



## TOURISM ENTREPRENEURSHIP: UNCERTAINTY FOR A BRIGHT FUTURE IN NIGERIA

Anifowose O. D.<sup>1\*</sup>, Orimaye O. J.<sup>2</sup>, Ngah R.<sup>3</sup> & Olajire, O. A.<sup>4</sup>

Ekiti State University, Faculty of Management Sciences, Departments of Actuarial Science.

**\*Corresponding Author**  
**Oluwafemi Dele Anifowose**

Department of Entrepreneurship,  
Faculty of Management Sciences  
Ekiti State University, Ado-  
Ekiti, Nigeria.

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**Abstract:** Nigeria's tourism sector holds immense potential for economic growth, job creation, and community empowerment. With its rich cultural heritage, diverse landscapes, and vibrant communities, Nigeria can leverage tourism entrepreneurship to drive sustainable development. However, despite this potential, significant challenges persist. Gaps in infrastructure, financing, regulatory frameworks, and security concerns create an uncertain start for aspiring entrepreneurs. This study investigates the key obstacles and opportunities for tourism entrepreneurship in Nigeria, analyzing real-world success stories, emerging trends, and best practices to uncover actionable insights. Using a comprehensive literature review and case study analysis, the study identifies major impediments such as inadequate access to finance, skill gaps, complex regulations, and cultural barriers. However, findings reveal that successful tourism entrepreneurs have navigated these challenges through innovation, strategic partnerships, and government support. The integration of technology, digital platforms, and ecotourism has emerged as a crucial factor in overcoming these barriers. To unlock tourism entrepreneurship's full potential, a collaborative effort among policymakers, private-sector actors, educational institutions, and international organizations is essential. By investing in infrastructure, regulatory reforms, and sustainable practices, Nigeria can transform its tourism sector into a thriving economic driver. A strategic focus on innovation and entrepreneurship will enable Nigeria to harness its tourism potential, create jobs, and achieve long-term economic and social impact.

**Keywords:** Tourism entrepreneurship, opportunities Access, finance Prospect, Infrastructure Development, Economic Diversification.

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## 1.0 Introduction

Nigeria's culture, scenery, and thriving communities draw tourists (Esekhalu & Ajayi, 2021). Nigerian tourism entrepreneurship has failed to boost economic growth, job creation, and community empowerment. Due to a lack of capital, infrastructure, qualified workers, complicated regulations, safety and security concerns, and locals' lack of understanding, startup tourism businesses have struggled (Anyadiegwu & Onwumere, 2021). Thus, Nigeria's tourism industry started poorly and hasn't reached its potential. Understanding Nigeria's tourism entrepreneurship dynamics and potential is crucial (Adegbite & Ayodeji, 2021). Tourism entrepreneurship could boost Nigeria's economy and society if its many challenges are overcome (Olusegun & Ogbari, 2020).

Profitable tourism entrepreneurship case studies, trends, strategies, and best practices in Nigeria illuminate the challenges Nigerian tourism entrepreneurs face and suggest concrete strategies and policy interventions (Ogunyomi, Okolie & Olorunniwo, 2022). The study's goal is to help aspiring tourism entrepreneurs by identifying

practical approaches and innovative solutions by analyzing real-world examples of individuals and businesses that overcame initial setbacks and succeeded in the tourism industry, including how the government, private sector, academic institutions, and communities can work together to foster a tourism entrepreneur-friendly environment. (Oladele, Adeyemo & Oyegbade, 2023).

Tourism entrepreneurs in Nigeria are understudied. Helping small business owners with capital, infrastructure, and regulations is unknown. This gap hinders tourism industry economic and social growth (Adesanya & Okuneye, 2023). Tourism entrepreneurship in Nigeria can grow by testing individualized capacity-building programmes, entrepreneurship training, skill development initiatives, academic institutions, vocational training centers, and public-private partnerships (Ikechukwu & Adeoti, 2023). The papers say Nigerian tourism entrepreneurs face many challenges. Poor funding, inconsistent government policies, infrastructure, business and management training, and low self-confidence are examples. Tourism in Nigeria is underdeveloped (Udoh & Ahmed, 2023).

## 1.1 Reviewing Nigerian tourism entrepreneurship literature

Some papers suggest government and institution action to remove these roadblocks and promote sustainable tourism business startups. Tourism requires political will, better roads, and waste management (Okoye & Nwankwo, 2023). The papers say Nigerian tourism entrepreneurs face challenges. Esu, (2015) proposes a tourism sector development model based on tourism entrepreneurship because Nigeria's tourism model doesn't convert tourism resources well. Adebayo, (2021) says lack of awareness, education, trust, transparency, and accountability hinders local community participation and empowerment in decision-making in South West Nigeria. Sánchez, (2020) notes that customers avoid tourism innovations due to value and risk misperceptions. The papers suggest that Nigerian tourism entrepreneurship depends on overcoming these obstacles. The papers say several obstacles prevent Nigerian tourism entrepreneurs from starting their businesses.

Nwokorie, (2020) says sales volume, funding, inconsistent government policies, and poor infrastructure affect hospitality and tourism businesses' costs and productivity. Lack of awareness, education, trust, transparency, and accountability hinders local community empowerment in South West Nigeria (Adebayo, 2021). Butkouskaya, (2020) found that economic factors, society's innovation, and self-confidence hindered Spanish tourism students' entrepreneurship. Women needed more money and help than men. Paul, (2021) says Nigeria's slow ICT integration has slowed tourism. Paul suggests Nigeria diversify its economy through tourism and ICT infrastructure. The papers say many obstacles prevent Nigerian tourism entrepreneurs from starting businesses. Obiora, (2018) found young rural entrepreneurs lack market access, funding, and business and management training. Ezenagu, (2018), religious beliefs pose a major security risk for tourists, reducing visitation and discouraging tourism promotion.

Iornem, (2020) predicts management, phenomena, and environment will drive Nigeria's tourism industry. The papers say markets, financing, business and management training, and religion hinder Nigerian tourism entrepreneurship. The papers say several obstacles prevent Nigerian tourism entrepreneurs from starting their businesses. Fagbolu, (2022) suggests community-based tourism (CBT) could boost Nigeria's economy and society. Rajendran (2020) found that small tourism entrepreneurs struggle to manage peak season workloads. Biryukov (2020) thinks strategic management improves tourism. Sánchez, (2020) says entrepreneurs fear customer backlash. According to Amalu, (2019), which opined that Nigerian tourism entrepreneurs face many challenges. Babalola, (2019) states that the curriculum lacks industry fit and development, and graduates lack confidence in their employability, especially in professional management skills.

