NWACHUKWU FAVOUR

16/SMS06/008

TEM 402

TOURISM POLICIES AND PLANING

TEST

ANSWER ALL QUESTIONS

1aThe concept of tourism planning Tourism Planning has several definitions. Tourism Planning as a concept, is concerned with or some future events in order to achieve pre-specified tourism objectives. Tourism Planning is concerned with tourism development policies, structure plans, facility standards, institutional factors and all the other crucial elements to develop tourism

Getz (1987) cited in Pearce (1989) defines tourism planning as; ΓÇ£A process, based on research and evaluation, which seeks to optimize the potential contribution of tourism to human welfare and environmental quality.

B. Give Five reasons to justify the importance of planning in tourism development.

The reasons why Tourism planning is important for Tourism development are;

I. Tourism planning is important in order to solve challenges involved in marketing a destination so as to protect the resources it depends on.

ii. Without Tourism planning, it can damage both the natural resources like water, plants and cultural resources like monuments, shrines, historical buildings e.t.c

iii. Tourism influences local area

Iv. Tourism planning is also important because the Tourism Industry is wide and needs guidance else it falls.

V. Tourism planning enables a range of benefits to all stakeholders involved, for example: It increases income and jobs from tourist spending. It helps preserve cultural and natural heritage for tourists. It increases understanding of other cultures.

C. State Four key characteristics of tourism planning.

The four Characteristics of Tourism Planning are;

I. Tourism planning is futuristic.

The planner considers alternative courses of action that appears to be open in the future, bearing in mind the past and present, so that when choices are made among alternatives, they may become the basis for making current decisions for the future.

Ii. Sustainable Tourism planning must be based on the principles and strategies of the Green Economy. The focus of the Green Economy concept is fully consistent with that of the sustainable development concept elaborated by the United Nations, which perceives the economic, social and environmental dimensions as the three pillars of development and which stresses the importance of intergenerational equity in development, that is, ensuring that meeting the needs of the present generation does not compromise the ability of future generations to meet their own needs.

iii. Tourism planning should be rational although many planners do not always agree on this because policy makers and the political class complicate issues.

iv. Tourism Planning must be Pro-poor to reduce poverty

D. Enumerate Three barriers to tourism planning. ┬á

The barriers to Tourism Planning are:

i. Public objection to Tourism Planning

ii. The tourism resources are being known as ΓÇ£common poolΓÇ¥ because they are being managed by multiple stakeholders therefore having little to no regard for them

iii. The cost of conducting Tourism planning can be high, therefore insufficient funds is a barrier as the government will have to source for funds to plan and implement the plan.

2 A. Identify six stakeholders that should be involved in tourism planning

a. Government tourism officials at all tiers.

b. Representatives of Tourism Officials

C. Organized Private sector

D. Representatives of NGOs

E. Government agency Officials e.g. the ministry of works.

F. Government Tourism officials

B. Itemize two differences between Tourism Policy and Tourism Planning.

Tourism planning makes effort to give a detailed, ΓÇ£on-the-groundΓÇ¥ outline on how each of the factors determining the success of a tourism destination should be developed.

Tourism Policy making accommodates unseen situations or circumstances and technologies, but Tourism planning tends to accommodate current conditions and technologies, with some allowances for evolutionary change.

Tourism Policy formulation is more of a creative and intellectual process while Tourism planning is generally a more constrained practical exercise.

Write concise notes on Any Three of the following

I. Tourism Development

ii. Tourism Plan Implementation

iii. Tourism Plan Monitoring and Evaluation

Tourism development refers to the growth and maintenance of the tourism industry in a given locality. And, of course, planning is a very important part of this. On a basic level, tourism development can be defined as creating strategies and plans to increase/develop/encourage tourism for a destination.

Tourism plan implementation of tourism development plans has been notoriously problematic. This may stem from inadequate consideration that is given to the understanding of the elements of the micro and macro organizational environment in which planning is undertaken, and of the ways in which the planning and development process is carried out.

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.

Tourism Plan Monitoring and Evaluation: This is closely monitoring of the Tourism Plan in order to detect any malfunction or deviations from the selected project development path. Monitoring and evaluation of impacts of tourism emerges as a key tool to achieve the sustainability of rural tourism destinations. A monitoring and evaluation tool was a elaborated based on indicator that analyze the relationships between natural resource, local community and tourism industry

4. With the aid of a diagram, explain how a Tourism Development Plan can be prepared for Nigeria.

5. State four key factors that tourism planners should recognise for success of the plans and their Implementation.

I. The Core Resources and Attractions

These are what attract visitors and determine why some destinations are more successful than others. There are 7 of these factors (i) Climate and Physiography (Rainfall, Temperature, Humidity, Geology, Vegetation, Water resources etc.), (ii) Culture and history (iii) Market ties (linkages), ┬á(iv) Mix of activities, ┬á (v) Special events, (vi) Entertainment, (vii)Tourism superstructure.

ii. Destination Management

The way a destination is managed determines its marketability and competitiveness. The management should be capable of implanting policies and plans formulated. Thus, the destinations must have effective marketing organization to ensure high-quality visitor experience, information collection and dissemination, human resource development, finance, very good visitor management and crisis management system. ┬á

iii. Competitive Advantage

The management should effectively utilise the resources available or deployed thereby, enhancing its success relative to competing destinations.

iii. Supporting Factors and Resources

a. Physical infrastructure

b. Superstructure

c. Registration with relevant body and grading e.g. NTDC, State Ministry of Tourism.

d. Credibility

e. Resident/industry hospitality

g. Entrepreneurial efforts of tourism operators

h. Political support for tourism

I. Welcoming immigration and customs officers, visa regulations