



SECTION FOURTEEN

NATIONAL TOURISM POLICY

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1. PREAMBLE

Development of Tourism and Hospitality Industry is already a global phenomenon, which has received wide acceptance all over the world. It should be noted that, Tourism is presently the largest employer of labour as well as the highest foreign exchange earner in the world. For over four decades, Nigeria has relied on mono-cultural economy and proceeds from petroleum products neglecting other vital economic sectors that could have equally contributed to the economic well-being of the Nigerian peoples. One of the cardinal interests of the present administration to diversify the economy through areas where the nation has comparative advantage, one of which is the hospitality and tourism industry. This policy derives its inspiration first from the NEPAD Baseline study on Tourism and secondly from the pronouncement and determination of the Secretary General of the World Tourism Organization (WTO) to develop and market Nigeria as a tourism destination.

2. POLICY THRUST

The policy thrust is to develop sustainable tourism by capitalizing on heritage diversity as the basis for promoting domestic and international tourism. This is aimed at competitive sustainable tourism development within the confines of the World Tourism Market and open up Nigeria as a major tourist destination in Africa through the **Development of International Tourism and promotion of domestic tourism**. Nigerians will be Encouraged to spend their holidays in Nigeria and to know more about the country. It is also proposed that the months of November, December and January be recognized as Harmattan Holiday season. The policy is further aimed at developing Nigeria into the **regional airline main hub** with a view to coordinating and facilitating air travels to all parts of Africa **and integrating** all blacks, particularly those of Nigerian origin.

3. POLICY OBJECTIVES

The main objectives of the National Tourism Policy are:

- To protect and promote Nigeria's cultural heritage as a resource for Home grown socio-economic development;
- To encourage community and public partnerships in tourism development;
- To generate foreign exchange, enhance income redistribution, alleviate poverty and create employment.

- To promote Nigeria as a desirable tourism destination within the context of Africa's cultural renaissance;
- To promote geo-political integration, healthy international cooperation and understanding; and
- To ensure environmental sustainability in the development of tourism resources.

4. PIVOT AREAS:

4.1 To ensure the success of its objectives and main thrust, the National Tourism Policy shall concentrate on four main areas as follows:

4.1.1 Security:

Government would ensure a stable policy and maintain friendly relationships with other African countries. Refocusing of the National Security Agents to be Tourism friendly (Tourism Police), with a view to maximally assist and protect tourists as well as tourism sites.

4.1.2 Planning:

Embarking on critical planning to ensure rapid growth of the tourism industry (both domestic and international) and the establishment of Tourism Satellite Account for the purpose of collating tourism statistics.

4.1.3 Research and Development:

Development of the tourism industry in Nigeria shall follow a systematic process taking into account the World Tourism Market, Competitiveness of products and attractions within the African Sub- region and indeed within the North-South Tourism axis of Africa.

Approach to development shall be holistic taking into consideration all human environments, social, economic and political factors to enhance broad circulation of tourists within the tourism zones. Local Communities would be involved in the planning, development and implementation of tourism projects in their localities. This is to ensure that the local communities derive economic benefits from the tourism projects operating in their areas such as employment, income generation, infrastructural development and preservation of the local heritage.

4.1.4 Promotion and Marketing:

Promotion and marketing would embrace developing a unifying hallmark for the nation through the adoption of a national tourism slogan. Promotion and marketing of the tourism products of the nation shall be carried out by Federal Ministry of Culture and Tourism, supported by Federal Ministry of Information and National Orientation, Nigeria Foreign Missions, States Government and the Private Sector.

4.1.5 Capacity Building:

Government shall initiate training programmes in the tourism, travel and hospitality industry through specialized institutions such as the National Institute for Cultural Orientation (NICO), Nigerian Institute for Hospitality and Tourism (NIHOTOUR) and tertiary institutions in the areas of tour guide, hotel and resorts management, catering etc.

4.1.6 Gender, Environment and HIV/AIDS

In order to ensure sustainable tourism development, Government would pursue policy that would impart:

Gender:

Ensure gender equality and sensibility through providing special assistance to women cooperative from the Tourism Development Fund to improve their earning capacity;

Environment:

Sound environmental practices, including Environmental Impact Assessment, will be carried out in respect of all major tourism projects with appropriate mitigation measures;

HIV/AIDS:

In order to sustain the level of awareness of the HIV/AIDS pandemic, vigorous and continuous campaigns shall be carried out at all major tourist destinations.

5. ASPECTS OF TOURISM ON FOCUS

- 5.1 The policy shall focus on the development and promotion of such products where the nation has relative, competitive advantage over other tourist receiving

and tourist generating countries of the world taking into account the future trend of the tourism industry.

