NATIONAL OPEN UNIVERSITY OF NIGERIA

FACULTY OF SOCIAL SCIENCES

DEPARTMENT OF TOURISM STUDIES

COURSE CODE: TSM 147

COURSE TITLE: TOURISM POLICY AND PLANNING

Course Title: TSM 147 TOURISM POLICY AND PLANNING

Course Developer/Writer: **Aina Olayinka Christopher PhD**

Department of Tourism and Event Management, Afe Babalola University Ado-Ekiti, Ekiti State

Head of Department: **Jacob Oluwafemi Orimaye PhD**

Content Editor: **Dr, Nathaniel Ileri Omotoba (NOUN)**

NATIONAL OPEN UNIVERSITY OF NIGERIA National Open University of Nigeria

University Village, Plot 91. Cadastral Zone, Nnamdi Azikiwe

Express Way, Jabi Abuja

Printed by: -

MODULE 1

UNIT 1: The Meaning and Objectives of Policy and Tourism Policy

UNIT 2: Meaning and justification for tourism planning, characteristic of tourism planning

UNIT 3: Benefits and types of tourism planning

UNIT 4: Similarities and differences between tourism policies and Plans, requirements for successful tourism planning,

UNIT 5: Approaches to Tourism Policy and Planning

Glossary of Terms

End of Module Questions

Module 2

Unit 6:   The Tourism Policy and Planning Process

Unit 7:   Tourism Policy Issues

Unit 8:   Strategic Tourism Planning

Unit 9:   Managing Sustainable Tourism

Unit 10:   Overview of Tourism Development in Nigeria

Glossary of Terms

End of Module Questions

Module 3

Unit 11:   Polities and Foreign Policy Implications of Tourism

Unit 12:   Strata or Layers of Tourism Development Planning

Unit 13:   Future of World Tourism Policy Issues

Glossary of Terms

End of Module Questions

INTRODUCTION

Tourism Policy and Planning is a 2 credit course broken into three Module of 13 study units. At the end of this course, a student is expected to be conversant with the following terms; Policy, Tourism Policy, Planning and Tourism Planning; Benefit of Planning, Types of Planning, difference and similarity between Policy and Planning, Approaches to Tourism Planning, Planning Process, Planning for Sustainable Tourism, strategic tourism Planning, Advantages of Sustainable Tourism Planning, Tourism Development in Nigeria, Politics and Foreign Implication of Policy and finally the Future of World Tourism Policy

The course guide, therefore, tells you briefly what the course: Tourism policy and planning are all about, the types of course materials to be used, what you are expected to know in each unit, and how to work through the course material. It suggests the general guidelines and also emphasizes the need for Self-Assessment and Tutor Marked Assignment. There are also Tutorial Classes that are linked to this course and students are advised to attend.

Recommended Study Time

This course is a two (2) unit course divided into three module of thirteen study sessions. You are enjoined to spend at least 2 hours in studying the content of each study session

What you are about to learn in this course

The overall aim of this course, (Tourism Policy and Planning), is to introduce students to the basic variables associated with the studying of the Tourism Policy formation as well as planning in our world. During this course, you will be equipped with definitions of Tourism, Policy, Tourism Policy, planning as well as Tourism Planning, Process, Approaches, Tourist and travel, you will encounter terms like formation of policy, Tourism Stakeholders and Destinations.

The course will give you general and basic knowledge on Tourism at large, sustainability of tourism planning of the world. The World Tourism Organization (WTO) and the Nigeria Tourism Board (NTB) in Nigeria shall be view as a regulatory body on the Tourism Planning. Reasons for deficiency and its control in Nigeria Tourism sectors, and also the Economic, cultural, Political and Social impact of Tourism policy and planning shall also be discussed. Finally, this course will give explanations the future of world tourism policy.

This course aims to give students an in-depth understanding of Tourism Policy and Planning. Basic tools in Policy sustainability, protection, conservation and management of various stakeholders involves in Tourism policy formation and planning shall be discussed. It is anticipated that the knowledge would equip students with the conceptual issues on Tourism Policy and planning. The course also aims at exposing the students to the necessary information that will add to their knowledge on the principles and practices of good Policy formation and adequate planning. As the says goes that "he who fail to plan as plan to fail".

Course Objectives

It is of important to note that each unit has specific objectives. Therefore, Students should read them carefully before going through the unit. You may want to refer to them during your study of the unit to check on your progress. You should always look at the unit objectives after completing a unit. In this way, you can be sure that you have done what is required of you by the unit.

However, below are overall objectives of this course. On successful completion of this course, students should be able to:

1. Define Policy and Planning as well as Tourism Policy and Tourism Planning
2. Differentiate the differences between Policy and Planning
3. Enumerate the types of Planning in Tourism
4. Identify the requirement needed for successful Tourism Policy and Planning
5. Understand the Approaches to Tourism Planning
6. Understand the roles of various stakeholders in Tourism Policy and Planning
7. Explain the overview of Tourism Development in Nigeria
8. Understand the Important of Tourism Policy Issue
9. Explain politics and foreign implication of policy
10. Discuss the sustainability of tourism policy and planning
11. Understand the future of Tourism Policy Issue

Working through this Course

In order to have a thorough understanding of the course units, you will need to read and understand the contents and practice some of the in-text questions included in the material.

This course is designed to cover approximately thirteen weeks and it will require your devoted attention. You should do the exercises in the Tutor-Marked Assignments and submit to your tutors via the LMS.

Course Materials

The major components of the course are;

1. Course Guide
2. Printed Lecture materials
3. Text Books
4. Interactive DVD
5. Electronic Lecture materials via LMS
6. Tutor Marked Assignments

Printed Lecture Materials

The printed lecture material consists three module of 13 study sessions broken down into sub-sessions;

Recommended Texts

The following texts and Internet resource links will be of enormous benefit to you in learning this course:

Dredge, D., Jenkins, J. (2011). *Stories of practice: tourism policy and planning*. Ashgate, Burlington

Edgell, D. L. (2015). *International sustainable tourism policy*. The Brown Journal of World Affairs 22(1):25

Edgell, L., Swanson, J. Allen, D., Smith, G. (2013). *Tourism policy and planning*, Second edition. Routledge Ltd - M.U.A, GB. doi:10.4324/9780203113332

Goeldner, Charles A. and Brent Ritchie, J. R.. (2016). *Tourism: Principles, Practices, Philosophies (10th ed.)*. John Wiley and Sons, Hoboken, New Jersey.

Hanley, C. (2016). *'Climate Talks End with Slow Timetable,'* Washington Post, November 18, A15.

Kamel, S. and El Sherif, A. (2016). *The role of small and medium-sized enterprises in developing Egypt's tourism industry using e-Commerce*, Management of Engineering and Technology, Vol. Supplement, Iss., 2016 pages: 60–68 vol.2.

Tutor-Marked Assignment (TMA)

There are TMAs in this course. You need to submit all the TMAs. The best 10 will therefore be counted. When you have completed each assignment, send them to your tutor as soon as possible and make certain that it gets to your tutor on or before the stipulated deadline. If for any reason you cannot complete your assignment on time, contact your tutor before the assignment is due to discuss the possibility of extension. Extension will not be granted after the deadline, unless on extraordinary cases.

Final Examination and Grading

There are two aspects to the assessment of this course. First, there are Tutor Marked Assignments and second the Written Examination. Therefore, you are expected to take note of the facts, information and problem solving gathered during the course. The Tutor Marked Assignments must be submitted to your tutor for formal assessment in accordance to the deadline given. The work submitted will count for 40% of your total course mark.

At the end of the course, you will need to sit for a final written examination. This examination will account for 60% of your total score. You will be required to submit some assignments by uploading them to TSM 147 page on the LMS.

Tutors and Tutorials

There are few hours of face-to-face tutorial provided in support of this course. You will be notified of the dates, time and location together with the name and phone number of your tutor as soon as you are allocated a tutorial group. Your tutor will mark and comment on your assignments, keep a close watch on your progress and on any difficulties you might encounter and provide assistance to you during the course. You must submit your tutor marked assignment to your tutor well before the due date. At least two working days are required for this purpose. They will be marked by your tutor and returned as soon as possible via the same means of submission.

Do not hesitate to contact your tutor by telephone, e-mail or discussion board if you need help. The following might be circumstances in which you would find help necessary: contact your tutor if:

a. You do not understand any part of the study units or the assigned readings.
b. You have difficulty with the self-test or exercise.
c. You have questions or problems with an assignment, with your tutor's comments on an assignment or with the grading of an assignment.

You should endeavor to attend the tutorials. This is the only opportunity to have face-to-face contact with your tutor and ask questions which are answered instantly. You can raise any problem encountered in the course of your study. To gain the maximum benefit from the course tutorials, have some questions handy before attending them. You will learn a lot from participating actively in discussions.

Good Luck

MODULE 1

UNIT 1: The Meaning and Objectives of Policy and Tourism Policy

UNIT 2: Meaning and justification for tourism planning, characteristic of tourism planning

UNIT 3: Benefits and types of tourism planning

UNIT 4: Similarities and differences between tourism policies and Plans, requirements for successful tourism planning,

UNIT 5: Approaches to Tourism Policy and Planning

UNIT 1:   THE MEANING AND OBJECTIVES OF POLICY AND TOURISM POLICY

1.1   INTRODUCTION

In this unit, we shall be discussing the meaning, objectives of both policies and Tourism policy,

Tourism planning, on the other hand, is an essential component of tourism development. However, high-level strategic planning, which includes setting significant tourism policies, is critical. This important tourist policy paper demonstrates a shared desire among all stakeholders within a location for greater participation in tourism policy. All tourist locations face two common challenges: competition from other well-established destinations and the pressure to maintain long-term development. Tourism policy, according to Charles R. Goeldner and J.R.Brent Ritchie (2016), is "a combination of regulations, rules, guidelines, directives, and development/promotion objectives and strategies that offer a framework within which the collective and individual interests can be pursued". Individual decisions have a direct impact on long-term tourist growth and daily operations.

Activities are taken within a destination." The primary goal of any tourist policy is to facilitate tourism activities while also protecting the interests of other stakeholders, such as the local community. It establishes long-term objectives and directs development operations in a location. It also maintains a balanced approach to the connection between the hosts and the guests.

1.2   LEARNING OUTCOMES OF THIS STUDY UNIT

When you have studied this session, you should be able to:

i.   Define Policy and Tourism policy

ii. Identify various objectives of tourism policy

iii. Mention some of the roles and functions of National Tourist Organization

1.3   MAIN CONTENT

1.3.1 Policy and Tourism Policy

Box 1.1 Meaning of policy?
Merriam-Webster Online Dictionary (2007) has defined policy as 'A definite course or method of action selected from among alternatives and in light of given conditions to guide and determine present and future decisions'.

Policy is a set of principles created with the intent of guiding actions and achieving sensible outcomes. A policy is a declaration of intent that is carried out through a method or protocol. A governing board inside a company usually adopts policies. Both subjective and objective decision-making can be aided by policies. Work–life balance policies, for example, are widely employed in subjective decision-making to aid senior management with judgments that must be made on the relative merits of a variety of elements and, as a consequence, are difficult to verify objectively.

Effect of Policy

Policy have both the positive and Negative Effect which can affect the area at which the policy was been made

On the Positive effect

The policy's intended outcomes vary widely depending on the organization and the environment in which it is implemented. Policies are frequently put in place to avoid a negative outcome that has been witnessed in the firm, or to gain a competitive advantage. One way organizations strive to avoid negative repercussions is through corporate purchasing policies. Many large organizations have policies in place that require all

purchases over a certain amount to go through a purchasing process. By establishing this standardized purchasing process through policy, the company may decrease waste and standardize purchases.

Self-Assessment Exercise 1.1

Provide answers to the below questions to test your understanding of what you have learnt so far. It shouldn't take you more than 2 minutes to answer them.

    i.   Policies consist of both positive and negative effect (true/false)

    ii.   _____ is a set of principles created with the intent of guiding actions and achieving sensible outcomes?

On the Negative Effect

Policies frequently have unintended consequences or consequences. Because the environments that policies try to impact or regulate are frequently complex adaptive systems, making a policy change might have paradoxical results (e.g. governments, societies, major corporations). For example, a government may elect to raise taxes in order to increase overall tax revenue. Depending on the size of the tax increase, it may result in a decrease in tax revenue due to capital flight or a rate so high that inhabitants are deterred from earning the taxed money.

Tourism Policy

'Tourism policy can be defined as a set of regulations, rules, guidelines, directives, and development/promotion objectives and strategies that provide a frame- work within which the collective and individual decisions directly affecting long-term tourism development and the daily activities within a destination are taken,' according to the popular tourism textbook Tourism: Principles, Practices, Philosophies (Goeldner & Ritchie, 2016).

A tourist plan outlines the steps that a country, region, municipality, or individual destination will take to increase or promote tourism. The most fundamental concept of any tourist plan is to ensure that tourism's economic and social contributions benefit the nation (region or

neighborhood) as much as possible. A tourist strategy's ultimate purpose is to improve the nation's (region's or locality's) progress and the lives of its citizens.

In-Text Questions (ITQs)

    a. Define Policy
    b. What do you Understand by Tourism Policy?

In-Text Answers (ITAs)

    a. Policy can be defined as a set of principles created with the intent of guiding actions and achieving sensible outcomes
    b. "Tourism Policy" can be defined as a set of regulations, rules, guidelines, directives, and development/promotion objectives and strategies that provide a frame- work within which the collective and individual decisions directly affecting long-term tourism development

1.4   OBJECTIVES OF TOURISM POLICY

Tourism strategies integrate five primary objectives relating to the nature of the phenomena and its various characteristics in a variety of ways (Velasco 2014). Depending on the political system, the amount of general economic development, and the level of tourism development of the destination, the intensity and degree of government goals varies. In the case of mature destinations, the primary goal is to pursue tourism expansion or to remain competitive. Governments in new or rising tourist locations typically consider the following goals:

 1. To promote the destination trying to improve internal and external tourism demand.

 2. To achieve international tourism growth and increase foreign currency income to support the balance of payments.

3. To establish public institutions, national tourism administrations in terms of WTO (1997), to stimulate tourism growth and to do so in a sustainable manner.

