HOSPITALITY, TOURISM & PUBLIC SERVICE: A SYNERGY TIE EFFICIENCY

by:

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CONTENTS

- ✓Hospitality & Tourism
- ✓Public Service as it Relates to Hospitality & Tourism
- ✓The PPP Option
- ✓Answer to the question & why?
- ✓Promoting brand “NIGERIA”
- ✓Future prospects

An alumnus of Lagos State Polytechnic, a 2006 PhD in Hospitality Management graduate from Sherwood University and PhD in Forensic Accounting & Audit from Charisma University with further qualifications in Catering & Hotel Management, Management, Marketing, Corporate Strategic Management, and French among others. He is a Certified Professional of the Financial Reporting Council of Nigeria and an undergraduate of Law. An author, educationist and practicing professional holding Fellowships of about 7 different Professional Bodies / Associations in the areas of Management, Consulting, Hospitality, Tourism, Marketing, Forensic Accounting, among others. He won the CEO Global National, West Africa & African CEO of the Year Award for 2017 (Tourism & Hospitality Category) and was nominated among the Top 100 Tourism Personality in Nigeria for 2018

✓Snr Vice President / CEO for Africa, Continent Worldwide Hotels, Turkey 2017 – Present

Speaker

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HOSPITALITY & TOURISM

Public Service as it Relates to Hospitality & Tourism

Public service is a service intended to serve all members of a community. It is usually provided by government to people living within its jurisdiction, either directly or by financing provision of services..

Federal Ministry of
INFORMATION & CULTURE
Federal Republic of Nigeria

National Commission for Museums and Monuments, Nigeria

National Council
For Arts and Culture (NCAC)
Promoting culture for peace and National development.....

Public Service as it Relates to Hospitality & Tourism (ctd)

NATIONAL GALLERY OF ART
NGA
FEDERAL REPUBLIC OF NIGERIA

NICO
NATIONAL INSTITUTE FOR CULTURAL ORIENTATION
...harnessing culture for national development

NATIONAL INSTITUTE FOR HOSPITALITY AND TOURISM
Professionalizing the Sector
NIHOTOUR

CBAAC
CENTER FOR BLACK AND AFRICAN ART AND CIVILISATION

NATIONAL ORIENTATION AGENCY
NOA
MOVING NIGERIA TO GREATNESS

NATIONAL TROUPE OF NIGERIA

National Security & Law Society

NIGERIAN TOURISM DEVELOPMENT CORPORATION
UNITY AND FAITH, PEACE AND PROGRESS
NTDC

PUBLIC-PRIVATE PARTNERSHIP (PPP)

- ✓Public entity
- ✓Private entity
- ✓Public-Private Partnership(PPP)

ANSWER TO THE QUESTION & WHY?

- ✓A win-win benefit; coordination-synergy
- ✓Innovative development ideas
- ✓Tourism infrastructure
- ✓Human resources
- ✓Minimizing environmental impacts

PROMOTING BRAND ‘NIGERIA’

- ✓More compelling
- ✓More tourists
- ✓More money
- ✓More focus
- ✓More consistency

Nigeria
Good People Great Nation

Proudly Nigerian

Proudly Nigerian was borne out of the **Proudly Nigerian** Campaign which is a private sector initiative to elicit pride in resourceful **Nigerians** and patronage of **Nigerian** products and services.

OPPORTUNITIES THAT EXIST

CASE STUDY 1 –

Stable partnerships attract funding, Botswana - The Tsodilo Hills World Heritage Site

The Tsodilo Hills, located in North-Western Botswana, was declared a UNESCO World Heritage Site in 2001.

In this case the government, non-government organizations and the local community have collaborated to promote a World Heritage Site as a tourist attraction and to develop a sustainable livelihood for the local community. A stable and effective partnership has also attracted additional resources for development of training and infrastructure.

CASE STUDY 2 –

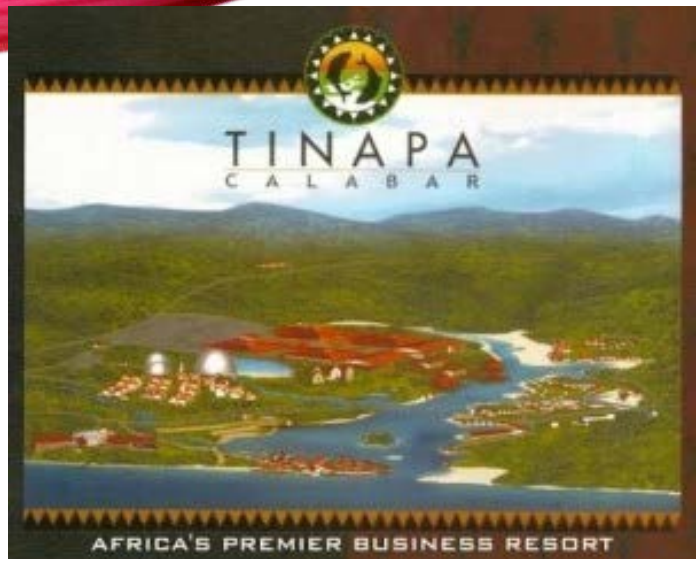
Alternative Transport Systems for Myanmar and Sierra Leone