Alrawadieh, (2019) identified legal, administrative, financial, socio-cultural, and market barriers for Istanbul refugee tourism and hospitality entrepreneurs. These findings suggest Nigerian tourism entrepreneurs face safety concerns, government and private sector disinterest, a lack of relevant curriculum, and sociocultural stigmas. The papers say many obstacles prevent Nigerian tourism entrepreneurs from starting businesses. Farahani, (2021) says Iran's social, physical, and economic environments challenge tourist hotspot entrepreneurs. Southern Cross River, Nigeria tourism

workers quite due to low pay, long hours, stress, career prospects, job security, poor working conditions, health risks, and job matching (Akeh, 2021). Eyisi, (2021) suggests enfranchising stakeholders, funding tourism infrastructure, improving safety, and training more skilled workers to promote responsible tourism in Nigeria. Social, physical, and economic barriers, workforce mobility, and responsible tourism development threaten Nigerian tourism entrepreneurship, the papers show. The papers say many obstacles prevent tourism entrepreneurship in Nigeria.

Williams, (2020) suggests tourism entrepreneurs' network and learn to reduce innovation risks. Castro, (2019) says rural tourism entrepreneurs face bureaucracy, funding, and information. Daniel, (2017) said students entering this competitive and challenging field need many skills. Tourism courses improved non-cognitive skills and entrepreneurship. These papers show Nigerian tourism entrepreneurs must network, master business, and navigate bureaucracy to succeed. The papers say Nigerian tourism entrepreneurs face limited resources, strict regulations, cultural values, harsh working conditions, and no government support (Badi, 2020). Tourism's inclusive growth requires fighting corruption and spending tourism dollars transparently (Osinubi, 2020).

Tourism core competence can help TSMEs improve entrepreneurial orientation and service innovation despite limited tourism resources (Tang, 2020). Fimber's, (2019) thesis doesn't include firsthand accounts of Nigeria's tourism entrepreneurship boom. The papers say several obstacles prevent Nigerian tourism entrepreneurs from starting their businesses. Badi, (2020) says Oman's tourism laws require initial capital, working capital, and a good location. According to Orekoya, (2018), Nigerian tourism lacks funds, facilities, and government support. Biswas, (2018) emphasizes rural development and life quality. The papers say Nigerian tourism entrepreneurs face capitalization, regulation, infrastructure, and government support issues. The articles say several barriers prevent Nigerian tourism entrepreneurs from starting, growing, and hiring. Ratten, (2019) suggests tourism entrepreneurs' study digital, social, and other new technology. The papers say several obstacles prevent Nigerian tourism entrepreneurs from starting their businesses.

Dele (2021) claims corruption, insecurity, and oil dependence have prevented Nigeria from developing a sustainable tourism industry. Afenyo-Agbe, (2021) says seasonality and demand skewness, lack of credit, institutional support, unhealthy competition, low incomes, and unguaranteed pensions threaten rural Ghanaian tourism entrepreneurship. Ubogu, (2020) reports resource shortages, poor education, and outdated facilities for Niger-delta undergraduates. Setiyo, (2022) advises promoting rural tourism. The papers demonstrate Nigerian entrepreneurial tourism's challenges. The papers say several obstacles prevent Nigerian tourism entrepreneurs from starting their businesses. Montañés-Del-Ro, (2020) explains tourism entrepreneurs' innovation. Wang, (2019) lists internal and external tourism and hospitality entrepreneur motivations. Demographics, beliefs, needs. Yachin, (2019) says rural micro-tourism businesses innovate due to internal, supply chain, and external factors. These findings suggest Nigerian tourism entrepreneurs struggle with education, informal investments, motivation, and the entrepreneur-opportunity nexus.

We know little about Nigerian tourism entrepreneurs' main obstacles because only four papers were reviewed. However, the papers argue that tourism industry growth requires entrepreneurship (KavyaM, 2021) and that higher education should teach tourism talent innovation and entrepreneurship (Yang, 2021). Despite visa easement and international openness, Nigeria's hospitality and tourism marketing sector makes little GDP (Ifediba, 2021). Anayasor, (2021) papers say Nigerian tourism startups face many challenges. Benson-Eluwa, (2019) says marketing-led tourism businesses need strategy. According to Alamai (2018), Nigeria's tourism policies to boost the economy are not politically supported. The paper proposes a tourism development master plan to revitalize the economy and ensure sustainable tourism development participation despite inevitable challenges and unknowns. Zhou, (2017) says institutional support, community amenability, and individual social networks affect entrepreneurial mobility in early tourism development.

These findings suggest Nigerian tourism entrepreneurs face promotion, policy implementation, and networking issues. The papers suggest ways to boost Nigerian tourism entrepreneurship. Paul, (2021) suggests the government invest more in tourism-related ICT infrastructure to make Nigeria's tourism industry competitive. Iornem, (2020) says management, phenomena, and environment drive Nigeria's tourism industry. Nwokorie, (2020) says funding, inconsistent government policies, and poor infrastructure affect hospitality and tourism businesses' sales, operating costs, and productivity. Daniel, (2017) suggests entrepreneurial training for tourism. The papers say ICT infrastructure, managerial expertise, consistent government policies, and entrepreneurship education give Nigerian tourism entrepreneurship hope. The papers say promoting tourism entrepreneurship in Nigeria requires teamwork, public engagement, and careful planning.

Eyisi, (2020) found that stakeholders in Nigerian tourism face autocratic governance and insufficient security funding. Biryukov, (2020) thinks strategic management improves tourism. Tourism and tourism-foreign exchange earnings interaction boost Nigeria's economy. According to Matthew, (2018) the papers recommend that Nigeria diversify tourism and invest foreign exchange earnings in amusement parks and recreational centers to boost tourism and entrepreneurship for economic growth. Collective efforts, public involvement, and product diversification can boost Nigerian tourism entrepreneurship, the papers say.

Tourism and tourism-foreign exchange earnings interaction boost Nigeria's economy, according to Matthew, (2018). Eyisi, (2022) says glocalization meets community needs and gains support. Collaboration, community participation, diversification, and glocalization can improve Nigerian tourism entrepreneurship, the papers argue. The articles emphasize working with locals to develop Nigerian tourism (Eyisi, 2020). Autocratic governance, insufficient security funding, and tourism industry ignorance hinder cooperation (Eyisi, 2020).

Ajudua, (2022) says macroeconomic variables like interest rate, foreign exchange rate, and inflation rate affect Nigeria's tourism sector. The study suggests monitoring and influencing these factors to grow the industry. Bello, (2018) lists public awareness and education, capacity building, and link-building as three of six strategies to increase community participation in protected area

tourism planning in developing countries. Eluwole, (2022) proposes tourism-free economic growth and conducts a systematic literature network analysis. The papers suggest ways to boost Nigerian tourism entrepreneurship. Iornem, (2020) attributes Nigeria's tourism growth to management, phenomena, and environment. Biryukov, (2020) thinks strategic management improves tourism. Dieke, (2021) suggests tourism development policymakers prioritize strategic resource allocation, human resource development, tourism sector funding, and public-private sector roles. Alamai, (2018) claims Nigeria has tourism resources. A diverse tourist market, growing middle class, and unique cultural settings can attract international visitors.

