



Towards Digital-Driven Tourism for National Development in Nigeria: Lessons from Dubai Experience

Chima, Paul ^{1*}, Malachy Joseph²

¹ *Ph.D. Department of Public Administration, Faculty of Management Sciences, University of Abuja, Nigeria,

²Department of Public Administration, Faculty of Management Sciences, Postgraduate student, University of Abuja, Nigeria

Email: ²malachy4all@gmail.com

Corresponding Email: ^{1*}chima.paul@uniabuja.edu.ng

Received: 25 April 2021

Accepted: 11 July 2021

Published: 17 August 2021

Abstract: *One of the most important fulcrums that sustainable national development revolves round is tourism. It drives global economic development directly and indirectly. Globally, it is one of the sectors that is progressing at geometric rate. It includes, but not limited to wildlife-based activities (sports, parks, and fishing grounds), physical attractions (falls and rocks), cultural activities (festivals, arts and crafts; local, regional, and international sports), and business tourism (workshops, conferences, and meetings). However, the numerous tourism opportunities in Nigeria are not effectively tapped or remain underutilized. Hence, the paper investigates why tourism activities in Nigeria are not as active as obtained in other clime like Dubai. The paper draws data from primary and secondary sources, which includes the authors' close observation of events in the tourism operations in Nigeria and information obtained from textbooks, journals, newspapers, etc. After analysis of the data, it was found that tourism is significant to the development of the Nigerian state because it has the capacity to enhance job creation, decrease social barriers, improve cultural rejuvenation, reduce emotional stress, correct balance payments at international level, and so on. However, the paper also found slow progress in tourism sector in Nigeria. This was found not to be unconnected with lack of aggressive measures to integrate ICT in her tourism sector. ICTs have not been comprehensively integrated in the Nigerian tourism industry due to lack of political-will, epileptic investment in ICT and lack of support from relevant stakeholders. Consequently, this paper recommends, that Nigerian governments pursue diversification economically via tourism, rather than depending solely on crude oil. Hence, bulk of government investments should be directed to tourism ICT related infrastructures so as to establish travel and tourism industry that can compete perfectly at the international level. Nigeria can achieve this by seeking out investors and stakeholders with technological innovative ideas to build*



tourism in Nigeria to world class standard capable of attracting people from all over the globe.

Keywords: *Tourism, National Development, Dubai, Nigeria*

1. INTRODUCTION

One of the vital instruments for sustainable development is tourism because it enhances employment generation, boost economic activities of a country in different ways. It is a major sector in the global economy that propels development in a number of ways as it is one of the sectors that is the main employer of labour. It is not an employer of labour, but a lucrative sector where people travel to places other than their home country for commercial purpose, vacation, recreation, religious worship, and others. The United Nations World Tourism Organization [UNWTO] Annual Report (2010) corroborates the foregoing when it asserts that tourism is instrumental to generating foreign incomes and as well provides economic benefits for cultural heritage. Other potential benefits of tourism as identified by the foregoing source include ample development opportunities and employment generation.

To further substantiating the relevance of tourism, Meriague (2014) presented that 8.7 percent of World jobs and 10 percent of the global Gross Domestic Products (GDP) are traceable to tourism industry. This is partly why international organizations fund it as it is a precursor to world peace, reduces poverty, and enhances social ties and cultural integration. With the world drifting towards a global village, tourism, to be specific, has the abilities of stimulating the development of third-world countries and exerting positive effects on the host country. Nigeria, a third-world nation, is blessed with rich cultural and tourism resources. Notwithstanding, many of the tourism resources have not been effectively tapped. The natural resource endowment in Nigeria could help to boost the country's standard of living. The earnings from game reserves and inflow of visitors from abroad are capable turning around the internal revenue for government and host communities in Nigeria. Nigeria is surrounded by a coastline such as beaches in Lagos, Obudu Mountain Resort in Cross Rivers State, Ikogosi Warm Spring in Ekiti State, Erin Ijesha waterfalls, Gurara falls in Niger State and host of others, which position Nigeria as a potential epicenter to tourists. It is often described as a potential tourist haven with nice tropical weather, a wide range of wildlife, and awe-inspiring scenery, historical relics, captivating beaches, and rolling hills, combined with the warm-hearted and a population that is culturally affianced. Nigeria is a country with assorted tourism potential due to its climate, vegetation, and atmosphere.

