

## **TOURISM DEVELOPMENT IN NIGERIA: A MACROMARKETING PERSPECTIVE**

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### **ABSTRACT**

Macromarketing thought provides the philosophy and principles for macroeconomic impact on the society. Macromarketing as a social process involves the impact of marketing systems on the society and society on marketing systems. The impact of tourism on economic development has been extensively discussed in extant literature from different perspectives and disciplines including marketing. However, the import of macromarketing and its approach to understanding the social process relating to tourism has received less attention by previous studies in Nigeria. Consequently, this study employed exploratory research design using desk research to examine the issues relating to macromarketing thought and tourism development from publications in the journal of macromarketing between 2005-2015. This is to examine the arising issues from the journal's publications and to infer strategies that can impact tourism development in Nigeria. 29 articles were identified through judgmental sampling to be related to tourism development out of a total of 522 articles classified in 10 categories of tourism activities. Frequency distribution and charts were employed to depict the trend of themes relating to tourism development in the journal for the period under review. The analysis indicates a significant consideration for tourism issues especially in the areas of sustainability, tourism destination and economic development. The consideration for these three special areas suggests their synergistic effect on the economy for strategic economic development purposes. The study therefore recommends that this parallel relationship be harnessed for the benefit of tourism development in Nigeria.

**Keywords:** Economic development, Macromarketing, Marketing thought, Society, Tourism.

### **INTRODUCTION**

The emerging trend of macromarketing discourses, publications, and conferences have emphasized on the operational impact of "systems" in marketing and the impact on society and the economy (Shaw & Jones, 2005). Macromarketing thought therefore provides the philosophy and principles for examining macroeconomic units and the impacts on the society. Furthermore, macromarketing as a social process involves the impact of marketing systems on the society and society on marketing systems.

The policy on tourism serves as part of the comprehensive economic reforms to strategically restructure and diversify the economy with concomitant macromarketing

implications (Oluwa, 2014). This is because marketing activities and strategies employed in tourism development serve as a social process and has reciprocal effects on the society. For instance, Berno and Bricker (2001) suggest that tourism development with its enormous multiplier effects on the entire economy has the ability to generate jobs for unskilled and semi-skilled workers in many less developed countries (LDCs). Similarly, Oluwa (2014) observes that tourism in Nigeria is at its embryonic stage and has been less tapped and harnessed. However, he argued that if given the right attention it could be a veritable tool for national rebranding, marketing of national cultural heritage and general economic development (Oluwa, 2014).

As a corollary to the foregoing, the implications of macromarketing on tourism development have been espoused in extant literature in tandem with indices of economic growth and development. Consequently, according to Kale (2018), the Statistician-General of the Federation of Nigeria, the tourism sector has the potential of a 500 billion dollars economy and contributes 34 percent to Nigeria's GDP and 20 percent employment in 2017. Kale (2018) further indicates that the macromarketing attributes of tourism enables it to have far reaching impact on all groups of the society resulting in its inclusion in the Sustainable Development Goals and the wider Agenda 2030 and the promotion of inclusive economic growth and development. Similarly, Eneji, Odey, and Bullus (2016) argue that tourism is no longer a leisure activity but has attracted the attention of economists as a major source of foreign exchange for developing and developed countries. This has in effect compelled developing nations to invest in tourist sites and improve infrastructures such as electricity, airports, rail, roads, seaport, that support tourism (Eneji, Odey, & Bullus, 2016).

The import of macromarketing and its approach to understanding the social process relating to tourism has received less attention by previous studies in Nigeria. The aim of this study therefore is to examine effect of macromarketing school of thought on tourism as a social component of the macroeconomic system. Consequently, this perspective corroborates the macromarketing school of thought on socio-economic issues affected by marketing and how the impact on society influences the conduct of marketing (jmk.sagepub.com, 2015). Macromarketing thought can help to address the "big picture questions" relating to tourism development such as: "how does the marketing system impact society?" Or "how does society impact the marketing system?" Or "how productive is the aggregate marketing system?" (Shaw & Jones, 2005). This study therefore employed exploratory research design using desk research to conduct a synthesis of macromarketing themes in relation to tourism development. It is expected that the emerging themes from the synthesis of the journal's publications will help to infer strategies that can strategically impact tourism development in Nigeria.

## **LITERATURE REVIEW**

### **Theoretical Framework**

Macromarketing is viewed as a social process which involves the impact of marketing systems on the society and the impact of society on marketing systems (Hunt, 1981). Similarly, Wilkie and Moore (2006) argue that earlier marketing scholars' adoption of macromarketing perspective emphasized more on distributive justice, ethics, and the

impact of marketing on society and society on marketing. However, macromarketing suggests an interrelationship with the economic system and how the economic system can be developed and be productive (Shaw & Jones, 2005). Fisk (2006) has also argued on the implication of a macromarketing thought in the economic development system by emphasizing that the purpose of macromarketing is to “save the world.”