5.1.1 Cultural Heritage:

Conservation, Preservation and Presentation of the nation's cultural heritage, values and diversities are recognized as some of the critical factors for the success of the nation's tourism industry. Steps shall be taken to develop cultural tourism for both domestic and international consumption backed up with a systematic approach at every level.

5.1.2 Nigeria is the country with the largest concentration of the black race in the world and these facts shall be exploited as well as the facts that over 50% of the black In diaspora from countries such as the Americas, Brazil, Cuba and the Caribbean trace their origin to Nigeria. This shall be exploited to the advantage of our tourism industry. A major focus therefore shall be to attract the blacks in diaspora back to their root and unifying all Nigerian descendants throughout the world through various touristic events.

5.1.3 A suitable festival resort shall be established to accommodate multiple events focused on the Nigerian descendants all over the world. These events shall be prominent annual events, which should be given immediate attention.

5.1.4 Calendar of Local Festivals and their grading or classification according to their popularity and organization shall be effected and disseminated throughout the nation. Details of various events shall be placed on the web site and marketed to international tour operators. Informative brochures on major events shall be produced through Nigerian Tourism Development Corporation (NTDC) as well as the Federal Ministry of Information and National Orientation.

5.1.5 Establishment and recognition of tourism events centered on our tangible and intangible heritage shall be brought To focus.

5.1.6 Inventory and documentation of the immovable heritage shall be comprehensively conducted in line with international standards.

6. CONFERENCES

6.1 The National Tourism Policy recognizes the importance of international conferences as a means of inviting foreigners and changing the image of the country. Nigerians from all sectors shall be encouraged to host international conferences at all levels.

7. SPORTS

- 7.1 **Organised Sports** of various types at both national and international levels shall be promoted through sponsorship by corporate bodies. Sports organizers shall collaborate with private tourism organization to harness the full potential of sport tourism.

8. SAFARI/ECO-TOURISM

- 8.1 While acknowledging the importance and the present world focus on eco-tourism, Nigeria shall exploit her potentials in this direction through conservation and promotion of the environment for aesthetics and scientific. The protection of the country's wildlife, discouragement of degradation of the country's environment, beaches, water bodies, marine life and the general biodiversities will be pursued with vigour.
- 8.2 Of great importance to the nation's tourism industry are the **national parks**, which shall be rapidly upgraded to international standard for the promotion of **safari tourism** within a short-period. Some of them may be franchised out for proper development and management to internationally reputable organizations. Efforts shall be made to identify more national parks, areas of peculiar vegetation such as rain and mangrove forests for the purpose of developing eco-tourism.

9. SHOPPING TOURISM

- 9.1 Encouragement of organized **shopping tourism** through creation of dedicated community shopping centers within tourist destinations for handicrafts souvenirs for example, shall be sustained.

10. OTHER AREAS OF FOCUS:

- 10.1 The policy shall encourage nation-wide agro-tourism development within the short and medium programs, beach and youth tourism within domestic tourism development, student's excursions and study tours within and outside Nigeria, while the elderly and handicapped shall be accommodated in the process of planning and provision of tourism facilities.

10.2 Health Resorts

Shall be given priority attention at such locations as Ikogosi Warm Spring Ekiti State, Lamurdi Hot Spring in Adamawa State, Mambila, Plateau, Taraba

- State and Fari-ruwa waterfalls in Nasarawa State, ParYam Plateau State e.t.c.
- 10.3 Private initiative shall be supported in the areas of Casino Villages/ Resorts. Setting up tourist hotels; restaurants and exportation of Nigeria culture through catering and cuisine services shall be encouraged.
 - 10.4 The policy recognizes the appropriate usage of beach front all over the world and therefore proposes the transformation of various beaches to tourism beachfront complexes.
 - 10.5 The provision of a special and dedicated retreat, where the President of the Federal Republic of Nigeria may receive his counterparts for private discussions shall be included in the medium and long term implementation of the tourism policy. Such project shall be funded through the Tourism Development Fund with government providing necessary infrastructure and Security apparatus.

11. AVIATION RELATED MATTERS

- 11.1 The Policy shall encourage modernization of Nigerian Aviation procedures through the Federal Ministry of Aviation.
Areas of focus should include dedicated cars and shuttle buses, operation of electronic meter tariff, at car parks, etc.
- 11.2 Only licensed organizations such as Nigerian Tourism Development Corporation (NTDC), Hotel Services, International Car Hire Companies shall be placed on information desks outside the arrival halls while the foreign exchange facilities shall be improved upon at the arrival hall.
- 11.3 Policy lays very strong emphasis on the quick establishment of a flag carrier, which should be a symbol of patriotism and pride for the nation especially in the mass movement of tourist in future. Such flag carrier shall be private sector driven.
- 11.4 Local Airline Services shall be encouraged to fly to major tourist destinations. However, local airline services shall also be controlled to ensure serviceability and airworthiness of aircraft being used.

