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COURSE TITLE: TOURISM POLICIES AND PLANNING

SEMESTER TEST

ANSWER ALL QUESTIONS

A. 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.

In other words, Tourism planning can be said to be a constrained exercise to implement all the options or alternatives chosen for sustainable tourism development.

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 influences local areas: Tourism planning helps to avoid creating problems for the host communities that houses the tourism destination. It helps to create a balance between Tourism and the community.
- ii. Tourism can generate both positive and negative impacts: Tourism planning is done in order to reduce the risks that can occur with inadequate planning and helps to increase the positive(benefits) impacts it brings.
- iii. Tourism planning is important in order to solve challenges involved in marketing a destination so as to protect the resources it depends on.
- iv. Without Tourism planning, it can damage both the natural resources like water, plants and cultural resources like monuments, shrines, historical buildings e.t.c
- v. Tourism planning is also important because the Tourism Industry is wide and needs guidance else it falls.

C. State Four key characteristics of tourism planning.

The four Characteristics of Tourism Planning is;

- i. Tourism Planning is Futuristic: which means that all courses of action selected has to be open to consider future situations and circumstances. The planner has to bear in mind the risks, technological changes and advancement in the future while considering the past and the present.
- ii. Tourism Planning is Comprehensive : Tourism Planning is comprehensive because it involves all forms of planning such as the Economic, Physical, Social and Cultural planning. It employs different strategies in a world that is constantly changing and advancing.
- iii. Tourism Planning has to be collaborative and participatory: The aspect of Tourism Planning needs to involve the key stakeholders such as the private sectors, the community, government officials, tourism agency officials.
- iv. Tourism Planning must be Pro-poor: it has to be pro-poor to reduce poverty by providing jobs for people in all areas.

D. Enumerate Three barriers to tourism planning.

The barriers to Tourism Planning are:

- i. 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.
- ii. Public objection to Tourism Planning: the public is largely against urban and regional planning so it is presumable that they are also against Tourism Planning. This might be due to lack of proper awareness.
- iii. 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.

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

- i. Government agency Officials e.g the ministry of works.
- ii. Government Tourism officials
- iii. Local community residents
- iv. Representatives of NGOs
- v. Representatives of Tourism Officials
- vi. Organized Private sector

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

- I. 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.
- II. Tourism policy adopt the position of the government on issues while Tourism Plan goes up to the decision making process.
- III. Tourism Policy is an intellectual and creative process while Tourism Plan is more a constrained practical exercise.

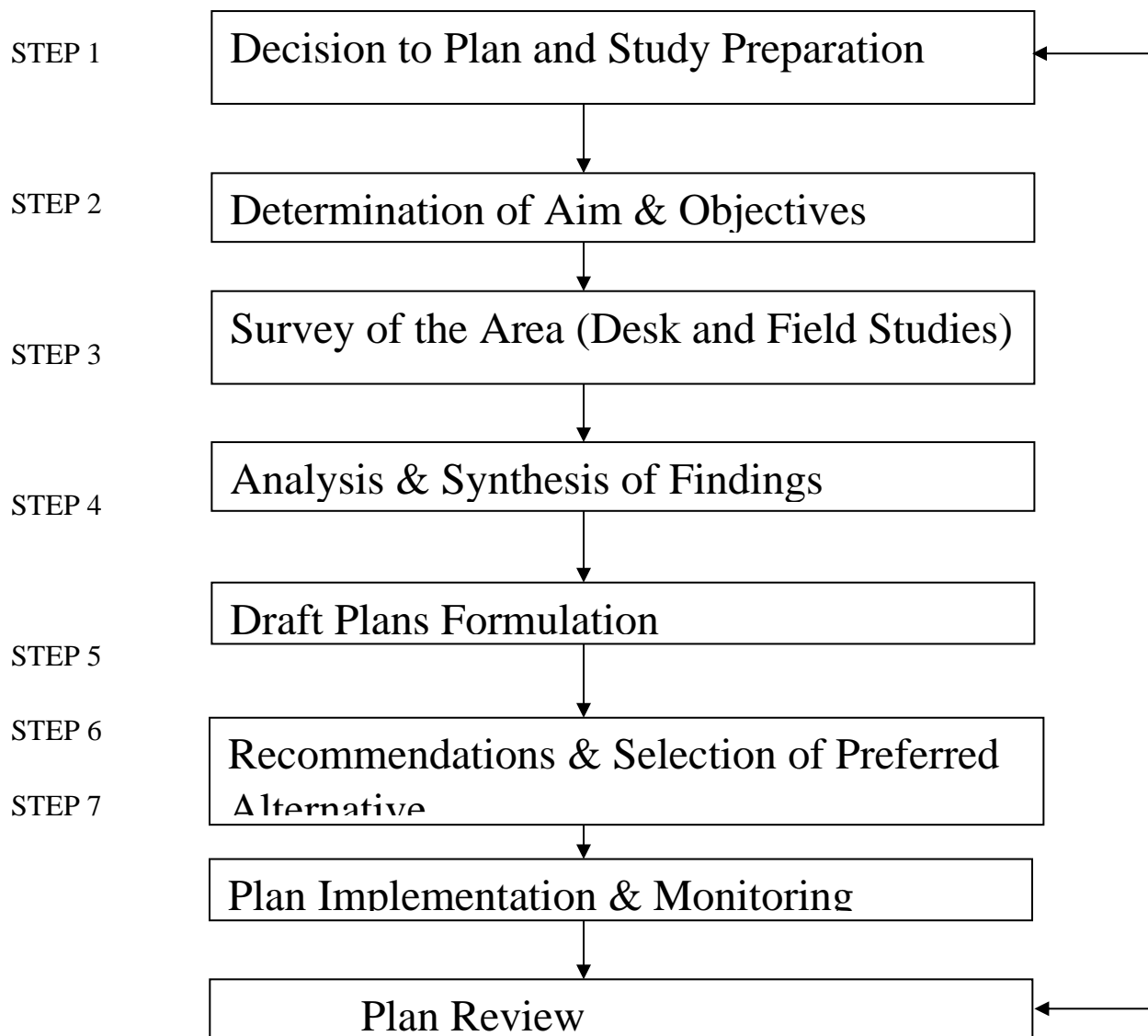
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Write concise notes on Any Three of the following.