Hill and Dhanda (2004) examine macromarketing from the perspectives of globalization, implications of the digital divide among vulnerable countries and the need for accurate measures, systemic action, and cooperation to be taken in order to improve the quality of life of the people generally. Similarly, Fisk (1981) views macromarketing thought as a social process and a life support system providing technology for mobilizing and allocating resources, and addressing the consequences of marketing activities. Lusch (2006) suggests that macromarketing is vital in marketing practice particularly in the area of social marketing and ethics.

Meade and Nason (1991) suggest that macromarketing should develop as a unifying theoretical construct with a focus on system conceptualization and research such that system theory can serve as a framework for the macromarketing domain. This view was also supported by Nason (2004) on the rationale that macromarketing is compatible with the global nature of system science, the concepts of open systems and closed systems. This is evident in the philosophy and theory of macromarketing which describes macromarketing as tackling big picture questions like: “how does the marketing system impact society”? Or “how does society impact the marketing system”? Or “how productive is the aggregate marketing system”? (Shaw & Jones, 2005). Fleischacker (2014) indicates that macromarketing thought also involves distributive justice which in its postmodern sense calls the government to guarantee that everyone is supplied with a certain level of material means.

### **Macromarketing and Economic Development**

Macromarketing thought as a catalyst for economic development has been aptly represented in the history of the schools of marketing thought. The aggregate impact of macromarketing lies in the fact that it is a multidimensional construct consisting of the marketing systems, the impact and consequence of marketing systems on society, and the impact and consequence of society on marketing systems (Hunt, 1981). Wall and Mathieson (2006) show clearly the socio-economic activities of tourists from the macromarketing perspective. These include the motivations for rest and relaxation, visiting friends and relatives, business, education/study, medical treatments, pilgrimage and attendance at religious festivals, attendance at cultural festivals, exhibitions and conventions, and attendance at sports events. Furthermore, macromarketing is implied from the potential of tourism to create opportunities for the local communities to benefit from their socio-cultural and natural assets through employment, supply of services and goods such as food, excursions, handicrafts, directly to visitors (UNWTO, 2011).

Todaro and Smith (2012) conceive economic development of any form as a multidimensional process that includes elements such as changes in social structures, popular attitudes, and national institutions, as well as the acceleration of economic growth, the reduction of inequality, and the eradication of poverty. Sen (1999) adds that for an

effective economic development agenda, individuals must identify the “functioning” effect in the economy. Functioning according to Sen (1999) reflects the various things a person may value doing or being, such as good nutrition, freedom from diseases, community participation and self-concept.

Moreover, Nigeria tourism sector reflect features in both natural and manmade attractions. This is depicted by Eja, Iwara, Ukwai, and Ojona (2012) to include, natural (ocean beaches, vegetation, geographical and geological, slave routes, wild life, games reserves and wetlands), and manmade features (arts and crafts, festivals and traditional dancing, unique historical events, national monuments, sites and museums). Fisk (1981) opines that macromarketing should be viewed as social process involving technology development, provision of quality life by marketing, effective allocation of resources, and the concern for the long-run effect of unintended marketing activities on the society. Oluwa (2014) argues that there is a nexus between tourism, investment opportunities and economic development of a country.

### **Macromarketing Tourism Related Themes**

Six themes out of a total of 21 themes with macromarketing implications featured in the proceedings of the 2014, 39th Annual Macromarketing Conference. This includes art and culture, responsible marketing, marketing theory, macromarketing research, review of macromarketing management, and sustainable tourism and communication. Sustainable tourism and communication is suggested in unique ways through the medium of the social media.

The six themes as discussed in Table 1.0 took a macromarketing perspective of issues. For instance, art and culture emphasized on the promotion of cultural heritage. Marketing ethics advocates for the integrative justice model (IJM) which will enhance the practice of marketing in a variety of ways, and marketing theory provided a philosophical foundation to the formulation of marketing theories.

**Table 1.0: Macromarketing and Tourism Development Themes**

No	Theme	Topic area
1	Art and Culture	Cultural institutionalism and promotion through museum.
2	Marketing Ethics and Corporate Social Responsibility (CSR)	Advocates the Integrative Justice Model (IJM) as a tool for marketers in varied contexts.
3	Marketing Theory	Provided a new philosophical approach underpinning macromarketing theories.
4	Macromarketing Research	Suggest an ecological approach to macromarketing
5	Review of Macromarketing Management	Examines the contribution of pioneer theorist of macromarketing Wroe Alderson to the development of macromarketing overtime.
6	Sustainable Tourism and Communication	Examines the extension of communicating the issue of sustainable tourism through alternative communication medium such as the social media.