4. To increase awareness of the importance of the activity among entrepreneurships and private sector in order to make tourism more attractive for private investment. It has also been a common practice to attract public companies in order to have a demonstration effect.

5. To support the right to travel and move freely as laid out in the Universal Declaration of Human Rights. Tourism can be an instrument stated of peace since it encourages people to become closer and means a better understanding of other cultures.

In-Text Questions (ITQs)

a. Tourism Policy have some Objectives to achieve, mention some of these objectives you know

In-Text Answers (ITAs)

The following are some of the tourism objective

- To achieve international tourism growth and increase foreign currency income to support the balance of payments.
- To increase awareness of the importance of the activity among entrepreneurships and private sector to make tourism more attractive for private investment
- To promote the destination trying to improve internal and external tourism demand
- Accelerated rural-urban integration promote cultural exchange.

1.5 CONCLUSION

Merriam-Webster Online Dictionary (2007) has defined policy as 'A definite course or method of action selected from among alternatives and considering given conditions to guide and determine present and future decisions' there are some objectives of tourism policy which is aim at improving tourism industry. The first objective is to pursue tourism growth or remain competitive, in the case of mature destinations while there are other that are quit importance toward tourism development

1.6 SUMMARY

In this study unit, you have learnt that

1. Policy is referred to as a set of principles created with the intent of guiding actions and achieving sensible outcomes

2. 'Tourism Policy" is a set of regulations, rules, guidelines, directives, and development/promotion objectives and strategies that provide a frame- work within which the collective and individual decisions directly affecting long-term tourism development

3. Some objectives of tourism Policy includes,

   ➤ Accelerated rural-urban integration promote cultural exchange
   ➤ To promote the destination trying to improve internal and external tourism demand
   ➤ To support the right to travel and move freely as laid out in the Universal Declaration of Human Rights

1.7 REFERENCES AND FURTHER READINGS

Bramwell B, Lane B (2013) *Tourism governance* **: critical perspectives on governance and**

sustainability. Routledge, Hoboken

Dredge D, Jamal T (2015) *Progress in tourism planning and policy*: a post-structural perspective
on knowledge production. Tour Manag 51:285–297. doi:10.1016/j.tourman.2015.06.002

Edgell DL (2015) *International sustainable tourism policy*. The Brown Journal of World Affairs
22(1):25

1.8 POSSIBLE ANSWER TO SELF-ASSESSMENT QUESTIONS

i. Policies consist of both positive and negative effect (True/false)? Answer is **True**

ii. _____ is a set of principles created with the intent of guiding actions and achieving sensible outcomes? Answer is **Policies**

UNIT 2:   MEANING AND JUSTIFICATION FOR TOURISM PLANNING, CHARACTERISTIC OF TOURISM PLANNING

2.1   Introduction

2.2   Learning outcome of the study unit

2.3   Main content

      2.3.1   Meaning of Tourism Planning

2.4   Justification for Tourism Planning

2.5   Characteristics of Tourism Planning

2.6   Conclusion

2.7   Summary

2.8   References and Further Readings

2.9   Possible Answers to Self-Assessment Exercise

2.1   INTRODUCTION

From our last discussion in unit 1, where we have discussed about policy, tourism policy and it objectives. We shall be discussing Tourism Planning and it characteristic in this unit. National Tourism Organizations the world over, tend to celebrate the fact that visitor numbers exceed some magical annual threshold, and many countries still express the targets/objective of their development plans in terms of bed spaces and tourist nights. However, the presence of tourists is not by chance, rather it is an outcome of good planning. The tourism industry is huge and made up of several sectors and sub-sectors operated by an array of stakeholders or actors. This is, therefore, an overwhelming reason to support the need for proper planning and coordination in the sector. As they say, planning results in success while lack of planning leads to failure! There are many definitions of planning. In general, planning is defined as a strategic activity made up of several steps that lead to the determination of a course of action to meet predetermined goals.

2.2   LEARNING OUTCOME OF THIS STUDY UNIT

When you have studied this session, you should be able to:

1.1 Understand the Meaning of Tourism Planning

1.2 Justification for Tourism Planning

1.3 Characteristic of Tourism Planning

2.3   MAIN CONTENT

2.3.1   **Meaning of Tourism Planning**

Just like the concept of Planning, Tourism Planning has several definitions. Tourism Planning as a concept, is concerned with or some future events to achieve pre-specified tourism objectives

Box 1.1 Meaning of Tourism planning?
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.

With respect to the definition of tourism planning, this handout focuses on just four of them as indicated below.

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

2. TP is a blueprint that provides direction and focus for local tourism industry as well as for the community and local businesses and government. It is a mechanism through which the local industry can assist in accommodating the diverse aspirations of the community (www.tourismexcellence).

3. Another definition is that TP is the dynamic process of determining goals, and systematically selecting alternative courses of actions to achieve those tourism development goals while also implementing the chosen alternative (www.slideshare.net). Monitoring and evaluation are very crucial actions for sustainability of the plan.

4. Also, TP has been defined as a process of thought and action which helps the society to harness and maximize the touristic assets and restore spatial order with due regard to the disposition and nature of land, economic needs, and socio-cultural aspirations. This form of planning is concerned with processes of the planned distribution of population, economic activities, employment opportunities and amenities required to support tourism development.

Irrespective of the definition preferred among the four above, it is important to note that the aim of **Tourism Planning is to provide a 'on-the-ground**" outline how each of the factors influencing the success of a tourism destination should be developed.

The main objectives of successful destinations are economic, aided by visitor volume or sales figures and not constrained by negative environmental and/or social problems. Tourism Planning is important at all levels to realize the goals of sustainable tourism development and management. International experience has shown that planning for tourism has in the long run fetch definite benefits with little or no problems, while tourists' experiences have been positive.

In-Text Questions (ITQs)

a. Define Tourism Planning
b. The main aim of tourism planning is to_____?

In-Text Answers (ITAs)

    a. 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.

    b. The main aim of tourism planning is to provide a detailed on-the-ground

2.4   Justification for Tourism Planning

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. As shown in Box 1, the tourism industry is very wide and complex and so requires some guidance.

Box 1: Operating Sectors of Tourism

a. Transport Sector- (e.g., Airlines, tour operators, coach operators, railway, and cruise ships);

b. Tourism Services Sector- (e.g., Supermarkets, souvenir shops, banks, conference centres, convention halls, business and ICT facilities);

c. Accommodation Sector[1]-(e.g. Hotels, motels, inns, camp grounds, guest houses, hostels, apartments);

d. Travel Trade Sector- (e.g. Travel agencies, bureau de change);

e. Events Sector- (e.g. Company annual general meetings, festivals, weddings, business conventions, Trade/Techno Expos);

f. Attractions Sector- (e.g. Theme parks such as Disney Land, heritage sites, zoological and botanical gardens, museums and monuments);

g. Adventure Sector- (e.g. Sporting activities (golf, polo, football, athletics *etc*), beaches, mountains, rivers, parks and game reserves, natural landscapes).

h. Food Services Sector- (e.g. restaurants, fast food services, and cafeteria; and

i. Entertainment Sector-(e.g. cinema halls, musical arenas).

Source: Federal Ministry of Tourism and National Orientation (2008) *National Code of Ethics and Guidelines for the Tourism Sector in Nigeria.*

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

vii. Unplanned tourism creates marketing challenges and declining economic benefits.

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

ix. Unplanned tourism creates marketing challenges and declining economic benefits.

x. Loss or decline of tourism contributions and an increase in issues associated to its development.

Tourism planning is best done within the framework of national, regional and settlement (City or town or village) planning. Thus, you can have regional tourism plans just as it is possible to have city/town/village tourism plans. In the United Kingdom for example, it is mandatory for regions to develop Tourism Strategic Plans. Also, more detailed plans for attractions, resorts, urban, rural areas are prepared. Here in Nigeria, there is the Nigeria Tourism Development Master Plan: 2006 which is presently undergoing revision.

In-Text Questions (ITQs)

    a. Mention some reasons for the creation of Tourism planning

In-Text Answers (ITAs)

The following are the reasons for tourism planning

- Tourism development can generate both negative and positive impacts.
- Without planning, tourism activity has damaged many natural and cultural resources
- Tourism is more competitive than ever before, and destinations need to plan to be positioned in the marketplace
- Unplanned tourism creates marketing challenges and declining economic benefits
- Loss or decline of tourism contributions and an increase in issues associated to its development

2.5 Characteristics of Tourism Planning

Three general characteristics of Planning for tourism can be specified as **anticipation, regulation, and monitoring.** *Anticipation* involves making projections about the future state of the tourism based on relevant secondary and primary data. *Regulation* on the other hand is closely associated with the levels of regulation of tourists and affiliated organizations in direct and indirect manners. The importance of *monitoring* relates to the collection of relevant data with the aims of analyzing the performances of the tourism industry.

Basically, Tourism Planning has the following Characteristics

1. TP is a dynamic process rather than a static development tool.
2. TP 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. 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.
4. TP is based on the principle of sustainable development, that is, sustainable tourism is the main goal. Hence, it must carefully integrate social, economic, political, and environmental concerns.
5. Sustainable TP 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.

6. TP must be pro-poor to contribute to poverty reduction.

7. It must be reasonably collaborative and participatory involving key stakeholders such as the organized private sector (e.g. Manufacturers Association of Nigeria, Federation of Tourism Associations of Nigeria), intellectuals, communities, civil society groups and the general public.

8. TP is devoted to knowledge acquisition and demonstration.

9. TP facilitates political decision making.

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

In-Text Questions (ITQs)

a. Mention some of the characteristic of Tourism Planning you know

In-Text Answers (ITAs)

The following are some of characteristic of Tourism Planning

- Tourism Planning must be pro-poor so as to contribute to poverty reduction
- Tourism Planning is a dynamic process rather than a static development tool.
- 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
- Tourism Planning is devoted to knowledge acquisition and demonstration
- Tourism Planning facilitates political decision making.
- Tourism Planning should be rational although many planners do not always agree on this because policy makers and the political class complicate issues.

2.6   CONCLUSION

The Tourism Industry is huge and made up of several sectors and sub-sectors operated by an array of stakeholders or actors. This is, therefore, an overwhelming reason to support the need for proper planning and coordination in the sector. As they say, planning results in success while lack of planning leads to failure! There are many definitions of planning. In general, planning is defined as a strategic activity made up of several steps that lead to the determination of a course of action to meet predetermined goals.

2.7   SUMMARY

In this study unit, you have learnt that:

i.   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

ii.   There is some justification for the creation of tourism planning, the reasons include;
  - Tourism development can generate both negative and positive impacts.
  - Without planning, tourism activity has damaged many natural and cultural resources
  - Tourism is more competitive than ever before and destinations need to plan to be positioned in the marketplace
  - Unplanned tourism creates marketing challenges and declining economic benefits
  - Loss or decline of tourism contributions and an increase in issues associated to its development

iii. The Basic characteristic of tourism Planning are;
  - Tourism Planning is a dynamic process rather than a static development tool.
  - Tourism Planning must be pro-poor so as to contribute to poverty reduction.
  - Tourism Planning facilitates political decision making.
  - Tourism Planning must be pro-poor so as to contribute to poverty reduction.

- TP 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.

2.8   REFERENCES AND FURTHER READINGS

Allen MD, Edgell DL, Smith G, Swanson J (2007) *Tourism policy and planning*, 1st edition. Butterworth-Heinemann, Amsterdam

Dredge D, Jamal T (2015) *Progress in tourism planning and policy*: a post-structural perspective
on knowledge production. Tour Manag 51:285–297. doi:10.1016/j.tourman.2015.06.002
CrossRef
Dredge D, Jenkins J (eds) (2011) *Stories of practice: tourism policy and planni*ng. Ashgate, Burlington

UNIT 3:   BENEFITS AND TYPES OF TOURISM PLANNING

3.1   Introduction

3.2   learning outcome of the study unit

3.3   Main content

       3.3.1   Benefits of Tourism Planning

3.4   Types of Tourism Planning

3.5   Conclusion

3.6   Summary

3.7   References and Further Readings

3.8   Possible Answers to Self-Assessment Exercise

3.1   INTRODUCTION

From our earlier discussion in unit 2, we have learnt tourism planning, it justification and characteristic. In the unit, we shall be discussing the Benefit and types of tourism planning. Every outstanding outcome require adequate types of planning which will in turn yield a better benefit.

3.2   LEARNING OUTCOME OF THIS STUDY UNIT

When you have studied this session, you should be able to:
  i.   Identify benefits of tourism Planning
  ii.   Mention some types of tourism planning

3.3   MAIN CONTENT

3.3.1 Benefits of Tourism Planning

Proper tourism planning by various shareholder will benefit and help to achieve the Aims/Objective at which the plan was made; the following are some of the benefit of a good tourism Planning;

1. Tourism planning establishes the overall tourism development objectives and policies, what will tourism accomplish and how to achieve the stated objectives.

2. Harnessing the natural, cultural and human-made resources in the country, region, city or village.

3. It integrates tourism into national or sub-national development policies and creating linkages between tourism and other sectors of the economy.

4. It provides a rational basis for making decisions by both public and private sectors on tourism development.

5. Optimizing and balancing the economic, environmental and social benefits and ensuring sustainable tourism.

6. It provides the physical structure aimed at guiding the location, types and extent of development of attractions, facilities, services and infrastructure for tourism.

7. Appropriate tourism planning will make available the essential guidelines and standards for preparing detailed plans of specific tourism areas/sites/resorts so as to be consistent with and reinforce one another. Such guidelines and standards are also useful for the design of tourist facilities.

8. Tourism planning ensures the effective framework for implementation of tourism policy and plan, organizational and other institutional arrangements.

9. The framework for coordination of efforts and initiatives of both public and private sectors and investment is provided by tourism planning.

10. It is a baseline for continuous monitoring of progress.

11. Tourism planning helps to adapt to the unexpected.

12. 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 they depend upon.

