

# COMMUNICATION AND TOURISM IN NIGERIA: OPTIONS FOR TOURISTS

BY

AGU, CHIDOZIE, S.

and

OKONKWO, EMEKA E.

## ABSTRACT

*Communication and tourism are intricately interwoven in a sort of web that is better imagined than stated. This is because tourism relies on communication to create the necessary awareness of its products; while communication can have increased profitability and programmes enrichment through tourism. Communication pervades and permeates every facet of life and in tourism, it is inseparable. Apart from providing support services to tourism, communication enhances the well-being of tourists and provides a wise choice of trips to be made. This paper attempts a holistic exposure of the various communication modes in Nigeria, where they could be obtained, their prices and how they can be utilized by tourists to gain information about the various attractions in the country.*

## INTRODUCTION

Tourism is an information based service product in which communication technology plays a significant role. "Contemporary tourists deserve accurate and candid assessment of their prospective destinations. In order to encourage the repeat traffic and referral business which is the basis of any resort development, every nation should have the technology and the opportunity to present its society to potential visitors" (Obayi, 1995). Tourists also desire to make contacts to their places of origin

while on transit.

In addition, it is a growing phenomenon that tourists equip themselves with all available information on their proposed destination site before embarking on such trip. This makes information a vital part of tourism. Knowledge of the available communication options or modes will not only enhance the selection of the best for tourists prior to their visit but also support their stay in a destination like Nigeria. Nigeria as a tourist destination possesses a lot of communication modes that enable

people to communicate from land, air and water to any part of the country and beyond. The various classes of tourists the world over can then meet their demands for these facilities which abound in the country.

### COMMUNICATION AND TOURISM: THE RELATIONSHIPS

The relationship between communication and tourism cannot be over emphasized. So overwhelming are the forces of mass communication that we are all involved, whether you like it or not (Whetmore, 1985). As rightly argued by Agee, et. al. (1994) communications therefore, play a crucial role in giving shape and cohesiveness to our "shrinking", complex and often chaotic world. They hold that "the mass media are the communication channels that carry information and ideas around the world. Today complex society can function only because they form part of it, without them society would be in inarticulate chaos" (Agee, et. al. 1994). They equally pointed out that "life ... depends for direction and purpose on messages the media deliver. The media flood us with information and entertainment".

Now, if we understand tourism as a social relationship involving a movement from a place of residence to other destinations, then, "these relationships require communication, face-to-face between pairs of individuals at the simplest level and among groups at a more complex level. When large members of individuals are involved, often in groups whose goals conflict, direct personal interaction is impossible and the relationships must be carried out by mass

communication especially through the mass media" (Agee, et. al. 1994). Herein lies the relationship between communication and tourism. Right from the conception, introduction and growth to maturity and decline of tourism products using the "product life cycle concept" (Ward, et. al. 1993). Communication is a vital force. It helps in creating awareness for these products; it helps in managing decision making process and especially in the marketing of tourism products. These relationships will be examined briefly.

To buttress the relationship between communication and tourism, it is poignant to state that communication ensures an understanding of the manner consumers select their products. As a result, "any explanation of consumer behaviour in tourism also needs to be aware of the motivations, desires, expectations, personal and social factors affecting travel behaviour. These are in turn affected by stimuli that promote travel (e.g. marketing and promotion), images of the places being visited, previous travel experiences, and time and cost constraints" (Page 2005). Thus, "what this type of debate on tourists as consumers shows is that marketing and promotion are fundamental in a business that seeks to create a four-step process that takes consumers from a stage of unawareness of a product or service through a point where they want to consume it" (Page 2005).

As aptly argued by Middleton (1994) the ultimate purpose of communication is to influence buyer behaviour and manipulate demand. Similarly, if an 'ideal' product exists and is

available to a prospective purchaser, but the purchaser is not aware of it, then for that consumer, the product does not exist (Middleton, 1994). Indeed, if there is no 'reach' there can be no communication. But even with maximum reach and advertisement, communication only occurs if the message is actually received, is understood, and is of interest to the receiver. Therefore, "international human transaction and communication are the inevitable prerequisites of success for tourist destinations, competing in the international tourism market" (Aktasm and Gunlu 2005).