However, underutilization of the numerous tourism opportunities in Nigeria has been the bane of the tourism. Inhibiting factors to tourism development in Nigeria have been variously discussed. These include, improper documentation of tourism activities (Mohammed, 2009), inadequate mode for funding tourism business (Awoseyin, 1990) and many more. However, Information and Communication Technology (ICT) which has become the major driver of tourism industry across the globe has received little attention as a factor impeding the development of tourism sector in Nigeria. Promoting tourism development in Nigeria via ICT has been at low ebb.

Integration of ICT in tourism industry has since been realized and implemented in United Arab Emirate (UAE) due to its central position in her National transformation. Dubai is one of the seven (7) emirates in the UAE. It is a major city in UAE in view of her growth and



development economically in the Middle East and North Africa hemisphere. Developing and developed economies look up to Dubai and as such it has become a global bench mark specifically in the area of infrastructural development over the last two decades. The rapid development in the area of tourism infrastructure has attracted more tourist arrival to the city. The emirate has just 2.3 million residents/natives, but 14.87 million visitors arrived Dubai in 2016. In fact, it was rated in 2016 as the 4th most visited country globally according to Annual Mastercard Global Destination Index (thefirstgroup.com/e). Dubai has of late beaten China as the world's second most visited country. The tremendous achievement attained in tourism sector by Dubai is not unconnected with the integration of ICT in her tourism sector. Many other countries such as Malaysia, Australia, according to (Mohsin, 2005) have succeeded in using ICT to attract tourists into their countries as well. Consequently, it becomes curious to study some of the ICT related innovative methods used in Dubai and how they can be invented and applied to promote tourism in Nigeria.

Conceptual Review

Information and Communication Technology: Several definitions have been provided to interpret and explain the concept of Information and Communication Technology. ICTs are technologies used to collect, store, edit and transmitting information in diverse forms (Kundishora, 2008). Similarly, ICT can be defined as a phenomenon that encompasses a bewildering array of apparatus, services, and devices that used to process, apply and transmit information and knowledge (Adekunle, 2016). It can also be defined as those technologies that are used through telecommunications such as internet, cell phones, media, wireless networks and other communication gadgets (Sing, 2019). In whichever form it is seen, ICTs according to Aluko (2004) are basically devices that are needed to deliver via wireless and wired media basic services like video, audio, data, fax and internet services, all of which are linked via Internet protocol (IP) and non-IP networks. Again, Laudon and Laudon (2009) define ICT as the study, improvement, application, execution, support and administration of computer-based information systems, predominantly software applications and computer hardware. In the realm of public administration, the importance of ICT to the operation of organizations cannot be disputed. It is a cost saving measure, helps for strategic planning, provides management support, and serves as a means to establish relationship such as Government to Government (G2G), Government to Business (G2B), and Government to Employees (G2E). The foregoing merits of ICT account for the fact why most debates in public administration argue in favour of transformation of public sector through ICT. Importantly, therefore, this study borrows a leaf from the application of ICT in Dubai to influence change in public administrative system of Nigeria, with focus on tourism sector.

Tourism: this is a practice that focuses on socio-economic and national development at large. United Nations World Tourism Organization [UNWTO] (2011), sees tourism as the movement of people outside their vicinity or resident for activities like leisure, business and other reasons not related to the exercise of an activity remunerated from within the places visited for not more than one uninterrupted year. Dada (1986) corroborated the foregoing definition by defining tourism as the movement of people to a particular place outside their usual place of residency for a fixed period and at their own volition. Viewing it also as a momentary activity, Ikwu (1992) defines tourism as an impermanent relocation of individuals to another place outside their area of resident and workplace. Insofar as it does not lead to permanent residency, tourism encompasses the whole phenomenon and



relationship resulting from non-residents' travel and stay (Ladan, 2003). The basic activities that tourism revolves around as can be deduced from the foregoing definitions are but not limited to buying and selling, relaxation, recreation, religion, and others. It is clear from these descriptions that tourism includes dining, sleeping, and traveling, both locally and globally.