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

14. Helps to maintain uniqueness of destinations and tourism businesses.

15. It creates the desirable outcomes.

16. Tourism planning helps to avoid the undesirable things from happening such as pollution.

Tourism planning should be done in conjunction with national, regional, and settlement (city, town, or village) planning. As a result, regional tourist plans are equally as viable as city/town/village tourism plans. In the United Kingdom, for example, tourism strategic plans are required for all regions. Also being planned are more specific plans for attractions, resorts, urban, and rural areas. The Nigeria Tourism Development Master Plan: 2005, which is now being revised, is one example.

In-Text Questions (ITQs)

    a. There is some benefit attached to a proper tourism plan, mention some of this benefit you know

In-Text Answers (ITAs)

The Following Are Some of the Benefit of a Good Tourism Plan

  iv. It is a baseline for continuous monitoring of progress.

   v. Tourism planning helps to adapt to the unexpected.

  vi. 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 they depend upon.

 vii. It creates the desirable outcomes.

viii. Tourism planning helps to avoid the undesirable things from happening such as pollution.

3.4   Types of Tourism Planning

There are various types of tourism planning. Some of the important ones are as follows:

1. **Spatial Tourism Planning**: The space as well as the environment is scrutinized for creating good quality infrastructure e.g. Jim Corbett National Park.

2. **Sectorial Tourism Planning**: Region to be developed is divided in to various broad sections called sectors e.g. South East Asia

3. **Integrated Tourism Planning**: Parts of a tourist region are integrated so that the region becomes a hot destination.

4. **Complex Tourism Planning**: When several regions are considered for planning which are far away e.g. Char Dham Yatra.

5. **Centralized Tourism Planning**: Single authority, usually state or central Government, no private sector intervenes.

6. **Decentralized Tourism Planning:** Parties who are keen to develop the spot, Government do not interfere. But it provides financial support. e.g. Nedumbessary airport

7. **Urban & Rural Tourism Planning**:

Urban - Modern Infrastructure

Rural – Culture, history, built from Scratch

Planning is critical in the tourism industry. The main goal of this planning is to achieve a balanced demand and supply growth. It contributes to the greatest possible synchronization and coordination between the two ends of the tourism sector, avoiding major economic, territorial, or social imbalances. As a result, the first step in tourist planning is to view the industry as a worldwide activity that benefits the country and region as a whole. In tourism, however, there may be a variety of planning types. The emphasis should be on integrated development, which can be achieved through integrated planning. Integrated planning is a joint planning exercise that ensures the involvement of all the players of tourism i.e. the stakeholders and affected departments.

The goal is to examine the economic, social, and environmental costs and benefits in order to choose the best alternative and plan an acceptable course of action. Tourism planning, whether at the national or regional level, must be considered an integrated and thus coordinated aspect of a country's overall economic and social development. This well-coordinated approach has a direct impact on the tourism industry's success, particularly in developing countries. It's also worth remembering that tourism is more than just one industry; it encompasses a wide range of sectors and operations. A tourist plan can only survive and achieve its stated goals if all processes are coordinated. The necessity to ensure that the government organs primarily responsible for the tourist sector perform their crucial

role, which is to collaborate with all other government departments involved in the expansion of tourism, is a basic necessary.

Tourism planning is important because it helps to establish a common vision for the country or region, as well as a course and assurance for tourism development. It aids in streamlining the many implications of development and resource constraints, or in other words, it aids in completing a tourism market feasibility analysis. It also aids an area, region, or nation by providing predictability and stability in the overall development of tourism in a specific location. At every level, whether regional or national, the tourism planning process is critical. It is an integrative process that necessitates a coordinated approach.

In-Text Questions (ITQs)

 a. Mention some types of tourism planning you know

In-Text Answers (ITAs)

 a. Types of tourism planning include the following;

* Sectorial Tourism Planning

* Integrated Tourism Planning

* Complex Tourism Planning

* Decentralized Tourism Planning

* Urban & Rural Tourism Planning

3.5   CONCLUSION

When proper planning has been made, it's expected that the purpose at which the plan was made must be beneficiary to every stakeholder involved. There are some types of planning that stakeholders can adopt depending on the circumstances at hand. Each plan and policy must be made with interest to improve the parties involved in the planning process.

3.6   SUMMARY

In this study unit, you have learnt that:

In tourism, planning is very important and brings a lot of benefits. Though, in the developed countries, the importance of this sector was realized soon, but lately recognized in the developing countries. Planning involves methods and materials hand in hand with making decisions regarding the future.

1. Tourism planning have the following benefit;

    - Tourism planning establishes the overall tourism development objectives and policies, what will tourism accomplish and how to achieve the stated objectives.

    - Harnessing the natural, cultural and human-made resources in the country, region, city or village.

    - Optimizing and balancing the economic, environmental and social benefits and ensuring sustainable tourism

    - It is a baseline for continuous monitoring of progress.

    - It creates the desirable outcomes.

2. Tourism Planning Types include the following;

    - Spatial Tourism Planning: The space as well as the environment is scrutinized for creating good quality infrastructure e.g. Jim Corbett National Park.

    - Integrated Tourism Planning: Parts of a tourist region are integrated so that the region becomes a hot destination.

    - Centralized Tourism Planning: Single authority, usually state or central Government, no private sector intervenes.

    - Decentralized Tourism Planning: Parties who are keen to develop the spot, Government do not interfere. But it provides financial support. e.g. Nedumbessary airport

3.7   REFERENCES AND FURTHER READINGS

Bramwell, B. and Lane, B. (2013). *Tourism governance: critical perspectives on governance and*
sustainability. Routledge, Hoboken

Dredge, D. and Jamal, T. (2015). *Progress in tourism planning and policy: a post-structural perspective*
on knowledge production. Tour Manag 51:285–297. doi:10.1016/j.tourman.2015.06.002

Edgell, D. L. (2015). *International sustainable tourism policy*. The Brown Journal of World Affairs
22(1):25

Edgell L, Swanson J, Allen D, Smith G (2013) *Tourism policy and planning*, Second edn. Routledge Ltd - M.U.A, GB. doi:10.4324/9780203113332

Hall, C.M (2014). *Introduction to tourism policies, planning, and governance*. In: Lew AA, HallCM,
Williams AM (eds) The Wiley Blackwell companion to tourism. John Wiley & Sons, Ltd, Oxford

Jenkins, J. M. and Dredge, D. (eds) (2011). *Stories of practice: tourism policy and planning*. Ashgate, Farnham/Burlington

UNIT 4: SIMILARITIES AND DIFFERENCES BETWEEN TOURISM POLICIES AND PLANS, REQUIREMENTS FOR SUCCESSFUL TOURISM PLANNING,

4.1   Introduction

4.2   Learning outcome of the study unit

4.3   Main content

      4.3.1   Similarities between Tourism Policy and Tourism Planning

      4.3.2   Difference between Tourism Policy and Tourism Planning

4.4   Identify the requirement for successful tourism planning

4.5   Conclusion

4.6   Summary

4.7   References and Further Readings

4.8   Possible Answers to Self-Assessment Exercise

4.1   INTRODUCTION

Having discussed the benefit and types of tourism planning in the previous units, we shall be studying the similarities and difference between tourism policies and plan as well as the requirements for a successful Tourism Planning in this unit.

4.2   LEARNING OUTCOME OF THIS STUDY UNIT

When you have studied this session, you should be able to:

- Know Similarities between Tourism Policy and Tourism Planning
- Know the difference between Tourism Policy and Tourism Planning
- Identify the requirement for successful tourism planning

4.3 MAIN CONTENT

4.3.1 Similarities between Tourism Policy and Tourism Planning

Though tourism planning differs from tourism policy, but they must be integrated, if we want to achieve better results of tourism in any region or country. As a result, the following are the Key similarities between Tourism Policy and Tourism Planning.

i.   Both deals with the future development of a tourism destination, resort, region, country, city, or village.

ii.   Both tourism policies and plans involve political debate about what the agenda is, that is the issues, stakeholders, potential losers and winners, and the alternative course of action available to address challenges.

iii.   Politicians make decisions on both policies and plans.

iv.   Both of them emphasize the strategic dimensions of managerial action, but planning must also deal with a number of tactical issues.

4.3.2 Difference between Tourism Policy and Tourism Planning

Policy and Planning are directly related, despite being completely different types of processes, they both confront the same issues, that being the overall future development of a destination

The following are Key Differences between Tourism Policy and Tourism Planning

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

ii.   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.

iii.   Policy formulation is more of a creative and intellectual process while planning is generally a more constrained practical exercise.

iv.   The visioning entailed in policy making means it could have longer life spans, some are over 50 years, whereas a plan could be for 1 – 15 years.

v. Policy making accommodates unseen situations or circumstances and technologies, but planning tends to accommodate current conditions and technologies, with some allowances for evolutionary change.

vi. 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.

vii. Planning is a continuous process that aids the refinement of policies in a continuous way.

viii. Planning focuses on the "how" for the realization of specific destination or resort goals whereas, policy formulation places emphasis on a methodical determination of "what" should be realized in long-term tourism development.

In-Text Questions (ITQs)

a. There are similarities between Tourism policy and Tourism Planning, mention some of them you know

b. List some difference between Tourism policy and Tourism Planning you know

In-Text Answers (ITAs)

a. The following are some similarities between Tourism policy and Tourism Planning

- They both deal with future development of a tourism destination, region or state
- They both emphasis strategic dimension of managerial action
- They both help the politician to make decisions

b. The following are differences between Tourism policy and Tourism Planning you know

- Policy formulation is creative, intellectual process, while planning is more constrained exercise
- Policy formulating is definitely big picture while much of planning is characterized by attention to detail

- Policy, particularly its visioning component, has long-term strategic emphasis, while planning tends to be more restrictive in time
- Policy making accommodates unseen situations or circumstances and technologies, but planning tends to accommodate current conditions and technologies, with some allowances for evolutionary change

4.4 Identify the requirement for successful tourism planning

For any plan to work and be successful, it requires some element of dedication and support from various stakeholder involved in the planning processes. The below are some of the requirements for a Successful Tourism Planning.

a) Community support and commitment to improve "buy-in" and support. If the community is involved meaningfully, it (community) will see the project as its own and will do whatever is necessary for its success.

b) Political support and commitment for example, enhanced political will by government.

c) Integration of Tourism Planning with the planning framework for all sectors at all levels of government.

d) Assembly of appropriate expertise/skill-base, that is, skilled personnel.

e) Access to necessary resources including relevant information.

f) Financial support.

g) Transparency and accountability especially if it's a government project.

In-Text Questions (ITQs)

a. Outline some requirement needed for a successful tourism planning

In-Text Answers (ITAs)

a. For a successful tourism planning, the following are requirement needed
- Assembly of appropriate expertise/skill-base, that is, skilled personnel.

- Access to necessary resources including relevant information.
- Financial support.
- Transparency and accountability especially if it's a government project.

4.5   CONCLUSION

Though tourism planning differs from tourism policy, but they must be integrated, if we want to achieve better results of tourism in any region or country. As a result, Tourism policy and planning share some difference as well as similarities' one of the differences between the two is that Policy making or formulation is the "big picture", whereas planning gives attention to details especially the spatial (land use) implications. while one of their similarities is Both of them emphasize the strategic dimensions of managerial action, but planning must also deal with several tactical issues.

4.5   SUMMARY

In this study unit, you have learnt that:

1.   Tourism planning differs from tourism policy, but they have to be integrated, if we want to achieve better results of tourism in any region or country. The similarities between tourism Policy and Tourism Planning are;

- Both tourism policies and plans involve political debate about what the agenda is, that is the issues, stakeholders, potential losers and winners, and the alternative course of action available to address challenges.
- Both of them emphasize the strategic dimensions of managerial action, but planning must also deal with a number of tactical issues.
- They both deal with future development of a tourism destination, region or state

2.   The basic differences between tourism Policy and Tourism Planning are;

- Policy formulation is more of a creative and intellectual process while planning is generally a more constrained practical exercise
- The visioning entailed in policy making means it could have longer life spans, some are over 50 years, whereas a plan could be for 1 – 15 years.

- 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
- Planning is a continuous process that aids the refinement of policies in a continuous way

3.   For any plan to work and be successful, it requires some element of dedication and support from various stakeholder involved in the planning processes. The below are some of the requirements for a Successful Tourism Planning;

- Assembly of appropriate expertise/skill-base, that is, skilled personnel.
- Access to necessary resources including relevant information.
- Financial support.
- Transparency and accountability especially if it's a government project.

4.6   REFERENCES AND FURTHER READINGS

Edgell, L., Swanson, J., Allen, D., Smith, G. (2013). *Tourism policy and planning*, Second edition.
Routledge Ltd - M.U.A, GB. doi:10.4324/9780203113332

Hall C. M. (2014). *Introduction to tourism policies, planning, and governance*. In: Lew AA, Hall CM, Williams AM (eds) The Wiley Blackwell companion to tourism. John Wiley & Sons, Ltd, Oxford

Jenkins, J. M., Dredge, D. (eds) (2011) *Stories of practice: tourism policy and planning*. Ashgate,
Farnham/Burlington

UNIT 5:   **APPROACHES TO TOURISM POLICY AND PLANNING**

5.1   INTRODUCTION

From our last discussion in unit 4, where we discuss about the similarities, differences between tourism policy and tourism Planning and also requirement for a good tourism plans. In this unit we shall be looking into some of the Approaches to tourism policy and planning

5.2   LEARNING OUTCOME OF THIS STUDY UNIT

When you have studied this session, you should be able to:

- Outline some of the approaches to tourism policy and planning
- State the Underlying Assumptions and Related Attitudes toward approaches to tourism policy and planning

5.3   MAIN CONTENT

5.3.1   Approaches to Tourism Planning

Planning (destination, national, local) seeks a balance between the economic, social and environmental factors. In a destination, tourism implies the interaction between visitors and the industry that serves them, the host community, their collective impact as well as the response to the environment. This is known as the VICE Model. See Figure 1.