Furthermore, Go (2005) noted that the advances of ICT have profound effects on society, including space-time compression..., the death of distance... and time space distantiation and as a consequence, the disembedding of social activities from place... In tourism, you need to connect because of the gap between the generating regions and the destination regions. Go (2005) further distinguishes five barriers that stakeholders must bridge to connect: geographical distance, possibly time zone difference, cultural differences, infrastructure difference, and governance differences. He further stated that there is a physical gap as a result of geographical distance. Tourism involves multiple sites, such as point of origin, stopover, and destination. Communication closes this gap and provides choice options. Page (2005) avers that a major element in the decision to select a specific destination is the image of the place. The tourist selects the destination through a process of elimination, but it is not a straight linear process from A to B to C. He then

observed that often people will look for options, re-evaluate them and reconsider specific places based on their knowledge, the images portrayed in the media and the opinions of individual(s) and group members (Page, 2005).

The relationships between the two fields of research could also be viewed from the fact that communication is a major driver of changes in society. As rightly observed by Go (2005) the complexity of tourism development calls into being the need for the co-ordination of activities by myriad stakeholders and, by extension, ICT. Therefore, the increasing importance of ICT and corresponding organizational transformation as drivers of change should become a point of attention in tourism education. He however, cautions that it is not ICT itself that drives change, but rather the way such technologies cause incremental shifts in social adaptation to fit successfully into organizations of every day work, consumption and leisure life (Go, 2005). In other words, tourists get familiarized to the products of a destination area through communication; destination service providers are shaped by communication to formulate their products. Thus, the main challenge for the tourism industry is to develop products and services that meet the changing needs of the consumer. Change in consumer-values means that tourist will increasingly want to undertake new experiences, interact with the community and learn about a destination at more than a superficial level (Dwyer, 2005). As Page (2005) sums it, "information technology is the main driver of change, requiring better management for tourism operations

to harness their potential. It provides up-to-date information, manages client data, and the scope to search for and select a wide range of products and experiences”.

Communication is also essential in decision making in tourism and affords all a level-playing field to operate. According to Go (2005), “in the post modern era, tourist demand has become more fragmented and less predictable. Travelers are demanding greater product variety customized to their unique requirements, anywhere, any time”. He added that “it leads to a situation, where managers and policy makers must make decisions on much shorter notice, with information that cannot be easily verified and realize that the potential penalty cost is high. Major developments in information and communication technology, including telecommunications, knowledge-based systems, and database management system, have provided organizations with systems to support their decision making process” (Go, 2005). “The internet makes it possible for small businesses throughout the world to compete for market share on an even footing with market leaders. This is particularly advantageous in the tourism industry where overwhelmingly, small firms dominate industry numbers” (Dwyer, 2005).

On a less favourable level, Aktas and Gunlu (2005) observed that “along with the actual and economic damage caused by a catastrophic or disastrous event, a criss-struck destination may suffer from the perceived damage among potential visitors induced by exaggerated media coverage, which could

consequently harm the destination's image severely. No matter how distant the crisis occurred from major tourist spots and how trivial its impact was in the tourism industry, the destination could lose its appealing image if the negative event gets prime time coverage on television or if it reaches the front page of newspapers”. Hence, “communicating among industry residents, and potential visitors during and after the recovery process through systematic and well planned marketing activities is required to restore the image of the destination in crisis impaired by the crisis itself, travel advisories, and warnings issued by the governments of generating markets, the marketing efforts of competitors and in some cases exacerbated media coverage” (Aktas and Gunlu, 2005). As aptly argued by Taylor and Chesworth (2005) “...terrorism, war, disease, and natural catastrophes, have been damaging in their own right. Modern communication has provided the people of the world with front row, centre seats at all of them on an ongoing 24/7 basis”.