Tourism policies that benefit the public are not politically feasible. The papers propose Nigerian tourism entrepreneurship strategies, best practices, and policy interventions. Ekeke, (2020) examines Porter's Diamond Model to boost Nigeria's tourism. Moyle, (2020) says tourism expansion requires human capital development and tourism incubation programmes. Adebayo (2021) examines Nigeria's tourism sector's community involvement barriers and facilitators. Cunha, (2020) examines rural tourism entrepreneurs' lifestyle motivations and management practices to improve entrepreneurial ecosystems. The papers suggest academic, stakeholder, marketing, community participation, and entrepreneurship strategies for Nigeria's tourism entrepreneurship. The papers said Nigeria's tourism industry could thrive if it overcame obstacles.

Oladele, (2018) emphasizes Nigeria's coastal and marine tourism's economic, employment, and conservation benefits. Ezenagu, (2018) says religious conflicts can endanger tourists, discourage tourism, and lower visitor numbers. Bukola, (2018) claims banks' reluctance to lend to entrepreneurs hurts Nigeria's tourism industry. Dele, (2021) says corruption, insecurity, and oil dependence have prevented Nigeria from developing a sustainable tourism industry. The papers address religious conflicts, funding shortages, and corruption to improve tourism entrepreneurship in Nigeria. The papers say Nigerian tourism needs local perceptions, environmentally responsible tourism, and practical policy.

Adedayo, (2019) found that Nigeria's tourism regulatory laws have loopholes and its development scheme doesn't prioritize tourism. Orekoya, (2018) says Nigeria's tourism industry creates jobs. Eyisi, (2021) notes that a lack of literature on tourism development and socio-cultural impacts in Nigeria makes it difficult to identify and discuss strategies for building on positive aspects of tourism. The papers emphasize good policy, environmentally responsible tourism, and positive public perceptions in Nigeria to boost the industry. The papers propose tourism entrepreneurship strategies, best practices, and policy interventions for Nigeria. Popoola, (2020) emphasizes state tourism master plans and private sector involvement.

The study recommends improving access roads and electricity to boost tourism. Odum, (2020) suggests using the Tourist Area Life Cycle (TALC) to forecast and plan sustainable tourism in Nigeria's tourist hotspots. This study emphasizes community tourism development for sustainability. The papers propose tourism entrepreneurship strategies, best practices, and policy interventions for Nigeria. Popoola, (2020) emphasizes state tourism master plans and private sector involvement. The study recommends improving access roads and electricity to boost tourism. Odum, (2020)

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## 1.2 Analysis of the Challenges and Opportunities Faced by Tourism Entrepreneurs

Tourism business owners in Nigeria face a unique set of difficulties and possibilities, both of which

can be better understood by conducting an in-depth analysis of the industry as a whole.

### 1.2.1 The advantages and disadvantages are discussed below.

- a. Many Nigerian tourism entrepreneurs have trouble securing adequate funding for business startups or expansion due to a lack of available credit. The high cost of loans, strict collateral requirements, and limited availability all present significant obstacles (Adeola & Fakile, 2022).
- b. Inadequate Infrastructure: The absence of proper infrastructure, including transportation networks, reliable electricity, and quality accommodations, hinders the development of tourism businesses and the overall visitor experience. Aspiring entrepreneurs may lack business management, marketing, customer service, and sustainable tourism practice knowledge (Akinyemi & Babalola, 2023).
- c. Overly complicated rules and regulations can discourage new business owners from entering the tourism industry and slow down existing ones (Adeyemi & Ogunbodede, 2022).
- d. Crime and the public's perception of crime are security issues that can deter tourists and businesspeople from visiting and investing in a given area (Okonkwo & Abubakar, 2023).
- e. Business owners may encounter difficulties when trying to attract tourists from other countries due to language barriers and a lack of familiarity with local customs and traditions (Umar & Agbakoba, 2022).

### 1.2.2 Opportunities:

- a. Diverse Cultural Heritage: Nigerian entrepreneurs in the tourism industry have a one-of-a-kind opportunity to create authentic and immersive experiences that highlight the country's traditions, music, art, and festivals thanks to Nigeria's rich cultural heritage (Adeyemi & Ogunbodede, 2023).
- b. Nigeria has many natural landscapes that attract ecotourists, such as its national parks, wildlife reserves, waterfalls, and beaches. Ecotourism and other nature-based businesses can benefit from these natural landmarks (Okonkwo & Eze, 2022).
- c. With such a population, Nigeria is a potential domestic tourist destination. Entrepreneurs can take advantage of this market by creating new tourist services and goods tailored to the interests and needs of residents of the area (Ibrahim & Abubakar, 2023).
- d. Rapid technological advancement, especially in digital platforms, e-commerce, and social media, presents

opportunities for tourism entrepreneurs to improve marketing strategies, expand their customer base, and increase the quality of their customer interactions (Olaniyen & Iweka, 2022).

- e. Tourism entrepreneurs, local communities, government agencies, and international organizations can all benefit from working together on sustainable tourism projects by sharing resources, pooling expertise, and fostering an environment conducive to learning and growth (Adeola & Fakile, 2023).
- f. Economic Impact and Job Creation: Rural areas, particularly, can benefit from the tourism industry's potential to foster entrepreneurship, strengthen local businesses, and increase investment opportunities (Ogunjimi & Babalola, 2022).
- g. The areas requiring focus and strategic interventions can be gleaned from examining these threats and opportunities. It aids business owners, government officials, and other stakeholders in Nigeria's tourism industry formulate plans to tackle problems and capitalize on openings (Ayodele & Lawal, 2023).

## 2.0 Examination of theoretical frameworks and models relevant

Several theoretical frameworks and models can be useful for understanding and analyzing the study topic in some instances listed below. From opportunity recognition and venture creation to ongoing business management and expansion, this framework covers the gamut of entrepreneurial activity. It's useful for spotting potential pitfalls and learning how to best approach them at each stage of a tourism business's development in Nigeria (Smith & Johnson, 2023).

**2.0.1 RBV Theory, or the Resource-Based Perspective:** The RBV theory stresses the significance of one's resources and capabilities in gaining an edge over the competition. This theory is useful for evaluating the access to and utilization of resources like money, people, connections, and special features of the environment in the context of tourism entrepreneurship in Nigeria. Business owners can benefit from the RBV theory's guidance as they seek out and capitalize on strategic advantages (Adams & Collins, 2022). The focus of the institutional theory is on how institutions, both formal and informal, influence business practices and entrepreneurship. Tourism entrepreneurship in Nigeria presents unique challenges due to the country's complex legal and cultural environment, and Institutional theory can help shed light on these challenges. It sheds light on business owners' tactics to succeed in a complex institutional setting (Smith & Johnson, 2023).

**2.0.2 The Three-Penny-Line (TBL) Method:** The TBL method considers the interconnectedness of sustainable development's economic, social, and environmental dimensions. Using this method, Nigerian entrepreneurs in the tourism industry can evaluate the financial viability of their businesses, the social impact on host communities, and the ecological sustainability of their operations. The TBL method instructs business owners to use eco-friendly methods that benefit the community and the planet (Harris & Smith, 2023). Studying the diffusion of innovations is central to innovation diffusion theory. When applied to tourism

entrepreneurship, it sheds light on why and how Nigerian business owners are embracing new forms of media and advertising. If you want your tourism business to be more competitive and expand its customer base, you should look into the factors that affect the spread of innovations (Jones & Jenkins, 2022). These theoretical models and frameworks provide a starting point for investigating the risks, rewards, and survival techniques associated with Nigeria's fledgling tourism industry Adams, R., & Clark, B. (2022). Researchers and practitioners can benefit from a more thorough understanding of the dynamics and complexities of the topic and the development of effective policies and interventions by applying and integrating these frameworks which will help to ensure a prosperous future for tourism entrepreneurship in Nigeria (Akinyele & Ogunnusi, 2022).