Environment

Visitors

Industry   Community Host
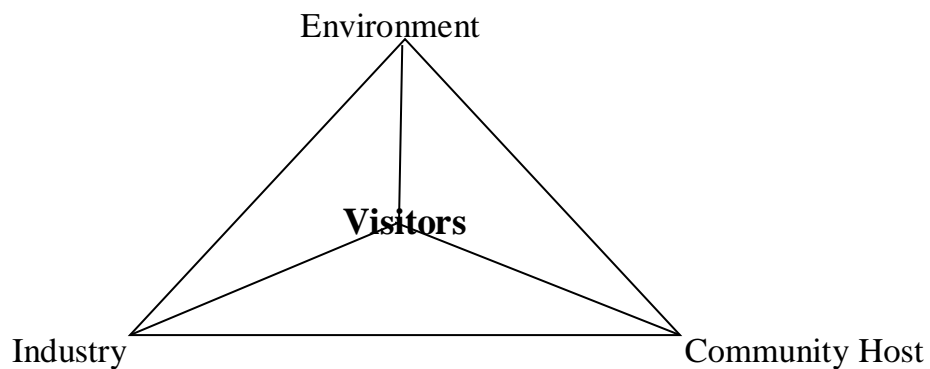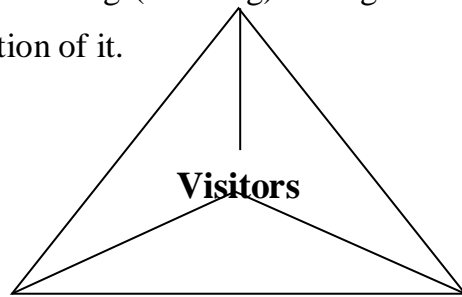
Figure 1: The VICE Model of Tourism Destination

However, there are five approaches to tourism planning which we shall briefly look into and discussed.

The following listed below are some approaches to tourism planning

(i)   Boosterism Approach

(ii)   An Economic-industry Approach;

(iii)   Physical/Spatial Approach

(iv)   Community Oriented Approach

(v)   Sustainable Tourism Approach (Getz, 1987; Hall, 1999); Page and Thorn 1997).

5.3.2 Boosterism Approach

The term Boosterism means an act of promoting (boosting) an organization, town or city with the goal of improving public perception of it.

Visitors

Boosterism" as the primary focus of state tourism policy has, at its core, the untested and preconceived conclusion that the attraction of tourists has developmental benefits that exceed costs. It is, however, but one approach to tourism planning that represents a simplistic view that tourism is inherently good with automatic benefits. Within a "boosterism" approach to tourism planning, analysis and goal setting are approached within a purely marketing context that closely parallels the desires of hoteliers, restaurateurs, and travel business interests (often collectively known as the "hospitality industry"). There is little consideration or thoughtful analysis focused on the net economic, social, and/or environmental impacts brought about by tourism. Because of its obvious political benefits, "boosterism" remains the dominant tourism planning approach followed in the United States; indeed, it has been since the onset of mass tourism initiated in the 1950s

There is some Basic assumption and Related attitude toward Boosterism Approach of Tourism planning, the include the following;

i.   Tourism is inherently good and should therefore, be developed and promoted.
ii.   Exploitation of natural and cultural resources is in order.
iii.   Tourism development is defined largely in business or corporate terms.

Self-Assessment Exercise 5.1

Provide answers to the below questions to test your understanding of what you have learnt so far. It shouldn't take you more than 5minutes to answer them

i. The term Boosterism means an act of promoting (boosting) an organization, town or city with the goal of improving public perception of it. (True/False)

ii. Planning (destination, national, local) seeks a balance between the economic, social and Relative factors. (True/False)

5.3.3 Economic-Industry Approach

Underlying Assumptions and Related Attitudes of Economic –industry Approach

i. Tourism is on the same level with other industries such as manufacturing, and agro-allied, transport etc.

ii. Tourism should be used to create jobs, earn foreign exchange revenue, and improve terms of trade, facilitate regional development, and minimize regional inequalities.

iii. The planner is the expert.

iv. Development is defined in economic terms only. What economic benefits can tourism bring?

5.3.4 Physical/Spatial Approach (This is also known as the Geographic Approach)

Underlying Assumptions and Related Attitudes to Physical/ Spatial Approach

i. Tourism as a consumer of resources especially natural such as land, forests etc.

ii. Ecological basis to development, that is recognition must be given to the ecosystem.

iii. Tourism is seen as a spatial and regional phenomenon.

iv. Tourism is defined in environmental terms.

v. Biological diversity conservation is very important.

5.3.5 Community Oriented Approach

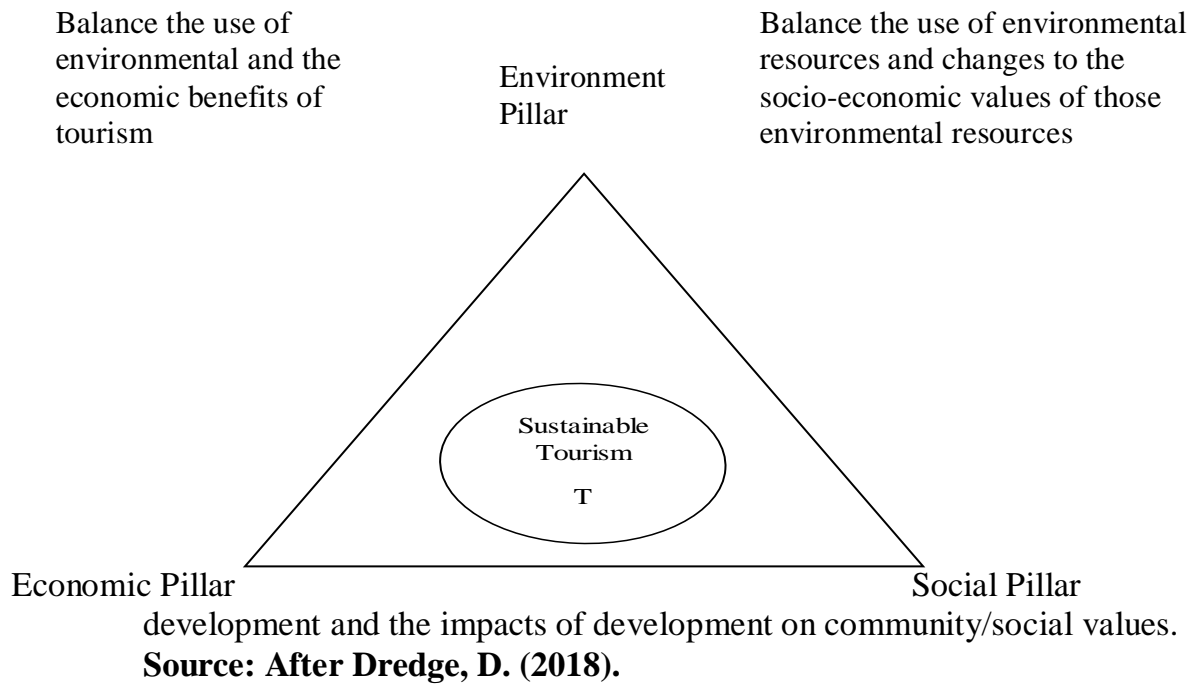Underlying Assumption and Related Attitudes to community-oriented Approach

i. Need for local control of the tourism industry.

ii. Search for balanced development i.e. development that is equitable.

iii. Search for alternatives to "mass" tourism (support for eco-tourism and responsible tourism).

iv. Planner is best a facilitator rather than expert

v. Development is defined largely in socio – cultural terms.

5.3.6   Sustainable Tourism Planning Approach

Underlying Assumptions and Related Attitudes to sustainable Tourism Planning Approach

i. Emphasis is on integration of economic, environmental and social values/concerns

ii. Integration of tourism planning with other planning processes such as urban planning, and economic planning.

iii. Planning is seen as a process.

iv. Planning is carried out in a holistic or comprehensive manner.

v. Preservation of essential ecological processes.

vi. Protection of human heritage and biodiversity.

vii. It upholds inter–and intra- generational equity concerns.

viii. Achievement of a better balance of fairness and opportunity between nations

ix. It recognizes the political dimension of tourism, that is, the need to balance decisions very

well.

Figure 2: Planning for Sustainable Tourism

Balance the use of environmental and the economic benefits of tourism

Environment Pillar

Balance the use of environmental resources and changes to the socio-economic values of those environmental resources

Sustainable Tourism

T

Economic Pillar

Social Pillar

development and the impacts of development on community/social values.
Source: After Dredge, D. (2018).

In-Text Questions (ITQs)

a. Outline some of the approaches toward tourism planning you know

b. List three Assumption and Related Attitudes to community-oriented Approach of tourism planning

In-Text Answers (ITAs)

a. Tourism planning approaches includes the following.

- Boosterism Approach
- An Economic industry Approach;
- Physical/Spatial Approach
- Community Oriented Approach

b. The three assumption and related attitude to community-oriented approach of tourism planning

- Need for local control of the tourism industry.

- Search for balanced development i.e., development that is equitable.

- Development is defined largely in socio – cultural terms.

5.4   CONCLUSION

For planning to be effective and efficient, there are some approaches that needs to be follow by those entrusted with tourism policy formulation. These approaches might vary from stages to stages of the planning. Visitors, industry, host community and the Environment (VICE) must work together to ensure all parties have a smooth and good experience. In planning for a tourism policy setting, all the VICE must be put in mind and make a policy that will best suit their interest to enable good relationship amongst them.

5.5   SUMMARY

In this study unit, you have learnt that:

- ➢ Tourism policy and planning have some approaches which enable various stakeholder to make a successful tourism plan. Some of these approaches includes.
- Boosterism Approach
- An economic-industry Approach
- Physical/spatial approach
- Community oriented approach
- Sustainable tourism planning Approach
- ➢ Under each tourism planning approaches, there are some underlying/assumptions related to them

5.6   REFERENCES AND FURTHER READINGS

Dredge, D., Jenkins, J. (2011). *Stories of practice: tourism policy and planning*. Ashgate, Burlington

Edgell, D. L. (2015). *International sustainable tourism policy*. The Brown Journal of World Affairs

22(1):25

Edgell, L., Swanson, J., Allen, D., Smith, G. (2013). *Tourism policy and planning*, Second edition.

Routledge Ltd - M.U.A, GB. doi:10.4324/9780203113332

5.7   POSSIBLE ANSWERS TO SELF-ASSESSMENT EXERCISE

Planning (destination, national, local) seeks a balance between the economic, social and Relative factors. (True/False). Answer is **False**

The term Boosterism means an act of promoting (boosting) an organization, town or city with the goal of improving public perception of it. (True/False). Answer is **True**

GLOSSARY OF TERMS

Boosterism: the promotion of a city, organization, etc in order to improve public opinion

Collaborate: is the process of working together with others to achieve a common goal. To voluntarily cooperate treasonably, as with an enemy occupation force in one's country

Harnessing: is a material used to harness an animal

Hoteliers: a person who run a hotel business

Regulations: this means a law or administrative rule, issued by an organization, used to guide, or prescribe the conduct of members of that organization

Restaurateurs: the owner of a restaurant

Repercussions: A consequence or ensuing result of some action

Stakeholders: A person or organization with a legitimate interest in a given situation, action or enterprise

Strategy's: A plan of action intended to accomplish a specific goal

Synchronization: The State or property of being synchronized

END OF MODULE QUESTIONS

a. Discuss the difference between General Policy and Tourism Policy

b. Explain the content "Tourism Planning"

c. Mention some of the justification of Tourism Planning and its characteristic

d. With your knowledge of tourism Planning, illustrate the important of tourism planning types

e. Using your knowledge of tourism planning approaches, distinguish between "an economic – industry approach from that of boosterism approach" highlighting some of their assumptions.

Module 2

Unit 6:   The Tourism Policy and Planning Process

Unit 7:   Tourism Policy Issues

Unit 8:   Strategic Tourism Planning

Unit 9:   Managing Sustainable Tourism

Unit 10:   Overview of Tourism Development in Nigeria

Glossary of Terms

End of Module Questions

UNIT 6:   THE TOURISM POLICY AND PLANNING PROCESS

6.1   Introduction

6.2   Learning outcome of the study unit

6.3   Main content

      6.3.1   Tourism Process

      6.3.2 Tourism Policy and Planning Process

6.4   Planning for Sustainable Tourism

6.5   Aims for Sustainable Tourism

      6.5.1   The Roles of Key Stakeholders in Sustainable Tourism

6.6   Conclusion

6.7   Summary

6.8   References and Further Readings

6.9   Possible Answers to Self-Assessment Exercise

6.1   INTRODUCTION

In our last lecture from Unit 5, we have discussed about the approaches to Tourism Policy and Planning together with some underlying assumptions of this approaches. In this unit we shall lay emphasis on Tourism Policy and Planning Process. As the saying goes that every action require a process or re-action. Process involves all those procedures to follow before a policy or plan can be made.

