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REVISION QUESTIONS ASSIGNMENT

QUESTION 2

A

The first Nigerian Tourism Development master plan project was commenced on the 7th February, 2005, an inception report in March, 2005, then a mid-term report on the 7th August, 2005, the draft master plan report came out on the 12th of December, 2005 and the final report came out in 2006.

B

The international organizations that supported the Federal Government in the preparation of the plan are:

- I. United Nations World Tourism Organization(UNWTO)
- II. United Nations Development Programme (UNDP)

C

The processes adopted by the NTDP to develop the master plan are:

- I. **DECISION TO PLAN AND PREPARATION.** The decision to plan and develop the tourism development master plan was originated by the Federal Government of Nigeria Spearheaded by the President of the Federal Republic of Nigeria, Olusegun Obasanjo GCFR.
- II. **DETERMINATION OF THE AIMS AND OBJECTIVES OF THE PLAN.** The tourism master plan's set objectives is to ;
 - Alleviate Poverty
 - Generate Employment
 - Enhance the physical environment
 - Solve cultural and social issues
 - HIV/AIDS are central issues in the plan
- III. **SURVEY OF THE AREA.** The survey of the area was done by the planning committee which visited states and local government as well as existing tourism infrastructures to carry field survey as well as desk surveys were also carried out.
- IV. **ANALYSIS OF FINDINGS.** The total data will be analysed after collection and findings from it was indicated in the Tourism master plan. Which analyses that:
 - The total number of international tourists as at 2004 being the benchmark year was 190,000
 - The level of spending by the international tourists in 2004 is N36 billion.
 - It also analyses issues in the Tourism Policy Governance, The value of Tourism in Nigeria,
 - The poor marketing approach
 - The Access to international travel
 - The visa regime.

V. THE PLAN FORMULATION. From the analyses generated, the master plan was formulated by the committee, to establish the various tourism plan goals and objectives perspective. Important issues that were also considered include number of visitors expected, visitor satisfaction, environmental protection, and return on investment.

VI. RECOMMENDATIONS

The following recommendations were made to the formulation of Tourism development Master Plan.

- That Nigeria adopt a clear identifiable positioning as a cultural and regional conference destination in the tourism marketplace
- The development of tourism should be concentrated in five clusters. The five clusters are Tropical Rainforest Conference Capital Atlantic Gateway Scenic Nature Sahara Gateway
- Market led quality products should be developed for international, regional and domestic tourists
- Investment resources should be allocated to a number of sites of regional significance which are unique to Nigeria and offer the country a competitive advantage
- Advice notices for tourists on HIV / Aids be produced and distributed through hotels and other outlets
- All promotional activities be aimed at attracting responsible tourists
- Establish the Tourism Security Committee to coordinate the security aspects of tourism
- Reconstitute the National Crafts Council
- Establish design centres and mobile clinics introducing standards and quality control
- Develop a new national cultural show with the National Dance Troupe to be based in the new Culture & Tourism Centre.

And so many more recommendations were made to the Master Plan

VII. ACTIONS AND IMPLEMENTATION

A Tourism Master Plan Implementation Organizational (TMPIO) was imperative as the take-off point of the implementation strategy and was established in the first quarter of 2006. The TMPIO will be responsible to the Presidential Tourism Council and will operate under a controlled budget dispensation. Because of the envisaged involvement other international agencies and financiers in the tourism development process of Nigeria, a formula was recommended of a dependable priority and acceptability outside barometer ministerial ambiance under the direct control of the President.

D

The five Tourism clusters include:

1. Tropical Rainforest includes Cross-River states, Akwa-ibom, Ebonyi states
2. Conference Capital includes: federal Capital Territory (F.C.T)
3. Atlantic Gateway includes: Ogun State, Osun State, and Lagos State
4. Scenic Nature includes: plateau, Gombe and Bauchi State.
5. Sahara Gateway includes: Kano State.

