

Rural Tourism Entrepreneurship as Strategy for Economic Development in Nigeria

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Abstract : Rural tourism entrepreneurship is a tourist industry which revolutionizes businesses and prompting economic development across the globe. It encompasses huge range activities, natural or man-made attractions, amenities and facilities, transportation, marketing and information systems. It is also an important export for 83% of the developing countries and the main export for one third of them. In 2000, developing countries recorded 142.6 million international arrivals an increase of 95% compared to the figures of 1990. However, only developing countries with effective natural and man-made tourism supporting and enhancing infrastructure have been able to develop their tourism sector and seize the attendance advantages. Rural areas of Nigeria possess some distinctive peculiarities which can be transformed into attractive tourist centers. In spite of all these, rural tourism areas are still faced with myriad problems which include poor finance inadequate awareness and education, lack of progress in developing the rural of progress in developing the rural tourism potentials inadequate legislation, insecurity, entrepreneurial inertness, over-dependent on oil among others. This paper focuses on the impact and challenges of rural tourism entrepreneurship as strategy for economic development in Nigeria. It reviews literature rural tourism, tourism entrepreneurship potentials and classifications of Nigerians tourism potential's destinations. The paper concludes that Nigeria Government should encourage rural based tourism entrepreneurship development by addressing the challenges facing rural tourism entrepreneurship in the country.

Keywords : entrepreneurship, economic development, rural tourism, tourism destinations tourism potentials

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