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 COURSE TITLE: TOURISM POLICIES AND PLANNING II

ASSIGNMENT

QUESTION 1

**1a. When was the first Nigeria Tourism Development Master Plan (NTDMP) developed?**

 Answer – The 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, key conclusions and initial recommendations were held with the stakeholders during October and November, after which the Draft and Final Reports Master Plan was report on **December 12th 2005**

**1b. Which international organisations supported the Federal Government of Nigeria in the preparation of this plan?**

Answer – International organisations that supported the Federal Government of Nigeria in the preparation of the plan includes;

1. United Nations World Tourism Organisation (UNWTO)
2. and the United Nations Development Programme (UNDP)

**1 c. Explain the process adopted by the Consultants to prepare the NTDMP.**

**Step 1**: Decision to Plan and Study Preparation

This is the stage when a decision is taken to prepare a tourism development plan. Such a decision could be taken by the government (Federal, State or local), a company or an individual investor. The decision to prepare the first Nigeria Tourism Development Master Plan for example, was taken by the Federal Government in 2005 while the Final Report was submitted to government in 2006.

**Step 2:** Determination of Aim and Objectives of the Plan

The aim and specific objectives of the proposed tourism plan would be specified at this stage. For example, if the opportunities through tourism, then these goals should be stated clearly (entrenched) in the proposed plan. This will help to keep away from the problems experienced when the objectives are established in numeric terms like number of visitors expected or annual tourist nights. It is important that the objectives set out in the development plan are clear, unambiguous. The plan objectives must be SMART that is: Specific, Measurable, Achievable, Relevant and Time-bound.

**Step 3:** Survey of the Existing Resources in the Area.

In tourism planning, the planning area could be a country, state, city, hamlet or a wildlife park. Both desk and field studies of all existing resources in the proposed destination location will be carried out. Focus should be on population characteristics (number of the population, income, age, sex, education etc.), type and status of physical infrastructure (roads, water, electricity etc.), and institutions. Also, the different private and public agencies and stakeholders in tourism in and around the location should be identified.

**Step 4**: Analysis and Synthesis of study findings

This is an important step in the planning process. All the data gathered will be analysed, interpreted and inferences made. They will then be used as information during report writing and plan formulation. Apart from generating frequency distributions of variables such sex, age and income of the population sample, schools, hospitability and health facilities, other techniques are used for analysis. Some of these are Asset Valuation, Market Analysis, Input-output Analysis, Tourism Forecasting and Impact analysis. One of the most commonly used tourism forecasting techniques is the Delphi.

**Step 5**: Plan Formulation

The analysed data and information generated from step 4 is utilised to establish the various tourism plan goals and objectives perspective. Important issues to also consider include number of visitors expected, visitor satisfaction, environmental protection, and return on investment.

**Step 6**: Recommendations and Selection of the Preferred Alternative Tourism Plan

If the tourism plan is being developed for government, the consultants will present the Draft Alternative Tourism Plans usually a minimum of two, together with recommendations for selection of the preferred alternative. At this point, public hearings should be organised so that the proposed host community and its environment and experts in tourism can make their contributions. Doing this also raises awareness of the project and ensures community “buy-in”.

**Step 7:** Plan Implementation and Monitoring

By implementation we mean that the tourism plan will become a reality. In other words, physical construction or introduction of new animals, plants, etc. could begin. For government plans, it is desirable for the Executive Arm to send it to the Legislative Arm for approval. Once the tourism plan is being implemented, it must be closely monitored in order to detect any deviations that may occur from the projected path of development. Any such deviations, and there will probably be some, must be analysed in order to assess how they will affect the development plan and its objectives.

The government concerned must ensure that all appropriate legal instruments are put in place to facilitate tourism plan implementation. In addition, enquiry and appeal mechanisms would have been established. Plan phasing and the critical path analyses (a chart clearly showing what to do, when and by who), should be developed in order to improve implementation. The implementation plan shall also contain specific allocation of responsibilities for development actions to specific individuals, communities and organisations in both public and private sectors.

