

Impact of Entrepreneurship in the Tourism and Hospitality in Nigeria

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ABSTRACT: Unemployment has been one of the major challenge among the teeming graduates/youths in Nigeria. Tourism and hospitality sector is a dynamic industry, a distinct field of activity, a component of economic and social life that offers multiple opportunities for small business development, but also capital intensive and highly competitive. In this regard, its connection with entrepreneurship takes into account the economic development of tourist destinations, aims to create new sustainable businesses opportunity by increasing the capacity and willingness of enterprises to develop, organize a business, to manage risk and profit. This paper focuses on examining the impact of entrepreneurship in the tourism and hospitality industry in Nigeria. The researcher used both descriptive and explanatory, the methodology is Narrative-Textual Case Study (NTCS) method, which is preferred because of the absence of sequential data related to entrepreneurship and sustainable economic growth. Questionnaires were administered as instrument for data collection and the findings revealed that entrepreneurship in tourism and hospitality industry are major employer of labour with prospects of creating smaller jobs, income generation and promote economy diversification. Conclusion and recommendations were further discussed.

Keywords: Entrepreneurship, Tourism, Entrepreneurship, Hospitality, Self-reliance

I. INTRODUCTION

Tourism and hospitality industry are people service oriented industry. The industry is pretty responsible for creating the needs, wants and desires for the potential visitors and tourists when the need arises. Entrepreneurs introduced the concept of Tourism Businesses that will support the needs of both tourists and visitors which is meant to complement their stay while away from their usual domicile. Entrepreneurship plays a vital part in transforming the supply of leisure and recreational opportunities (Chang, 2011). Entrepreneurship is considered as a critical factor

in tourism development, both local, regionally and globally. Khanka (1999) stated that 'tourism entrepreneur' is a person or a group of persons producing and managing tourism products. Tourism entrepreneurship has been recognized as the basic way to provide strategic support for maintaining business development especially in rural areas.

Koh & Hatten (2014) identified the prominence of entrepreneurs in tourism development and claimed that the birth of touristic business is not an act of nature but an act of the tourism entrepreneur. Koh & Hatten (2014) claimed that it is only when tourism entrepreneurs exist a society's environment, landforms, flora and fauna, historic artifacts, and cultural heritage enclaves become tourism resources which can be renovated and transformed into tourist attractions and destination. Tourism produces a great deal of profit, and it is the fastest growing sector in the world. Currently, entrepreneurship, business development and innovation through SMEs are important drivers for success in the tourism and hospitality industry, major sources of jobs. Worldwide dynamism and rapid evolution in this industry, call for a new entrepreneurial approach, both in new business development and existing businesses. The place and role of small and medium enterprises in the tourism and hospitality industry and their link to the socio-economic development of the areas highlighted tourism entrepreneurship development opportunity as a dynamic factor in the development of local communities. This paper premised on identifying the impact of Tourism and Hospitality entrepreneurship in the northeast, Nigeria. SMEs and tourism and hospitality industry, the role of this relationship in local economic development, to identify the main elements of the link between entrepreneurship and

Tourism and the elements necessary for small and medium enterprises in the current economy to increase their competitiveness, improve efficiency and business activity in this area. An analysis of the literature, focusing on the connection between these elements shows

that the concept of entrepreneurship is complex as it incorporates elements from many disciplines, even if the entrepreneurial spirit emanates from personalities in the field, from the traits of successful entrepreneurs.

Linking information provided by studies in the field of statistics for tourism activity in Nigeria County highlights the importance of the sector and of studies on entrepreneurship and SME management. Entrepreneurship is the cornerstone and at the heart of the free enterprise economy (Popoola, 2014). Entrepreneurship is an activity that involves the discovery, evaluation and exploitation of opportunities to introduce new goods and services, ways of organizing, markets, processes, and raw material through organizing efforts that previously had not existed (Shane and Venkataraman, 2000; Venkataraman, 1997). Moreover, studies by UNIDO-Nigeria, 2012 show that Micro, Small and Medium Enterprises (MSMEs) has the propensity to drive the Nigerian Economy, and data reveal that there are currently over 17 million MSMEs employing over 31 million Nigerians. MSMEs account for over 80% of enterprises that employ about 75 % of the Nigeria's total workforce, and therefore formulating and effectively implementing MSMEs friendly policies represents innovative ways of building the capacity to engage in entrepreneurial activities and creating job opportunities thus, playing a central and invaluable role in helping Nigeria realize its quantity advantage.