The importance of tourism to societal development cannot be overemphasized. Consequently, Manila Declaration on World Tourism of 1980, emphatically stated that it is prime as it has direct impact to all facets (cultural, educational, and economic etc) of life (<https://www.univeur.org/>). Economically, it generates foreign earnings for national development as well as gives economic benefit to cultural heritage (UNWTO Annual Report, 2010). Without mincing word, it was documented that countries that value the economic benefits of tourism and channel their resources to develop the sector are now reaping the benefits of their investments (Udeme, 2010). Reiterating the monumental impact of tourism on national development worldwide, Omotosho (2010) puts it that tourism from the global level has grown at the rate of 7% annually in arrival and 12% in receipts over four decades, a rate unmatched with any other economic field.

Despite the challenges being encountered at all sectors globally, tourism is fast developing in width, breathe, height and depth, and occasionally exceeding long-term projections and expectations. In 2013 for instance, it attains 5% growth rate, after the outstanding historical record of one billion persons moving across the planet yearly in 2012 (UNWTO, 2013). As a central constituent of the service economy, it has long been recognized for its steady and rapid growth and development. This is despite the negative impacts of the global recession that affected major industries across globe (Cooper et al, 2008). It accounted for substantial amount of revenue in exchange for products and services. For instance, it accounted for 30% of global service exports and 6% of the entire exports of goods and services (UNWTO Annual Report, 2011). It also generates job openings in the service sector of the economy.

Development:

A social change, a phase of change in a person, culture, a country, or an economy is described as development. Development occurs in different areas, such as political, economic, social, communal and rural spheres, and of course, tourism. Every stage of development in each of these areas ushers in a new set of ideals and ways of life (Dosewell, 1997). This is why development is often conceived as a gradual change, expansion transformation and growth. However, the concept of growth in relation to development is often attacked. The perceived view of many analysts is on the ground that a country's economy can expand without improving people's social and economic circumstances, that is, growth without development. For example, positive macroeconomic development does not always entails positive microeconomic development for households and individuals. As a result, while "development" may not always mean "growth," it always means "change." This change could be drastic or revolutionary. As much as development means change, it is crucial to note that the change could be positive or negative. Positive change or development connotes progress, while negative change heralds reversal. Regardless of how development is seen, tourism is an essential part of it. Tourism is a feature of natural environment. Its sustainability is always assured as long as its quality is not jeopardized (Dosewell, 1997) and



the ecosystem does not collapse with the use of the natural resource for tourism development. Tourism can become the primary driver of rapid change in major resort areas. In most parts of the world, tourism, not industry, is the main of source revenue and employer of labour. According to Igbo and Okpoko (2006), tourism development is a positive change that results in a better tourism product for tourists' delight, a favorable return on investment for the developer, and socioeconomic gain for the host community.

Impact of Tourism on National Development

The tourism industry is advantageous for so many reasons. For instance, tourism activities are interconnected with other business, the government, and local residents. Again, the economic benefits of tourism are key in community, regional and federal planning and growth, as well as marketing and managerial decisions. From the economic perspective, tourism promotion in an area also generates revenue (Faladeobalade and Dubey, 2014). Revenues earned from tourism are used to finance economic growth and fixing balance of payment deficits on a global scale. Intercontinental tourism proceeds, for example, have improved radically from US\$ 2 billion in 1950 to US\$ 104 billion in 1980, US\$ 495 billion in 2000, and US\$ 1260 billion in 2015 (UNWATO,2016). The resultant effects of the dramatic expansion of revenues include, improved balance of payments, instrument for development of human resources and global job creation.

Regarding job creation, WTTC (2014), states that the sector's total contributions to employment generation, including direct and indirect in 2013 was around 266 million jobs. Similarly, Turner and Sears (2014) presented that travel and tourism business is a major employment provider across the world, employing over ninety eight million people in 2013 and providing roughly three (3) percent of overall world job. Recognizing tourism tremendous impacts on employment generation, Lemma (2014) projected that the employment growth rate in the sector will continually be on increase, with an anticipated sixty three (63) million new jobs to be generated between 2012 and 2022, the bulk, approximately 40 million, will be in Asia. The likely projected sectors where these jobs could be found include travel agencies, hotels, airlines and other tourism related business. In addition to the above merits is tourism's role in investment and growth. As the tourism sector in a region booms, there will be corresponding increase in investment, as investor would be attracted to invest in infrastructure, industries, etc. Apart from the economic benefits, it is also ecologically friendly. It is not as detrimental to the environment like other industries that are into production. Hence, in comparative term, it is more suitable and desirable.