**Step 8:** Plan Review

The “life span” or operational plan of a tourism plan is between 10 and 20 years and should be reviewed every 5 years. This is like a forensic analysis of the plan, especially to determine if the aim and objectives are been met. It is aimed at finding out the current situation and the relevance of the tourism plan under the changed circumstances. New suggestions would be to make the plan relevant and another version will be produced.

**1 d. List and discuss the Five Tourism Clusters proposed in the NTDMP.**

Answer

The five Tourism Clusters proposed in the NTDMP includes:

-LIST

1. Sahara Gateway – Kano.
2. Scenic Nature - Plateau/Bauchi
3. Tropical Rainforest- Cross River.
4. Conference Capital- FCT Abuja.
5. Atlantic Gateway- Lagos.

- EXPLANATION

1. **Sahara Gateway Cluster**

The Sahara Gateway Tourism Cluster combines natural, cultural, historical and rural tourist attractions taken from the states of Kano, Katsina, Jigawa and Yobe. The attractions that have strategic significance include Kano City Walls and Gates, Dalla Hills, Kano Old City, particularly its markets and traditional dye pits, Trans Sahara Transit Camp in Kano, Emirs’ Palaces Kano and Katsina, the Minaret in Katsina, authentic craft village and the annual (Muslim festival) Durbars at Kano and Katsina. Kano City has been selected as the natural centre (hub) of this cluster due to its large-scale cultural significance and its historical links with the Trans Saharan Trail. The Sahara Gateway Cluster combines tourism and cultural attractions from two state and six local government areas. The effective cluster boundaries are identified by reference to the local government areas where attractions and events are situated rather than by state boundaries. The implementation of the Tourism Master Plan for the development of tourism in the Sahara Gateway area will require cooperation between these various state and local government bodies

**Product Overview**

The key tourist attractions recognised to have tourism potential and identified to be of strategic importance to the area include:

• Kano • Kano City Walls • Dalla Hills • Kano Old City Markets • Kano Old City • Kano Dye Pits • Trans Sahara Transit Camp in Kano • Emirs’ Palaces Kano and Katsina • Katsina Minaret • Nguru Wetlands • Authentic Craft Village, Dawakin Tofa • Idris Alomas Palace

**B. Scenic Nature Cluster**

The Scenic Nature Cluster combines the natural, cultural and man made tourist attraction taken from the states of Bauchi and Plateau. The attractions that have strategic significance include, the JOS National Museum including the Architectural Museum along with Assop Falls, Yankari National Park, JOS Wildlife Park and Game Reserve, the area has also a number of very attractive rock formations. Plateau State has a much cooler temperature than most other part of Nigeria, with its cool breeze, beautiful scenery, clean environment, museums and wildlife. The area has a great deal of tourism potential. JOS has been selected as the natural centre (hub) of this cluster as it is strategically positioned within the area for communications, road networks and air access. The area is a very scenic three hours drive from Abuja. Air access into the area is through JOS regional airport which has domestic links to Lagos, Abuja, Port Harcourt and Kano. Modernisation of the airport will be required to provide the necessary scale, comfort and service levels required by tourists. The Scenic Nature Cluster combines tourism and cultural attractions from two states and five local government areas. The effective cluster boundaries are identified by reference to the local government areas where attractions and events are situated rather than by state boundaries.

**Product Overview**

While it is recognised that each of these attractions has tourism potential, those identified to be of strategic importance to the area include:

* JOS National Museum and MOTNA,
* Assop Falls,
* Yankari National Park,
* JOS Wildlife Park and Game Reserve,
* the area has also a number of very attractive rock formations which will be of interest to nature expeditions. A number of the attractions including the National Museum and Yankari National Park are in a very poor state of repair and need an amount of redevelopment; notwithstanding this they do have strong tourism potential. A further attraction for visitors to the area is the very pleasant climate.