The Concept of Entrepreneurship

With profound changes in recent years the environment in which entrepreneurship develops should be based on an entrepreneurial spirit that is the essential foundation to satisfy the economic, social, environmental and cultural needs of society. The complexity of the concept gives rise to a multitude of definitions from different perspectives. Thus, JB Say (1860) states that "the entrepreneur extracts economic resources in an area with low productivity and introduces them in an area with high productivity and yield". Schumpeter argues that innovation is the driving force not only of capitalism but also of economic progress in general and that entrepreneurs are agents of change in the economy. In this context, the function of the entrepreneur can be defined as a combination, in an innovative way, of several factors, to generate value for the customer, superior returns for firms, wealth for the economy, through creating jobs and developing innovations.

A study by the Research Institute for SMEs Guardian Life, New York, quoted by Portfolio shows that "Entrepreneurs oriented towards success, owners of small businesses, represent a special category of individuals, inquisitive, highly motivated and who care about what happens around them. They manage to keep personal and professional goals in balance, learn from others and are constantly trying to learn from other companies' good practices".

According to a study by the Guardian Life Small Business Research Institute, quoted by Business Insider, all businessmen have six personality traits common of which: teamwork, interest in new enabling them to improve their business, create new products, passion being a priority over experience.

With time, some researchers explained entrepreneurial spirit through the relationship with national culture (Shane, 1995; McGrath, MacMillan and Scheinberg, 1992 and Mueller and Thomas 2001), while others focused on the entrepreneurial environment (Meredith, Nelson 1982 Zimmerer and Scarborough 2005). In defining entrepreneurship, the following can be included: innovation, recognizing opportunities, risk management, action, resource use, added value. However, Davidsson and Wiklund (2001) suggest that regional variations in the level of entrepreneurial activity are influenced by cultural values. They argue that "the determining factors are the cultural and economic".

Sewell and Pool (2010) define entrepreneurship by focusing on "desire, motivation and skills" as traits "necessary to start and manage a successful business". Hansen, Shrader and Monlam (2011) state that "the definition of entrepreneurship varies based on what opportunity is defined as". Kobia and Sikalieh (2010) emphasize identification of entrepreneurship as innovation.

It becomes evident, therefore, that any definition should include mandatory elements relating to both the individual characteristics of the entrepreneur and environmental opportunities.

The term tends to be associated with economic development and the welfare of society. Entrepreneurs investigating these transformations create new channels for economic activity and employment. No business looks like another and no entrepreneur could not think like one another. Hence, entrepreneurship is a necessary ingredient in the complex process of economic development, serving as a catalyst for market transformation and providing new opportunities for economic growth,

employment, leading to growth in income per capita. To address the issue of unemployment government plans to create 5m jobs by 2015 through the National Enterprises Development Programme (NEDEP) and the Nigerian Industrial Revolution Plan (NIRP).

The aims of the programmes will be actualized through the establishment of micro, small and medium enterprises in the 774 local government areas based on comparative and competitive advantages. NEDEP was developed with the objective of addressing the major challenges militating against MSMEs growth and development across the country to generate employment (MASARI, 2014).

According to Aganga (2013), the Ministry of Industry Trade and Investment through SMEDAN processed over 1000 business plans by various MSMEs co-operatives across the country for funding adding that the target was to process about 10,000 business plans from MSME co-operatives in 2013 as employment generation strategy. Lack of employable skills is a major contributing variable to the problem of unemployment in all parts of the world and especially in Nigeria.