6.2   LEARNING OUTCOME OF THIS STUDY UNIT

When you have studied this session, you should be able to:

- Define what a Tourism Process is?
- Highlight some of the stages involved in Tourism Policy and Planning process

6.3   MAIN CONTENT:

6.3.1   Tourism Process
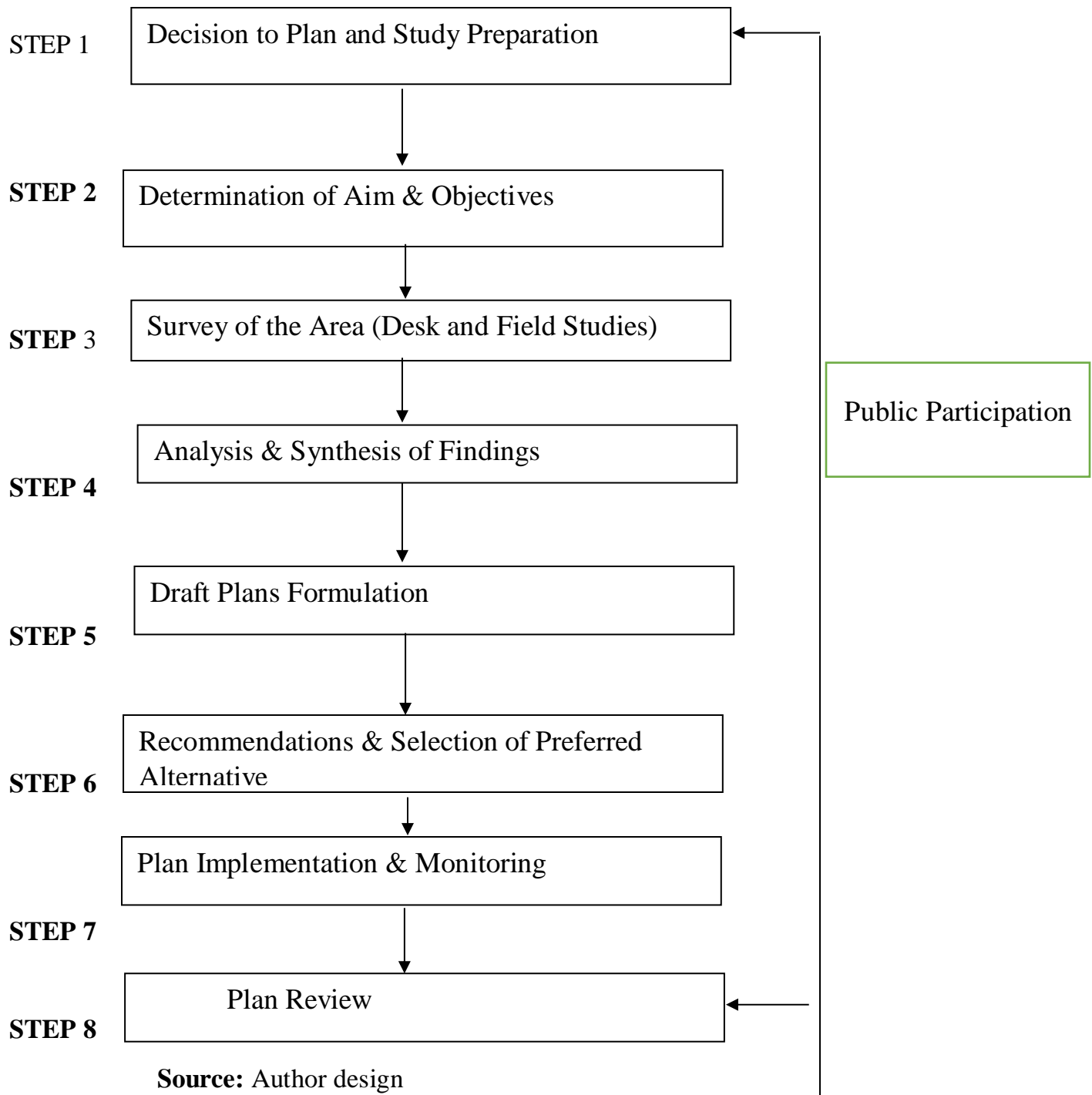
Box 6.1 Definition Tourism Process

The term "Process" has been defined by various author therefore, it has no specific definition. Hence it can be defined from various perspective, from tourism perspective "Process is a series of tourism actions or event performed to make something or achieve a particular result, or a series of changes that happen naturally

6.3.2 Tourism Policy and Planning Process

One of the key objectives of tourism planning is to ensure that visitors are attracted to a particular destination and are satisfied by the experience they encounter at the same destination. Planning is one of the tasks in the concept of management. Other tasks within management are organizing, leading, and controlling. There are several stakeholders involved in tourism and therefore there is the need to achieve a balance between each of their needs and the viable development of the industry especially at the local level. In this respect, planning comes in, as it is a process that aims to anticipate, regulate and monitor change and contribute to the wider sustainability of the destination. Also, it is aimed at enhancing the tourist experience of the destination (Page and Connell, 2006). Tourism Planning has been carried out almost exactly like Urban and Regional Planning (Hall, 1999).

Figure 2 below illustrates the generalized process of tourism planning. It has 8 steps or stages, each of which we shall discuss briefly

Figure 2: The Generalized Process of Tourism Planning

STEP 1 | Decision to Plan and Study Preparation

STEP 2 | Determination of Aim & Objectives

STEP 3 | Survey of the Area (Desk and Field Studies)

STEP 4 | Analysis & Synthesis of Findings

STEP 5 | Draft Plans Formulation

STEP 6 | Recommendations & Selection of Preferred Alternative

STEP 7 | Plan Implementation & Monitoring

STEP 8 | Plan Review

Public Participation

Source: Author design

Self-Assessment Exercise 6.1

Provide answers to the below questions to test your understanding of what you have learnt so far. It shouldn't take you more than 5minutes to answer them.

   i.   _____ is a series of tourism actions or event performed to make something or achieve a particular result

  ii.   One of the key objectives of tourism planning is to ensure that visitors are attracted to a particular destination and are satisfied by the experience they encounter at the same destination. (True/False)

 iii.   Plan review is one of the general processes of tourism planning. (True/False)

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 conceptualized, then failure is looming ahead.

Hence, the plan objectives must be SMART that is: Specific, Measurable, Achievable, Relevant and Time-bound.

The following are Some major objectives, commonly found in tourism development plans, for guidance:

- To develop the tourism sector that, in all respects and all levels, is for high quality, though not necessarily of high cost.
- To encourage the use of tourism for both cultural and economic exchange.
- To distribute both the direct and indirect economic benefits of tourism, widely and to as many of the host communities as feasible.
- To preserve cultural and natural resources as part of tourism development and facilitate this through architectural and landscape design which reflect local traditions.
- To appeal to a broad cross-section of international (and domestic) tourists through policies and programmes of site and facility development.
- To maximize foreign exchange earnings so as to ensure a sound balance of payments.
- Attract high-spending 'up-market' tourists.
- Increase employment opportunities.
- To aid peripheral regions by raising incomes and employment, thus slowing down or halting out migration.

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.

Types of Tourism Assets

1. Natural Assets

   1.1 Water resources

   i) beaches, rivers, springs, waterfalls

   1.2 Plants (Floral) resources

   i) Flowers, grassland, forests

   ii) Animal (Faunal) resources

       i) Fish, wildlife

   1.3 Geological resources

       i) Sand, soil, rocks, mountains, caves.

   1.5 Climate-temperature, humidity, rainfall.

2. Cultural Assets

   i)   Built heritage

   ii)   Historical buildings

   iii)   Shrines

   iv)   Monuments

   v)   Cuisines

   vi)   Festivals

   vii) Dances

   viii) Religion

3. Human Capital Assets

   i)   management skills

   ii)   hospitality skills

   iii)   craft-making skills

   iv)   population (to demand tourism goods and services)

4. Financial Assets

   - Funds for providing infrastructure such as roads, power, airports, water, hotels, resorts, zoological gardens, golf courts, museums etc.

5. Physical Infrastructure Assets

Existing physical infrastructure (water supply, electricity, roads, airports etc.), number, type, capacity, quality and spatial location.

The data requirements for tourism development planning are quite comprehensive and include:

- tourist characteristics/travel patterns;
- tourist attractions;
- accommodation facilities;
- other tourist facilities;
- land availability, suitability and use;
- infrastructure and their capacities;
- economic-structure all sectors
- supply and demand for tourism
- Labour-force skill mix and educational base, together with availability;
- education and training needs and provisions;
- environmental attributes;
- investment and finance available
- socio-cultural characteristics
- demographic characteristics
- investment and available capital for all sectors;
- domestic and international tourism markets
- public and private sector organizations; and
- relevant legislations and regulations.
- characteristics and structure of current consumer demand;
- study of consumer choice;
- current land use, land tenure and land-use control;
- existing natural and artificial attractions;
- ecosystem factors-particularly those considered to be vulnerable;

- legal framework.

For clarity, some of the key studies in this step are:

I. The Tourism Planning Market: Its origin, form, needs, rate of growth and competition for it.

II. The Physical Capacity of the Area: its ability to absorb the requirements of tourism in terms of its natural attractions, infrastructure and economic resources.

III. The Socio – economic Impact on Local Communities, Migration, housing and social infrastructure for the support population

IV. The Environmental Capacity of the Area: The limits imposed upon tourist development to protect the quality of the area in terms of landscape, townscape, tranquility and culture

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 used tourism forecasting techniques is the **Delphi** while Impact analysis is used specially to promote sustainable tourism planning. Let's briefly talk about the impact analysis and the Delphi Technics

Impact Analysis

The impact analysis should be all embracing, covering issues such as probable effects that the development will have on the host community and the environment, the economic implication in terms key indicators (employment, income, government revenue and foreign exchange flows) and the probable economic rates of return. Analyses should also examine the risks involved and the sensitivity of the results to changing assumptions. The integration

of economic, environmental and social-cultural impact analyses is a vital advancement to tourism planning tools which took place in the closing years of the twentieth century. The incorporation of a forecasting model, so that future economic, environmental and social impacts can be assessed, is crucial.

The Delphi Technique

Delphi technique is also known as Delphi interview, Delphic poll, Executive Judgement method or Knowledgeable Panel method. The method involves a series of questionnaires distributed by experts in the field, tourism in this case. Experts are drawn from relevant fields such as hospitality, events management, tour operations, and travel agency etc. The inputs of experts are evaluated at each stage and each expert is given feedback and permitted to reconsider and revise his or her answers before the next round of questionnaires is administered. Eventually, copies of a questionnaire are distributed wherein each of the experts is asked about the probability of occurrence of certain events and the responses retrieved.

After feedback from the other experts is made available to each of the experts, a second round of questionnaire completion is carried out. This process is repeated severally until the reason for circulating the responses by the experts is that the experts, (anonymous) are trying to convince each other, (by their arguments) that certain answers are made likely than others, the panel of experts will then arrive at a consensus. This analysis techniques have both merit and demerit, the below are the strengths and weaknesses

Strengths of the Delphi Technique

- It enables participation of experts in different locations in the study thereby avoiding cost of transportation. So it is cost effective.
- Since there is no physical contact, experts put forward their views without peer pressure or influence.
- Additional information may be inputted throughout the process.

- The technique is useful for phased planning exercises because information is collected in sequential manner.
- If executed well, the results obtained will reflect the combined knowledge and expertise of all participants.'

Weaknesses of the Delphi Technique

- The problem of retaining all panel experts for the study duration.
- The technique is time-consuming due to several iterations before consensus is arrived at.
- It is possible to have a large number of experts on the panel.
- Possibility of introducing bias in expert selection.
- Difficulty in assembling the right type of experts.

Step 5: Plan Formulation

The analyzed data and information generated from step 4 is utilized 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 usually Plans 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". Table 2 shows the scores of alternatives of a Tourism Plan for Ekiti State. Each alternative is rated based on the criteria. Alternative D with a score of 50 is the preferred plan. Once this is concluded, corrections and/or modifications are made and the preferred

plan is selected and made public. Almost all the same procedure is followed by big companies engaged in tourism project development.

Table 2: Evaluation of Alternative Tourism Plans for Ekiti State

Plan Objectives	Scores			
	Alternative A	Alternative B	Alternative C	Alternative D
1. Equitable Distribution of Basic Services	1	2	3	4
2. Smartness of the Plan	1	2	4	2
3. Economic Contributions: - Local Economic Development - Public Sector Investment - Private Sector Investment	2 1 4	2 2 3	3 2 3	4 3 4
4. Social Development	1	2	3	3
5. Transport Development	1	2	2	4
6. Regional Development	1	1	3	4
7. Poverty Reduction and Inclusiveness	1	2	3	4

8. Environmental Sustainability	1	2	3	4
9. Ekiti Development Agenda	1	2	3	4
10. Capacity Building	2	2	3	4
11. Resilience Including Flood Management	1	2	3	4
Total Score	18	26	37	50

Rating of Criteria Scores is from 1 – 5 where, 1 is the least beneficial and 5 most beneficial.

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.

The government concerned must ensure that all appropriate legal instruments are put in place to facilitate tourism plan implementation. In addition, enquiry and appeal mechanisms would have been established. Plan phasing and the critical path analyses (a chart clearly showing

what to do, when and by who), should be developed to improve implementation. The implementation plan shall also contain specific allocation of responsibilities for development actions to specific individuals, communities, and organisations in both public and private sectors. Precise timing of the various actions should be indicated while efforts should be made to accommodate the unforeseen events or changes in projections and or assumptions.

Both external and internal factors may affect the outcome of the plan, hence the monitoring systems should be such that members of the implementation team and government are fully informed about all relevant changes if any, and why.

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 being 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.

In-Text Questions (ITQs)

a. Define tourism process
b. List five out of the tourism process stage

In-Text Answers (ITAs)

a. Tourism process is a series of tourism actions or event performed to make something or achieve a particular result, or a series of changes that happen naturally

b. Tourism planning process stages are;

- Decision to Plan and Study Preparation
- Determination of Aim & Objectives
- Survey of the Area (Desk and Field Studies)
- Analysis & Synthesis of Findings
- Plan review

6.4   Planning for Sustainable Tourism

Sustainable tourism is the focus of the global community including Nigeria. Sustainable tourism has been defined as tourism which is economically viable but does not destroy the resources on which the future of tourism will depend, notably the physical environment (natural and built) and

the social fabric of the host community (Swarbrooke, 1999).

Planning for tourism that is sustainable is important because this type of planning should

i.   Stimulate awareness of tourism impacts

ii.   Create a strategy identifying limits of acceptable change or carrying capacities

iii.   Generate direct and indirect local employment

iv.   Support viability of local enterprises

v.   Provide income which is retained in the local area as much as possible

vi.   Support diversification in local and regional economies.

vii.   Encourage local community involvement

viii.   Support existing infrastructure and provides justification for retention and improvement of local services

ix.   Respect the integrity of the local environment, culture, people, infrastructure and character of an area

x.   Promote local pride

xi.   Assist in conservation works in the natural and built environment

xii.   Be carefully monitored and strategies for minimising negative impacts should be in place (Page and Connell, 2006).

6.5 Aims for Sustainable Tourism

- **Economic Viability**: To ensure the viability and competitiveness of tourism destinations and enterprises, so that they are able to continue to prosper and deliver benefits in the long term.

- **Local Prosperity:** To maximize the contribution of tourism to the economic prosperity of the host destination, including the proportion of visitor spending that is retained locally.