**C. Tropical Rainforest Cluster**

The Tropical Rainforest Tourism Cluster combines natural, cultural, historical and man made tourist attractions taken from the states of Cross River, Akwa Ibom, Abia and Ebonyi. The attractions that have strategic significance include: Tinapa Business tourism resort at Calabar, Cross River National Park, Afikpo Caves, the slave routes at both Cross River and Akwa Ibom States, river cruising and sea sports fishing from Calabar, Obudu Ranch Resort, Akwa Ibom Golf and Leisure resort, and Trail of Mary Slessor activities. Calabar has been selected as the natural centre (hub) of this cluster because of its tourism qualities and it is strategically positioned within the area for communications, road networks and air access. The implementation of the Tourism Master Plan for the development of tourism in the Tropical Rainforest cluster will require cooperation between these various state and local government bodies as all tourism development within these strategic tourist areas will be encouraged and favoured with incentives and development support. The clear definition of the cluster boundaries is a singularly important consideration in establishing the “qualification” of a project for incentive assistance as support and financial incentives will be limited to those projects situated within the cluster.

**Product Overview**

While it is recognised that each of these attractions has tourism potential, those identified to be of strategic importance to the area include:

• Cross River National Park • Tinapa Business resort • Afikpo Caves • Arochukwu Cave and Long juju • The War Museum • The Slave Routes at Oron • River cruising and sea sports fishing from Calabar • Obudu Ranch Highland resort • Ibom Golf and Leisure Resort • Improvement on the facilities at Bebe air strip Unique and strategic cultural performances at Akwa Ibom • Strategic development of Mary Slessor Historical sites

**D. Conference Capital Cluster**

The Conference Capital Cluster combines the outstanding conference facilities in Abuja along with recreational, natural, cultural and man-made tourist attractions taken from the Federal Capital Territory Abuja, and the states of Niger, Nassarawa, Kogi, and Kaduna. The attractions that have strategic significance include, the conference facilities at the ECOWAS Centre, the International Conference Centre, the Shehu Yardua Centre, along with the conference facilities at a number of the internationally operated hotels including the Nicon Hilton and the Sheraton Hotels. Other features of interest are the Farinruwa Falls, National Mosque Abuja, Ecumenical centre, Abuja Cultural Festival and Carnival, National Stadium, IBB Golf Club and Country Club, Traditional African Village, Historical Monuments in Lokoja, Zuma Rock Abuja, Traditional African Village, Ladi Kwali Pottery Centre Suleja, and the Nok Village Kaduna. Abuja has been selected as the natural centre (hub) of this cluster as it is the seat of the federal government and it is strategically positioned within the area for communications, road networks and air access. Air access into the area is through Abuja International Airport which has international connections to all major African, European and Middle East locations and domestic links to all key locations including Port Harcourt, Calabar, Lagos and Kano. The Capital Region Tourism Cluster combines tourism and cultural attractions from five states and eight local government areas

**Product Overview**

While it is recognised that each of these attractions has tourism potential those identified to be of strategic importance to the area include:

The conference facilities at Abuja, Farin Ruwa Eco Tourism site, Cultural Sites within Abuja, the development of the new cultural Centre in Abuja, the scenic areas and attractions of Zuma Rock, Historical Monuments in Lokoja, and the Ladi Kwali Pottery Centre in Suleja.

**E. Atlantic Gateway Cluster**

The Atlantic Gateway Cluster combines the natural, cultural and man made tourist attractions taken from the states of Lagos, Ogun, Osun, and Ondo. The attractions that have strategic significance include, Slave Trade Relics and Museum Badagry, National Museum, Muson Centre, Canaan land Otta, Black Africa Week, National Theatre, Olumo rock, Osun Oshogbo (UNESCO WORLD HERITAGE SITE), Tarzan Riverside Water Activity Centre and Olokola Free Trade Zone. The local markets are an experience in themselves. Lekki, Epe and Akodo Beach recreation areas. Victoria Island and the Lagos Music Clubs. Oyo is the heart of the arts and craft souvenir industry, while Ile-Ife is the cradle of the Yoruba race. Lagos is the natural access centre and has been selected as the natural centre (hub) of this cluster as it is the commercial capital of Nigeria and it is strategically positioned within the area for communications, road networks and air access.