Early stage of Entrepreneurship in Nigeria

Entrepreneurship started when people produced more products than they needed, as such, they had to exchange these surpluses. For instance, if a blacksmith produced more hoes than he needed, he exchanges the surplus he had with what he had not but needed; maybe he needed some yams or goat etc. he would look for someone who needed his products to exchange with. By this way, producers came to realize that they can concentrate in their areas of production to produce more and then exchange with what they needed. So through this exchange of products, entrepreneurship started. A typical Nigerian entrepreneur is a self-made man who might be said to have strong will to succeed, he might engage the services of others like; friends, mates, in-laws etc. to help him in his work or production. Through this way, Nigerians in the olden days were engaged in entrepreneurship.

Nigeria was traditionally an agricultural country, providing the bulk of its own food needs and exporting a variety of agricultural goods, notably palm oil, cacao/cocoa, rubber, and groundnuts (peanuts). At this time, the place called Nigeria had entrepreneurs who had the entrepreneurial mind-set prevalent at the time. The peoples of Hausa, Ibo, Yoruba and Benin all had

their own entrepreneurs (13th-19th century), who were exposed to entrepreneurship opportunities outside their native areas. The Hausas had astute entrepreneurs who managed workers with skills in tanning, dyeing, weaving, and metalworking which were highly developed. The Hausas have long been famous for wide-ranging itinerant trading, and wealthy merchants shared the highest social positions with the politically powerful and the highly educated. In Hausa land, entrepreneurial success in Islam is not merely measured by the end result but also by the way and means of achieving them (Ebo 2012).

The Ibos also specialized in buying and selling goods and have perfected their entrepreneurial expertise in inventory control, management and distribution which up till today, has remained their prevalent way of entrepreneuring. The Yorubas are predominantly town dwellers who practiced small-scale, domestic agriculture and are well known as traders and craftspeople.

Since the 13th century, Yoruba artists have been producing masterpieces of woodcarving and bronze casting. Like the Ibos, the finished products were traded on as business ventures and enterprises.

Current Development of Entrepreneurship in Nigeria

The role of government in entrepreneurship development in Nigeria became significant only after the Nigeria civil war (1967-70). Since the mid-1980s there has been an increased commitment of government to entrepreneurship development especially after the introduction of the Structural Adjustment Program (SAP) in 1986. Added to this is the establishment of the National Directorate of Employment (NDE), National Open Apprenticeship Scheme (NOAS) and, the Small and Medium Enterprise Development Association of Nigeria (SMEDAN) (Thaddeus, 2012). Fundamentally the Nigerian government promotes entrepreneurial culture through initiatives that build business confidence, positive attitude, pride in success, support and encouragement of new ideas, social responsibility, providing technological supports, encouraging inter-firm linkages and promotion of research and development.

In the early 2000s, entrepreneurship studies were introduced into the Nigerian educational system especially in higher institutions as a mandatory course. The Entrepreneurship Development Centre (EDC), which has the objective of facilitating different trades and

encouraging students of higher institutions (especially in science, engineering and technological (SET)) to acquire entrepreneurial, innovative, and management skills, was established. The Centre's goal is to make the graduates self-reliance, create job opportunities for others and to generate wealth (Thaddeus, 2012). He continued that entrepreneurship development in Nigeria became significant only after the Nigerian civil war. At the end of the war the 2nd National Development Plan focused on the development of the 3Rs objectives of Reconstruction, Re-development and Reconciliation. The activities in the plan challenged/tasked the ingenuity and inventive skill of the individuals.

This early period witnessed an economic development ideology of industrialization as the ultimate source of economic growth, and industrialization itself as the product of technical progress and investment. Technical progress or capital growth on the other hand is seen to be a function of, and the result of, entrepreneurial effort. In particular, evidence from the developed world indicates that economic growth is entirely due to the quality and efficiency of the entrepreneur. Thus after independence in 1960 there was the need by the government of Nigeria to promote indigenous entrepreneurs. The Government never loses sight of the tripartite relationship between entrepreneurship, industrialization and economic growth. Entrepreneurship is often carried out by micro and small scale businesses and therefore SMEDAN's focus is on the development of micro, small and medium-scale enterprises (MSMEs) where it co-ordinates and integrates MSME activities in order to develop their full potential and competitiveness (Thaddeus, 2012).