12. TRANSPORTATION

- 12.1 The policy shall take cognizance of the National Master plan on Transportation with the aim of integrating Tourism within an overall transport implementation strategy (land, water air, etc)

- 12.2 Policy shall encourage particularly in the riverine areas promotion of water transport as an alternative means of transportation especially along the lagoons for recreation and Mass transit purposes.

13. ROLE OF THE PUBLIC SECTOR

- 13.1 Government shall provide the enabling environment for the provision of infrastructures.
- 13.2 Government shall initiate laws to protect local and foreign investments and tourist.
- 13.3 Government shall maintain control over standards and development of the tourism industry observing strictly the previous development strategies as may be stipulated in the Master Plan.
- 13.4 The sports administration shall consistently collaborate with the Tourism public and private sectors as a means of harnessing the full benefit of sports tourism.
- 13.5 Government shall develop Nigeria into a regional hub with a view to coordinating and facilitating air travels to all parts of Africa.
- 14.1 The private sector shall basically be the executor of tourism programs. It will be encouraged to provide necessary Super-structure and Material technical Basis such as good standard tourist accommodation, holiday resorts, amusement parks, restaurants, casinos. It shall be actively involved in tour operating, tour guide, provision of facilities for conferences such as public address systems, interpreters, transportation, travel arrangements, frontier receptions for organized tourism packages etc. The private sector shall further be encouraged to market Nigeria as a tourist destination abroad, licensed to organize (cruise & air) charters, make a choice of product it wishes to market in order to obtain the required market standard; organize national events in collaboration with National and State Tourism Organisations, Non-Governmental Organisations, package festivals, develop excellent standard souvenir entrepreneurship at tourist destinations.
- 14.2 The private sector shall be involved in creating environmental awareness on Eco-tourism, National Parks, Urban and Rural hygiene at tourist centres.
- 14.3 Private sector shall organize itself to a standard acceptable to Government which shall, from time to time be engaged in dialogue. Every tour operator shall obtain a Certificate of Operation from government having satisfied all requirements before being allowed to operate.

14.4 While encouraging foreign tour operators to operate from abroad, such must be affiliated with a licensed tour operator in Nigeria before it can be allowed to carry out business.

All prepaid packages abroad shall have a percentage of net profit paid in Nigeria.

14.5 The policy recognizes the Federation of Tourism Association of Nigeria (FTAN) as the umbrella body of tourism and tourism related associations established to coordinate all their activities. The association shall be expected to relate with government on behalf of all these association as and when necessary.

15. INCENTIVES FOR DEVELOPMENT

15.1 Consequent upon government's initiative to stimulate and facilitate tourism development, and considering the private sector as the main player, government shall grant the following incentives to enhance the private sector's participation.

15.1a All major tourism projects shall be given pioneer status.

15.1b Government would consider minimum excise duty on imported tourism project equipment, amusement park equipment and materials for hotel construction and furnishing, dedicated transportation for tour operators, equipment for restaurants not manufactured in Nigeria.

15.1c There shall be maximum excise duty on Casino Equipments;

15.1d Grant of work permit for foreign workers with Specialized skills within the industry;

15.1e State Government shall provide tourism land at Concessionary Rate to tourism investors.

16. ROLE OF VOLUNTARY ORGANISATIONS

Voluntary Organization such as the Lion's Club, Rotary Club, Golf Club e.t.c shall be actively involved in the development of the nation's tourism industry through development of recreational parks, promotion of international meetings and image of the country among their members worldwide.

17. INSTITUTIONAL ARRANGEMENT

17.1 The Presidential Council on Tourism, Federal Ministry of Culture and Tourism, State and Local Governments shall constitute the institutional frame

for the implementation of Tourism development process.