However, it is in the field of tourism marketing that communication becomes an indispensable tool. Middleton (1994) pointed out that as key elements of marketing communications, advertising and PR are considered together, because they are primarily concerned to influence people away from places of production, delivery and purchase of products. This influence is achieved through the use of press, television, and other mass media... making advertising and PR the most pervasive and visible elements of what the consumer sees of marketing efforts”. Middleton (1994) further holds that “their

principal role in marketing is to enable producers to reach people in their homes or other places away from where products are sold, and communicate to them messages intended to influence their purchasing behaviour".

It has been rightly observed that "as a service industry, most tourist products are intangible services, they are experienced and cannot be touched, tasted, smelt or seen and therefore difficult for tourists to grasp and evaluate. Furthermore, the spatial fixity of tourist attractions and amenities means that a tourist cannot really assess their quality until he arrives at the destination" (Sheldon, 1997). Howbeit, comprehensive, relevant, timely and accurate information is essential in tourists' holiday decision making- process; thus, tourism is regarded as a very information intensive industry and information is often dubbed the "life-blood" or "cement" of the industry, which holds together the different producers within the travel industry airline, tour operators, travel agencies, attractions, car rental, cruise lines, and other supplies" (Sheldon, 1997).

In sum, "information technology is now adopted in the tourism sector, and is likely to see further developments that will allow tourism products to reach a wider audience. Above all, it is making society and the consumer more demanding and conscious of getting value for money" (Page, 2005). Furthermore,

information technology has made many tourism businesses scrutinize their operations to assess whether they are operating in an efficient and profitable manner.

### **COMMUNICATION MEDIA AND THEIR VALUES TO TOURISM**

The value of communication medium to tourism can be most vividly seen by the difficulties encountered in tourism destination marketing. Firstly, tourism is fragmented in that while the tourist looks at a holiday as a complete "experience", it is sold in the market place "in bits" as beds, meals, tours, seats, etc. by a plethora of independent suppliers that operate independently of one another. Secondly, no one agency controls or can deliver content about a destination's tourism product as the marketing of a tourism destination is shared by another plethora of organizations and national tourist offices overseas located in main generating markets (Sheldon, 1997). These problems are overcome through communication which provides tourism with comprehensive information about any destination. Communication can furnish "existing and potential tourists with up to date information from a variety of sources, about the destination in all aspects of tourism tourist attractions, transportation,

accommodation, tour operators, travel agencies, shopping and leisure facilities-as well as the background of its people, culture, history, economy, climate" (Sheldon, 1997).

### **NIGERIAN COMMUNICATION: OPTIONS FOR TOURISTS**

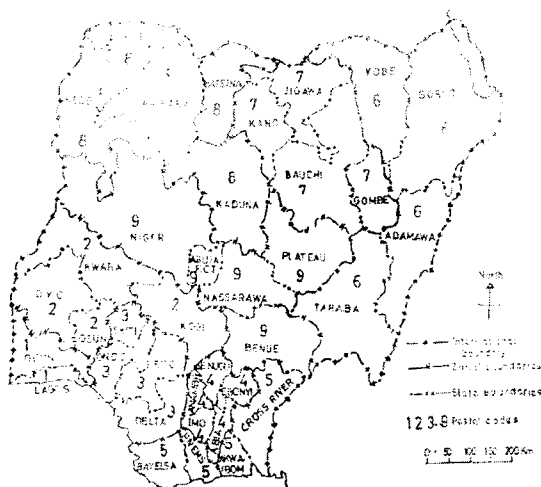
In Nigeria, the private and public sectors are involved in the ownership and rendering of communication services. In the past, private sector participation was more active in the print media, radio and television as well as courier services; while the government owns both the print and electronic media as well as regulates the private sector (Agu, 1996). But with the commercialization and privatization as well as the national reforms programme, private sector involvement in the electronic media has increased tremendously in recent times.

Prior to the commencement of Global System of Mobile (GSM) communications in 2001, two government parastatals NIPOST (Nigerian Postal Service) and NITEL (Nigerian Telecommunications Ltd) were the key communication service providers in Nigeria. They were formerly the department of Post and Telecommunications (P and T). "The Nigerian Postal Service, an autonomous entity in the Federal Ministry of Communications came

into existence on the 1<sup>st</sup>, of January, 1985, as a Department in the Ministry by Virtue of Decree Number 18 of 1987. The organization became a full fledged autonomous body in July 1<sup>st</sup>, 1992" (NIPOST, 1995). NIPOST renders the following services: Mail Services, Counter Services, Publicity, Electronic Mail (E-mail), EMS/Speed Post, among others.