In the past forty years or so, the government had established various support institutions specially structured to provide support and to assist SMEs to contend with some of the hurdles along their growth path. Some of these specialized institutions include the Nigerian Industrial Development Bank (NIDB), the Nigerian Bank for Commerce and Industry (NBCI), the National Economic Reconstruction Fund (NERFUND), the Nigerian Export-Import Bank (NEXIM), the National Directorate of Employment (NDE), Industrial Development Coordinating Centre (IDCC), Peoples Bank, Community Banks, Construction Bank, Family Economic Advancement Programme (FEAP), State Ministries of Industry SME schemes, the Nigerian Agricultural and Cooperative Development Bank (NACDB), BOI [bank of industry] etc. These

support institutions and other incentives created by the government notwithstanding, policy instability and reversals in addition to high turnover and frequent changes in government have impacted negatively on the performance of the primary institutions responsible for policy formulation, monitoring and implementation resulting in distortions in the macro-economic structure, low productivity and dismal performance of SMEs (Nwachukwu, 2012). Other major problems which have contributed to the poor performance of SMEs include: limited access to long-term capital, high cost of even short-term financing, poor partnership spirit, dearth of requisite managerial skills and capacity, illegal levies, street urchins' harassments, over-dependence on imported raw materials and spare parts, poor inter and intra-sectoral linkages that make it difficult for the SMEs to enjoy economies of scale production, bureaucratic bottlenecks and inefficiency in the administration of incentives that discourage rather than promote SME growth, weak demand for products arising from low and dwindling consumer purchasing power, incidence of multiplicity of regulatory agencies and taxes that have always resulted in high cost of doing business and poor corporate governance and low entrepreneurial skills arising from inadequate educational and technical background for many SME promoters (Nwachukwu, 2012).

Entrepreneurship Development and Government Interventions

Nigeria as a country has numerous business and investment potentials due to the abundant, vibrant and dynamic human and natural resources it possesses. Tapping these resources require the ability to identify potentially useful and economically viable fields of endeavors. Nigerians have made their marks in diverse fields such as science, technology, academics, business and entertainment (Nkechi et.al, 2012). Thus, entrepreneurship activities and innovative ingenuity in Nigeria have developed enterprises in the following areas: agricultural/agro-allied activities where there are foodstuffs, restaurants, and fast food vending, etc. In the area of solid minerals, there are quarrying, germ stone cutting, polishing and crushing engineering. In power and transport, there are power generations, haulage business (cargo and passengers). In the area of information and telecom business, there are manufacturing and repairs of GSM accessories and the printing and selling of recharge cards. In hospitality and tourism business, there are hotels,

accommodation, resort centers, film and home video production; in oil and gas business, there are construction and maintenance of pipelines, drilling, refining by-products. In the area of environmental and waste management business, there is refuse collection/disposal, recycling and drainage/sewage construction jobs. In the area of financial banking services, there is banking, insurance and stock trading.

In engineering and fabrication work, there are machines and tools fabrications. There is also the building and construction, where there are plan and design services and material sourcing (Agbeze, 2012). In spite of the fact that entrepreneurship development has been regarded as the bulwark for employment generation and technological development in Nigeria, the sector nevertheless has had its own fair share of neglect with concomitant unpleasant impacts on the economy. Against this backdrop, entrepreneurship when and if gallantly developed in Nigeria will take its pride of place in quelling unemployment and thus generating employment among Nigerian youths especially the graduates and once again, place the economy on a proper footing (Nkechi et al, 2012).

Moreover, Ogundele and Abiola (2006), revealed that the wide-spread level of unemployment in the country could have been minimized if Nigerians of varying age groups and backgrounds were exposed to entrepreneurial education, training and development across levels. The quest for producing great and dynamic economy, in the 21st century, if Nigeria is not to be left behind the rest of the world in the march towards propensity demands that all hands must be utilized to produce entrepreneurial education, training and development for the general populace. In addition, Tende (2014) asserted that government policies and programs promote entrepreneurship and investment in new ventures. However, he found out that Nigeria's government credit policies and programs have no significant effect on the development of entrepreneurs in the country.