**Product Overview**

While it is recognised that each of these attractions has tourism potential those identified to be of strategic importance to the area include:

• Slave Trade Relics and Museum Badagry • National Museum • Muson Centre • Canaan land Otta • National Theatre • Olumo rock • Mega Library, Abeokuta International golf resort, Abeokuta • Osun Oshogbo World Heritage Centre • Tarzan Riverside Water Activity Centre • Olokola Zone • Local Lagos Markets • Lekki, Epe and Akodo Beach • Lagos Music Clubs/Night life

The area is also rich in cultural festivals and events. These include: • Black Africa Week • Eko Festival • Osun Osogbo Festival

**1e. Apart from the Five Tourism Clusters, list any Two other strategic recommendations in the NTDMP. (2 Marks)**

Answer

1. Establishment of a Tourism Development Master Plan Implementation Organisation that will be responsible to the Presidential Council on Tourism.
2. Branding that is, creation of a new vibrant image for Nigeria.

2a. 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. True or False? (3.5 marks)

Answer

**-TRUE**

The main objective of ERGP is to make Nigeria a major tourism destination in Africa and develop the sector into an important source of revenue.

**2b. Specify any Three policy objectives of the ERGP. (7 Marks)**

Answers

1. Promote and encourage patronage of local agricultural, creative industry, and manufactured products by operators in the tourism industry.
2. Enhance the contribution of tourism to GDP
3. Increase the number of visitors to Nigeria by 10 per cent a year (from 2017).

**2c. List any Three Many activities are proposed in the ERGP aimed at further developing tourism in the country. List any Three of such proposed activities. (7 marks)**

Answer

1. Ensure infrastructure connectivity to promote tourism, e.g., airport infrastructure and air travel safety
2. Promote the national calendar of festivals and events in the short term, and develop a value proposition around major clusters (e.g., sports, conferences, religious, entertainment, relaxation) in the medium term
3. Improve security to encourage domestic and international mobility

**3. Write concise notes on any Three of the following approaches to tourism planning.**

Answers

1. **Boosterism**

This form of Tourism approach states that Tourism is inherently good and should therefore, be developed and promoted. Here the exploitation of natural and cultural resources is in order and Tourism development is defined largely in business or corporate terms.

1. **An Economic-industry Approach**

In the economic industry Approach Tourism is on the same level with other industries such as manufacturing, and agro-allied, transport etc. It states that Tourism should be used to create jobs, earn foreign exchange revenue, and improve terms of trade, facilitate regional development and minimise regional inequalities. In this approach the planner is the expert, and development is defined in economic terms only. In the sense that what economic benefits can tourism bring?

1. **Physical/Spatial Approach**

This form of approach is also known as the Geographic Approach. Here Tourism is seen as a consumer of resources especially natural such as land, forests etc. this approaches also implies that ecological basis to development, that is recognition must be given to the ecosystem. The Geographic approach sees tourism as a spatial and regional phenomenon where tourism is defined in environmental terms and biological diversity conservation is very important.

1. **Sustainable Tourism Approach.**

This Tourism approach places emphasis is on integration of economic, environmental and social values/concerns, it Integrates tourism planning with other planning processes such as urban planning, and economic planning. Here planning is seen as a process and is been carried out in a holistic or comprehensive manner. It indicates preservation of essential ecological processes., protection of human heritage and biodiversity and it upholds inter–and intra- generational equity concerns.

Moreover there is Achievement of a better balance of fairness and opportunity between nations and this approach recognises the political dimension of tourism, that is, the need to balance decisions very well.

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