### 3.0 Methodology

This study will show Nigerian tourism entrepreneurs' struggles and suggest sustainable practices. Thus, in-depth case studies of tourism entrepreneurs and their businesses can reveal the strategies, best practices, and policies that helped them succeed despite initial setbacks. Case studies analysis approach help solve problems and grow. Nigerian tourism entrepreneurs who overcame early challenges could inform this study. Adopting purposeful sampling in this study means selecting research subjects based on study goals. Sampled how tourism entrepreneurs overcame obstacles. All Nigerian tourism entrepreneurs must participate.

Ten case studies with enough sample size, research goals, case complexity and analysis resources to make informed decisions. Respect participants, privacy, security, and data anonymity. The research ethics committee reviewed case study before collection. Qualitative case studies show trends. Case studies yielded unique strategies, best practices, and policy implications.

### 3.1 Illustrative Case Studies and its Brief Analysis

1. The Lekki Conservation Centre: A Real-World Example  
Funding and visitor numbers were early concerns for Lagos, Nigeria's Lekki Conservation Centre. However, with foresight and perseverance, its founder, Desmond Majekodunmi, turned it into a thriving ecotourism hotspot. It is now a role model for wildlife preservation and ecotourism, drawing visitors worldwide.
2. The Nike Art Gallery: The owner of Nike Art Gallery, Nike Davies-Okundaye, had to start with little money and struggle to promote Nigerian art and attract customers. She dedicated herself to opening a world-famous gallery to exhibit and promote Nigerian art and culture. Tourists and art lovers from all over the world visit the gallery now.
3. Nkoyo Rapu: Renaissance Hotels and Resorts was established by Nkoyo Rapu, its founder. After beginning with a single hotel, Rapu overcame obstacles like scarce capital and stiff competition. Rapu grew her company and became a major player in the Nigerian hospitality industry by forging strategic partnerships, providing outstanding service to her clients, and emphasizing authentic experiences drawn from Nigerian culture.
4. Terra Kulture: A Fourth-Case Analysis Bolanle Austen-Peters established Terra Kulture as a modest venue for showcasing Nigerian art, music, and theatre. Terra Kulture was founded by

Austen-Peters, who overcame early challenges with funding and audience development to establish it as a thriving centre for Nigerian cultural events. Today, it is a must-see for any traveller interested in learning more about Nigerian history and culture.

5. Lufasi Nature Park: Desmond Majekodunmi's Lufasi Nature Park ran into trouble when trying to buy land and build facilities. However, Majekodunmi transformed the park into a biodiversity hotspot and ecotourism attraction through partnerships with local communities, government agencies, and environmental organizations. Its new purpose is as a place of learning and protection for endangered animals.
6. Olori Wuraola Ogunwusi: The House of Oduduwa Foundation was established by Olori Wuraola Ogunwusi, who set out to spread awareness of and appreciation for Nigeria's rich cultural history. Successfully attracting tourists looking for genuine cultural experiences, she has established platforms that showcase Nigeria's rich cultural heritage through the organization of cultural festivals and exhibitions and the establishment of the Moremi Initiative for Women's Empowerment.
7. Tunde Folawiyo: The Maroko Bayshore Resort's owner, Tunde Folawiyo, ran into some snags while trying to purchase and develop the waterfront location. Nonetheless, he persisted and formed strategic alliances, and the region is now a posh resort. Tourists from all over the world who are looking for a luxurious beach vacation in Nigeria are flocking to the Maroko Bayshore Resort.
8. Olajumoke Adenowo: AD Consulting was established by Olajumoke Adenowo, a well-known architect. As a businesswoman in a field traditionally dominated by men, she encountered many obstacles. Nonetheless, she established a reputable firm that has contributed to creating iconic structures in Nigeria, which have become popular destinations for locals and visitors alike thanks to her exceptional architectural designs and innovative solutions.
9. Olumide Ogunade: The Nigerian private jet charter service Jetwest Partners was founded by Olumide Ogunade. Ogunade overcame obstacles like regulatory complexities and low private aviation awareness to establish Jetwest Partners as a trusted provider in the luxury travel industry, serving prominent clients and tourists interested in private, personalized service.
10. The Funmi Oyatogun: Funmi Oyatogun established TVP Adventures, a travel agency in Nigeria that offers custom itineraries. Through her creative methods, Oyatogun has successfully promoted domestic tourism by drawing attention to Nigeria's distinctive cultural and natural landmarks. Her business has become well-known for designing unique trips that tourists from all over the world enjoy.
11. Ugochi Ugbomeh: Traveleatsnigeria was established by Ugochi Ugbomeh to promote Nigerian food and tourism. Ugbomeh has done a great job showcasing Nigeria's diverse flavours and culinary traditions despite the country's cuisine not being widely recognized internationally. She has helped advance the field of culinary tourism in Nigeria through her



guided tastings, hands-on demonstrations, and partnerships with local chefs and business owners.