The economic benefits of youth participation in the development process are varied and have a multiplier effects on the national economy. Since youths constitute about 70% of Nigeria's population, the nation cannot achieve development when there are mostly idle and unproductive. This is basis for their productive engagement in entrepreneurship (Lemo, 2013). Furthermore, over the last decade or so, various efforts had been initiated by the government and other stakeholders to provide employment for the youths in Nigeria. These include the programmes

on Universal Basic Education, Poverty Eradication, Agricultural Development, Economic Empowerment and Development, Commodity Marketing and Development, as well as Presidential Initiatives, such as the YouWin Programme. Beside this, the National Directorate of Employment (NDE) grooms unemployed youths and retired persons in vocational skills, entrepreneurship/business development, labor-based works, rural employment promotion and job placement guidance and counseling.

The Federal Government earmarked on N100 Billion Textile Revival Fund for the Cotton, Textile and Garment Industries, which used to be among the largest employers of labour in the country. The Small and Medium Enterprises Development Agency of Nigeria (SMEDAN) was established to promote the development of the MSMEs sector of the Nigeria economy. Tremendous outcomes have been recorded from its various programmes, including the Entrepreneurship Development Programme.

The Public Works and Women/Youth Empowerment Scheme (PW/WYE) was launched by the Federal Government to create immediate employment opportunities for women and youths in labour-intensive public works. To be implemented in partnership with the state & local governments and the private sector, the scheme is expected to generate 50,000 skilled jobs and 320,000 unskilled job opportunities. It is a component of the Subsidy Re-investment and Empowerment Programme (SURE-P).

The Youth Enterprise with Innovation in Nigeria (You WIN) programme is a collaboration of the Federal Ministries of Finance, Communication Technology and Youth Development to organize an annual Business Plan Competition (BPC) for aspiring young entrepreneurs in Nigeria. The programme will provide a one-time Equity Grant of 1 million—N10 million to 1,200 selected aspiring entrepreneurs to start/expand their business concepts and mitigate start up risks; and to further generate some 80,000--110,000 new jobs for unemployed Nigerian youths over a three-year period. In addition, the Niger Delta Amnesty Training Programme has been engaged in the training of youths at various institutes in Ghana, South Africa, the Philippines, Russia, Ukraine, India and elsewhere. Also, more than 5,000 youths have been enrolled in formal educational institutions and vocational centers within and outside the country. To date, over 5,000 beneficiaries have graduated in such skill fields as welding & fabrication, entrepreneurship, pipe-

fitting, carpentry & plumbing, oil drilling, electrical installation, ICT, and marine-related vocations. The Petroleum Technology Development Fund (PTDF) was established to promote and upgrade petroleum technology and manpower development through research and training of Nigerians as graduates, professionals, technicians and craftsmen in the fields of engineering, geology, geo-sciences, management, economics and relevant fields in the petroleum and solid minerals sectors, here and abroad.

There are various Micro-Finance Schemes providing financial services to the poor who are traditionally not served by conventional financial institutions. Currently, there are 873 Micro-Finance banks (MFBs) in Nigeria, employing more than 12,000 Nigerians. Their combined portfolios include 905,099 and 8,241,706 borrowers and depositors respectively.

The NYSC Venture Price Competition was introduced by the CBN to sensitize and create awareness in Nigerian youths, awaken their entrepreneurship expertise, and orientate serving youth corps members towards seeking alternative employment options, in particular, self-employment. The N200 billion Commercial Agriculture Credit Scheme (CACS) finances large ticket projects along the agricultural value chain, in addition to the older Agricultural Credit Guarantee Scheme (ACGS). To date, the CACS has disbursed N158.39 billion for 203 projects owned by 175 private promoters and 27 State Governments and the Federal Capital Territory (FCT), with 5,910 jobs created.