However, the Nigerian Postal Service (NIPOST) mainly transacts postal business and has wide network coverage all over Nigeria. NIPOST has undergone several re-organizations and innovations to ensure efficiency in its service delivery. One of such innovations is the commencement of the postcode system, which divides Nigeria into nine postcode zones, each of which is identified by figures one to nine in the first digit. A postcode zone is further divided into postcode areas, each of which is identified by a postcode (NPCD, n.d.). Presently, Nigerian postcode system is made up of six digit codes of the form: 345125 where the first three digits (345) represent the dispatch component and the last three digits (125) represent the delivery component (NPCD, n.d.).

***Figure 1: Map of Nigeria Showing the Postcode Zones of Nigeria.***



**Source: Nigerian Post Code Directory (n.d.)**

The Nigerian Telecommunication Ltd (NITEL) was set up in 1985 as a fully commercialized company, to render public network telecommunication services in Nigeria. It operates a three tier organization structure i.e. Corporate Headquarters, Six Zonal and 39 Territorial Administrations, a system that enhances decentralization. Currently, the six zones of NITEL are: South-West zone with headquarters in Lagos, North-West zone with headquarters in Kaduna, North-East zone with headquarters in Bauchi, South-West zone with headquarters in Ibadan, South-East zone with headquarters in Abuja (NTD, 2000).

NITEL Ltd has a little over 70, 000 telephone lines and about

13, 000 telex lines in the network. With the introduction of digital system into the network from 1990, the total installed capacity of telephone lines is expected to reach one million by this century (NTD, 2000). About 400, 000 of the existing capacity are digital lines. Other relatively new services provided by the company are the IMMARSAT Service and Computer Oriented Switch for International Telegraph (COSIT) Service, Network Paging Service, Audio Mail Service and Internet Service. But the Nigerian Telecommunications Ltd as a result of the on-going economic reforms programme has been sold to a multinational company - Transnational Corporation (TRANSCORPS) in July 3, 2006. Consequently, a lot of re-organization is currently taking place in the establishment.

Furthermore, satellite communication has greatly improved world information dissemination and most big establishments and some influential personalities in Nigeria today possess satellite ditches and televisions. Even cable services are available. As rightly argued by Dennis (1993) we have moved from the rhetoric of such clichés as the “age of information” and the “communication revolution” into a period when we are transmitting, processing and receiving information with the help of

microchips, satellites, and computers; thus, we use VCRS, video discs and on-line data bases. "We do work in personal computers and subscribe to video text services as we adopt the various broad-band communication activities" (Dennis 1993).

Information technology has added colour to the improvement of worldwide communication modes. Information Technology (IT) is permeating the entire tourism industry; it is being used for a variety of functions ranging from an internal organizational role to external communication between the different parts of the industry (Bennett and Redburn, 1991). IT is the collective term given to the most recent developments in the mode (electronic) and the mechanisms (computers and communication technologies as well as the software which derive them) used for the acquisition, processing, analysis, storage, retrieval, dissemination and application of information (Bennett and Redburn, 1991). Communication within the tourism industry in some parts of the developed and developing countries of the world is now principally conducted through the medium of Computerized Reservation System (CRS) and View-data, which together have replaced the use of telephone and the post.

An added impetus to the improved communication in all parts of the world, particularly in Nigeria is the Internet. The Internet is an interconnected system of networks that connects computers around the world via the TCP/IP (Transmission Control Protocol/Internet Protocol). As rightly argued by Zhenhua (2000) it is a network of networks that consists of millions of smaller domestic, academic, business and government networks, which together carry various information and services such as electronic mail, on-line chat, file transfer, and the interlinked web pages and other documents of the World Wide Web (www). In particular, many news media such as broadcasting stations (www.cnn.com, www.bbc.com, www.presstv.com, etc) and newspapers (www.nigeriamasterweb.com) can now be accessed through the Internet. Latest news are communicated faster across wide geographical locations; thus, reducing the world to a global village (Sheldon, 1997).