**Source:** Proceedings of the 39th Annual Macromarketing Conference (2014).

Furthermore, the theme on macromarketing research suggests the ecological approach to macromarketing, the review of macromarketing management went down memory lane to examine the contribution of pioneer theorist of macromarketing Wroe Alderson to the development of macromarketing. Lastly, sustainable tourism and communication theme suggests alternative ways like the social media to communicate tourism related issues to the society.

## **METHODOLOGY**

### **Research Design**

The study employed exploratory research design. This is intended to give more insight about the topic and to generate unique ideas and themes about tourism development from previous studies (Swedberg, 2018). Consequently, desk research was conducted by examining secondary data on the effect of macromarketing thought on tourism development. This entails the collation, summary, synthesis, and analysis of previous studies on tourism development that featured in the *Journal of Macromarketing*.

### **Sources of Data**

Data were got from secondary sources. Secondary sources made use of extant literature from related articles published in the *Journal of Macromarketing* between 2005 to 2015 from the EBSCOhost database. This is to examine the issues relating to macromarketing thought and tourism development from publications in the journal and to determine the arising themes from the journal's publications that can be inferred as strategies for tourism development.

### **Population of the Study**

The study population comprises of 522 articles relating to tourism development as identified over the period of 2005 to 2015 in the *Journal of Macromarketing*. The *Journal of Macromarketing* suffices for the present study as the focus of the study is on the impact of macromarketing thought on tourism development in Nigeria.

The *Journal of Macromarketing* examines how important social issues are affected by marketing and how society influences the conduct of marketing (jmk.sagepub.com, 2015). The journal ranks 74 out of 115 business journals with Impact Factor of 1.969 as at 2017.

### **Sampling Frame and Procedure**

The study employed the judgmental sampling technique to select 29 articles relating to tourism development from a total of 522 articles over the period of 2005 to 2015 in the *Journal of Macromarketing*. The 29 articles related to tourism development identified were categorized into 10 areas of tourism development namely: Sustainable tourism, Man-made attractions, Lifestyles, Tourism destinations, Economic development, Event, Ethical tourism, Travel, Cultural tourism, and Natural attractions.

### **Data Analysis and Results**

The data related to tourism development collected for this study were analyzed using descriptive statistics such as frequency distribution charts, and pictorial analysis. Table 2.0 indicates the number of articles related to tourism development that featured in the Journal of Macromarketing based on the sample selected for the purpose of this study. The distribution of the themes is delineated into ten categories of tourism. This is also represented in Table 2.0 and Figure 1.0 showing the frequency distribution and bar chart distribution respectively.

As shown in Table 2.0, 10 categories of tourism issues or themes were identified. The analysis further indicated that issues relating to sustainable tourism, tourism destinations and economic development featured more in the discourses by journal of macromarketing in the period under review.

**Table 2.0: Frequency Distribution of Tourism Related Articles and Themes in Journal of Macromarketing 2005- 2015.**

No	Category	No of articles	Percentage of journal sample	Percentage of Total journal articles
1	Sustainable tourism	5	17.24	0.96
2	Man made attractions	2	6.9	0.38
3	Lifestyles	3	10.34	0.57
4	Tourism destinations	5	17.24	0.96
5	Economic development	4	13.79	0.77
6	Event	3	10.34	0.57
7	Ethical tourism	1	3.45	0.19
8	Travel	2	6.9	0.38
9	Cultural tourism	3	10.34	0.57
10	Natural attractions	1	3.45	0.19
	<b>Total</b>	<b>29</b>	<b>100</b>	<b>5.54</b>