The Nigeria Incentive-Based Risk Sharing System for Agricultural Lending (NIRSAL) is a partnership of the Central Bank of Nigeria (CBN) through which funds have been made available to support young entrepreneurs, UNIDO and Alliance for a Green Revolution in Africa. It was developed to boost access to bank financing for agriculture by de-risking the agricultural and financial value chains through the adoption of risk-sharing approaches. The N200 Billion Refinancing/Restructuring of SME/Manufacturing Fund is to enable banks refinance and restructure their existing loan portfolios to SMEs and manufacturing firms. So far, the scheme has improved staff strengths, capacity utilization and turn-over of 499 benefiting companies. The Power & Aviation Intervention Fund (PAIF) has disbursed some N144.60 billion to Deposit Money Banks (DMBs) for 10 power and 11 aviation projects as well as generated numerous jobs. The N200 billion Small & Medium Scale Enterprises Guarantee Scheme (SMECGS) of the CBN

promotes further SME access to credit. In barely two years, the scheme has disbursed over N1 billion to 20 qualified applicants, with the attendant boosts in their businesses and employment generation. The Entrepreneurship Development Centres (EDCs) were set up in the six geo-political zones (South-West, South-South, South-East, North-West, North-Central and North-East) to bridge gaps in various elements of youth entrepreneurship development. To date, over 102,000 youths have benefited from the initiative. Since government cannot solely create for all youths and others, there are imperatives for private sector-driven entrepreneurial development. These include reduction in crime and social vices, improving economic conditions for business viability, guaranteed future for the country and improved self-worth of Nigerian Youths.

Prospects and Challenges of Entrepreneurship Drive in Nigeria

To tackle the problems of Nigeria's economic development, concerted effort be made to fashion out a truly Nigerian economics ideology, and that the Nigerian Government should improve the entrepreneurial framework conditions to galvanize Nigeria's total entrepreneurial activities towards improved national economic growth and development.

Small and medium-scale enterprises (SMES) especially entrepreneurial activities have played important roles in the development process in most of the developed economies, and proved to be one of the most viable sectors with economics growth potentials. SMES have such a crucial role to play in the development of an economy that they cannot be ignored by the government.

Ehis and Frank (2013) argues that government must develop policies to remove the problems of entrepreneurship and Nigeria's economic development and enhance the growth of the economy. Since Nigeria's political independence in 1960, the country has been working tirelessly to achieve economic independence. Several policies aimed at capacity building and utilization has been introduced by both civilian and military regimes in the country.

Another focus in the liberation programme is the ongoing massive privatization campaign of public institution, which is again aimed at attracting foreign investment with the hope that this would help increase economic activity and bring in much-needed revenue to accelerate economic growth. It cannot be overemphasized that entrepreneurship

development is the appropriate programme to solve the problems of economic development. Jobs have to be created by and for the people. Entrepreneurship is a valuable factor of production and should be seen distinctly and as valuable as any of the basic factors of production (land, labor and capital). Increasing the supply of entrepreneurs implies increasing the products they produce-enterprise. By innovative processes and/ or products, entrepreneurs create jobs for themselves and others. Entrepreneurship development programme already started in Nigeria late 1980s. When well-funded by the government, some of the Entrepreneurship development programmes (EDPs) have had some measures of success. However, many problems militate against the development of small-scale industries/enterprises sector. This is discussed as problems of skilled manpower and technical know-how, finance and capital, marketing, administrative policies and support, corporate entrepreneurship enabling environment and women and entrepreneurship (Ehis and Frank, 2013).

Furthermore, the best approach to entrepreneurial nationhood for Nigeria is through entrepreneurship education that cuts across the entire spectrum of the education system from primary school to university as well as in the informal system. Actualizing this will imply a definitive national philosophy of education that emphasizes self-reliance with entrepreneurship at the core (Ubong, 2013).

Tourism and Hospitality Industry in focus

Since ancient times people have traveled, with different motivations, but the idea of outing or exploration appeared much later. The content of the term tourism is a complex one, in literature it is considered a global phenomenon, with a multifunctional approach, a human experience, a geographic phenomenon, a business, an industrial type complex, comprising a set of activities, services and industries: transport, accommodation, catering and restaurant trade, leisure and hospitality services that are offered to meet the needs of tourists. “Nowadays, tourism manifests as a distinct field of activity with an increasingly more activity presence in economic and social life, with one of the fastest evolutions. Generator of profound transformations in social dynamics, tourism was also stated to be a factor of progress and civilization, as a promoter of international relations and, more recently, the argument of globalization and sustainable development”. (R.Minciu 2004).

