**AFE BABALOLA UNIVERSITY**

**COLLEGE OF SOCIAL AND MANAGEMENT SCIENCES**

**DEPARTMENT OF TOURISM AND EVENTS MANAGEMENT**

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**COURSE: TEM 402: TOURISM POLICIES AND PLANNING II**

**SEMESTER TEST**

**ALABI FUNMILOLA GRACE**

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**COURSE CODE**

**TEM 402**

**COURSE TITLE**

**TOURISM POLICIES AND PLANNING II**

**LECTURER IN-CHARGE**

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Instruction: Answer All Questions

Units: 2

1a. Define the Concept of tourism planning?

**ANSWER**

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 and manage tourism.

Basic concepts in tourism planning and development

1. Offer existing products/services to new markets such as birdwatching activity to ecotourists

2. Boosts sales, revenue growth, and high market share by appropriate expenditure on advertising, distribution, and development

3. Reposition from "commodity" to a position of "status", by product differentiation

Tourism Development Paradigm

-held by the most influential actors in tourism development

-defines the choice of issues, goals. & strategies of tourism development

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

**ANSWER**

* Tourism development can generate both negative and positive impacts.
* 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.
* Tourism activity influences the lives of residents and the structures present in communities and needs to be integrated with official community plans.
* Without planning, tourism activity has damaged many natural and cultural resources.
* The tourism industry is very wide and complex and so requires some guidance.

c. State Four key characteristics of tourism planning.

**ANSWER**

* 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.
* It is characterised by comprehensiveness or holism. Tourism planning and development is a process of comprehensive planning or integrated planning. It is comprehensive because it integrates all forms of planning: economic, physical, social and cultural. Tourism planning attempts to deploy the best strategy in a world of changing internal and external influences.
* 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.
* 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. Further, the green economy concept is based on the conviction that the benefits of investing in environmental sustainability outweigh the cost of not doing so, as much as it outweighs the cost of having to protect ecosystems from the damages caused by a “non-green” (brown) economy.

d. Enumerate Three barriers to tourism planning.

**ANSWER**

* The inadequate knowledge of how to plan or integrate plans with tourism. This is more so in Nigeria where the knowledge of both physical planning and tourism planning is low. Whereas, the Nigeria Urban and Regional Planning Law of 1992 amended in 1999 provides for preparation of different physical plans by public sector planning agencies, yet compliance has been very poor. On the other hand, Nigeria is noted for impressive Economic Development Plans, but adequate attention has not been given to the Tourism industry in the plans and they lack spatial dimensions.
* Tourism resources are “common pool” resources meaning they are owned, used and managed by multiple stakeholders. Examples of common pool resources are wildlife and rivers.
* Lack of political will by government officials both political and technocrats.

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

**ANSWER**

* Government tourism officials at all tiers.
* Local community residents including community development associations, women and youth groups.
* Representatives of Non-profit organisations.
* Other government agency officials e.g. staff of Ministry of Works and Transport, Ministry of Sports, Ministry of Environment.
* Representatives of tourism organizations.
* Park and environment management agencies

b. Itemise two differences between Tourism Policy and Tourism Planning as well as Organized Private sector

**ANSWER**

* Policy making accommodates unseen situations or circumstances and technologies, but planning tends to accommodate current conditions and technologies, with some allowances for evolutionary change.
* Tourism planning makes effort to give a detailed, “on-the-ground” outline on how each of the factors determining the success of a tourism destination should be developed.

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.

**ANSWER**

1. **Tourism Development**

Tourism development refers to the growth and maintenance of the tourism industry in a given locality. And, of course, tourism 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. The fundamental reason behind planning and implementing strategies for developing the tourism sector is primarily to make money and to subsequently increase the GDP of a country/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.

1. **Tourism plan implementation**

Tourism plan implementation means the physical representation of the Tourism plan. In this case the plan will become a reality. The implementation plan shall also contain specific allocation of responsibilities for development actions to specific individuals, communities and organizations in both public and private sectors.

1. **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 a tourism destinations.

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

**ANSWER**

**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**

**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 goal of the Federal Government of Nigeria is to generate foreign exchange and employment 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.

Where the objectives are vague and/or conflicting, the tourism development plan is doomed to failure from the start. Once this are poorly conceptualised, then failure is looming ahead. Hence, 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. Please refer to TEM 305 and TEM 306 Handouts for details on the Delphi Technique. Impact analysis is used especially to promote sustainable tourism planning.

**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. To start construction, more detailed plans of the buildings would be sent to the Ministry of Town Planning, Town Planning Authority or Ministry of Physical Planning and Urban Development for development permit. Once the permit is issued, construction can commence.

For government plans, it is desirable for the Executive Arm to send it to the Legislative Arm for approval. By so doing, the plan becomes a law and it will have the required political backing. 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.

**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.

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

**ANSWER**

* **Competitive Advantage**

The management should effectively utilize the resources available to enhance its success relative to competing destinations. It should able to solve challenges involved in marketing a destination in order to protect the resources it depends on.

* **Destination Management**

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.

* **Core Resources And Attraction**

They are what attract tourist to a destination, and they include climate (e.g. temperature, rainfall, humidity etc.), market ties, natural and cultural resources, entertainment and infrastructures.

* **Promote Smart Destinations**

Smart tourism refers to the application of ICT for developing innovative tools and approaches to tourism. Smart destinations are places that employ the use of ICT in providing pleasure and a comfortable experience for the Tourist.