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ABSTRACT

As the title suggests, this research study focuses on the administration of tourism in Nigeria. Tourism, because it is one of the most neglected sectors of the troubled Nigerian oil dominated economy. In addition, tourism is the world's largest growth industry with no signs of slowing down in the 21st century and employs and estimated 100 million people around the world. Foreign currency receipts from international tourism reached US\$ 423 billion in 1996, outstripping exports of petroleum products, motor vehicles, telecommunications equipment, textiles or any other product or service (World Tourism Organisation, 2001).

It has also been observed that although Nigeria has a huge potential for tourism development, it appears that no concrete steps have been taken to exploit it so as to create jobs, diversify the economy, reduce regional imbalance and earn foreign exchange. This may be because of the country's military dictatorship, poor human rights record, administrative inefficiency, economic management, poor physical infrastructure, lack of political will and negative reporting by some international media groups about the country.

It is further noted that the promotion and development of tourism in Nigeria will require government to privatise some of the mismanaged parastatals (such as hotels, railways, power and Nigeria Airways) solidify and improve the democratisation process, ensure peace and stability, set up a strong regulatory framework, offer incentives to the investors, build strong civil institutions and establish good and well maintained physical infrastructure. Nigeria may also need to improve the country's macroeconomic sector

management, counter negative reporting by some of the international media groups, promote arts and craft and institute deliberate policies to curb environmental degradation and the negative social aspects (such as prostitution, spread of sexually transmitted diseases and cultural erosion) associated with tourism.