- I. Tourism Development: Tourism development can be defined as creating strategies and plans to increase tourism for a destination. The benefits of tourism development planning is to increase income and jobs from tourist spending, preserves natural and cultural heritage for the tourist as well as the host community, it increases understanding of other cultures and builds infrastructure such as road e.t.c.

- II. **Tourism Plan Implementation:** This means the physical representation of the Tourism plan. In this case the plan will become a reality. Which would begin with the construction where detailed plans of the building will be sent to the appropriate ministry like the ministry of Town Planning and the permit will be issued by the ministry of Physical Planning and Urban Development. 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
- III. **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. Any such deviation must be analyzed in order to assess how they will affect the development plan and its objectives.

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STEP 1: DECISION TO PLAN AND STUDY PREPARATION

This is the stage when a decision prepare a tourism development plan is taken. Such a decision could be taken by the government (Federal, State or local), a company or an individual investor.

STEP 2: DETERMINATION OF AIMS AND OBJECTIVES

It is important that the objectives set out in the development plan are clear and comprehensive. This is the stage where the goal and the sole purpose of the plan will be stated clearly. E,g either its for generation of revenue, environmental protection, ecotourism e.t.c

STEP 3: SURVEY OF THE AREA

Both desk and field studies of all resources in the tourism destination location will be carried out. Focus should be on population characteristics, type and status of physical infrastructure (roads, water, electricity etc.), and institutions. Also note of the natural and physical resources should be jotted down.

STEP 4: ANALYSIS AND SYNTHESIS OF STUDY

This is the stage where all the data that has been gathered will be analysed and inputed to help formulate the plan and will be used as information during report writing Apart from generating frequency distributions of variables such sex, age and income of the population sample, schools, hospitability and health facilities.

STEP 5: PLAN FORMULATION

The analysed data generated from step 4 is used to establish the various tourism plan goals and objectives. Important issues to consider include number of visitors expected, visitor satisfaction and total visitor the Tourism threshold can accommodate.

STEP 6: RECOMMENDATION OF SELECTED ALTERNATIVES

The tourism plan 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. This will also help raise awareness and participation of the community.

STEP 7: PLAN IMPLEMENTATION AND MONITORING

In this case the plan will become a reality. Which would begin with the construction where detailed plans of the building will be sent to the appropriate ministry like the ministry of Town Planning and the permit will be issued by the ministry of Physical Planning and Urban Development while the monitoring and evaluation is the closely monitoring of the Tourism Plan in order to detect any malfunction or deviations from the selected project development path.

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 just to determine if the aim and objectives are been met.

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Key factors that Tourism planners should consider for the success of the plan are;

1. CORE RESOURCES AND ATTRACTION

This are the pull factors of a tourism destination. They are what attract tourist to a destination, and they include climate (e.g temperature, rainfall, humidity e.t.c), market ties, natural and cultural resources, entertainment and infrastructures. Therefore, the planners should effectively manage and create awareness of these products to promote a destination.

2. 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. Planners should consider the development of smart destination to create smart Tourism.

3. 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.

4. DESTINATION MANAGEMENT

A well managed destination creates a good reputation and avenue for it to properly marketed. 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.