Socially, tourism fosters exchange of ideas, understanding, peaceful coexistence, unity and pleasantries among people from different socioeconomic background. These according to Inkson and Minnaert (2018) represent the information exchange and public knowledge roles of tourism. From the cultural perspective, it also influences cultural shift on the part of the residents and the visitors. This brings about peace, understanding and unity among people from different background. In the same vein, Kumar (2018) corroborated the foregoing when he opines that tourism promotes respect for a country's tradition and culture. They however argued that the social interaction between the host and tourist are superficial because, the duration of a tourist's visit may limit the tourist's ability to interact closely with people of the host community, and communication may be constrained due to language or cultural



limitations. These variables may limit the depth and breadth of interactions between hosts and visitors. The social impact of tourism can take the shape of cultural revival or reinvigoration, natural arts and crafts advocacy, wellness therapy, and so on. A further social benefit of tourism is the development of a favorable interaction between man and his natural surroundings, as well as ecological protection and conservation.

Tourism in Dubai

Abu Dhabi, Ajman, Fujairah, Ras al-Khaimah, Sharjah, Umm al-Quwain and Dubai constitute the seven emirates in the United Arab Emirates (UAE). In view of the fact that the government of UAE recognized early on times the danger of paradox of plenty or the poverty of paradox, it resolved to diversify its economy. UAE witnessed oil shock as from 1970s, and incidentally, the price of the oil changed. The oil shock prompted the emirate to venture into infrastructural development in power, water, oil and gas, construction, valued at thirty seven (37) percent of total infrastructure project (World Economic Outlooks Database [WEOD] 2019). The investment, courtesy of diversification was equally extended to sectors like real estate, leisure and travel. Investment benefits accruing to the diversification were especially noticeable in two larger emirates, namely, Abu Dhabi and Dubai. After Abu Dhabi, Dubai is second largest emirate with a landmass of 3900km² (UAE, 2005). Over a decade, Dubai has attained the status of business centre in UAE, a famous tourist destination, and a comfortable and pleasurable place to live. Without mincing words, it has close international commercial ties and a competitive economy. In comparison with other emerging economies such as China, India, Ireland, Singapore and developed economy like United States, Dubai has been developing faster (UAE, 2005). Dubai has grown to become the region's most famous travel destination. Some the important features that earned Dubai the popular travel destination were its transformation with a limited time into golf courses, cultural centers, shopping mall with sky scrapper, educational facilities and artificial island.

Accordingly, Master Card's Global Destination Cities Index [MCGDCI] (2019), confirm the foregoing assertion when it rates Dubai, the most trendy tourist attraction in the Gulf and the fourth (4th) most famous worldwide, with 15.93 million foreign overnight visitors in 2018. This development has scaled up Dubai's popularity among business people, visitors, and shoppers. The volume of the statistics portrays the emirate as place increasing in importance. With the increasing international recognition as one of the major cities UAE, more relevant tourist attractions and facilities were built to boost her profile as a smart city and a smart tourism destination. The aftermath of Dubai's consistent investment in the relevant infrastructure was that in 2015, 8.81 million people represented by 91.8 percent became active Internet users (MCGDC 2019), the second highest rate after Canada (93 percent). Out of the statistics of the internet users, 7.27 million, represented by 75.9 percent were mobile internet users. This is in addition to 5.4 million active social accounts, with 4.6 million, represented by 85.2% being smartphone accounts (MCGDC 2019). Acknowledging the high profile of Dubai in infrastructural development, the World Economic Forum (2011) ranked UAE, and to be specific Dubai, in the category of "Importance of ICT to Government Vision" and second in the category of "Government Success in ICT Promotion." These established milestones thus achieved situate Dubai among prominent cities the globe that have successfully taking the initiative to implemented smart projects. The ultimate aim of Dubai's Smart projects is to transform the city to "become the happiest city on earth" for the indigenes, workers, and/or tourists. The mission transcends just being the smartest city in



technology adoption, but to assume the position of the happiest places to live and work in the world. To attain the giant stride of being the happiest place to live, it has been striving to be the best-connected town in the world. For this reason, the city has been a trailblazer in adopting cutting-edge technology as the vehicle for realizing the “Happiness” vision, which will allow people and residents to improve their standards of living. For Dubai to achieve its goal of becoming the world's smartest city, technology has been implemented across four pillars and six distinct dimensions (Sajid, Mina, Kichan & Prakash).They are as follows:

