

## **DOMESTIC TOURISM PROMOTION DEPARTMENT**

### **2024 CAPITAL PROGRAMME: ON DIASPORA ENGAGEMENT FOR TOURISM DEVELOPMENT IN NIGERIA (EGRP6208115)**

### **WITH THE THEME: “HARNESSING THE NIGERIAN DIASPORA FOR SUSTAINABLE TOURISM DEVELOPMENT AND NATIONAL GROWTH” HELD AT VALLEY SIDE HOTEL HALL, SANI ABACHA ROAD, MARARABA, KARU, NASARAWA STATE FROM 17<sup>TH</sup> - 18<sup>TH</sup> DECEMBER, 2024.**

#### **1.0 Introduction**

The Department of Domestic Tourism Promotion under the Federal Ministry of Art, Culture, Tourism and Creative Economy organized a Two-Day Workshop on Diaspora Engagement for Tourism Development in Nigeria at Valley Side Hotel Hall.

The workshop brought together stakeholders from the tourism industry, government agencies, diaspora organizations, academia, hospitality operators, cultural practitioners, investment promoters, and the media to deliberate on the strategic role of the Nigerian diaspora in advancing sustainable tourism development in the country.

The programme was designed to strengthen institutional frameworks for diaspora engagement, encourage tourism investment opportunities, promote cultural heritage, and develop collaborative mechanisms that position Nigeria as a preferred tourism destination for Nigerians in the diaspora and international visitors alike.

#### **2.0 Objectives of the Workshop**

The workshop was organized with the following objectives:

1. To examine the role of the Nigerian diaspora in tourism development.
2. To develop strategies for effective diaspora engagement and management.
3. To promote cultural heritage preservation through diaspora participation.
4. To identify investment opportunities within the tourism and hospitality sectors.

5. To strengthen partnerships between government institutions and diaspora communities.
6. To encourage knowledge transfer, innovation, and international collaborations in tourism development.
7. To formulate recommendations for policy enhancement and sustainable tourism growth.

### **3.0 Opening Ceremony**

The workshop commenced with an opening ceremony attended by distinguished guests, tourism stakeholders, representatives of diaspora groups, traditional institutions, private sector operators, and government officials.

In the welcome address, the Assistant Director Overseeing the Department of Domestic Tourism Promotion emphasized the importance of the Nigerian diaspora as critical ambassadors of the nation's culture, heritage, and tourism assets. The Director noted that Nigerians abroad contribute significantly to the economy through remittances, investments, cultural promotion, and international visibility.

The keynote speaker highlighted the need for structured diaspora management systems capable of fostering investment confidence, cultural exchange, destination marketing, and tourism entrepreneurship. Participants were encouraged to develop innovative approaches toward integrating diaspora communities into national tourism development policies and programmes.

### **4.0 Workshop Proceedings**

The two-day workshop featured paper presentations, panel discussions, technical sessions, interactive engagements, and group deliberations.

#### **Day One Activities**

#### **Session I: Overview of Diaspora Engagement in Tourism Development**

Presenters discussed:

- The concept and importance of diaspora management.
- Global best practices in diaspora tourism development.

- The economic impact of diaspora tourism on national economies.
- Challenges limiting diaspora participation in Nigeria's tourism sector.

The session emphasized the importance of:

- Creating reliable diaspora databases.
- Improving communication channels.
- Strengthening tourism policies.
- Enhancing destination confidence and security.

## **Session II: Cultural Heritage and Diaspora Tourism**

Deliberations focused on:

- Promoting Nigerian festivals, cuisine, arts, crafts, and cultural sites abroad.
- Encouraging diaspora participation in local cultural festivals and heritage events.
- Packaging cultural tourism products for international markets.
- Leveraging digital platforms for tourism promotion.

Participants noted that the diaspora community serves as an important bridge for promoting Nigeria's cultural identity globally.

## **Session III: Investment Opportunities in Tourism**

The session explored:

- Hospitality and hotel investments.
- Eco-tourism and community tourism development.
- Creative economy opportunities.
- Public-private partnerships in tourism infrastructure.

Stakeholders stressed the need for:

- Transparent investment policies.
- Incentives for diaspora investors.
- Ease of doing business.

- Improved infrastructure and security.

## **Day Two Activities**

### **Session IV: Policy Frameworks and Institutional Collaboration**

Discussions centred on:

- Strengthening inter-agency collaboration.
- Developing diaspora-inclusive tourism policies.
- Establishing tourism investment desks for diaspora engagement.
- Enhancing capacity building for tourism practitioners.

Participants advocated for the institutionalization of regular diaspora-tourism forums and stakeholder consultations.

### **Session V: Group Work and Interactive Discussions**

Participants were divided into groups to deliberate on practical strategies for improving diaspora participation in tourism development.

The groups made presentations on:

- Tourism marketing strategies targeting Nigerians abroad.
- Digital engagement and tourism branding.
- Capacity building and entrepreneurship support.
- Policy reforms and investment facilitation.

## **5.0 Key Observations**

The workshop observed that:

1. Nigeria possesses enormous tourism and cultural resources capable of attracting diaspora tourists and investors.
2. The Nigerian diaspora remains a strategic asset for tourism promotion and destination marketing.
3. Limited coordination and inadequate policy implementation affect diaspora participation in tourism development.
4. Infrastructure deficits and security concerns continue to impact tourism growth.

5. Digital technology provides significant opportunities for diaspora engagement and tourism promotion.

## **6.0 Recommendations**

At the end of the workshop, participants recommended the following:

1. Government should establish a comprehensive diaspora tourism engagement framework.
2. A national database of diaspora tourism investors and stakeholders should be developed.
3. Tourism promotion campaigns targeting Nigerians abroad should be intensified.
4. Incentives and investment-friendly policies should be introduced for diaspora investors.
5. Stronger collaboration should be encouraged between tourism agencies, foreign missions, and diaspora organizations.
6. Cultural festivals and tourism events should be strategically packaged to attract diaspora participation.
7. Capacity-building programmes should be organized regularly for tourism stakeholders.
8. Government should improve infrastructure, transportation systems, and security around tourism destinations.
9. Digital platforms should be fully utilized for destination marketing and diaspora communication.
10. Periodic workshops and stakeholder engagements on diaspora tourism management should be sustained.

## **7.0 Conclusion**

The Two-Day Workshop on Diaspora Management for Tourism Development in Nigeria provided a valuable platform for stakeholders to deliberate on practical approaches toward harnessing the enormous potential of Nigerians in the diaspora for sustainable tourism development.

The workshop reaffirmed the importance of collaboration, policy support, investment facilitation, and cultural promotion in positioning Nigeria as a competitive global tourism destination. Participants expressed commitment to supporting government efforts aimed at strengthening diaspora engagement and advancing tourism development for national growth.

**DOMESTIC TOURISM PROMOTION DEPARTMENT  
DECEMBER, 2024**