- **Employment Quality:** To strengthen the number and quality of local jobs created and supported by tourism, including the level of pay, conditions of service and availability to all without discrimination by gender, race, disability or in other ways.

- **Social Equity:** To seek a widespread and fair distribution of economic and social benefits from tourism throughout the recipient community, including improving opportunities, income and services available to the poor.

- **Visitor Fulfilment:** To provide a safe, satisfying and fulfilling experience for visitors, available to all without discrimination by gender, race, disability or in other ways.

- **Local Control:** To engage and empower local communities in planning and decision making about the management and future development of tourism in their area, in consultation with other stakeholders.

- **Community Wellbeing:** To maintain and strengthen the quality of life in local communities, including social structures and access to resources, amenities and life support systems, avoiding any form of social degradation or exploitation

- **Cultural Richness:** To respect and enhance the historic heritage, authentic culture, traditions and distinctiveness of host communities

- **Physical Integrity**: To maintain and enhance the quality of landscapes, both urban and rural, and avoid the physical and visual degradation of the environment

- **Biological Diversity**: To support the conservation of natural areas, habitats and wildlife, and minimize damage to them

- **Resource Efficiency**: To minimize the use of scarce and non-renewable resources in the development and operation of tourism facilities and services

- **Environmental Purity**: To minimize the pollution of air, water and land and the generation of waste by tourism enterprises and visitors.

Table1:

6.5.1   The Roles of Key Stakeholders in Sustainable Tourism

Type of Stakeholder	Stakeholder role in delivering sustainable tourism
International development assistance agencies. Examples are multilateral agencies such as the World Bank, and UNWTO, and Bilateral agencies such as the United States Agency for International Development and United Kingdom Department of International Development.	Integrating tourism in development policies and agreements Financial and technical assistance to sustainable tourism and individual programmes and projects.
National Government Ministry responsible for Tourism. In Nigeria it is the Ministry of Information and Culture at sub-national levels there are Ministries or Tourism agencies, e.g. Tourist Board. Other government delivery agencies Resource management bodies e.g. National Parks Service.	Tourism policy and strategy development and implementation. They also relate tourism to wider policies and strategies, laws, standards and regulations. In addition, they relate to tourism through infrastructure planning and development, resource management, communication, information and marketing and promotion.
Local Government and Destination bodies Local Government Authorities (LGAS) and destination management organizations, and public-private-partnerships.	Local strategic direction and planning. Implementation of policy and regulations. Local infrastructure development and management (e.g. roads, waste management). Stakeholder engagement, coordination and support.
Private sector businesses Tourism trade associations (e.g. AFTAN, NANTA), national and local tourism service	Serve as representatives of the tourism sector. They influence the tourism sector. Involved in the operation of tourism services. Serve as link to domestic and international markets.

providers. e.g. hotel businesses, tour operators – international and incoming. Suppliers to the sector such as food and beverage producers. Investors in the hospitality sector– international and domestic.	Contribute to product development, investment and improvement. Employment creation and generating local income Reflecting economic, social and environmental sustainability issues in development and operations
Employees and related bodies Labour unions. Individual workers in the sector	They represent the interests of employees. Involved in human resources planning and development Provision of a reliable service in return for income
NGOs – International, national and local Sustainable development NGOs. Environment, conservation and cultural NGOs. Social and community development NGOs such as community development associations (CDAs).	They represent different stakeholder interests. They engage in strategic planning and development. They are involved in stakeholder coordination and supporting implementation. They are involved in capacity building and provision of expertise.
Education and training bodies Universities, colleges and teaching associations (e.g. ASUU, ASUP). Research institutions. Technical experts and advisory bodies	Knowledge gathering and dissemination Supporting policy and strategy development. Capacity building and training. Provide specific advice and expertise
Local community Community councils and representative bodies Traditional structures –e.g. local chiefs, organised groups such as women, youth Local formal and informal traders. Individual households.	Engaging in planning and decisions on tourism at a local level. Representing and communicating local community interests. Pursuing equitable benefit sharing within communities. Interacting with tourists to ensure

	mutual benefits. Receiving income from tourist spending.
Consumers/Tourists Individual tourists. Consumer networks, clubs and societies. Travel media and social media users	Providing the main source of income to the sector. Behaving responsibly towards the environment and local communities in travel choice and actions. Communicating information and opinions on destinations and sustainability issues accurately and fairly.

Source: After UNWTO and UNEP (2015)

In-Text Questions (ITQs)

    a. Mention five aims of sustainable tourism planning you know

    b. Outline four types of stakeholders involve sustainable tourism

In-Text Answers (ITAs)

    a. Five aims of sustainable tourism planning are.

- Economic Viability
- Employment Quality
- Social Equity
- Visitor Fulfilment:
- Local Control

    b. Four types of stakeholders involve in sustainable tourism are:

- National Government
- Private sector businesses
- Employees and related bodies
- Education and training bodies

6.6   CONCLUSION

One of the key objectives of tourism planning is to ensure that visitors are attracted to a particular destination and are satisfied by the experience they encounter at the same destination. To achieve some of these goals and objective of tourism policy makers, it's necessary to follow some process to guide their causes of action and to evaluate if thing where been done according to how it has been planned. Every step involves in the tourism planning process need adequate attention and require skilled personnel to make key decision

6.7   SUMMARY

In this study unit, you have learnt that:

1. Tourism process is a series of tourism actions or event performed to make something or achieve a particular result, or a series of changes that happen naturally.

2. Tourism policy and planning process have eight stages, such as
    * 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

3. Aims for sustainable tourism planning are very important and they include;
    * Economic Viability
    * Employment Quality
    * Social Equity
    * Visitor Fulfilment:
    * Local Control

4. Types of various stakeholder that involves in sustainable tourism planning and their roles,

6.8   REFERENCES AND FURTHER READINGS

Dredge, D., Jenkins, J. (2011). *Stories of practice: tourism policy and planning*. Ashgate, Burlington

Edgell, D. L. (2015). *International sustainable tourism policy*. The Brown Journal of World Affairs

22(1):25

Edgell, L., Swanson, J. Allen, D., Smith, G. (2013). *Tourism policy and planning*, Second edition.

Routledge Ltd - M.U.A, GB. doi:10.4324/9780203113332

6.9   POSSIBLE ANSWERS TO SELF-ASSESSMENT EXERCISE

   i.   _____ is a series of tourism actions or event performed to make something or achieve a particular result. The answer is **planning**

  ii.   One of the key objectives of tourism planning is to ensure that visitors are attracted to a particular destination and are satisfied by the experience they encounter at the same destination. (True/False). The is True

 iii.   Plan review is one of the general processes of tourism planning. (True/False). The answer is **True**

UNIT 7:   TOURISM POLICY ISSUES

7.1   Introduction

7.2   Learning outcome of the study unit

7.3   Main content

      7.3.1   Tourism Policy Issues

      7.3.2   Types of Tourism Policy Evaluation Stage

7.4   Importance of Tourism Policy Issue

7.5   Conclusion

7.6   Summary

7.7   References and Further Readings

7.8   Possible Answers to Self-Assessment Exercise

7.1   INTRODUCTION

In our last discussion from previous units, we have learnt various aspect of tourism policy and planning, in this unit we shall be discussing some tourism policy Issues**.** Tourism is a crucial avenue for achieving people's ambitions for a better quality of life in the twenty-first century. The core tenets remain true whether this occurs at the municipal, state/provincial, regional, or international level. One goal is to enable individual tourism connections, with the hope of laying the groundwork for peace through genuine social relationships. Tourism is a developing aspect of the international trade-in-services and travel-sector businesses. As a result, it has the potential to be a powerful stimulant for future improvements in people's lives on economic, political, sociocultural, and ecological levels. Tourism has the ability to serve as a vehicle for global peace by combining the components of generating economic wealth with the potential to develop greater international understanding and goodwill. This backs up the lofty goal of tourism policy, which is to balance the benefits and expenses of tourism for communities as tourism destinations while also improving the quality and sustainability of life for local residents.

7.2   LEARNING OUTCOME OF THIS STUDY UNIT

When you have studied this session, you should be able to:

- Outline the Types of Tourism Policy evaluation stages
- Know some Importance of Tourism Policy Issues

7.3   MAIN CONTENT:

7.3.1   Tourism Policy Issues

Box 1: Tourism Policy
Tourism policy is 'a progressive course of actions, guidelines, directives, principles, and procedures set in an ethical framework that is issues-focused and   best represents the intent of a community (or nation) to effectively meet its planning, development, product, service, marketing, and sustainability goals and objectives for the future growth of tourism'.

Today's key tourism policy issues include tourism regulation and public policy, areas facilitating tourism such as information technologies, financial organizations and organizations related to tourists themselves as consumers of travel. This chapter provides an overview of such important issue areas with examples of their effects on tourism policy formation.   In this context, tourism policy first is described in an ethical framework, its core components identified, and an issues-focused working definition proposed in order to provide an adequate framework for analysing and understanding the complex issues confronting the production and distribution of international tourism products and services in today's world.

7.3.2   Types of Tourism Policy Evaluation Stage

To understand key tourism policy issues in the largest possible context, it is especially important for students to identify in what stage of tourism policy development a particular project or case resides. Aligning the tourism policy analysis with the proper developmental phase of tourism is a critical first step in establishing a robust research design that is both supported by adequate and accessible data and able to be completed on funding deadlines or a timeline viable to the client (which includes semester-based course professors). In this

regard, a brief overview of three tourism policy development stages will be discussing here, with greater emphasis on the third – the summative stage – as the most useful for contemporary tourism policy analysis and destination management research.

The three types of policy evaluation stage are;

- Formative phase
- Development phase
- Summative

Formative phase tourism policy evaluation

In the formative stage of tourist policy development, new tourism-related concerns have evolved, necessitating the design of new tourism policies. This can happen at any level of the intended outcome's stakeholders, from local citizens to international relations. Tourist excursions to prominent 'gateway' or entrance communities, such as the Nigeria National Park in Kainji or Gashaka Gumti, as well as cultural heritage sites like Machu Picchu in Peru (illustrated in Figure 7.1), have fueled unplanned tourism development. This has resulted in unexpected needs for formative tourism policies to deal with increased traffic and pollution, over-consumption of potable water, depletion of public utility resources, and real estate price escalation, resulting in a scarcity of affordable housing for local citizens employed in new hotels, car rental agencies, and other travel-related businesses. As a result, revenue from tourism development is not dispersed evenly. Furthermore, these extremely popular original sites deteriorate, placing their underlying environmental, sociocultural, and heritage

qualities, which are vital to both tourism and local quality of life, at jeopardy.

Figure 7.1 Mach u Picchu, sometimes called the Lost City of the Incas, has been restored to near its pre-Columbian appearance after being rediscovered in 1911 (Photo: Matt Schuttloffel)

Some of the driver for tourism policy analysis at the formative phase includes;

a. Evaluate a decision on the part of a tourism organization,
b. Tourism Destination
c. Industry sector to participate in new technology.

Development phase tourism policy evaluation

Similarly, tourist policy analysis at the development phase is critical in many cases since it allows for mid-course review of policy implementation. For example, in 1999, the Belizean government adopted a new tourism policy that prioritized tourism as a preferred growth choice, with a concentration on the cruise ship industry. The outcomes included a development phase tourist policy plan for environmental compliance for live-aboard passenger vessels, including cruise ships entering Belize Harbour, in addition to international tourism promotion. It was founded on guarantees to Belize's local tourist sector partners that the Department of the Environment, in collaboration with the Fisheries Department and the Belize Tourism Board, would work to ensure the industry's long-term viability. New tourist

policy rules and regulations were created to address concerns including cruise ship anchoring, garbage disposal, and passenger leisure activities onboard, such as requiring the purchase of seasonal fish and locally grown produce rather than imported meals. Onshore, tourism policy rules included, among other things, mandates for coral reef preservation during visitor diving and snorkeling activities. As the cruise industry in Belize grows, a monitoring mechanism has been put in place to help with a review and continuing assessment of the tourism policy plan's development aspirations (Toy, 2014).

Summative phase tourism policy evaluation

There are numerous examples of summative phase tourist policy analysis, which assesses the continuous validity of long-standing policy issues as well as recognized norms and beliefs. Student tourism policy case studies and/or research projects are frequently accessible during this time. For example, after residents in Colorado voted in 1994 to oppose the retention of an existing state tax for state tourism promotion, the state slid from fifth to seventeenth rank in US state tourist destinations in three years (Sommars, 1997, pp. 16–21). For summative evaluation of the negative effects of the tax policy reducing money for tourism marketing and promotion in Colorado, only a short time was required. In the summative phase of tourism policy research, evaluation questions must be matched with appropriate data collection techniques, data must be collected and analyzed, and tourism policy information and advice must be provided to public and private sector officials, as well as other interested parties.

In-Text Questions (ITQs)
    a. Define Tourism policy
    b. List the three types of policy evaluation stage are

In-Text Answers (ITAs)
    a. Tourism policy is 'a progressive course of actions, guidelines, directives, principles, and procedures set in an ethical framework that is issues-focused and best represents the intent of a community (or nation) to effectively meet its planning, development,

product, service, marketing, and sustainability goals and objectives for the future growth of tourism'.

b. The three types of policy evaluation stages are

- Formative phase
- Development phase
- Summative

7.4   Importance of Tourism Policy Issue

Why is it critical to conduct continual reviews of tourist policy challenges in all contexts? Tourism's integrative function in stimulating growth, for better or worse in certain circumstances, across numerous sectors of local, state/provincial, regional, national, and international commercial commerce and services industries globally is the reason for this. For the vast majority of modern economies, tourism's performance as an ideal growth multiplier in economic development aligns well with current and future anticipated needs. Tourist is frequently considered as fungible across the range of economic, social, and environmental components of development, which is both a high standing and a tall order for tourism policy concerns.