E

The Two other Strategic Recommendations are:

- I. TOURISM SATELLITE ACCOUNT: To produce a Tourism Satellite Account for Nigeria in 2008 the following should be implemented, starting in 2006
 - Introduce redesigned migration forms
 - Implement twice-yearly airport exit surveys
 - Include domestic travel in the household omnibus survey programme
 - The NTA implement simplified surveys at major land borders
 - The NTA implement surveys into niche markets within Nigeria
 - The Central Bank and other agencies to be strongly involved.
- II. INCENTIVES AND INVESTMENT PROGRAMMES

The recommended incentives should be put in place and promulgated including

-Soft Loans

-Tax Incentives Grant Scheme

-Pioneer status Duty Free Import of equipment

-Land at concessionary rate

-Surety of foreign loans

-The existing disincentives should be removed or consolidated

QUESTION 4

A

True

B

The policy objectives of the ERGP are:

- Strengthen backward and forward linkages of the tourism sector.
- Conserve foreign exchange
- Increase the volume of domestic Tourism

C

The three activities aimed at developing Tourism in the country are:

1. To improve security to encourage domestic and international mobility
2. Review tourism legislation and avoid overlapping
3. Ease tourist visa requirement to increase Tourist arrival

QUESTION 5 (THERE IS NO QUESTION 6 IN THE REVISION QUESTIONS)

I. BOOSTERISM APPROACH

- Tourism is inherently good and should therefore, be developed and promoted.
- Exploitation of natural and cultural resources is in order. –
- Tourism development is defined largely in business or corporate terms.

Boosterism is one of the tourism planning approaches that have attitude towards tourism development which is inherently 'good' and will provide benefit to the hosts destination. This approach also characterized as being part of an attitude to the development of 'growth' is good and any negative impact of tourism development will be dominated by positive benefits. From this approach perspective the primary planning problem is one of how to attract as many people as possible to a given location or destination. Boosterism approach however, doesn't take into account or involves their host community in the decision making process, planning and policy process surrounding the tourism developments. Yet it is still being adopted by governments and politicians to promote tourism growth, regional economic diversification and employment creation.

II. ECONOMIC-INDUSTRY APPROACH

This expantiates on the economic benefit Tourism can bring.it also looks at other assumptions which are:

- Tourism is on the same level with other industries such as manufacturing, and agro-allied, transport etc.
- Tourism should be used to create jobs, earn foreign exchange revenue, and improve terms of trade, facilitate regional development and minimise regional inequalities.

The second approach of tourism planning is the economic (industry-oriented approach). It is an approach that aims to promote economic growth and development in a destination, as well apply the use of marketing and promotion to attract visitors. The economic approach emphasizes more on the economic impacts of tourism and the most efficient and effective use of tourism to create income and employment benefits for the regions, communities, and countries as a whole. The main strengths of this planning approach are as it is mainly focuses on the economic impacts of tourism,

it believes that tourism development is becomes a key driver of economic growth or will boost the country's economy through the creation of employment, generation of foreign exchange earnings, contribution of government revenues, stimulation or improvement of infrastructure investment, and the create contribution to the local economy.

III. PHYSICAL OR SPATIAL APPROACH

This is also known as Geographic approach. The related assumptions are:

- Tourism as a consumer of resources especially natural such as land, forests etc.
- Ecological basis to development, that is recognition must be given to the ecosystem.
- Tourism is seen as a spatial and regional phenomenon.
- Tourism is defined in environmental terms.

The physical/ spatial approach to tourism planning considers tourism as a form of land use to be managed using spatial strategies and regarded as having an ecological base with a resultant need for development to be based upon certain spatial patterns, capacities or thresholds that would minimize the negative impacts of tourism on the physical environment. The key planning approaches from this perspective include carrying capacity, hazard and risk assessment, resource and landscape evaluation, resource appraisal and allocation, decision making and evaluation and the development of appropriate institutional arrangements. While the main point of this approach is to control and maintain the capacities, land use and the number of physical infrastructure being built for tourism, so it won't exceeds the environmental and social carrying capacities of the destination. As a result, it will help to minimize the negative environmental impacts resulting from tourism development.