- i. Economy: Provides intelligent and creative economic conditions and resources to encourage entrepreneurship and productivity.
- ii. Governance: Where both the public and private sectors have access to open government services.
- iii. Environment: When asset management is used wisely, emissions and resource waste are reduced. Smart grid and building integration, smart water drainage, smart sewage water, smart storm water collection, and smart waste management are all examples of smart technologies.
- iv. Living: A place with a high quality of life in terms of education, healthcare, and cultural lifestyle. Smart buildings, smart homes, and building and facilities management are some examples.
- v. Mobility: When individuals, objects, and ideas are transported in a smooth and productive manner. Infrastructure for smart highways, bridges, and tunnels, as well as Intelligent Transportation Systems (ITS) and smart traffic and parking management, are all examples.
- vi. People: Where a community of continuous learning, participation, and creativity is welcomed. Smart education and smart security are two examples.

Hundreds of projects and ten times as many government programmes in the fields of infrastructure, urban planning, transportation, energy, communications, and economic services are part of Smart Dubai's six dimensions. They are being introduced in order to provide people with smart services.

Dubai is extremely multicultural, with over 180 different nationalities represented, the majority of which are expatriates. As a result, the Happiness concept, which is a key component of the Smart Dubai vision, is more than just about productivity, performance, livability, and sustainability. The Happiness philosophy, which is used to describe processes, solutions, and facilities, as well as major goals and related targets, is the overarching goal of the smart city initiative.

In general, Dubai has increased its use of technology-based solutions to manage key tourism items, facilities, and resources. These tools include major infrastructure components such as airports, hotels, and transportation, as well as the configuration of unique goods and services that provide value to visitors in a broader sense. Furthermore, Dubai has created a number of mobile applications that not only improve the satisfaction of visitors and residents, but also aid in the growth of operations into a smooth and productive resource base for both residents and visitors. It should be noted that all of these applications are linked to the Smart Dubai infrastructural development. The table below highlights some of the most successful mobile applications that offer residents and visitors smart solutions.

Mobile Application for Smart Solution

S/N	Application	Usage
1	IDubai	This is Dubai Municipality's official software. This app



		contains a map that shows the exact location of any point of interest, such as offices, clinics, banks, hospitals, mosques, colleges, malls, and pharmacies, hospital, etc.
2	mParking Dubai	This app allows you to pay for parking in Dubai in a quick and easy manner. Since the app automatically composes an SMS for the user and sends it to the Road Transport Authority (RTA). This app simplifies payments for parking vehicles.
3	United Arab Emirate Yellow Pages	This app assists in gathering all of the required contact details for local businesses in the UAE.
4	Road Transport Authority (RTA) Dubai	This app offers information on roads and transportation, including metro stations, buses, and taxis. It is one of the most widely used applications by locals. It also includes tourist attractions, shopping centers, hospitals, and gas stations.
5	Time Out Dubai (T.O.D)	Time Out Dubai is a well-known lifestyle publication. This app offers suggestions on the best places to go for a fun night out, including music, restaurants, movies, and hotels.
6	Dubai Metro	This app is a rapid transit rail network which provides diverse and rich information to users. It has red and green lines which are always operational with one more line being constructed. The first two lines run underground in the city on an elevated road way elsewhere. All trains are fully automated and driverless.
7	Dubai Calendar	Dubai Calendar is the official listing of all activities in Dubai, including conventions, concerts, exhibits, and festivals, and it is updated daily.
8	The Dubai Mall	The Dubai mall is an application that deals with Geographical Position System (GPS) and a 3D Map. It helps to direct people to their destinations within the mall. It also reminds users of their parking location.

Source: authors' compilation, 2021.