The following are some other importance of tourism policy issue:

1. To ease the development of any tourism policy outline
2. To encourage various tourism policy stakeholder toward formulating a better tourism policy
3. To increase the rate of successful tourism policy formulated
4. To enhance the level of development in the tourism destination
5. To promote good relationship among stakeholder and host community

Self-Assessment Exercise 7.1

Provide answers to the below questions to test your understanding of what you have learnt so far. It shouldn't take you more than 5minutes to answer them.

i.   Importance of tourism policy issue include the following except?

      a. To ease the development of any tourism policy outline

      b. To increase the rate of successful tourism policy formulated

      c. Industry sector to participate in new technology

      d. To enhance the level of development in the tourism destination

ii.   Tourism policy is 'a progressive course of actions, guidelines, directives, principles, and procedures set in an ethical framework that is issues focused. (True/False)

7.5 CONCLUSION

Through all the stages of tourism policy formation, development and implementation, one sees the conflicting needs that call for effective actions and evaluation. Tourism policy provides direction on what action is appropriate. In the formative stage, policy addresses new concerns such as disease or terrorism. At the development phase, policy addresses on-going issues. This is particularly relevant for developing countries and other regions of the world addressing economic, sociocultural and environmental sustainability issues, such as air and water pollution, crowding, degradation and depletion of tourism resources. Lastly, there is the summative stage where existing tourism policy results are reviewed for continued relevancy and efficacy

7.6 SUMMARY

In this study unit, you have learnt that:

1. Tourism policy is 'a progressive course of actions, guidelines, directives, principles, and procedures set in an ethical framework that is issues-focused and best represents the intent of a community (or nation) to effectively meet its planning, development, product, service, marketing, and sustainability goals and objectives for the future

growth of tourism'

2. There are three Types of Tourism Policy Evaluation Stage

- Formative phase

- Development phase

- Summative

3. Why are ongoing evaluations of tourism policy issues in all contexts important? It is because of tourism's integrative role in triggering growth, for better or worse in some cases across multiple sectors of local, state/provincial, regional, national and international business commerce and services industries worldwide

7.7   REFERENCES AND FURTHER READINGS

Aniskovich, J. and M. Donohue. (2016). *Culture and Tourism Partnership*, Grants Available, US Fed News Service, Including US State News, Washington, DC, January 20.

Brush, S. and E. Strout. (2015). Cutbacks at Small Airports Threaten to Leave Some Colleges Stranded, *Chronicle of Higher Education*; **52**(6), September 30, p. A33–A33, 1p, 1c.

Fennell, D., and R. Dowling (Eds). (2003). *Ecotourism Policy and Planning*. Cabi, NY.

7.8   POSSIBLE ANSWERS TO SELF-ASSESSMENT EXERCISE

i.   Importance of tourism policy issue include the following except?

   a. To ease the development of any tourism policy outline

   b. To increase the rate of successful tourism policy formulated

   c. Industry sector to participate in new technology

   d. To enhance the level of development in the tourism destination

ii.   Tourism policy is 'a progressive course of actions, guidelines, directives, principles, and procedures set in an ethical framework that is issues-focused. (True/False) the answer is **True**

UNIT 8:   STRATEGIC TOURISM PLANNING

8.1   INTRODUCTION

To get the most out of his trip, a tourist must prepare himself with information (by studying about the destination's surroundings), and the community/destination must plan effectively for the future success of its tourism programs. 'Strategic Planning' is a prominent Tourism Planning Mechanism. Strategic tourism planning is a process aimed at maximizing the benefits of tourism by balancing the appropriate quality and quantity of supply with the acceptable level of demand, while without jeopardizing the locale's socioeconomic and environmental development or its long-term viability. **Economic, Environmental, and Socio-Cultural elements**, as well as their relationship to overall sustainable tourism goals and objectives, must all be considered when discussing strategic tourist planning. As a result, Strategic Tourist Planning is a framework that promotes quality, efficiency, and effectiveness for any tourism organization or location.

8.2   LEARNING OUTCOME OF THIS STUDY UNIT

When you have studied this session, you should be able to:
- Explain Strategic Tourism Planning
- Highlight some advantages of a good tourism planning to the tourists' destination

8.3 MAIN CONTENT:

8.3.1 **Strategic Tourism Planning**

Box 8: Definition of Strategic Tourism Planning
Strategic planning in the tourism industry is usually a policy/planning/ management tool to assist the tourism entity (national tourism office, destination, local community) in organizing to accomplish its desired goals, while focusing on available resources for obtaining the greatest benefits. In effect, it is a blueprint to help shape and guide the entity in reaching its future goals.

Students must first look at the etymology of these two words before defining strategic planning. Strategic is derived from the words 'strategy', which refers to a goal-oriented plan of action, and planning, which refers to a technique of accomplishing a goal (America Dictionary). The concept of a goal is present in both. The goal serves as the foundation for the entire strategic planning process in tourism.

Tourism planning did not receive the same level of attention in the past as it does now. There are several examples of tourist sites and areas that have deteriorated and failed. Much of this decadence may be traced back to haphazard planning and development, which has prompted modern tourism managers to demand more meticulous planning. Even today, with the emphasis on systematic planning, unprepared tourism development initiatives have a detrimental impact that is easy to discern.

Many strategic tourist planners today incorporate many parts in the process: construct a "vision" (typically a single sentence), a "mission statement" (usually no more than two lines) that defines the vision, and then goals, objectives, strategies, and tactics. A 'situational analysis' (or needs assessment), a 'competitive analysis,' a 'monitoring device,' a 'evaluation,' built-in 'performance measurements,' and 'research' are all included in certain organizations' processes (to improve the process). The time to assemble a team of interested persons and groups is early in the planning phase. It could comprise a tourist director, planning and research departments, marketing and sales departments, hotel and resort managers, airline and public transportation department colleagues, and others who are

affected by the outcome. Community leaders, in addition to tourist sector professionals, must be involved. It is critical to be generous in including a large number of relevant organizations and individuals who have the power to influence the accomplishment of the tourist planning goals and objectives.

8.3.2   Step to Strategic Tourism Planning

There are some steps involve in Strategic Tourism Planning, this steps help in formulating a good strategic Tourism Planning and it include;

i.   Setting down the vision

The first step in the strategic tourist planning process is to define the vision. The vision, which is made up of only a few words, will pave the way for foresight into the future of a tourism destination, a community, or a location. It establishes a shared objective or dream that all stakeholders may support. The 'vision authors' must have a full awareness and knowledge of the destination or location, as well as the desired plans for future development and promotion, while writing a vision. In order to prepare a vision, there are a variety of strategies that can be applied. It could start with a basic brainstorming session in which stakeholders convene to discuss the project's ultimate aims. In some cases, it makes sense to engage focus groups to gather a diverse variety of viewpoints in order to develop a vision. This could also be a good moment to hire an experienced strategic marketing consultant to assist with the development of the tourism product's vision and branding.

ii.   The mission statement

The mission statement is an important second phase in the process because it supports the vision by defining the method(s) for achieving the goal and prescribing the path(s) to success. The mission statement, unlike the vision, is usually a little longer because it defines 'how to get there' - similar to a road map. The mission statement has a specific aim in mind and is intended to motivate people to make decisions and take action. The mission statement, like the vision, requires the participation of a diverse group of people.

iii.   The goals and objectives

The strategic tourism strategy includes goals and objectives that follow the vision and mission statement. Goal-oriented tourist planning (Figure 9.1) is a guiding outline that

defines the pathway of goal(s), objective(s), strategy(s), and tactic(s) (s). The entire process hinges on the development of goals, objectives, strategies, and tactics.

The goal(s) are the driving force behind what the plan aims to accomplish in the strategic tourist planning process, and as such, they must be carefully crafted to be effective. Most tourism-related projects have many aims, which indicate the stakeholder's intended goal or purpose when the decision to construct the tourist project is first crafted. Short-term goals (1 year or fewer), medium-term goals (2-4 years), and/or long-term goals may be included in the project (4 years and beyond). If the objectives are measurable, it will be easier to achieve them. For example, 'We expect to have the tourism destination fully constructed and operational in two years,' or 'We expect visitation levels to increase by 20% per year once the destination is completed,' or 'By the fifth year, we expect more than one million visitors will have visited this destination.'
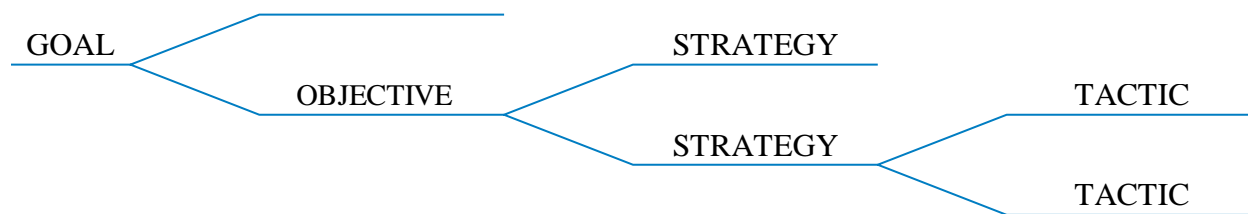
GOAL — STRATEGY

OBJECTIVE — STRATEGY — TACTIC, TACTIC

Figure 9.1 Tree diagram: goal-oriented tourism planning

The aim(s) and the objectives go hand in hand; they are stepping stones to the goal and are tangible, genuine, practical steps or intentions that define expected project outcomes. Objectives are the organization's goal-oriented aims that can be achieved and made operational in order to achieve the tourism plan's goals. In general, the objectives are listed in priority order, with the available resources reserved for the highest priority objectives listed first. The idea is to keep our ideas fresh and free to foster creative thinking by thinking about the broader objectives, the big picture.

Strategies refer to the actions and operations that are required to achieve the goals set forth in the strategic tourist strategy. In some cases, the strategy may include the creation of new products or special initiatives to help achieve the goals. In addition, as part of the broader planning process, the strategy should define key target audiences. One technique might be

to give the necessary leadership to achieve the goals or to establish the criteria for evaluating the tourism project's quality. Identification of financial needs and sources, as well as an evaluation of existing resources relevant to the plan's objectives, are all part of the strategy. A strategy could also include developing a partnership, engaging with other interested parties, or implementing new technologies. The essential is that the strategies, which are followed by tactics, are all geared at achieving the strategic plan's goals and objectives.

Tactic

The diagram's final piece is strategy (s). The strategy in the tourism planning process is a short-term action (typically less than 6 months) taken to attain the broader aims and objectives right away. It is, in fact, the methods and means for achieving the strategy's objectives. Tactics are the day-to-day activities and details that are employed to achieve the strategic planning goal, such as defining the agenda for the stakeholders meeting or making arrangements to support the planning process.

The phases of the strategic tourist planning process depicted in the figure above demonstrate how a tourism destination's success is dependent on meticulous preparation. Other steps are frequently incorporated in the development of a tourism strategy. Research, evaluation, monitoring, situational analysis, and branding are all included in certain tourist plans.

Strategic tourism planning is a management technique that helps users reach the organization's or destination's desired goals, create attainable goals, and develop a methodology that outlines the expected outcomes in a responsible, sustainable manner. It must be responsive to changes in the tourism industry's demand and supply, as well as the introduction of new tourism products. Furthermore, it must consider the future. Overall, the strategic tourist plan must be clear and succinct, encompassing the stated aims and objectives while remaining sensitive to the organization's available resources as well as the industry's dynamic character.

In-Text Questions (ITQs)

1. Define Strategic Tourism Planning
2. Outline Step to Strategic Tourism Planning

In-Text Answers (ITAs)

1. Strategic planning in the tourism industry is usually a policy/planning/ management tool to assist the tourism entity (national tourism office, destination, local community) in organizing to accomplish its desired goals, while focusing on available resources for obtaining the greatest benefits

2. The step to Strategic Tourism Planning includes the following;

- Setting down the vision
- The mission statement
- The goals and objectives
- Tactic

8.4 Advantages of a good Tourism Planning to the Tourists' Destination includes;

1. There is a close relationship between policy and planning; tourism planning strengthens an area's tourism policy. Goeldner and Ritchie (2016) discuss in detail the interrelationship of tourism policy and planning.

2. Tourism planning is a highly organized effort of rational thinking, concentrated on the goals and objectives of a given locale.

3. Tourism planning contains many steps, initiating from inventorying an area's tourism product to providing the blueprint for development. It is a highly integrative process.

4. Tourism planning balances economic goals with the need for conserving the environment and improving the quality of life for local residents.

5. Strategic tourism planning emphasizes quality, efficiency and effectiveness throughout the process.

Self-Assessment Exercise 8.1

Provide answers to the below questions to test your understanding of what you have learnt so far. It shouldn't take you more than 5minutes to answer them.

i. the following are Step to Strategic Tourism Planning except?

a. The mission statement

b. Objective and goals

c. longitivity

d. Tactics

ii. Strategic is derived from the words 'strategy' True/False

8.5   CONCLUSION

Just as the traveler must prepare himself with information (through learning about the destination's environs) to get the optimum value from his travel, so must the community/destination plan well for the future success of their tourism programmes. Strategic planning take effect as to how tourist shareholders can adequately plan tourism policy and effectively implement all plan made. All the needed steps must be follow in order to achieve all set objectives and ensure all strategic plans were put in place.

8.6   SUMMARY

In this study unit, you have learnt that:

1. Strategic planning in the tourism industry is usually a policy/planning/ management tool to assist the tourism entity (national tourism office, destination, local community) in organizing to accomplish its desired goals, while focusing on available resources for obtaining the greatest benefits

2. Some advantages of a good tourism strategic planning are as follow;

   - Strategic tourism planning emphasizes quality, efficiency and effectiveness throughout the process

   - Tourism planning is a highly organized effort of rational thinking, concentrated on the goals and objectives of a given locale

   - Tourism planning contains many steps, initiating from inventorying an area's tourism product to providing the blueprint for development. It is a highly integrative process.

   - Tourism planning balances economic goals with the need for conserving the

environment and improving the quality of life for local residents.

