AFE BABALOLA UNIVERSITY ADO- EKITI EKITI STATE

TEST

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DEPARTMENT OF TOURISM AND EVENT MANAGEMENT

400L

TEM 402 (TOURISM POLICIES AND PLANNING II)

SUBMITTED TO PROFESSOR FEMI OLOKESUSI

1a. The concept of Tourism Planning (TP) is the application of rational methods to the setting of objectives and their translation into public policies and action programmes so as to harness and maximise the touristic assets in an area.

1b. Reasons to justify the importance of planning in tourism development.

 i. Tourism development can generate both negative and positive impacts.

ii. 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.

iii. Tourism activity influences the lives of residents and the structures present in communities and needs to be integrated with official community plans.

iv. Without planning, tourism activity has damaged many natural and cultural resources.

v. . Tourism affects everyone in a community and all people involved in tourism should participate in the tourism planning process

1c. Characteristics of tourism planning include;

 i. Tourism Planning is a dynamic process rather than a static development tool.

ii. 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.

iii. Tourism planning must be pro-poor so as to contribute to poverty reduction.

iv. It must be reasonably collaborative and participatory involving key stakeholders such as the organised private sector

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

1d. Barriers to tourism planning

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

ii.The complexity of tourism and the large number of government agencies and businesses involved makes planning difficult.

iii. Tourism resources are “common pool” resources meaning they are owned, used and managed by multiple stakeholders.

2a. Six stakeholders that should be involved in tourism planning

a. Government tourism officials at all tiers.

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

c. Representatives of Non-profit organisations.

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

e. Representatives of tourism organizations.

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

2b. Differences between Tourism Policy and Tourism Planning

Policy making or formulation is actually the “big picture”, whereas planning gives attention to details especially the spatial (land use) implications.

The process of tourism plan making goes up to the point of decision making, whereas, policy means the formal adoption of the position of government on an issue.

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

 i. Tourism Development

Tourism Development is the planning and implementation of strategies with the objective to develop the tourism sector. Simply put, it is the sustainable development in tourism. Tourism development can generate both negative and positive impacts.

ii. Tourism Plan Implementation

Numerous tourism plans have been formulated for tourist destinations throughout the

world over the past three decades (Choy, 1991). However, implementation of many tourism

plans has been relatively unsuccessful. A survey conducted by the WTO in 1979, for instance,

shows that of the 1619 tourism plans, only half of them had actually been implemented. The

plan implementation processes may be affected adversely by the existence or absence of a

number of factors taking place at formulation and/or implementation phases. These include

(1) the lack of incentives to co-operate and the existence of blocks to collective action, (2) the

vagueness of proposed goals (3) the lack of crucial information about goals, means and actors.

(4) The inclusion of some actors which may discourage the participation of the necessary

actors or the absence of important actors, (5) the absence of commitment from some actors,

and (6) the main characteristics of a centralised approach are among the other factors which

may hamper the process of formal planning.

Plan implementation may also suffer from the misuse of resources, a lack of

accountability, non-transparency in decision-making, excessive rules and regulations,

priorities set which are inconsistent with appropriate development, a high degree of

concentration of political power, and incompetent administration. For example, overlapping

responsibilities, bureaucracy and fragmentation among government departments and public

authorities have been identified as major shortcomings thwarting plan implementation in a

world heritage site, Pamukkale, Turkey (Yuksel et al 1999).

Detailed consideration now is given to four potential causes: the problems of top-

down management where decisions are taken centrally; neglect of interdependencies between

multiple organisations involved in tourism management; obstacles related to the network of

institutional arrangements; and problems arising from the uneven distribution of power and

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iii. Tourism Plan Monitoring and Evaluation

Tourism Plan and Monitoring Evaluation is conducted to help policy makers better assess the impacts of their tourism policies and programmes against their objectives, to learn from past successes and failures and to inform decision makers, to allow a better cross-government understanding of the efficiency of the “whole-of government” approach in tourism at national, regional and local levels, to provide evidence of return on investment in tourism, cost effectiveness across a portfolio of policies and programmes, to stimulate debate among tourism stakeholders (entrepreneurs, residents, tourists, investors, local authorities, etc.),to improve the design and implementation of programmes, how they should adapt to changing conditions and what could be done better in the future.

iv. Role of Sports Ministry in sustainable tourism development.

It mitigates the following problems

-Poor infrastructure and facilities

-ailing economies,

- lack of the enabling political climate, and

-relative low level of sports development

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

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 Generalised Process of Tourism Planning\

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

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.

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.

Competitive Advantage

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

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.