Dubai is currently implementing innovative technologies which promote it to be considered as one of the world's most competitive tourism destinations. Tourists in Dubai use Near Field Communication (NFC) tags incorporated with their devices to explore key solutions such as where to go and what to do. Also, cloud computing has made a significant contribution to the effective use of information and its dissemination. Tourists can easily link to systems without having to download any software. The RTA's implementation of the "Nahaam" tour guide system has allowed tourists to connect with the system quickly and easily. More so, Smart Gates enables tourists to have a better experience at immigration source. This coupled with Smart Airport which has been a part of Dubai's big development in the tourism sector. Access to airport facilities has been made simpler and more reliable by integrating them with tourism applications. In addition, Dubai government has launched a new programme that



allows travelers to use their smart phones as passports for immigration. The “Emirates Smart Wallet” connects travelers with e-gate services using their personal data, including passport details, with the aim of facilitating emigration source clearance. Smart trolleys, which are a "intelligent baggage trolley" that not only allows passengers to transfer their luggage at the terminal, but also acts as a personal guide through interactive, real-time details, are now being considered (in the initial phase of rollout) by airport services. Smart systems, such as information kiosks, retail systems, transportation systems, and even healthcare systems, can keep tourists connected at all time. Mobile apps, according to (M Sajid, Mina W, Kichan N & Prakash K) would make it easier for tourists to access a variety of facilities, including attractions, restaurants, entertainment, and other tourism services. In reality, most of the major shopping malls, such as the Dubai Mall, Mall of the Emirates, and Dubai Marina Mall, have their own apps to help tourists navigate and explore all of the available shopping and entertainment options. The introduction of mobile apps has made navigation easier, particularly for visitors unfamiliar with the city. The government recently launched “Makani Dubai,” a system that allows for easier navigation and maneuverability by identifying buildings and making them easily accessible. Due to the lack of street addresses in Dubai, the delivery of services, especially emergency services, must be handled effectively, which is made possible by technological solutions.

According to Travel and Tourism Economic Impact (TTCI 2017), three main factors ensured long-term tourism growth in Dubai and the UAE: The first and most critical factor is forward-thinking government regulatory policies that have increased the number of visitors from all over the world. Second, the government's position in providing public infrastructure and encouraging private sector investment has aided in the development of world-class inbound air, sea, and road, as well as internal transportation links, facilitating travel into and across the UAE. Third, provision and promotion of integrated entertainment and retail destination through destination planning and marketing is a key factor in attracting tourists. Dubai has a diverse range of hotels, shopping centers, restaurants, theme parks, and recreational activities to choose from. The Dubai Department of Tourism and Commerce Marketing (DTCM) has also attracted a slew of touristic events, festivals, and activities, all of which have increased the number of international visitors.

Dubai Experience and Lessons for Nigeria

As most emerging economies are relying on tourism for economic growth and diversification in recent years, how to improve the performance of the tourism and hospitality industry in many countries through the nation's aim to promote, sustain, and market its tourism facilities and activities became a source of attraction. Nigeria's tourist sector is vast, with multiple prospects for income generation, job creation, and enhancing the country's international reputations. Improving growth and development demands taking lessons from countries like Dubai, who are already well-versed in both theory and practice of tourism.

The United Arab Emirates (UAE) government earlier on acknowledged the threat of the resource curse and resolved towards economic diversification. This foresight informed the massive investments in real estate, tourism, including recreational amenities. The consequences of these initiatives are chiefly noticeable in the two larger emirates of UAE, Abu Dhabi and Dubai. Taking cue from the above, it becomes extremely essential for Nigeria



to diversify her economy as soon as possible. Relying chiefly on crude oil alone may not augur well with the economy in the near future. Rather, Nigerian government, just like Dubai, could use the income obtained from the oil sector and invest in Information and Communication Technology (ICT) infrastructure to fortify the country's tourism development. This suggestion is forthcoming in view of the fact that Dubai used technology as one of her veritable strategies to get to where it currently stands in the area of tourism. Incidentally, technology-based solutions are used in Dubai to manage key tourism items, facilities, and resources. Major social amenities such as airports, hotels, and transportation, as well as uniquely configured goods and services that provide value to visitors in a broader sense were managed using technologies. The foregoing smart initiatives are urgently required in Nigeria to boost tourism industry. Other smart Dubai initiatives are mobile applications. The applications as a matter of fact play multiple roles such as improving the satisfaction of visitors and residents, enhancing growth of operations into a seamless and fruitful resource base for residents and visitors alike. Enhancing the investment climate coupled with the establishment of competitive travel and tourism industry will no doubt boost the Nigeria economy.