Other modes of communication which have stamped their influence in Nigeria and which have great relevance in tourism are Newspapers, Magazines and Books. We have private and government owned newspapers. The federal and state governments own assorted



newspapers in the country, though magazines are mostly privately owned. Some of these newspapers are daily, others weekly, while the magazines are mostly monthly publications. Notable examples of newspapers in Nigeria are The Sun, Vanguard, Guardian, The Independent, The Punch, among numerous others. Magazines include: Newswatch, Tell, West Africa, The News, etc. We also have specialized newspapers and magazines that deal squarely with such areas like health, aviation, tourism, etc; examples of such in house magazines are Tourist International, Travel and Tourism Guide, etc.

Courier services also have contributed a lot to the enhancement of communication in Nigeria through parcels and mail delivery. In fact, it changes every time as virtually every major transport organization in Nigeria has added a courier service to its line of products. Courier service providers in Nigeria include DHL, UPS, FEDEX, REDSTAR, IFEX, EMS, among others. Added to these are Federal and State owned Radio and Television Stations dotted all over the country. The Federal Radio Corporation (FRCN), Enugu State Broadcasting Service (ESBS) etc typify these modes of communication. We also have privately owned radio and

television stations in major urban centers in Nigeria. Minaj Broadcasting International (MBI), African Independent Television (AIT), Real Power FM and Rhythm FM etc. falls within this group and tourists can pick information about the destinations visited through these avenues.

Finally, the entrance of the Global System of Mobile Communication (GSM) operations in 2001 revolutionized communication in Nigeria. Thus, the era of GSM technology has completely changed the face of doing business in Nigeria (Ajala, 2005). GSM is founded on the concept of roaming allowing customers from other networks and countries to use their mobiles while they visit any country or network. At the moment, there are five major GSM operators that control the GSM market in Nigeria among which are Mobile Telecommunication Network (MTN), Celtel (Zain) Network, Globacom (Glo mobile) Network, Etisalat Network and Nigerian Mobile Telecommunications Limited M-TEL (the mobile subsidiary of the national carrier NITEL). The market share of these GSM operators (MTN 40.54%, Zain 30.20%, Glo Mobile 28.11, Etisalat 0.7%, and M-Tel Mobile phone business of NITEL 0.45%) indicate that MTN enjoys the greatest patronage. "It was predicted that between 2003 and

2006, Nigeria's GSM market would be Africa's fastest growing market, and this prediction has been fulfilled" (Ajala 2005). A cursory look at the table below depicts the various networks in Nigeria and date of commencement of service in the country.

**Table 1: Nigerian GSM Networks**

S/No	Networks	Date of Commencements of Services	Web Site Address
<b>GSM</b>			
1	MTN Nigeria Communications Limited	May, 2001	www.mtnonline.com www.mtnnigeria.com
2	Globacom Ltd (Glo Mobile)	July, 2003	www.gloworld.com
3	Celstel Nigeria Ltd (Zain)	December, 2008	www.zain.com
4	Nigerian Mobile Telecommunications Ltd (M-TEL)	October, 2001	www.mtelnigeria.com
5	Etisalat	January 2007	www.etisalat.com.ng
<b>CDMA Product Segment</b>			
6	Multilinks Network	December 1997	www.multilinks.com
7	Starcomm Network	----	www.starcomm.com
8	Zoom (formerly Reltel) Network	----	www.zoom.com/nigeria
9	Bourdex Network	----	www.bourdex.com
10	Rainbownet Network	September 2006	www.rainbownet.net.ng
11	Telnet Nigeria Ltd	----	www.telnet.com.ng

However, the above outlined communication media are fraught with poor services, lack of equipment, low coverage and outright dependency on foreign media among numerous other shortcomings. For instance, in majority of the rural areas, reception of Nigeria media transmissions is either poor or unavailable. Thus, the Nigerian media industry relies on the western information system for news about the world, and they run commentaries on the pieces of information provided by western

media (Eze, 2006). In addition, to the problem of power supply in the rural areas, Nigerian dailies and weeklies are completely absent in the rural areas. Albeit, problems such as illiteracy, transportation and finance have equally hindered or prevented the rural dwellers from going to the cities or urban areas to buy these dailies. It is also true that poor reception of media operations in many areas erodes the thirst for their use. Consequently, information gap is created.