See annexure A' for further details

- 17.2 The Presidential Council on Tourism shall be responsible for the finalization of formulation of tourism policy, setting targets for development from time to time as shall be initiated, developed, and presented by the Federal Ministry of Culture and Tourism; It shall also discharge such leadership role that shall be initiated, developed, and presented by the Federal Ministry of Culture and Tourism; It shall also discharge such leadership role that shall propel and galvanize sustainable development of the industry. It shall always give final approvals on the usage and disbursement of the Tourism Development Fund.
- 17.3 Government shall set up a monitoring unit under the chairmanship of the Federal Ministry of Culture and Tourism and comprising of relevant Ministries to monitor the Implementation of the policy, establish development strategies through the Steering Committee of the Presidential Council on Tourism. It will also coordinate and maintain strong relationship with state governments, stakeholders in the industry, Immigration, Customs and all Security agencies, and represent the interest of government in international organizations.
- 17.4 The policy recognizes Nigerian Tourism Development Corporation (NTDC) as a technical organ of government; therefore, (NTDC) shall be restructured to assume a technical posture of professionalism and effectiveness. Through technical orientation and assistance from the World Tourism Organization and International Labour Organization, it shall formulate guidelines for Tourist accommodation grading for the State governments to implement. It shall coordinate the exercise on the grading through well-trained inspectors and its Sectors Coordination Department.
- 17.5 The Nigerian Tourism Development Corporation (NTDC) shall ensure compliance of State Tourism Organizations (STO) with standards and regulations as laid down by the Federal Government and also issue certificate on annual basis to all approved, certified and graded tourist accommodations and Facilities.
- 17.6 State Governments shall implement policies jointly agreed upon at the Presidential Council on Tourism and such shall include:
- **Allocation** of tourism lands at concessionary rates
 - **Initiating** viable tourism projects and operating within the frame work of

national tourism master plan

- **Promoting** both Inter and Intra State Tourism
- **Involving** national and foreign entrepreneurship in the investment, management and development of tourism superstructure and material technical basis
- **Creating** suitable sustainable enabling environment for investment in tourism for both nationals and foreigners
- **Maintaining** security within the state and tourism destinations Encourage formation of tour operating entities
- **Licensing** them within the rules to be jointly set up by the Presidential Council on Tourism
- **Set up and operate aggressive information and marketing** strategies for the state tourism products through nationally controlled and organized web site of the Federal Government.
- **Cataloging** all touristic events and developing calendar of events, which shall be placed on the Nigeria web site. The State Governments shall preserve and protect tourism assets as maybe identified.

17.7 Local Governments shall operate within the regulations set up by the State Governments, conform with the planning strategy as set up by the relevant authorizing authority without deviation, support and contribute to the security in the local areas, encourage good hospitality to visitors and contribute to the development of tourism infrastructure as well as encourage cultural activities and sanitation of the environment in their respective locality. The State Governments shall adequately monitor local government participation in the tourism programs. Small-scale initiatives aimed at the production of souvenirs, arts and crafts etc shall be encouraged at this level.

18. FEDERAL MINISTRY OF INFORMATION AND NATIONAL ORIENTATION

18.1 The Ministry shall play a pivotal role along with Federal Ministry of Culture and Tourism in the implementation of aggressive promotional programs particularly in the area of Image Building for the nation and presentation of the tourism values to both nationals and foreigners.

19. TOURISM FACILITATION/SUPPORT SERVICES

- 19.1 There shall be committees at all tiers of Government to facilitate the entrance, stay and departure of all tourists.
- 19.2 Nigerian Missions abroad shall be adequately empowered to promote the country's tourism attractions.

ANNEXTURE "A" DETAILS ON INCENTIVES

Work Permit Specification:

Authorization to employ foreign personnel in the tourist establishments with a ceiling of up to 30% of work force of upper and middle grade executives, skilled and seasonal workers. Application must state position, duties and duration of stay of category of staff

Duty Free Import Conditions:

Specialized equipments not manufactured in and to the required standard in Nigeria such as lifts, kitchen, laundry, hotel and restaurant furniture and fittings, vehicles specifically meant for tour Operation. Part of Foreign equity can be imported in the form of equipment for the project. All approvals under this segment shall be based on the QS submission and specification on project and up to specific limits. This condition is applicable to all new projects and expansion or old projects.

Incentive for Purchase of Tourism Land:

Concessionary rates shall be granted on land designated within tourism zone or specific land earmarked for tourism facilities such as hotels, restaurants, casino villages, resorts, theme parks, sanctuaries, etc. Tourism lands are only granted on production of preliminary studies and feasibility studies on projects and identification of type of project. Project implementation must be in conformity with the body of preliminary studies and feasibility studies otherwise; incentives shall be terminated upon deviation and reversed to normal allocation. Besides, penalty of 50% of cost of land plus total cost or land shall be applicable.

Tax Reduction or Exemption:

5-year income tax holiday is granted on custom-built tourism facility from a three-

star hotel, through to theme parks, holiday resorts and other mega and medium tourism facilities. 50% thereafter shall be applicable for up to 10 years. Tax exemption shall be supported with application to the Federal Ministry of Finance upon completion of project and commencement of operation.