To achieve the above, reliable investors and stakeholders that would help make tourism a viable investment, as obtainable in Dubai should be sought after. Typical example of an initiative that can bring investors and stakeholders together was the Arabian Travel Market in Dubai. This occasion attracted more than 215 investors from across the globe. The total investment occasioned by this singular arrangement in the country's tourism was quantified to be over \$200 billion. Accruable benefits courtesy of this arrangement include, but not limited to development of tourism and hospitality industry, improved manpower supply and attraction of international attention to the industry and UAE at large. Nigeria should create an enabling environment to organize this type of gathering as well. Thus, making tourism sector in Nigeria attractive to other countries requires effective and efficient packaging of the industry. If the industry is effectively repositioned, the trending attitude of Nigerians doing vacations in other countries will be reversed. This trend persists because strategies to apply innovative technologies in the industry are lacking. When the technologies are put in place, a resounding awareness will be created about the tourism items, facilities and resources. Consequent upon that, more revenue will be generated from the industry. The tourism industry is yet to be fully appreciated. Thus, its marketing and promotion should be encouraged. With these arrangements in place, the country could easily sell her brand of tourism to foreigners, and to those who cannot afford to travel beyond the shore of Nigeria.

The preceding discussions presuppose that many lessons abound to be learnt from Dubai to reposition tourism in Nigeria for sustainable development. However, it must be noted that some prominent factors made tourism in Dubai realizable and sustainable. These were the strong national coordinating and planning bodies established in Dubai. The institutions include, the Dubai Department of Tourism and Commerce Marketing (DTCM) and Dubai Electricity and Water Authority (DEWA). They are saddled with the responsibility of making and implementing policy for promoting the industry under state regulation or guidance in order to be a competitive and long-term contributor to economic development. The Dubai Department of Tourism and Commerce Marketing (DTCM) manages Dubai's tourism development, whereas DEWA, an autonomous authority, supervised by Dubai Supreme



Council of Energy, plans, directs and coordinates the facilities for supplying water and electricity in a sustainable manner. With the presence of the state-controlled central bodies, Dubai has been able to finance and support effectively long term planning objectives of the tourism industry. No doubt, there is a similar institution in Nigeria, called the National Institute for Hospitality and Tourism (NIHOTOUR). It is the apex institution established to meet the demands of tourism for the Nigerian economy. NIHOTOUR should borrow a leaf from Dubai tourism activities to revamp the tourism sector in Nigeria. Furthermore, Nigerian College of Tourism, similar to Dubai College of Tourism (DCT) should be established to drive professional excellence capability in all tourism and hospitality service personnel in Nigeria.

2. CONCLUSION

From the above discussions, the important of tourism cannot be over-emphasize, as it has been recognized as a major force that drives sustainable economic development in most countries of the world. To be specific for instance, it can be inferred from the above discourse that tourism accounts for substantial percentage of foreign exchange earnings and as well as employment generation in most economy. Sadly enough, tourism sector in Nigeria sector is leaving below expectation. Effective development of tourism sector in Nigeria can reduce to a large extent over concentration on the oil industry. One of the fundamental factors hindering the development of the sector in Nigeria is poor records of tourism activities in the country which is also not unconnected with the inability of the country to embrace digitalization in the tourism sector as obtainable in Dubai. Going by the thorough examination of tourism benefits in Dubai as it relates to economic growth and development, this paper affirms that Nigeria should embrace ICT to overhaul her tourism sector. Tourism is capable of doing a great miracle in the development of the Nigeria economy Nigeria is endowed with numerous natural resources. This is one of the major industries that has both forward and backward linkages to all the sectors of the Nigerian economy. Consequently, the paper concludes that the political will to finance and commence investments in necessary ICT infrastructure in order to fully grow the industry should be intensified.

3. REFERENCES

1. Aboyade, O. (1983). *Integrated Economics: A study of Development Economics* (1st ed.). London: ELBS and Addison-Wesley Publishers.
2. Adejuwon, F.J. (1986). *Organising a system of Tourism and Hotels in West Africa Hospitality*. Vol.1, No.1
3. Aturu. A. S. (2001). *Tourism Planning approach the key to Nigeria Tourism Development IICIMA Bulletin*. Vol. 1, No. 15, April-July.
4. Awoseyin, L. (1990). *Methodology for financing tourism projects in Developing Countries African Hospitality*, Vol. 1, No., 2, July-September.
5. Awoseyin, L. (2002). *Africa is the Tourists` Destination of the future African Hospitality* Vol. 5. No.1.
6. Dada, M. O. (1986). *Economic aspect of the Tourism Industry in Nigeria. Hospitality in Nigeria*, Vol. 1, No. 1.