The Sunset Cruise and water shuttle systems in Freetown and Aberdeen, Sierra Leone

Inclusive business for tourism training in Yangon and Nyaung Shwe (Inle Lakes), Myanmar

CASE STUDY 3 –

Tinapa Cross River; Lagos Experiences



Tinapa Business Resort, Cross River

UberBoat, Lagos

Eko Tourist Beach Resort, Lagos

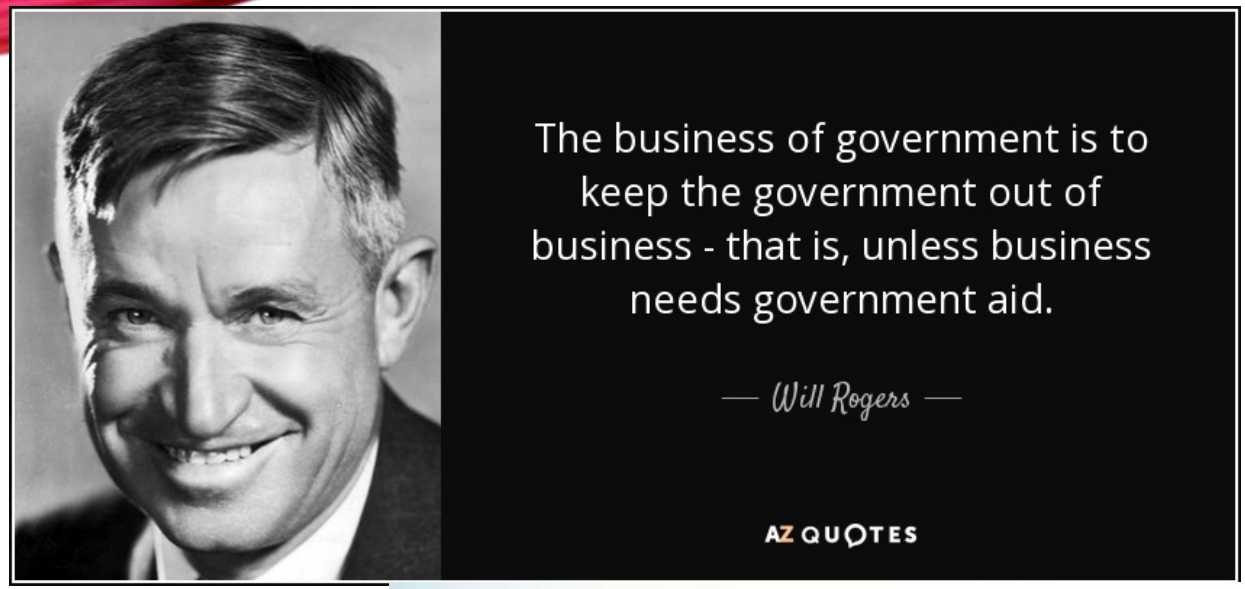
ACHIEVEMENT TILL DATE

- ✓National Tourism Master Plan
- ✓Some State Tourism Master Plan
- ✓Wrongful Capturing of Tourism & Hospitality in National Statistics until recently
- ✓No Independent Federal Ministry
- ✓Misplacement of Tourism Ministry at most State Levels
- ✓Non Existence of Tourism Desks at Local Govt Levels

FUTURE PROSPECTS

- ✓A national agenda
- ✓A sector with huge potential
- ✓Put efforts in multiple tasks
- ✓Improve security at destinations
- ✓Opportunities created by neighbouring economies
- ✓Ensure safety in public transportation systems
- ✓Manage adequate hotels & infrastructure requirements
- ✓Investment trend
- ✓Improve National and Destination Branding & Promotions

CLOSING REMARKS



REFERENCES

- ✓National Master Plan 2005
- ✓Lagos State Master Plan 2017
- ✓Tourism Vision Booklet 2020
- ✓Internet
- ✓Various other sources

Thank You