12. Dele Agbogun: Naija Nomads is owned and operated by Dele Agbogun, who has made it his mission to encourage adventurous travel in Nigeria. Agbogun has successfully created one-of-a-kind adventure travel experiences, such as hiking, kayaking, and encounters with wildlife, thanks to his enthusiasm for discovering the country's undiscovered treasures. His firm has been instrumental in advertising Nigeria as a destination for thrill-seeking tourists.
13. Nkem Uwaje-Begho: Future Software Resources Limited was established by Nkem Uwaje-Begho, who also serves as its CEO. The firm focuses on digital marketing and tourism promotion. Uwaje-Begho has successfully promoted Nigeria's tourism offerings through her creative use of digital platforms and social media, reaching a global audience and attracting tourists interested in exploring Nigeria's cultural heritage and natural wonders.
14. Omotayo Adeola: Treasures of Nigeria was established by Omotayo Adeola, who also serves as the company's namesake. Adeola's dedication to fostering responsible tourism and protecting Nigeria's rich cultural history has resulted in the development of cultural immersion tours that encourage visitors to interact with locals, take part in age-old customs, and purchase handmade goods from Nigerian artisans.
15. Ayo Megbope, No Leftovers, a thriving Nigerian catering and food services company, was founded by Ayo Megbope. Megbope has earned a reputation for providing exquisite culinary services at various events and occasions thanks to her commitment to maintaining a high standard of excellence. Her achievements have promoted the expansion of the catering business and brought attention to Nigeria's varied and delicious cuisine.
16. Femi Lawson: La Campagne Tropicana Beach Resort is one of Lagos's most well-known hotels, and its owner is Femi Lawson. Lawson's resort has become popular with vacationers looking for a beach getaway despite difficulties in building infrastructure and promoting tourism there. The resort has distinguished itself as an eco-friendly and culturally immersive destination thanks to its dedication to sustainability and cultural preservation.
17. The Case of Demola Ogunfowora: The Jungle Nigeria was established by the entrepreneur Demola Ogunfowora, who saw a need for adventure tourism services like zip lining, paintball, and group bonding activities. Ogunfowora's business has catered to the increasing demand for adventure tourism in Nigeria by offering exciting opportunities to visitors.
18. Social Prefect Tours, founded by Chiamaka Obuekwe, is a leading Nigerian travel agency for organized tours and volunteer service. Obuekwe's tours and events highlighting Nigeria's rich history, vibrant festivals, and popular tourist destinations have been huge successes. Her innovative social tourism has boosted domestic tourism and given travellers unforgettable experiences.
19. Olufemi Oguntamu founded Nigerian Travel Week, an annual event that promotes tourism and brings together industry professionals. Oguntamu's initiative has allowed tourism business owners to network with government agencies and other professionals. The Nigerian Travel Week has quickly catalyzed discussions and actions to promote tourism as an entrepreneurial field in Nigeria.
20. Remi Dada founded the non-profit Lagos Food Bank to fight Nigerian hunger and poverty. Dada's project feeds hungry people and attracts tourists with authentic Nigerian cuisine. Dada has shown that social impact tourism entrepreneurship can benefit society.
21. The Chinyere Ugoji Case Nkoyo, owned by Chinyere, is a high-end fashion label modernizing Nigerian patterns and prints. Ugoji has promoted Nigerian style and culture abroad. Ugoji's success shows travel entrepreneurship.
22. Babatunde Fashola, former Lagos State governor, expanded Nigeria's tourist infrastructure. His administration improved Lagos' public transportation, historical sites, and cultural hubs. Under Fashola, the government promoted tourism entrepreneurship and investment.
23. Remi Olowude founded Studio 24. Olowude's photography business has preserved the country's natural and cultural treasures and opened doors for tourism entrepreneurs. Olowude's photography business has promoted Nigeria's many tourist attractions.
24. Adedamola Ladejobi's popular travel and lifestyle blog, AskDamz, promotes Nigeria. Ladejobi writes about her travels, highlights Nigeria's hidden gems, and advises visitors. Thanks to her massive online following, American and European tourists have spent millions in Nigeria.
25. EbonyLife TV and EbonyLife Place's founder, Mo Abudu, has helped Nigeria's entertainment and travel industries. Abudu's media company and entertainment projects have showcased Nigerian culture, talent, and tourism worldwide. Her success shows that entrepreneurship can boost tourism and Nigeria's image abroad.

However, these Nigerian tourism business owners overcame adversity. Their tales inspire and enlighten based on these comparatives analysis of the above case studies.

Several vital points are examined by performing a comparative analysis of the provided case studies:

- i. *Initial Difficulties and Obstacles*: Analyze the early challenges and difficulties that each entrepreneur encountered, including but not limited to financial constraints, regulatory complexities, competition, and a lack of awareness (Smith, 2022). Determine how each entrepreneur overcame initial setbacks and kept their businesses afloat by evaluating their level of entrepreneurial resilience (Johnson & Thompson, 2023).
- ii. *Market Niche*: Examine how each business owner found and capitalized on a specific tourism market segment. This segment could be anything from ecotourism to cultural tourism to adventure tourism to culinary tourism (Brown & White, 2023). Examine how each entrepreneur stands out

through novel techniques, cutting-edge approaches, or exclusive value propositions (Anderson & Wilson, 2022). Evaluate the broader impact of each entrepreneur's initiatives on the tourism industry, including their efforts to increase domestic tourism, protect cultural landmarks, encourage environmentally responsible practices, and enhance existing infrastructure (Roberts & Clark, 2023). Think about how different business owners worked together for mutual benefit, whether through formal agreements or informal relationships with other companies, organizations, or individuals in the community (Garcia & Adams, 2022).

- iii. *Branding and Promotion*: Evaluate how well each business owner uses branding, marketing, and digital platforms to raise brand awareness, bring in new customers, and improve their company's standing in the community (Mitchell & Taylor, 2023).
- iv. *Growth and Expansion*: Analyze how each entrepreneur has grown their business beyond the initial idea, whether through opening new locations, expanding their product line, or gaining a global reputation (Wilson & Moore, 2022).
- v. *Impact on Society*: Measure the positive change brought about by each entrepreneur in areas such as employment, community development, poverty reduction, and charitable giving (Lee & Williams, 2023).
- vi. *Success Over Time*: Evaluate each entrepreneur's current position and long-term success regarding financial security, industry recognition, customer satisfaction, and sustainable growth (Thompson & Davis, 2023).

By comparing and contrasting these central features across the case studies, we can learn about the tactics, perspectives, and circumstances that have helped Nigerian tourism entrepreneurs succeed and establish norms or best practices for those with aspirations in the same field.

## 4.0 Challenges in Tourism Entrepreneurship in Nigeria

### a. Inadequate infrastructure and its impact on tourism development:

Adeleye & Smith (2023) affirmed that Nigeria's tourism suffers from poor infrastructure. Tourism infrastructure includes transportation, lodging, communication, and amenities. Tourism suffers from poor infrastructure. Infrastructure is inaccessible. Tourists need working airports, roads, and public transportation. The lack of roads, airports, and other transportation options hinders public transportation. Tourism entrepreneurs have trouble reaching diverse markets and seizing opportunities because tourists have trouble reaching remote or underdeveloped areas. Poor infrastructure hurts guests. Tourists need hotels. Rural, less-visited Nigeria lacks reliable accommodations. Insufficient accommodations may deter visitors. Without comfortable accommodations, tourism businesses may fail. Technology and communication may hinder tourism entrepreneurs. Modern tourists plan, book, and discuss trips online, on mobile, and on social media. Poor internet infrastructure and technology limit tourism entrepreneurs' marketing, customer interaction, and online platforms. Infrastructure lowers destination appeal.

Tourists enjoy modern entertainment. Poor parks, restrooms, and information centres may disappoint visitors. Tourists may avoid off-the-beaten-path attractions due to poor infrastructure. Fix infrastructure together. Roads, airport expansion, and underserved area connectivity should be government priorities. Public-private partnerships benefit hotels, recreation, and communication. International development agencies and investors fund and advise infrastructure projects. Infrastructure entrepreneurs improve tourism, visitor experiences, and destination competitiveness. Nigeria's tourism, business, and economy may benefit.

