Institutional Cooperation for the Measurement of Tourism – The Nigerian Experience

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Outline of Presentation

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Nigeria is a multi-cultural nation with over 250 local languages. She is blessed with outstanding cultural, natural and significant heritage sites, which do attract visitors to the country.

Among the many reasons visitors come into Nigeria are for, leisure (new experience seekers), conference and meetings, visiting friends and relatives, religious purposes, festivals etc.

Most Popular cultural events that attracts visitors includes; The Calabar Carnival, Argungu Fishing Festival,

Nigeria International Book Fair, Africa International Film Festival, Badagry Heritage Festival, Eyo Festival, Sango Festival etc.

There are also lots of beautiful cultural and historical sites some of which made it to the UNESCO world heritage sites in Nigeria.

These sites and events are a pool of both foreign and local visitors in the country hence, making tourism a viable driver of economic growth in Nigeria.
Tourism Statistics Governance in Nigeria

- The Tourism Sector in the Federal Republic of Nigeria was identified by the then President of the Federal Republic, Chief Olusegun Obasanjo GCFR, as one the six priority areas for development in 2005.

- The development of the tourism sector led to the Production of the Tourism Master Plan in 2005. Its aim is to ensure Poverty alleviation and generation of employment, physical environmental enhancement and cultural and social issues, including HIV/Aids through tourism.

- Tourism statistics and Tourism Satellite Accounts were key recommendations in achieving the Tourism Master Plan.

- A committee made up of stakeholders Institutional representative was formed to implement the master plan and establish Tourism Satellite Accounts in Nigeria.

Institutional Setup and Arrangements 1/5

- Membership of the earlier constituted committee includes:
  - Federal Ministry of Information and Culture (FMIC)
  - Nigerian Tourism Development Corporation (NTDC)
  - National Institute for Hospitality and Tourism (NIHOTOUR)
  - National Bureau of Statistics (NBS)
  - Central Bank of Nigeria (CBN)
  - Nigerian Immigration Service (NIS)
  - National Park of Nigeria
  - Federal Airport Authority of Nigeria (FAAN)
  - Federal Ministry of Finance, Budget and National Planning
  - National Population Commission (NPopC)
In 2016 and 2018, the UNWTO undertook an assessment mission to Nigeria on the review and implementation of the Nigerian Tourism Development Master Plan.

- A major recommendation was the need for tourism statistics and Tourism Satellite Account (TSA) for Nigeria. The Ministry of Information and Culture thereby signed an agreement on technical assistance with UNWTO on ‘Strengthening of a National Tourism Statistics and Tourism Satellite Account (TSA) for Nigeria’.
In line with the recommendations, a technical committee which comprise:

- Federal Ministry of Information and Culture (FMIC)
- National Bureau of Statistics (NBS)
- Nigerian Tourism Development Corporation (NTDC)
- National Institute for Hospitality and Tourism (NIHOTOUR)

The committee, is to carry out the Short Term Action Plan which is in two folds:
- Institutional Organization
- Data collection and analysis

In achieving the short term action plan, the committee intends to carry out a study on tourism statistics in the 36 states of the federation. Starting with a state from each of the 6 geopolitical zones.

In November 2020, a study was carried out in the south-west zone, Lagos state, ‘Domestic Tourism in Lagos State’. Its main objective, is to provide a Comprehensive Domestic Tourism Statistics for public use and effective policy making.
Data sources:

- NTDC carry out border survey to capture visitors coming in and around Nigeria by road. The Agency also has a stand at major airports where a random of visitor's are interviewed.
- A pilot survey on employment statistics for the Nigerian Hospitality and Tourism Establishments was carried out by NTDC in 2019.
- NTDC also carried out a survey on the impact of Covid-19 pandemic on the Nigerian Tourism sector.
- Federal Ministry of Information & Culture, NTDC and the National Bureau of Statistics in a collaboration in 2020, carried out a survey on Domestic Tourism in Lagos State. Its main objectives was to determine the contribution of tourism to GDP in Lagos State.

Harmonized Nigeria Living Standard Survey (HNLSS) by the NBS provides information on consumers expenditure budgets and covers some tourism elements from the Household perspective.

National Bureau of Statistics in 2020 conducted the National Business Sample Census (NBSC) to determine the frame which therein contains tourism industries in Nigeria.

Meanwhile, the database of the tourism statistics is resident in the National Accounts division of the Bureau.
The tourism industries covered based on ISIC rev. 4.0 includes; Accommodation, Food and beverage serving activities, passenger transport (air, road, water, rail), transport equipment rental, travel agencies, art, entertainment and recreational activities, real estate and retail trade.

**Other Administrative Sources:**
- Nigeria Immigration Service (NIS) provides us with data on arrivals and departures.
- Federal Airport Authority of Nigeria (FAAN) furnish us with data on air transport, inbound and outbound.
- FTAN and NHA organize the private sectors among others.

**Data Availability:** The following tourism statistics are available in Nigeria,

- Number of Arrivals, by country, purpose of visit and mode of transport
- Visitors consumption expenditure on transport, accommodation, feeding, etc.
- Number of establishments in each tourism industry
- Occupancy rate
- Employment in the tourism sector
Tourism Data Source and Data Availability in Nigeria

- Number of Pilgrimage (Christian and Muslims) travels on religion basis are available on annual basis
- Value added of tourism industries available for 2017, 2018 and 2019
- Value added and contribution of tourism to GDP- based on the last conducted survey in Lagos state, the contribution of tourism to Lagos State GDP stood at 16.86% in 2017, 17.40% in 2018 and 15.80% in 2019
- Contribution of tourism to the Nigerian GDP was 5.39% in 2017, 5.38% in 2018 and 5.53% in 2019

CONCLUSION

- There is a dire need for diversification of the Nigerian economy
- Tourism has been considered a viable sector for the driver of growth of the GDP hence, a need for the development of the sector
- Timely and quality data is needed to inform policy making and decisions
- The demand for tourism data is also increasing for macroeconomic analysis and international comparability
- It is therefore necessary and important to sustain the institutional cooperation for the measurement of tourism statistics in Nigeria.
I acknowledge the inputs of the technical committee in making this presentation a robust one

Thanks For Your Attention