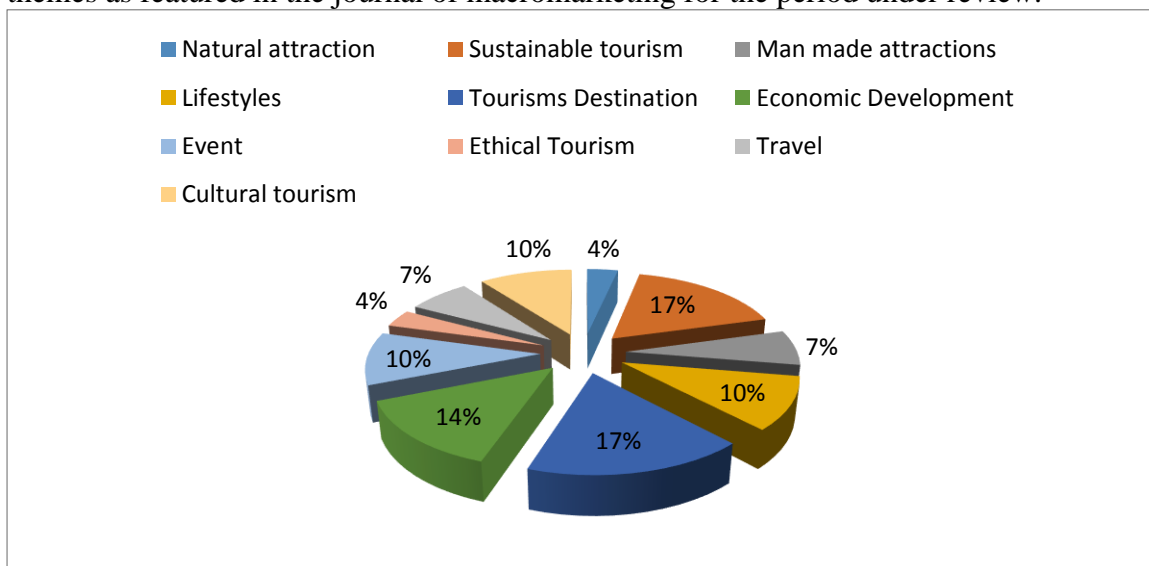
**Source:** Journal of Macromarketing: 2005-2015.



**Figure 1.0:** Bar Chart Distribution of Tourism Related Articles by Theme in Journal of Macromarketing 2005-2015.

**Source:** Author, 2018.

Figure 2.0 shows the pie chart distribution indicating the relative positions of the identified themes as featured in the journal of macromarketing for the period under review.



**Figure 2.0:** Pie Chart Distribution of Tourism Related Articles by Theme in Journal of Macromarketing 2005-2015.

**Source:** Author, 2018.

The result in Chart 1.0 and 2.0 showed the pictorial analysis of the categories of tourism development issues or themes discussed in the journal of macromarketing in the period

under review. The analysis showed that sustainable tourism (17%) and tourism destination (17%) were the most studied issues, followed by economic development (14%).

### **Discussions and Conclusion**

The study examined the effect of macromarketing school of thought in relation to tourism development based on discourses in the journal of macromarketing between 2005-2015. It was found that a reasonable number of studies have been carried out in the journal of Macromarketing in 10 categories of tourism development namely: sustainable tourism, man-made attractions, lifestyles, tourism destinations, economic development, event, ethical tourism, travel, cultural tourism, and natural attractions. It was also discovered that there is a greater parallel consideration for themes bothering on sustainable tourism, tourism destination and economic development from the macromarketing perspective. Other accompanying issues of relative impacts as regards tourism development include event and the other related activities such as lifestyle and culture.

The study has provided insights into the “big picture questions” of the study. Firstly, the study showed that macromarketing has significant implication on tourism service quality in terms of its implication on the understanding of the marketplace, consumption, entrepreneurship, business practice and societal welfare (Viswanathan, 2007). Secondly, the macromarketing thoughts espoused showed how consumers can have the experience of diverse cultural characteristics associated with tourism such as food, lifestyles, and music (Pine & Gilmore, 1999). These tend to affect tourists’ motivation for tourism activities such rest and relaxation, business, education/study, medical treatments, conventions and pilgrimages (Wall & Mathieson, 2006). Thirdly, the study showed that macromarketing thought emphasizes the integration of marketing as part of the economy (Stiles, 1998) and that macromarketing intention is to “save the world” (Fisk, 2006). This is viewed from the perspective of macromarketing as a social process involving technology development, provision of quality life, effective allocation of resources and concern for the long-run effect of marketing activities (Fisk, 2006).

### **Recommendations**

The study identified salient macromarketing concepts and themes which have implications for strategic tourism development plans and therefore make the following recommendations:

- (i) The three most significant categories of tourism development concepts or themes namely: tourism destinations, sustainable tourism, and economic development identified above should be examined in policy formulation for tourism development in Nigeria in view of the relative magnitude to the general macroeconomic system.
- (ii) The parallel relationship between sustainable tourism, tourism destination and economic development should be harnessed to guarantee a sound tourism development programme and strategy for Nigeria.
- (iii) Consequently, in view of the implications of macromarketing principles and practices as part of a salient tourism development system, it is recommended that marketing should be integrated properly into the national strategy plan for tourism development in Nigeria.



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