

DOMESTIC TOURISM PROMOTION DEPARTMENT

2024 CAPITAL PROGRAMME: NATIONAL TOURISM SUMMIT AND EXPO (NTSE) EGRP6208077 WITH THE THEME “TOURISM, A TOOL FOR SUSTAINABLE JOB CREATION” HELD AT NOBLE HOTEL AND SUITES, KANO, KANO STATE ON 20TH NOVEMBER, 2024

1.0 INTRODUCTION

The Department of Domestic Tourism Promotion, Federal Ministry of Art, Culture, Tourism and Creative Economy (FMACTCE), successfully organized the One-Day National Tourism Summit and Expo (NTSE) 2024 on 20th November, 2024 at the Noble Hotel and Suites, Kano State.

The National Tourism Summit and Expo was conceived as a strategic platform aimed at bringing together tourism stakeholders, policy makers, private sector operators, investors, development partners, tourism practitioners, academics, and cultural organizations to deliberate on issues affecting the tourism sector and explore innovative approaches for sustainable tourism development in Nigeria.

The summit also served as a platform for showcasing Nigeria’s rich tourism potentials, cultural diversity, investment opportunities, and tourism products while promoting tourism as a viable tool for sustainable employment generation and economic diversification.

The event attracted participants from across the country, including representatives from Ministries, Departments and Agencies (MDAs), State Tourism Boards, private tourism operators, hospitality establishments, cultural troupes, exhibitors, youth organizations, media practitioners, and members of the public.

2.0 OBJECTIVES OF THE NATIONAL TOURISM SUMMIT AND EXPO

The objectives of the NTSE 2024 were to:

- a. Facilitate robust exchange of ideas and best practices among industry leaders, policy makers, and stakeholders to enhance collective understanding of tourism dynamics.
- b. Showcase Nigeria’s rich cultural diversity, historical landmarks, and natural attractions to a global audience while promoting cultural appreciation and national unity.
- c. Provide a platform for skill development, training, and capacity building to empower local communities and businesses within the tourism value chain.
- d. Highlight investment opportunities in the tourism sector to attract both domestic and international investors for infrastructural development and job creation.

3.0 OPENING CEREMONY

The summit commenced with an opening ceremony attended by senior government officials, tourism stakeholders, members of the diplomatic community, private sector operators, exhibitors, and invited guests.

In the welcome address, the Assistant Director of Domestic Tourism Promotion, Federal Ministry of Art, Culture, Tourism and Creative Economy emphasized the strategic importance of tourism in national economic development, job creation, poverty alleviation, and cultural preservation.

The keynote speakers highlighted the enormous potential of Nigeria's tourism sector and stressed the need for improved collaboration between government and private sector stakeholders to reposition tourism as a major contributor to the national economy.

The Kano State Commissioner for Tourism and Culture, Hajiya Aisha Lawan Saji Rano welcomed participants to Kano State and reiterated its commitment to promoting tourism, hospitality, and cultural development.

4.0 TECHNICAL SESSIONS AND PANEL DISCUSSIONS

The summit featured several technical sessions, panel discussions, and presentations focusing on key tourism development issues.

Topics discussed included:

- Tourism and sustainable job creation;
- Public-private partnership in tourism development;
- Tourism investment opportunities in Nigeria;
- Cultural tourism and heritage preservation;
- Capacity building and skills development;
- Digital marketing and destination branding;
- Tourism infrastructure development;
- Youth participation in tourism entrepreneurship.

Panelists and discussants drawn from government institutions, academia, private sector organizations, and tourism associations shared experiences, challenges, and strategies for enhancing tourism development in Nigeria.

Interactive sessions allowed participants to ask questions, exchange ideas, and propose practical solutions for industry growth.

5.0 EXHIBITION AND CULTURAL DISPLAY

A major highlight of the summit was the tourism exhibition and cultural display organized by participating States, tourism agencies, cultural groups, and private organizations.

The exhibition showcased:

- Cultural artifacts and crafts;
- Tourism destinations and attractions;
- Hospitality products and services;
- Indigenous cuisine;
- Traditional attire and performances;
- Tourism investment opportunities.

Cultural troupes from different parts of the country entertained participants with music, dance, and theatrical performances reflecting Nigeria's rich cultural heritage and diversity.

6.0 PARTICIPATION

The summit recorded wide participation from:

- Federal and State Government officials;
- Tourism agencies and institutions;
- Hospitality operators;
- Tour operators and travel agencies;
- Investors and entrepreneurs;
- Cultural organizations;
- Academia and researchers;
- Youth and women groups;
- Media organizations;
- Development partners.

Participants actively engaged during technical sessions, exhibitions, networking activities, and discussions.

7.0 OBSERVATIONS

The following observations were made during the summit:

- Nigeria possesses enormous untapped tourism potentials capable of generating employment and revenue.

- Inadequate tourism infrastructure remains a major challenge affecting tourism growth.
- There is increasing interest among youths and private investors in tourism entrepreneurship.
- Public-private partnership is critical for sustainable tourism development.
- Tourism promotion requires stronger policy implementation, investment incentives, and destination marketing strategies.
- Capacity building and skills acquisition are essential for improving service delivery within the tourism sector.

8.0 RECOMMENDATIONS

The summit made the following recommendations:

- a. Government should prioritize tourism infrastructure development across the country.
- b. More investment incentives should be introduced to attract private sector participation in tourism.
- c. Tourism awareness campaigns should be intensified to promote domestic tourism.
- d. Regular training and capacity-building programmes should be organized for tourism practitioners and local communities.
- e. Greater collaboration should be encouraged among federal, state, and private sector stakeholders.
- f. Tourism policies and regulations should be effectively implemented to improve sector performance.
- g. Digital technologies and destination branding strategies should be adopted to improve Nigeria's tourism visibility globally.
- h. Youth and women participation in tourism entrepreneurship should be encouraged through grants, training, and mentorship programmes.

9.0 OUTCOME OF THE SUMMIT

The summit successfully achieved its objectives by:

- Strengthening collaboration among tourism stakeholders;
- Promoting awareness of tourism investment opportunities;
- Enhancing knowledge sharing and capacity building;
- Showcasing Nigeria's tourism and cultural assets;
- Encouraging private sector participation in tourism development;

- Promoting tourism as a sustainable tool for employment generation and economic diversification.

10.0 CONCLUSION

The One-Day National Tourism Summit and Expo (NTSE) 2024 was highly successful and impactful. The event provided an important platform for dialogue, networking, collaboration, and strategic planning towards advancing tourism development in Nigeria.

The summit reinforced the role of tourism as a viable instrument for sustainable job creation, economic growth, cultural promotion, and national development.

Participants commended the Federal Ministry of Art, Culture, Tourism and Creative Economy for organizing the summit and called for sustained efforts towards repositioning Nigeria's tourism sector as a globally competitive industry.

**DOMESTIC TOURISM PROMOTION DEPARTMENT
NOVEMBER, 2024**