

## **Tourism Challenges and Prospects: The Nigerian Experience: A Case Study of Benin City**

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**Abstract :** There are many challenges which are been encountered in the area of tourism in Nigeria. This research work on Tourism Challenges and Prospects: The Nigerian Experience with a case study of Benin City, was carried out so as to identify the various challenges. Questionnaires were designed and administered in the various locations of Benin City, using the designed objectives and hypothesis. Use is made of both primary and secondary data collections, to gather information. The obtained data were subjected to statistical analysis where results were obtained for discussion. The results obtained showed that Tourism in the area is grossly affected by factors such as lack of preferred destination, lack of consistency in policy, erratic power-supply, bad road networks, insecurity in the city and perennial conflicts, no enabling environment for investors or tourists among others. It was revealed that touristic activities in the area are at low level due to economic hardship and this is rubbing the city of its contribution to the national economy. It is however recommended that the government should create an enabling environment for both investors and tourists, as this will fasten the development of tourism in the city.

**Keywords :** destination, network, tourists and investors, Nigeria, industry

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