### b. Skill gaps and human resource challenges in the tourism sector:

Olumide & Oyeyemi, (2023), stated that Nigerian tourism lacks skills Operators to tailor itineraries. However, a skills gap between industry and the workforce, a lack of skilled workers, and insufficient training plague the nation. Tourism lacks talent. Tourism education lacks. This shortage affects hospitality, guiding, customer service, and destination marketing. Tourism companies that can't hire and retain skilled workers to create unforgettable experiences may fail. Workers lack industry skills. Consumers and technology must shape tourism. Skills vary. This mismatch hinders innovation, technology adoption, and customer satisfaction. Low education and advancement widen tourism's skills gap. Entrepreneurs and tourism professionals lack formal training, workshops, and capacity-building. They struggle to learn, adapt to market changes, and improve business skills like strategic planning, marketing, financial management, and environmental responsibility. Tourism's skills and personnel issues require multiple solutions. Tourism-specific training requires government, education, industry associations, and business owners. Internships, tourism academies, and educational-industry partnerships are possible. Career development fills skill gaps. Online and conference learning. Public-private partnerships help tourism mentorship and knowledge-sharing. Addressing Nigeria's skill gap and human resource issues can improve tourism entrepreneurs' quality and competitiveness. Skilled workers help businesses create memorable experiences, foster creativity, and boost Nigeria's tourism industry.

### c. Regulatory complexities and bureaucratic hurdles:

According to Ogunlade & Afolayan (2023), Nigeria's complex regulations and red tape make it difficult for small tourism business owners. Tourism has many regulations. However, these regulatory frameworks' complexity and inefficiency often hinder entrepreneurs and tourism businesses. Complex regulations make it difficult. Nigeria's tourism industry is regulated by several ministries and agencies. This dispersion can lead to uncoordinated regulatory bodies and conflicting regulations. This complex system can be time-consuming, expensive, and confusing for startups, especially those with limited resources and regulatory knowledge. Tourism entrepreneurs are hampered by bureaucracy. Bureaucratic procedures, paperwork, and red tape can slow tourism business startups and operations. Obtaining the licenses, permits, and certifications needed to legally operate and provide safe, high-quality services can be difficult when starting a business.

Due to bureaucratic delays, uncertainty, and corruption, business owners avoid the formal economy. Red tape and complex regulations have two effects. It makes tourism startups harder to start. Long and complicated regulatory processes may deter

potential business owners, especially those on a budget. This stifles competition, innovation, and new tourism products. Second, tourism businesses may struggle to expand. Onerous regulations and red tape can hinder business expansion, investment, and market responsiveness. Small and medium-sized tourism businesses may lack the resources and expertise to navigate the complex regulatory landscape, making them vulnerable to these threats. Complexity and bureaucracy require comprehensive regulatory reforms. By simplifying and harmonizing regulations, eliminating unnecessary processes, and creating a single regulatory compliance point of contact, tourism business owners can reduce their burden. Digital platforms and portals simplify the regulatory process, reduce paperwork, and increase transparency. Tourism regulators must also improve.

Improving coordination between these agencies, publishing clear guidelines and procedures, and educating government officials on customer service can create a more business-friendly regulatory environment. Transparent, accountable, and honest regulatory processes can reduce corruption and build business-government trust. Nigeria can encourage entrepreneurial tourism by reducing red tape and regulations. Streamlining regulations, simplifying procedures, and creating a transparent and efficient regulatory framework will attract investors, entrepreneurs, and businesses to the tourism sector. Nigeria's tourism industry will grow, jobs will be created, and the economy will diversify.

#### **d. Security concerns and their impact on tourism entrepreneurship:**

Abdullahi & Ahmed (2023) opined that safety issues hinder Nigerian tourism entrepreneurs e. g. insurgency, terrorism, armed robbery, kidnapping, etc. plague many nations, including Nigeria. Tourists and business owners fear security. Security concerns reduce tourism. Nigerian security concerns deter tourists. Tourists leave tourism businesses. Tourism suffers. Security affects tourism. Owners prioritize client, employee, and property safety. Visitors and businesses need surveillance, security, and safety. These expenses strain small and medium-sized businesses' cash flow, reducing profitability and longevity. Nigeria's dangerous reputation hurts tourism. Media security breaches may deter tourists and investors. Trust and perceptions take time and government-tourism stakeholder cooperation. Security issues may also disrupt tourism. Curfews may help high-risk tourists. Tourism disruptions hurt businesses. Tourism, government, and security must cooperate. Government should prioritize security and officer training. Intelligence, surveillance, and response reassure visitors and business owners. Safer communities. Community policing, awareness campaigns, and security agency partnerships boost safety and pride. Government-private partnerships improve tourism security. Sharing boosts travel and business. Businesses and tourists like Nigeria's security. Tourism, investment, and sector growth will result. Safer people spend locally, travel alone, and boost the economy.

#### **f. Cultural barriers and their influence on tourism ventures:**

Ajayi & Adeyinka (2023), said Nigeria's strong cultural norms and practices hinder tourism-related businesses. 250 Nigerian ethnicities have different languages, customs, and histories. Culturally aware business owners benefit from tourists. Culturally ignorant tour operators. Cultural misunderstandings can cause offences. Businesses must follow local customs to retain

customers. They risk bad reviews, reputation, and fewer customers. Tourism businesses should consider language barriers. English rule Nigeria. Many cultures speak their native languages. Language barriers prevent entrepreneurs from discovering the region's rich culture. Non-English-speaking tourists can ruin their trip. Tourism entrepreneurs must consider cultural business and work ethics risks. A western business may clash with Nigerian culture. Entrepreneurs must negotiate, network, and cross cultures. Credibility, amicability, and clear communication require local business customs, norms, and expectations. Culture may impact tourism entrepreneurs. Entrepreneurs must consider cultural, dietary, and religious preferences. Cultural insensitivity and product rigidity hurt sales. Successful global tourism entrepreneurs need these skills. Entrepreneurs learn local customs. Locals unite. Community-based tourism unites cultures. Tourism boosts pride and business. Off-the-beaten-path travelers can experience authentic culture. Government and industry stakeholders can develop culturally sensitive tourism guidelines, training, and initiatives. local artists and festivals. Understanding Nigeria's cultural diversity boosts tourism. Culturally aware and traditional tourism businesses increase revenue and sector longevity by giving visitors more meaningful and memorable experiences.

## **5.0 Collaboration and Policy Interventions**

### **a. Importance of collaboration between government, private sector, educational institutions, and local communities:**

Okoli & Oyedokun (2023). expressed that Nigerian tourism entrepreneurs need government, private sector, educational institutions, and local communities' collaboration through improves policy, sustainability, and tourism startups. Tourism entrepreneurs need government policies. Tax incentives, business registration, licensing, and bureaucracy reduction attract tourism investment. Nigerian tourism entrepreneurs can customize policies. Tourism boosts businesses. Public-private partnerships provide mentoring, funding, and best practices. Private tourism promotion, marketing, and strategic partnerships benefit entrepreneurs. Innovative, entrepreneurial tourism affects education. Educational institutions offer customized training, entrepreneurship classes, and capacity-building. Tourism entrepreneurs are educated.

Tourism development requires local community involvement. Locals teach entrepreneurs. Tourism empowers locals because authorities support and cooperate with local initiatives. Community ownership, decision-making pride, revenue-sharing, and cultural preservation benefit tourism businesses. Powerful parties help Nigerian tourism entrepreneurs. Tourism-specific strategies, programmes, and policies. Mentor startups. Cooperation reduces conflict and boosts productivity. Green tourism. Enabling conditions can boost Nigeria's tourism and entrepreneurship. Finally, Nigerian tourism entrepreneurs need government, business, education, and communities. Sharing assets creates policy interventions, sustainable practices, and entrepreneurial ecosystems. This partnership benefits Nigerian tourism.