In Nigeria, the communication systems are mainly situated in urban centers; thus, telecommunication density in the urban is about 65% while semi urban is about 45% and rural is less than 15%. As aptly argued by Eze (2006) rurally targeted programmes do not exist and even where they exist, are token and mostly inadequate. This is because they are rural in 'form' but urban in 'tone and soul'. Incidentally, most of the important and enchanting tourist attractions in Nigeria are located in the rural areas. The same could be said of GSM operation most of which do not have network coverage extended to the rural parts of Nigeria.

However, communicating could be likened to one who wants to get a relief, settle puzzles and express one's mind or experiences. There is also a choice before the

person especially to determine whether the message to be communicated requires privacy or not. The choice at any particular point in time will depend on a number of variables, including the communication options at the disposal of any destination. Ordinarily, we have direct and indirect communication modes, which involve sender to receiver channel and sender through a third party to the receiver methods of transmitting message. Most intra and inter personal communications involve direct communication; while mass communication involves indirect communication. NIPOST, Courier Service providers offer direct communication systems, and NITEL, Internet Service Providers, GSM operators among others offer indirect communication systems. As these facilities abound in Nigeria, the choice is at the disposal of the different tourist in the country to pick the best from the available options.

Domestic and international tourists in the country who wish to express their minds about the country, her people and culture as well as places of visit, will find putting these in writing as the best option. And these could safely and reliably reach their targets through the post offices. NIPOST offers five categories of post offices and once the mails are properly addressed in line with the post-

code system, they will be delivered. NIPOST has the Postal Agencies at the rural area level, sub-post offices at the community level, post offices or district offices at the major urban centers in Nigeria; Territorial Headquarters or head offices at the State capitals and finally, the NIPOST Headquarters at Abuja, which controls the entire postal system in Nigeria.

NIPOST normally operates from Monday to Fridays especially from 8am to 5pm in all the areas. But in major urban cities, they open on Saturdays and Sundays on half day services (8am 12pm). NIPOST handles letters, parcels, cash etc; both within and outside the country. Their charges are from the postage stamps which range from fifty naira to five hundred naira. Its EMS/Speed post sub-section, categorizes delivery destinations into five nationwide: inter-regional, intra-state, inter-city and direct; and the charge per service is measured in kilogrammes and ranges from Two Hundred Naira (₦200.00) to about Two Thousand, Six Hundred and Fifty Naira (₦2,650.00) to One Hundred and Fifty Naira (₦150.00). The international letters and merchandise have charges that range from Nine Thousand and Forty Naira (₦9,040.00) to about Sixteen Thousand, One Hundred and Fifty Naira (₦16,150.00). NIPOST also

offers philately services and sells commemorative stamps to the public. So, tourists that are philately inclined could avail themselves of such service.

NITEL, GSM operators and Internet service providers offer a variety of options for tourists in demand for communication services. However, another person can intercept the messages that are conveyed through NITEL facilities. But if one required urgent message especially that needs personal contact with the receiver, then their services are vital. NITEL and private telephone companies (CDMA product segment) in Nigeria such as Rainbownet, Mobitel, Starcomm, Zoom, Visafone, Multilinks, Bourdex etc provide land lines and wireless telephone; each GSM operator MTN, M-TEL, Globacom, Celtel (Zain), Etisalat etc provides telephone services through handsets and their charges are calculated in per minute/second billings. They offer both local and international calls with prices differing at peak and off peak periods. MTN and Zain have wide spread coverage throughout Nigeria with MTN outsmarting other providers in wide coverage. International calls could also be made through these services but subject to varied charges. The price of MTN services provides a good example.