Tourism can be considered an economic and social phenomenon in the context that it has become a force, representing a major source of income for many developing countries in international trade. David Scowsill, President & CEO of WTTC, said: “At a time of global economic challenges, Travel & Tourism continues to grow faster than the global economy, and is a sustainable source of jobs and a motor of growth for each region the world”. (Travel & Tourism 2015 will grow faster than the global economy, Monday, March 23, 2015).

Another school of thought sees tourism is defined as “the set of relationships and phenomena resulting from the movement and stay of people out of their homes as long as they do not lead to permanent establishment and are unrelated to any gainful employment”. (Hunziker and Krapf, 1941), “a combination of services and attractive image” (Lanfa, 1980) “Temporary movement of people to destinations outside their normal work and subsistence, activities undertaken during their stay in those destinations and the facilities created to meet their needs”. (Mathieson and Wall 1982), “The sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors”, (Macintosh and Goeldner 1986), “the art of travel for pleasure” (Bran, F., 1997), “a study of human lives outside the place where he usually meets the needs of industry and the impact that both he and industry have on the host, ie the socio-cultural, economic and physical” (Jafar Jafari, 2000).

The Explanatory Dictionary of the Romanian Language defines tourism as “the sum of all relationships and phenomena resulting from the movement and stay of people from their place of residence (like spending holidays or annual leave, participation in various events, etc.)” ([https:// DEX for Android .com/definition/tourism](https://DEX.for.Android.com/definition/tourism)). Recent documents of the World Tourism Organization (UNWTO) show that tourism is currently the largest industry in the world and the largest employer, simultaneously accounting for a path (in some cases only) to superior capitalization of all resource categories local and especially natural ones: the beauty of landscapes, curative qualities of thermal mineral water, climatic conditions, being able to ensure the prosperity of disadvantaged areas. Large consumer of manpower, tourism plays an important role in the economy through the fact that, having little possibility for mechanization or automation, tourism operations create

permanent new jobs. The hospitality industry targets: food, recreation, accommodation for those who are away from home for longer or shorter periods of time, including hotels, restaurants and commercial activities such as: guest houses, snack bars and fast-food establishments. Each year, the WTTC estimates the economic impact of the Travel & Tourism sector in 184 countries and 24 regions. In 2015, tourism is a sector that is growing strongly again, creating jobs and driving economic growth.

The Potentials of Tourism in Economic Growth and Job Creation

Globally, the significance of the tourism and hospitality industry for employment creation, economic development and poverty alleviation is being increasingly recognized. The tourism sector has experienced the fastest growth rate in comparison to other sectors of the global economy in recent years and is reported to account “for more than one-third of the total global services trade” (International Labour Organization, 2011). Tourism is a labour intensive industry requiring both skilled and unskilled labour force. Recent estimates indicate that the tourism industry will contribute a total of 296 million to global employment by 2019 (International Labour Organization, 2011). Besides direct contributions to global employment, the industry also has a positive impact on livelihoods of local communities in tourism destinations. In recent years, studies have shown a growing trend in the expansion of the benefits of tourism beyond the confines of traditional tourist attraction sites to local communities (Snyman, 2012).

Many developing countries are increasing beginning to recognise the strategic relevance of tourism to their economic development and are beginning to give it considerable recognition in economic planning (López-Guzmán, Sánchez-Cañizares and Pavón, 2011). In developing societies, tourism is perceived as relevant to sustaining economies characterised by sluggish growth. This reality is true for a country such as Nigeria.

II. CONCLUSION

Creativity, innovation and been focus are ingredients of succeeding as an entrepreneur. It can be seen that entrepreneurship entails identifying, utilizing and maximizing profitable business opportunities in a sustainable manner that can foster the economic growth and development of a community or nation. Business entrepreneurship usually results in flourishing micro, small and

medium enterprises (MSMEs) which generates gainful employment, creates wealth and consequently grows the economy. Nevertheless, government policies and the prevailing business environment, particularly the uncontrollable factors can impede the significant impact of entrepreneurship on economic growth/development. This can be seen in the Nigerian economy situation in the past decade.