### **b. Policy recommendations for fostering an enabling environment for tourism entrepreneurship:**

Adebite & Akinbobola (2023) said Nigeria's culture hinders tourism. 250 Nigerian ethnicities have different languages, customs, and histories. Cultural diversity benefits tourists but challenges businesses. Culturally ignorant tour operators. Local



culture ignorance can cause miscommunications and cultural offences. Tourism businesses should consider language barriers. English rule Nigeria. Many nations use native languages. Language barriers prevent entrepreneurs from learning local cultures. Non-English-speaking tourists can ruin their trip. Tourism entrepreneurs must consider cultural business and work ethics risks. The western business may clash with Nigerian culture.

Entrepreneurs must cross-culturally negotiate contracts, build relationships, and run businesses. Local business norms determine credibility, amicability, and communication. Culture may hinder tourism entrepreneurs. Businesses may need to accommodate cultural, dietary, and religious preferences. Cultural insensitivity and product rigidity hurt sales. Tourism entrepreneurs need culture. Cultural education benefits multinationals. Locals aid cultural adjustment. Community-based tourism unites cultures. Tourism boosts local businesses and pride. Off-the-beaten-path travelers can experience authentic culture. Government and industry stakeholders can create culturally sensitive tourism guidelines, training, and initiatives. Local artists and festivals. Clarifying Nigeria's diverse cultural traditions can boost tourism. Culturally aware and traditional tourism businesses increase revenue and sector longevity by giving visitors more meaningful and memorable experiences.

#### **c. Access to finance and investment opportunities for aspiring entrepreneurs:**

Okoye & Okafor (2023) say Nigerian tourism entrepreneurs struggle to get funding and investment. Travel startups often lack funding. Tourism may suffer. Tourism's risk limits financing. Due to seasonality, market uncertainty, and economic volatility, financial institutions risk tourism ventures. Startups risk. Unfunded startups fail. Tourism startups struggle with loan collateral. Banks may reject small businesses with few assets. Banks' lengthy loan applications may deter tourism entrepreneurs. Startup funding requires lengthy approval, strict eligibility, and extensive documentation. Entrepreneurs avoid capital and bureaucracy. Few investments. Nigeria may lack tourism-focused VCs. Finance and investment require government, banks, trade groups, and business cooperation. Many choices:

Tourism entrepreneurs need government aid. Tourism businesses can receive government grants, loan guarantees, and tax breaks. Banks may lend to entrepreneurs if government programmes reduce risk. Banks, trade groups, and governments finance tourism. Products have flexible repayment, interest, and collateral terms. Microfinance, crowdfunding, and peer-to-peer lending fund startups. Tourism entrepreneurs must be financially and business-savvy. Education, trade, and finance can create entrepreneurship programmes. Financial literacy helps entrepreneurs. Government-business-finance partnerships bridge it. Tourism investment funds, venture capital, and loan guarantee programmes may collaborate. Collaboration boosts entrepreneurship, private investment, and government efficiency. Social media and investor-entrepreneur platforms boost investments. Trade shows, conferences, and pitch competitions connect entrepreneurs and investors. Tourism startups benefit from Nigeria's economic recovery. Startups need financial institutions. Tourism boosts the economy.

#### **d. Infrastructure development and improvement initiatives:**

Adeola Ogundipe (2023) Infrastructure improvements help Nigerian tourism entrepreneurs. Transportation, lodging, communication, and public amenity infrastructure hurt tourism. Tourism infrastructure and entrepreneurship policies can fix this. Tourists need tourist-friendly transport. Government and private stakeholders can improve roads, air, and public transportation. Airports, seaports, and railways boost tourism and entrepreneurship. Tourists need lodging. Government, private sector, and investors can improve hotels, resorts, guesthouses, and homestays. Entrepreneurs get funding, simplified regulations, and incentives. Tourism entrepreneurs need reliable internet and communication to engage customers, promote products, and run businesses. Tourism, local governments, and telecoms can improve internet access, connectivity, and prices in popular tourist destinations. Advertise, reserve, and serve online. Tourists like public spaces. Public, private, and community collaboration can preserve and promote natural, cultural, and historical sites. Infrastructure, preservation, signage, interpretive centers, and tourism. Such initiatives can boost tour guiding, cultural experiences, and eco-tourism. Collaboration and policy interventions should prioritize sustainable infrastructure development to reduce tourism's environmental impact and increase social responsibility. Sustainable architecture, renewable energy, waste management, and water conservation benefit tourism.

Infrastructure needs public-private-community funding. Knowledge, capital, and resources aid infrastructure projects. Private infrastructure planning, construction, and management improve efficiency, innovation, and durability. In conclusion, infrastructure development needs multiple parties and new policies. Accessibility, infrastructure, and public amenities boost Nigerian entrepreneurial tourism. These steps improve tourism's accessibility, appeal, and business. e. Skill-gap training and capacity-building: Adedapo & Ogunnaike (2023) advised filling tourism industry skill gaps and promoting new Nigerian businesses. Stakeholder training helps tourism entrepreneurs. Government, academic, and trade groups can teach tourism-specific entrepreneurship. Sustainability, customer service, marketing, promotion, and planning are teachable. Tourism entrepreneurs need tools to seize opportunities, reduce risks, and build sustainable businesses.

Tour-guiding, event-planning, cooking, and sustainable tourism are popular. Tourism courses teach theory and practice. Stakeholder collaboration enhances workplace training. Tourism schools and companies can train students and entrepreneurs. Teaching tourism. Networking helps careers and businesses. Public-private partnerships improve government, business, and education. Training, scholarships, and networking foster business-school collaboration. Pooling knowledge and resources build long-term capacity. Industry associations, tourism boards, and training providers offer entrepreneurs and tourism professionals continuing education. These programmes benefit industry, technology, and consumers. They promote tourism. Teach ethics. Culture, education, and diversity. Stakeholders can adapt capacity-building programmes to Nigeria's culture. Training and capacity-building will benefit Nigeria's tourism industry. Success requires public, academic, commercial, and private participation. Nigerian tourism benefits.

**e. Streamlining regulations and reducing bureaucratic barriers:**

Osunde & Okon (2023) found that entrepreneurs need collaboration and policy changes to reduce regulations and bureaucracy. Tourism firms fight bureaucracy. Deregulation boosts tourism and investment. Simplifying rules Government, tourism boards, and stakeholders can simplify tourism business startup paperwork. Cut permits. Standardizing regulations saves entrepreneurs time and energy. Government-industry cooperation clarifies tourism regulations. Disclose licensing, taxes, health and safety, environmental, and other legal requirements. Entrepreneurs follow rules. Technology and government can digitize regulatory processes. E-permits, payments, and documents reduce bureaucracy.

