). It is important to make potential tourism investors to be aware of several means of acquiring business capital entrepreneurs because most often, entrepreneurs are not aware of these tools. In addition, specific fund allocations should be made to enhance SMME development in tourism. Government should work hand in hand with the private sector in creating an environment where entrepreneurs can flourish.

Providing Adequate Security for Tourist Investors, tourist investment and the Tourists

Safety and security of investment is another factor that can enhance and boost entrepreneurial investment in tourism but unfortunately this has been one of the major challenges facing the Nigerian nation today. According to Otite (2012), more recent than ever, Nigeria has suffered plaques of crises leading to loss of lives and valuable properties. The Boko-Haram saga; prevalent kidnapping of citizens and foreigners and host of political cum religious motivated crises are common occurrences that have put lives and properties in Nigeria in a threatened un-secured situation (Miftahudeen, 2012 cited in Olatunji, et.al., 2013). The implication of this state of insecurity is that both local and international tourist activities are severely affected and the would-be actual tourists will not be willing to choose the country as their tourism destination and would-be investors in the sector will not be willing to invest in the country due to the fact that they are not sure of the security of their investment. Entrepreneurs also need to be free from bureaucratic red tape. This is a major problem in most African countries, where the input or approval of a large number of people is required before an entrepreneur is allowed to do business. Furthermore, there are numerous rules and regulations preventing entrepreneurs from expanding and entering the markets. All of these problems need to be tackled if any meaningful tourism entrepreneurship could be developed in the country. Other possible steps that could be taken to promote vibrant tourism entrepreneurship that could be capable of bringing about sustainable development in Nigeria include: entrepreneurial empowerment; provision of after-care and support services and positive governmental policies that favors investment in the tourism sector of the economy.

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