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**COURSE CODE: TEM 402**

**COURSE TITLE: TOURISM POLICIES AND PLANNING**

**TEST: ANSWER ALL QUESTIONS**

**QUESTION 1:** Define the concept of Tourism Planning:

Tourism planning can be defined as a dynamic process that involves in determining goals, selecting alternative courses of action to achieve the tourism development goals and also implementing, monitoring and evaluating the selected alternatives.

**QUESTION 1B:** Give Five reasons to justify the importance of planning in tourism development.

1. Tourism development can generate both negative and positive impacts.
2. 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.
3. Tourism planning is important in order to solve challenges involved in marketing a destination so as to protect the resources it depends on.
4. Without Tourism planning, it can damage both the natural resources like water, plants and cultural resources like monuments, shrines, historical buildings etc.
5. Tourism planning is also important because the Tourism Industry is wide and needs guidance else it falls.

**QUESTION 1C:** State Four key characteristics of tourism planning.

1. It is characterized 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.
2. 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.
3. Tourism Planning has to be collaborative and participatory
4. Tourism Planning must be Pro-poor to reduce poverty.

**QUESTION 1D:** Enumerate Three barriers to tourism planning.

1. 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.
2. Public objection to Tourism Planning
3. The tourism resources are being known as “common pool” because they are being managed by multiple stakeholders therefore having little to no regard for them.

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

* Government agency Officials e.g. the ministry of works.
* Government Tourism officials
* Local community residents
* Representatives of NGOs
* Other government agency officials e.g. staff of Ministry of Works and Transport, Ministry of Sports, Ministry of Environment.
* Organized Private sector

**QUESTION 2B:** Itemize two differences between Tourism Policy and Tourism Planning.

1. Tourism Policy gives a big picture of how the Tourism Industry should be while Tourism Plan gives a detailed explanation especially on land use implications.
2. Tourism policy adopt the position of the government on issues while Tourism Plan goes up to the decision-making process.

**QUESTION 3A:** Write concise notes on Any Three of the following.

* **Tourism Development:** On a basic level, tourism development can be defined as creating strategies and plans to increase/develop/encourage tourism for a destination. Tourism development can be defined as creating strategies and plans to increase tourism for a destination. it increases understanding of other cultures and builds infrastructure such as road.
* **Tourism Plan Implementation:** This 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
* **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.

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

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

**QUESTION5:** Key factors that Tourism planners should consider for the success of the plan.

* **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.
* **Core Resources And Attraction:** They are what attract tourist to a destination, and they include climate, market ties, natural and cultural resources, entertainment and infrastructures.
* **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
* **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.

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