

Effective Service Delivery and Customer Satisfaction: The Tourism Industry Exp

This paper is a review on service delivery and customer satisfaction in the tourism industry. We elucidate that sustainable national development in Nigeria can be promoted via tourism, that tourism itself can be adequately marketed like other physical goods, ideas and services, also that performance in the tourism sub sector can be enhanced by excellent service delivery operations, an improved operating environment, greater political stability and security, and a compliance with the tourism development master plan framework. The continued image laundering and national re branding efforts and the political will to develop the sector are high lighted as imperative for greater tourist patronage, while further guided liberalization policies are recommended as stimulus to foreign direct investments in the sector. The public-private joint participation initiative for investments, a compliance with world class practices, natural habitat preservation and necessary capacity building are identified as indispensable in developing the sector and sustainable national development.