**ALABI FUNMILOLA GRACE**

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**COURSE CODE**

**TEM 402**

**COURSE TITLE**

**TOURISM POLICIES AND PLANNING II**

**LECTURER IN-CHARGE**

**PROFESSOR OLOKESUSI**

**QUESTION 2**

**A**

The first Nigerian Tourism Development master plan project commenced in Abuja on 7th February 2005. An inception report was delivered in March 2005, a Mid Term Report on 7th August 2005 and a Draft Master Plan Report on December 12th 2005 and the final report came out in 2006. Tourism Development International Ltd was contracted by UNWTO as the consultants to produce the plan.

**B**

The international organizations that supported the Federal Government in the preparation of the Nigeria Tourism Development Master Plan (NTDMP) are:

* United Nations Development Programme (UNDP)
* United Nations World Tourism Organization( UNWTO)

**C**

The processes adopted by the Nigeria Tourism Development Master Plan (NTDP) to develop the master plan are as follows:

* **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.
* **Determination of the aims and objectives of the plan:** The tourism master plan’s set objectives is to :

1. Alleviate Poverty
2. Enhance physical environment
3. Generate Employment
4. HIV/AIDS is a central issue addressed in the plan
5. Solving of cultural and social issues

* **Survey of the area:** The survey of the area was done by the planning committee which visited states and local governments as well as existing tourism infrastructures to carry field survey as well as desk surveys were also carried out.
* **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:

1. The total number of international tourists as at 2004 being the benchmark year was 190,000
2. The level of spending by the international tourists in 2004 is N36 billion.
3. It also analyses issues in the Tourism Policy Governance, The value of Tourism in Nigeria
4. The poor marketing approach
5. The Access to international travel
6. The visa regime.

* **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.
* **Recommendations :** The following recommendations were made to the formulation of Tourism development Master Plan:
* 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
* Develop a new national cultural show with the National Dance Troupe to be based in the new Culture & Tourism Centre.
* Establish design centres and mobile clinics introducing standards and quality control
* Establish the Tourism Security Committee to coordinate the security aspects of tourism
* 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
* Market led quality products should be developed for international, regional and domestic tourists
* Reconstitute the National Crafts Council
* The development of tourism should be concentrated in five clusters. The five clusters which are:
* Tropical Rainforest
* Conference Capital
* Atlantic Gateway
* Scenic Nature
* Sahara Gateway
* That Nigeria adopt a clear identifiable positioning as a cultural and regional conference destination in the tourism marketplace.
* **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. Atlantic Gateway includes: Ogun State, Osun State, and Lagos State
2. Conference Capital includes: federal Capital Territory (F.C.T)
3. Sahara Gateway includes: Kano State.
4. Scenic Nature includes: plateau, Gombe and Bauchi State.
5. Tropical Rainforest includes Cross-River states, Akwa-ibom, Ebonyi states

**E**

The Two other Strategic Recommendations are:

1. **Tourism satellite account**: To produce a Tourism Satellite Account for Nigeria in 2008 starting in 2006, the following should be implemented:

* Implement twice-yearly airport exit surveys
* Include domestic travel in the household omnibus survey programme
* Introduce redesigned migration forms
* The Central Bank and other agencies to be strongly involved
* The NTA implement simplified surveys at major land borders
* The NTA implement surveys into niche markets within Nigeria

1. **Incentives and investment programmes:** The recommended incentives should be put in place and promulgated including:

* Land at concessionary rate
* Pioneer status Duty Free Import of equipment
* Soft Loans
* Surety of foreign loans
* Tax Incentives Grant Scheme
* The existing disincentives should be removed or consolidated

**QUESTION 4**

**A**

True, the Economic Recovery and Growth Plan (ERGP): 2017-2020 developed by the current Federal Government in 2017 aims to make Nigeria a major tourism destination in Africa and develop the sector into an important source of revenue.

**B**

The three policy objectives of the ERGP are as follows:

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

**C**

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

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

**QUESTION 5**

(SORRY SIR THERE WAS NO NUMBER 6 SO I DID NUMBER 5 AS 6)

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

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.

* **Economic-Industry Approach**

This expatiates 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 or 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.

* **Physical Or Spatial Approach:** This is also known as Geographic approach. The related assumptions are:
* Ecological basis to development, that is recognition must be given to the ecosystem
* Tourism as a consumer of resources especially natural such as land, forests etc
* Tourism is defined in environmental terms
* Tourism is seen as a spatial and regional phenomenon.

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.