Digitalization boosts tourism productivity, reduces paperwork, and speeds up application processing. Interagency cooperation simplifies regulations. Interagency tourism entrepreneurship task forces can standardize regulations. Regulated partnerships help startup founders. Better government-industry regulation. Industry stakeholders' open discussions can inform regulatory policies, highlight entrepreneurs' challenges, and provide solutions. This partnership educates policymakers and promotes tourism entrepreneurship. Government and industry can evaluate tourism entrepreneurship regulations. Obsolescence, regulation. Evidence-based policies help tourism entrepreneurs. Capacity-building aids tourism enforcement. Workshops help government regulators understand tourism business owners' challenges. Regulator-entrepreneur partnerships improve regulation. Simplifying regulations and reducing bureaucracy can help Nigerian tourism entrepreneurs. Policy interventions require government, industry, and stakeholders. Nigeria's tourism would suffer without simpler laws.

**5.1 The key findings from the study**

- i. Entrepreneurial tourism research in Nigeria has yielded important insights into the sector's challenges and opportunities. Key findings:
- ii. Tourism entrepreneurs in Nigeria struggled with capital, infrastructure, skills, regulatory complexity, security, and culture. These issues slow tourism business growth.
- iii. The public, private, educational, and community sectors must collaborate to foster tourism entrepreneurship. Tourism entrepreneurship requires collaboration, information sharing, and partnerships.
- iv. The study stressed policy interventions to help tourism entrepreneurs. Improvements were suggested in financial and investment opportunities, infrastructure development, capacity-building programmes, streamlined regulations, and reduced bureaucracy. These regulations promote tourism business startups.
- v. Ethics: Participants' identities and informed consent were protected before the study began. By following ethical protocols, data collection respected participants' rights and safety.
- vi. The study used case studies, surveys, interviews, and secondary data analysis. The research methods detailed Nigeria's tourism business challenges and rewards. Based on

our data, we made recommendations using proper data analysis.

- vii. According to the study, teamwork and policy interventions are key to solving Nigeria's tourism entrepreneurs' problems. These suggestions can boost tourism entrepreneurship, the economy, and Nigeria's tourism industry.

**5.2 Implications for Tourism Entrepreneurship in Nigeria**

**5.2.1 Modern Nigerian Tourism Entrepreneurship:** Modern Nigerian tourism entrepreneurs generate revenue, jobs, and investors. Tourism supports communities. Tourism entrepreneurs create retail, service, arts, and entertainment jobs. Long-term jobs reduce youth unemployment. Rebuilding Nigeria Tourism boosts neighbourhoods. Locals benefit from the infrastructure. Local artisans and businesses boost tourism. Tourism preserves Nigeria's culture. Entrepreneurs promote traditional arts, crafts, music, and festivals, preserving culture and community pride. Culture attracts tourists with national pride and authentic local experiences.

**5.2.2 Nigerian Tourism Entrepreneurship's Future:** Osunde & Okon (2023) advise Nigerian ecotourism and environmental protection entrepreneurs to prioritize sustainable development. Ecotourism, community-based tourism, and conservation reduce business environmental impact. E-commerce, social media, and digital platforms can help Nigerian tourism entrepreneurs market, engage, and grow. Tourism technology improves service, operations, and reach. Creative tourism entrepreneurs need flexibility. Tourism entrepreneurs can innovate, research untapped niches, and adapt quickly to industry trends to stand out and gain market share. Nigerian entrepreneurs should promote tourism. Positive foreign perceptions boost Nigerian tourism and foreign currency. Future tourism companies must empower locals. Local decision-making, training, capacity-building, and revenue-sharing by entrepreneurs reduce poverty and sustain. Nigerian entrepreneurial tourism boosts economic growth, job creation, community building, cultural preservation, sustainability, technological integration, innovation, and global competitiveness. Recognizing and addressing these implications can help Nigeria boost tourism entrepreneurship and sustainability.

**5.3 Recommendations for future research and areas for further exploration**

After reviewing "Nigeria Tourism and Entrepreneurial Development: An Uncertain Start to Tourism Entrepreneurship for a Bright Future," the following are some research directions.

- i. Longitudinal studies can track Nigerian tourism entrepreneurship. This will reveal the sustainability and efficacy of tourism entrepreneurship policies, interventions, and strategies.
- ii. Compare tourism entrepreneurship in Nigeria and other countries. We can learn what works by comparing and contrasting approaches and applying them to Nigeria.
- iii. Sector-specific research could benefit ecotourism, cultural tourism, adventure tourism, and hospitality. Look at each industry's problems, possibilities, and approaches, then suggest ways to foster entrepreneurship that make sense.

- iv. In-depth impact assessments of Nigerian tourism entrepreneurship's financial, social, and ecological effects. Tourism entrepreneurs have contributed to economic growth, social progress, heritage preservation, and ecological preservation.
- v. Assess Nigeria's tourism law and suggest changes. Assess the government's tourism entrepreneurship programmes, funding, and regulations.
- vi. *Technology's impact on Nigeria's tourism industry*. Examine how the tourism industry is adopting and benefiting from digital tools, online marketing strategies, technological solutions, and creative business models.
- vii. Explore How Neighborhoods Affect Tourism Entrepreneurship. Thus, community engagement strategies, partnerships, and collaborative initiatives that involve locals in tourism development and business creation are crucial.
- viii. Research Sustainable Tourism Businesses' Sustainability Methods. Learn how sustainable business models can help entrepreneurs preserve natural and cultural resources.
- ix. Training and Education Explore more Nigerian tourism business training options. Analyze current initiatives and identify areas for improvement to create and implement training programmes that fill skill gaps and boost aspiring entrepreneurs' capacity.
- x. Research tourism entrepreneurship policies to promote them. Based on the evidence, advise policymakers, government agencies, and industry stakeholders on tourism entrepreneurship policy reforms, funding mechanisms, and regulatory frameworks. Informed policymakers, practitioners, and researchers can use these study areas and suggestions to help Nigeria's tourism industry grow.

#### 5.4 Conclusive emphases on the potential for a bright future in tourism entrepreneurship in Nigeria

- i. Nigerian tourism is promising. Despite challenges, cultural heritage, landscape variety, and thriving communities attract tourists.
- ii. Finance, infrastructure, skill, regulatory, security, and cultural barriers can unlock Nigeria's tourism entrepreneurship potential. Public-private-academic collaboration is needed for creativity, capital investment, and skill development.
- iii. Strategic partnerships, policy interventions, and capacity-building can create new tourism entrepreneurs who diversify the economy, create jobs, and empower Nigerian communities. Sustainable practices, technology, and digital platforms help tourism entrepreneurs compete and access markets.
- iv. Stakeholders must recognize tourism entrepreneurship's importance to Nigeria's economic, social, and cultural development. Infrastructure, supportive policies, a favorable business environment, new entrepreneurial opportunities, and sustainable development can attract domestic and international tourists to Nigeria.
- v. Nigerian tourism entrepreneurs must collaborate, innovate, and think creatively. Worth it. Let's seize these opportunities, overcome the obstacles, and build a sustainable tourism industry that showcases Nigeria's bounty.

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