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**Matric number: 16/sms06/005**

**Course code: Tem 402**

**Course title: tourism policy planning II**

**Activity: continuous assessment test**

1a. Define the Concept of tourism planning.

 b. Give five reasons to justify the importance of planning in tourism development.

 c. State four key characteristics of tourism planning.

 d. Enumerate three barriers to tourism planning.

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

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

3. Write concise notes on Any Three of the following.

 i. Tourism Development

1. Tourism Plan Implementation
2. Tourism Plan Monitoring and Evaluation
3. Role of Sports Ministry in sustainable tourism development.

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 recognize for success of the plans and their Implementation.

1. Tourism Planning is concerned with or some future events in order to achieve pre-specified tourism objectives. Tourism planning deals with crucial elements to develop and manage tourism such as tourism development policies, structure plans, facility standards, institutional factors.

1b)

1. Tourism affects everyone in a community and all people involved in tourism should participate in the tourism planning process.
2. Unplanned tourism creates marketing challenges and declining economic benefits
3. Tourism activity influences the lives of residents and the structures present in communities and needs to be integrated with official community plans
4. Tourism is more competitive than ever before and destinations need to plan to be positioned in the marketplace, to capture market share and to protect the resources it depends upon.
5. Tourism development can generate both negative and positive impacts

1c)

1. Tourism planning is a dynamic process rather than a static development tool.
2. Tourism planning is futuristic. That is, 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.
3. Tourism planning is based on the principle of sustainable development, that is, sustainable tourism is the main goal. Hence, it has to carefully integrate social, economic, political and environmental concerns.
4. Tourism planning facilitates political decision making.

1d)

a. Public objections to the principle of Tourism Planning. Nigerians are largely averse to urban and regional planning so to some extent they are not too favorably disposed to tourism planning!

b. The costs of conducting tourism planning processes can be high.

c. The diversity of tourism definitions and ways of classifying the industry.

2)

i. Government tourism officials at all tiers.

ii. Local community residents including community development associations, women and youth groups.

iii. Representatives of Non-profit organizations.

iv. Other government agency officials e.g. staff of Ministry of Works and Transport, Ministry of Sports, Ministry of Environment.

v. Representatives of tourism organizations.

vi. Development partners (e.g. UNWTO, UNDP, World Bank)

2b) tourism policies:

Policy formulation is more of a creative and intellectual process

Policy making accommodates unseen situations or circumstances and technologies

Tourism planning:

Planning is generally a more constrained practical exercise.

Planning tends to accommodate current conditions and technologies, with some allowances for evolutionary change.

3) Tourism development: Tourism development refers to the growth and maintenance of the tourism industry in a given area. Tourism development consists of many elements including, but not limited to: developing and managing private-public partnerships, assessing the competitors to gain competitive advantage, ensuring responsible and sustainable development, viewing tourism as an interconnected system and a demand-driven sector, assessing private sector investment and international cooperation, tourism clustering and involvement by the Government. On a basic level, the main stages in tourism development planning include: the analysis of previous tourist development; evaluation of the position of tourism in the area including competition; formulation of relevant tourism policy by Government; the defining of a development strategy and the formation of a programme of action. The benefits of tourism development include:

* It increases income and jobs from tourist spending
* It helps preserve cultural and natural heritage for tourists
* It increases understanding of other cultures
* It builds new facilities such as sewage for whole communities or new roads

ii) Tourism plan implementation: this is when the tourism plan will become a reality. In this stage, the approved physical construction and the introduction of new animals and plants could begin. When the details of the buildings are sent out, permits are issued, construction can commence. The plan would then be taken to the legislative arm for approval, this way the plan would become a law and it would have the required political backing. Once the tourism plan is being implemented, it must be closely monitored to detect any deviations that may occur from the projected path of the development. Possible deviations must be analyzed in order to assess how they will affect the development plan and its objectives.

iii) Tourism plan monitoring and evaluation: when the tourism plan has been approved and implemented, it has to be monitored closely to find the possibilities of what could go wrong and also has to be put to assessment to find out how the plan would also help with the development of a lot of areas in different ways.

4)

**STEP 1**

Decision to Plan and Study Preparation

Determination of Aim & Objectives

Survey of the Area (Desk and Field Studies)

Analysis & Synthesis of Findings

Draft Plans Formulation

Recommendations & Selection of Preferred Alternative

Plan Implementation & Monitoring

 Plan Review

**STEP 2**

**STEP 3**

Public Participation

**STEP 4**

**STEP 5**

**STEP 6**

**STEP 7**

**STEP 8**

The above diagram explains the steps needed to follow accordingly for the preparation of s tourism development plan.

5)

1. Destination Policy, Planning and Development

A destination should have a policy, plan and also branding strategy. It should also have a good monitoring and evaluation framework.

1. 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 organisation to ensure high-quality visitor experience, information collection and dissemination, human resource development, finance, very good visitor management and crisis management system.

1. Competitive or Micro-environment of the Tourism Industry

These are forces that determine the success or failure of destinations. High quality architectural, landscape and environmental design, transportation are examples of such issues.

1. Promote Smart Destinations-Smart tourism refers to the application of ICT for developing innovative tools and approaches to tourism. Smart destinations are cities or places which use available technological tools especially ICT, innovations and techniques to enable pleasure, and experiences for the tourist and profit for the organisations and the destinations.