**Table 2: MTN Calls Prices (Per Min. and Sec. Tariff)**

S/No	MTN Services	Peak (Per Sec)	Peak (Per Min)	Off-Peak (Per Sec)	Off- Peak (Per Min)
1	MTN to MTN calls	50k	30	42k	25.2k
2	MTN to other networks	70k	42	70k	42
<b>Fixed Tariff: Not Applicable to Per Min/Sec Billing</b>					
3	MTN to MTN SMS	7		7	
4	MTN to other SMS	15		15	
5	GPRS	15k/kb		15k/kb	

**Table 3: MTN International Roaming Rates**

S/No	Visited Destination	Cameroon	Ghana	Benin
<b>Per Minute Rate in Naira</b>				
<b>A</b>	<b>Voice Calls</b>			
1.	Local: On-net	47	21	37
2.	Local: Off-net	54	22	36
3.	Int'l Call to MTN Nigeria	90	21	37
4.	Int'l Call to MTN WECA	90	21	37
5.	Int'l Call to rest of the world	90	90	43
6.	Int'l Call to small islands	1321	898	2143
7.	Int'l Call to satellites & Inmarsat	1321	898	2143
<b>B</b>	<b>SMS</b>			
8.	SMS On-net	18	5	8
9.	SMS Off-net	18	7	15
10.	SMS International	54	20	26
<b>C</b>	<b>Incoming Services</b>			
11.	Incoming Voice Call	0	0	0
12.	Incoming SMS	0	0	0

Source: www.mtnnigeria.com

Also, internet phoning is the cheapest form of telephone. Electronic mails have enhanced written communication by quickening delivery of mail on the instant irrespective of geographical location (Edafiogho, et. al. 2006). Moreover, communication satellites have given the world population high quality twenty-four hours a day sound and visual communication. News is available on the air as it happens (Mills, 1983). Though restricted in the urban areas whereas the tourist attractions are located more in the rural areas, through these means, tourists equally receive information about what is going-on in their home countries.

Furthermore, information can largely be conceived as constituting the tourism product since it is characteristically intangible, perishable, volatile and heterogeneous. Consequently, information assumes a vitally important role which in turn generates a need for it. The tourism industry in general is ideally suited for computer technology (Bennett and Redburn 1991). It requires a system of registering availability of transport and accommodation at short notices; of making immediate reservations, amendments and cancellations in such facilities; of quoting complex fares and conditions of travel; of rapidly processing documents such as tickets, invoices, vouchers and itineraries, and for providing accounting and management information (Bennett and Redburn 1991). In Nigeria, the facilities are available in major urban cities but are presently utilized by multinational organizations and big hotel chains. Tourists that can afford them could equally take advantage of this new technology in service of communication.

Newspapers, magazines, radio and television play important roles in information gathering and dissemination in Nigeria. Newspapers cost from Eighty Naira (₦80.00) and above, while magazines cost from Two

Hundred Naira (₦200.00) and above. Both of them feature local and international news. Though not paid for, the possessions of a radio set and television is all that is required to access both local and international news. "The combined sciences of aerospace, radio, television and electronics have done more than any other 20<sup>th</sup> century technological development to make a reality of the visionaries' dream of the world as a global village; faraway places have become very near to all of us (Mills, 1983).

## CONCLUSION

This exposition on communication and tourism elegantly indicate that there are numerous communication types in Nigeria. Improvements have taken place here and there among the various service providers but several hiccups are still noticeable. Mail theft, 419 letters/electronic mails/GSM calls, fluctuations in the services of GSM operators in Nigeria, among others make nonsense of their efforts. But a good, efficient and effective communication is essential in any society particularly Nigeria if we should be recognized as a good tourist destination region. The onus is now on both the private and government communication service providers to ensure quality service delivery.

Finally, there are several communication options for tourists to utilize from while in Nigeria and it behooves on each category of tourists to make the right choice that suits his or her budget.

**Okonkwo Emeka and Agu Chidozie** teach in the Department of Archaeology and Tourism at the University of Nigeria, Nsukka. Mr. Okonkwo can be reached at [mec\\_okonkwo@yahoo.com](mailto:mec_okonkwo@yahoo.com) and Mr. Agu can be reached at [dozman4jesus@yahoo.com](mailto:dozman4jesus@yahoo.com)

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