Although Nigeria has been experiencing a reasonably consistent economic growth, the rates of unemployment and inflation have been far greater. This means economic development has not actually been achieved as it were. Because of the lack of data to measure the level of entrepreneurship development in Nigeria, an empirical is often impossible. However, a critical narrative textual case study, such as one done in this research work can provide a degree of confidence to make a conclusion. The framework and policy for entrepreneurship with consistency is fundamental and enabling infrastructural developments are perquisites for any impactful entrepreneurship development. Until sufficient jobs are created and wealth created, entrepreneurship has a long way to go in Nigeria.

Summary of Findings

- 1) Entrepreneurship plays a crucial role in the economic growth and development of any nation such as people service oriented industry like tourism and hospitality sector. In order words, there is a veritable link between entrepreneurship development and economic development.
- 2) Economic growth is a necessary factor to foster economic development of any nation; just as Nigeria’s economy has continued to grow over the last decade- with the real GDP growth rate hovering around 7%. However, economic development, which has to been in improved living standards of the populace, has remained a great challenge in the country.
- 3) Nigeria business environment and prevailing government policies and programmes are quite unstable and turbulent to allow for any significant impact on entrepreneurship development.
- 4) Tourism and hospitality Entrepreneurship can foster economic growth and development primarily by generating employment and foster the growth of micro, small and medium enterprises in Nigeria.
- 5) A fundamental requirement to enhance the prospects of entrepreneurship development in Nigeria would be reviewing the National Policy on Education as well creating a clear

National Policy on Entrepreneurship to re-orientate Nigerians.

6) Wealth creation and poverty reduction are key benefits when entrepreneurship is taken seriously by the Nigerian government since unemployment will gradually be curbed.

III. RECOMMENDATIONS

Tourism and hospitality industry are indispensable in the area of job creation and supporting economy diversification and income generation. I therefore recommends that policy makers should put more emphasis on youth's entrepreneurship programmes in the tourism and hospitality sector. The development of family business provides a specific backdrop for entrepreneurial activities in the tourism and hospitality industry. These businesses are often focused on a vision that puts personal and family needs and preferences before profit maximization. The tourism industry attracts many entrepreneurs through business operations in this area, even if in most cases, more than 80%, leadership is provided by the owner, who does not always have the necessary training.

The increased demand in the tourism industry stimulated the emergence of more small and medium sized hotels, resorts and lodges. According to literature, small and medium sized hotels are an extension of entrepreneurial characteristics of the owners or managers of hotels.

In most, owners/managers of small and medium sized hotels/guesthouses/cottages are male, middle-aged or older with a secondary and higher education level, and whose previous majors or knowledge were not related to tourism. They possess, however, self-confidence and an independent personality as basic traits. In Romania, the largest number of businesses began to develop after 2000, once they could benefit from European funding through pre-accession instruments. In addition to weaknesses in terms of lack of knowledge and skills in business management, which the entrepreneurs themselves are aware of, the government needs to play a more proactive role in promoting the tourism and hospitality industry. "An ideal recipe for success in business has not been invented yet, but the magic ingredients have been known for a long time. Most strategists and analysts reduce those to these key traits: curiosity, action, strategy, to be achieved by those who want to do business and profit". (Valentin Dimitriu, 2011) This, in the context in which they operate in a marketing environment, continues to change, with

cumbersome accessibility to financial resources, with falling demand, increased bureaucracy, the economic downturn worldwide, excessive taxation, inflation, difficulties that create issues regarding the overall evolution of national and international business.

The strength of SMEs is the high capacity to adapt to changing business environments, the flexibility to redirect their activity. These are entities that are much easier to control due to their smaller size and can be considered as staff "incubators", SMEs in the local market being the most powerful private employer in the economy, with 1.2 - 1.8 million employees at national level. The most notable disadvantage of SMEs is, usually, the lack of financial resources, weak capitalization. At the same time, SMEs generally lack the financial strength to support themselves for long periods of reduction or stagnation of activity or financial loss, requiring support in these periods, when they cannot act as a supplementary source of budget revenue. (Theodor Nicolau, Consulting Director Ana KTZ). As the global economy struggles to recover and marketing through social media becomes a strategic imperative, small businesses have excellent opportunities to expand in new directions.

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