7. DA`silva, M. E. (1992). Tourism in Nigeria: Causes of underdevelopment and need for reactivation, *African Hospitality*, Vol. 3, No.3.
8. DA`silva M. E. (1992), Tourism in Nigeria Need for reactivation (Technical), *African Hospitality*, Vol. 4, No.1. Goyang. G. (1994) Tourism policy for Nigeria: A Critical Review, *African Hospitality*, 5(1).
9. Falabe, T.A., & Dubey, S. (2014). Managing Tourism as a source of Revenue and Foreign direct investment inflow in a developing Country: The Jordanian Experience. *International Journal of Academic Research in Economics and Management Sciences* May 2014, 3(3). Retrieve from https://hrmars.com/papers_submitted/.
10. Ikwu, F. (1992). theconcept of marketing and promotion of tourism in A Structural Adjustment Economy. *African Hospitality*, (3)3.
11. International Labour Organization, (2001, April). Report on Human Resources Development, employment And Globalization in the Hotel, Catering and Tourism sector, Geneva.
12. Inkson C., &Lynn Minnaert, L. (2018). *Tourism management: an introduction*. California: Sage.
13. Kumar, R. (2018). Sustainable tourism development and peace: A local community approach. *Journal of Hospitality Application & Research (JOHAR)*. (13)1. Retrieved from <https://www.researchgate.net/>
14. Kundishora, S.M. (2008). The Role of Information and Communication Technology (ICT) in Enhancing Local Economic Development and Poverty Reduction", available@<https://www.academia.edu/7475235/>.
15. Laudon, K. C., & Laudon, J. P. (2009. 8 ed). *Essentials of Management Information Systems*, Upper Saddle River, NJ: Pear son Education. United Nation World Tourism Organization [UNWTO] (2013). *Annual Report*, Spain: Madrid
16. Lemma, A.L (2014). Tourism Impacts Evidence of Impacts on employment, gender, income: Overseas Development Institute. Retrived from <https://assets.publishing.service.gov.uk/>.
17. Meriague, (2014).The role of ICT in the tourism industry. *Morocco World New*, New York.
18. Mohsin,A. (2005). Tourist attitudes and destination marketing: the case of Australia's Northern Territory and Malaysia.*TourManag* 26(5):723–732.
19. Ojo, A. (1994). An overview of Tourism Development, Resources, PotentialsProblems and Constraints in Nigeria. *African Hospitality*, (5)1.
20. Omotosho, O. (2000). Tourism Development, Opportunities, Benefits and Challenges in Nigeria. A paper presented at Annual Conference of world conference of Mayors, October 15- 19th Abuja.
21. San, A. I. (1990). Tourism Policy, Its framework and investors' expectations. *African Hospitality* 1(3) October-December.
22. Singh, Y. (2019). Information Communication Technology (ICT) and its uses in Public Administration. *Journal of Advances and Scholarly Researches in Allied Education* 16 (1) pp 1378-1379 ISSN 22307540.
23. Turner, R.,& Sears, Z. (2014). "Travel & Tourism as a Driver of Employment Growth" in *The Travel & Tourism Competitiveness Report 2013 World Economic Forum*, 2014



24. Travel and Tourism Economic Impact (TTCI, 2017). Dubai on its way to becoming one of the world's most popular tourist destinations.
25. United Arab Emirate. (2005). Country profile: Library of Congress – Federal Research Division. United Arab Emirate.
26. United Nations World Tourism Organization. (2011c). UNWTO Tourism Highlights. (2011 Edition). Madrid: United Nation World Tourism Organization.
27. United Nations World Tourism Organization. (2011d), UNWTO World Tourism Barometer. (Advanced Release, 2011, January). Madrid: United Nation World Tourism Organization.
28. World Economic Outlook Database (2019 April). *IMF.org*. International Monetary Fund. Retrieved 29 September 2019.
29. WTTC. (2014). The WTTC Data Research Tool at: <http://www.wttc.org/research/economic-data-search-tool/>.