3. There are some steps involve in Strategic Tourism Planning, this steps help in formulating a good strategic tourism planning and it include
   - Setting down the vision
   - The mission statement
   - The goals and objectives
   - Tactic

8.7   REFERENCES AND FURTHER READINGS

Howlett, M. (2011). *designing public policies: principles and instruments*. Routledge, Abingdon

ILO (2010) *Developments and challenges in the hospitality and tourism sector.* http://www.ilo.org/wcmsp5/groups/public/ed_dialogue/sector/documents/meetingdocument/wcms_162202.pdf

Jenkins, J. M., Dredge, D. (2011). *Stories of practice: tourism policy and planning*. Ashgate, Farnham/Burlington

Johannesson, G. T., Ren, C., Duim van der, R. (eds) (2015). *Tourism encounters and controversies: Ontological politics of tourism development*. Ashgate, Farnham/Burlington

8.8   POSSIBLE ANSWERS TO SELF-ASSESSMENT EXERCISE

i. the following are Step to Strategic Tourism Planning except?
   a. The mission statement
   b. Objective and goals
   c. Longitivity
   d. Tactics   the answer is **Longitivity**

ii. Strategic is derived from the words 'strategy' True/False   the answer is **True**

UNIT 9:   **MANAGING SUSTAINABLE TOURISM**

9.1   INTRODUCTION

Earlier in our Previous discussion from unit7, where we talk about the types of tourism policy evaluation Stages and its importance to tourism policy. In this unit, we shall be looking into how to manage sustainable Tourism. To guarantee that sustainable tourism thrives as an economic development strategy in the future, efforts must be made to inspire enterprises and people to adopt good practices, whether they choose to increase natural scenic beauty as it coexists with flora and wildlife or to enrich the built environment. In this regard, one of the key goals of this research is to provide best practices to assist the management process and ensure that future generations can enjoy and benefit from sustainable tourism.

9.2   LEARNING OUTCOME OF THIS STUDY UNIT

When you have studied this session, you should be able to:

- Understand what sustainable Tourism is about
- Know some of the measure for managing Sustainable Tourism

9.3   MAIN CONTENT:

9.3.1 Sustainable Tourism

Sustainable tourism has become the most prominent new millennium trend in tourism. Much leadership in sustainable tourism has come from the newest addition to the United Nations, the United Nations World Tourism Organization (UNWTO), headquartered in Madrid, Spain, that promotes effective management of sustainable tourism as a positive contributor to economic development. According to UNWTO

9.3.2 Sustainable development of tourism:

All forms of tourism in all types of places, including mass tourism and specialist tourism segments, can benefit from sustainable tourism development principles and management techniques. The environmental, economic, and socio-cultural components of tourist development are referred to as sustainability principles, and an appropriate balance must be struck between these three dimensions to ensure its long-term viability.

Thus, sustainable tourism should be able to;

1. **Make optimal use of environmental resources** that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.

2. **Respect the socio-cultural authenticity of host communities,** conserve their built and living cultural heritage and traditional values, and con- tribute to inter-cultural understanding and tolerance.

3. Ensure viable, long-term economic operations, **providing socio- economic benefits to all stakeholders** that are distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

To enable broad engagement and consensus building, sustainable tourism development necessitates educated participation from all important stakeholders as well as strong political leadership. Sustainable tourism is a never-ending process that necessitates ongoing monitoring of impacts and, when necessary, the implementation of preventive and/or

remedial measures. Sustainable tourism should also maintain a high level of tourist satisfaction and provide a meaningful experience for visitors, boosting their understanding of sustainability issues and encouraging them to participate in sustainable tourism initiatives.

Self-Assessment Exercise 9.1

Provide answers to the below questions to test your understanding of what you have learnt so far. It shouldn't take you more than 5minutes to answer them.

i. sustainable tourism measures include the following except?

  a. Condition of historic structures

  b. Logistic measure

  c. Aesthetics

  d. Tourism management

ii. one Advantages of a good sustainable tourism planning is?

      a. It helps to build social environments and adding economic value

      b. encourages the act of thuggery

      c. mobilize local organizer

9.3.3   Advantages of a good sustainable tourism planning

1) Good sustainable tourism planning and management techniques promote the effective and efficient use of resources

2) Good sustainable tourism planning enriches the economy of the local community and improve the quality of life for the local citizens.

3) It helps to build social environments and adding economic value

9.3.4   Measure for sustainable Tourism

A number of essential factors distinguish the sustainable tourist experience along the world's coastlines. Coastal shorelines, for example, may provide spectacular natural beauty, flora and fauna, as well as rich cultural and legacy values. Swimming, sunbathing, surfing, fishing, scuba diving, snorkeling, boating, whale and dolphin watching, bird watching, climbing, painting, photography, visiting historic settlements, and a variety of other leisure activities

may be available in the local land and water resources.

Measure for a sustainable Tourism on a coastline destination

1. Good coastal management practices;
2. Clean air and water; healthy ecosystems;
3. Maintenance of a safe and secure recreational environment;
4. Beach restoration, including beach re-nourishment;
5. Sound policies for wildlife and habitat conservation;
6. Protection of the built environment: history, heritage and culture;
7. Educational/awareness programmes that promote good sustainable tourism practices.

While there may be disagreements on how to best achieve these features, businesses, developers, tourists, local communities, non-profit organizations, and educational institutions all have a stake in achieving a healthy, clean, safe, and well-managed coastal environment. Stakeholders will lose in the future if it is not protected now. It is critical that solutions be established to ensure that coastal areas and towns maintain their productivity, economics, and social values. As previously stated, these seven categories can be used in conjunction with one another to assess sustainable tourism as an economic development strategy along coastlines.

Other sustainable tourism measures include;

e. Social/cultural integrity
f. Condition of historic structures
g. Aesthetics
h. Tourism management
i. Outlook

In-Text Questions (ITQs)

1. Mention the three dimension for sustainable tourism development
2. Outline five measure for sustainable tourism development on the coastline destination

In-Text Answers (ITAs)

1. The three dimension for sustainable tourism development are:

    *   Make optimal use of environmental resources

    *   Respect the socio-cultural authenticity of host communities

    *   Ensure viable, long-term economic operations

2. Five measure for sustainable tourism development on the coastline destination are;

    *   Good coastal management practices;

    *   Clean air and water; healthy ecosystems;

    *   Maintenance of a safe and secure recreational environment;

    *   Sound policies for wildlife and habitat conservation;

    *   Protection of the built environment: history, heritage and culture;

9.4   CONCLUSION

To ensure sustainability and expansion, the tourism industry, which is now one of the world's main sources of revenue and employment opportunities, requires competent management. Various international tourism development organizations, such as the United Nations World Tourism Organization (UNWTO), must forecast to guarantee that tourism policies and strategies are capable of meeting the industry's expectations as the world's leading growing industry. To maintain tourism management via stability, stakeholders must consider the benefits of having a safe tourist destination that attracts visitors from all over the world. To have a stronger strategy and plan in place, the community and government must collaborate.

9.5   SUMMARY

In this study unit, you have learnt that:

i.   Sustainable tourism has become the most prominent new millennium trend in tourism. Much leadership in sustainable tourism has come from the newest addition to the United Nations, the United Nations World Tourism Organization (UNWTO), headquartered in Madrid, Spain, that promotes effective management of sustainable tourism as a positive contributor to economic development.

ii.   Advantages of a good sustainable tourism planning

- Good sustainable tourism planning and management techniques promote the effective and efficient use of resources
- Good sustainable tourism planning enriches the economy of the local community and improve the quality of life for the local citizens.
- It helps to build social environments and adding economic value

iii.   Measure for a sustainable Tourism on a coastline destination

a. Good coastal management practices;

b. Clean air and water; healthy ecosystems;

c. Maintenance of a safe and secure recreational environment;

d. Beach restoration, including beach re-nourishment;

e. Sound policies for wildlife and habitat conservation

9.6   REFERENCES AND FURTHER READINGS

Angelo, Rocco M. and Andrew N. V. (2011). *Hospitality Today: An Introduction* (2nd ed.). Educational Institute of the American Hotel & Lodging Association, Lansing, MI.

Edgell, S., David, L. (2009). *International Toursim Policy*. VNR Tourism and Commercial Recreation Series, Van Nostrand Reinhold, New York.

Edgell, S., David, L. and Maria DelMastro Allen. (2015, September). *Sustainable Tourism as an Economic Development Strategy for the Waterways and Coastline of North Carolina*.

9.7   POSSIBLE ANSWERS TO SELF-ASSESSMENT EXERCISE

i. sustainable tourism measures include the following except?

a.   Condition of historic structures

b.   Logistic measure

c.   Aesthetics

d.   Tourism management

ii. one Advantages of a good sustainable tourism planning is?

a. <u>It helps to build social environments and adding economic value</u>

b. encourages the act of thuggery

c. mobilize local organizer

UNIT 10:   OVERVIEW OF TOURISM DEVELOPMENT IN NIGERIA

10.1   INTRODUCTION

We had talked about the National Tourist Organization's role and functions. One of the most important functions in this regard is the formulation of tourist strategy and the preparation of plans to accomplish the policy's objectives. Years of experience have taught us that tourist development requires a policy and meticulous preparation. This section begins with a discussion of why tourist strategy and planning are necessary. It then goes on to describe the planning areas, stages, and evaluation. Furthermore, the unit considers the Nigerian government's tourism policy, with a focus on the National Action Plan on Tourism and Special Areas Development programs.

10.2   LEARNING OUTCOME OF THIS STUDY UNIT

When you have studied this session, you should be able to:

- Explain the overview of tourism development in Nigeria

- Highlight some function of Nigeria Tourist Board
- know about the salient features of the National Action Plan on tourism

10.3   MAIN CONTENT:

10.3.1 Overview of Tourism Development in Nigeria

Nigeria's tourist history may be traced back to the days of trans-Atlantic travel, which is also known as international tourism.

Similarly, annual cultural and religious events in ancient empires, kingdoms, emirates, and city states in what is now Nigeria confirm some degree of domestic tourism. Despite its lack of purposeful attempts, the arrival of colonialists aided the expansion of international tourism in the country.

10.3.2 The Nigeria Tourist Association

The idea of modem day leisure travel and organized efforts at developing a viable tourism industry in Nigeria commenced in 1962 when the Nigeria Tourist Association was formed.

Membership

The members of this voluntary Association were drawn from both the public and private sectors. Prominent among them were:
- Some foreign Airlines operating in Nigeria
- Shell petroleum company
- The national Carrier- Nigeria Airways
- Private Hotel operators
- Nigeria Tobacco company

Activities of the Nigeria Tourist Association

Most of the Association's operations were focused on promotion. -raising public awareness-facilitating domestic and international tourism-physical development of tourism infrastructure-

encouraging leisure activities-management of tourist resorts and advising the government on infrastructure and development policies.

Achievement of the Nigeria Tourist Association

The single most important achievement of the NTA in its 59years of operation was the acquisition of the membership of IUOTO now WTO (World Tourism Organization).

Problems of the Nigeria Tourist Association

However, the activities of the NTA were uncoordinated as a result of its dependence on the individual efforts and desires of the members. Hence, the growth of tourism in the country was painfully very slow.

Change in the Nigeria Tourist Association

Therefore, when in 1971, the African Development Bank (ADB) confirmed the enormous tourist potentials that abound in Nigeria and coupled with the need to strengthen the National economy, the Government decided to establish a parastatal to take over the responsibilities of the Association.

10.3.3 The Nigeria Tourist Board

This was how the Nigeria Tourist Board (NTB) came into being via Decree 54 of 1976, charged with the statutory responsibilities of among others:

Functions

i.   To encourage people, living in Nigeria to take their holidays in Nigeria and people from abroad to visit Nigeria, and to encourage the provision and improvement of tourist amenities and facilities in Nigeria including the development of hotels and auxiliary facilities.

ii.   The board was also empowered to carry on any undertaken which appears to it to be necessary for the promotion and development of tourist industry in the country.

However, the activities of the NTA were uncoordinated as a result of its dependence on the individual efforts and desires of the members. Hence, the growth of tourism in the country was painfully very slow

10.3.4 Travel Bureau

Furthermore, in order to establish a Tour Operating Company, the National Travel Bureau was established to run commercial tours both within and outside of Nigeria. This institution was established in each of the federation's states to oversee the growth of tourism on a national and international level.

The institution brought up the state Tourism Committees

State Tourism Committees

At the state level, the decree established state tourism committees (STC) to perform the following specific function

- Assist and advise the board on the implementation of the decree
- To recommend to the board such other measures as may be necessary to enable full effort to Be given to the provision of the decree; and
- In consultation with NTB to carry on any undertaken necessary for the promotion and development of tourism in the state.
- To demonstrate its commitment toward tourism development in Nigeria

Shortcomings

However, there was no local tourist organization and cognizance was also not taken of the Federal nature of the country. Furthermore, the Board could not sanction any organization that flouts its directives/laws and so on.

Organization

Thus, following formulation of the National Tourism Policy in 1990, the Nit was reorganized along three major activity areas viz:

a. restructuring to provide an improved institutional framework in terms of redefining

functional responsibilities and creating appropriate department and units to facilitates a more efficient discharge of the statutory functions.

b. Personnel charges based on Manpower Audit to ensure that available staff are well equipped in terms of knowledge, skills, attitudes and cognate experience to demonstrate effective performance.

c. Review of decree 54 of 1996 to take into account the provisions in the new National tourism policy as well as institutional, administrative and personnel changes. Furthermore, the Board was mandated to implement among others, the following specific strategies adopted by government to support the growth of tourism in the country viz:

Strategies

i) provision of basic infrastructural facilities

ii) liaison with the states to demarcate potential tourism zones and their products

iii) introduce and arrange for fiscal and other incentives to be given to potential investors

iv) Enact from time-to-time laws, regulations to govern the co n duct of practitioners within4he industry

liaison with security agencies (customs, immigration and other government organizations) in order to eliminate inconveniences faced by visitors to Nigeria.

Inadequacies

However, like its predecessor, the NTB could not achieve these laudable goals due to such inadequacies as: -

- lack of plan implementation strategies:
- Inadequate trained manpower; and
- lack of instable funds for tourism development.

In-Text Questions (ITQs)

a. Outline some function of The Nigeria Tourist Board

b. Mention four functions State Tourism Committees

In-Text Answers (ITAs)

    a. Some functions of Nigeria Tourist Board include;

- To encourage people, living in Nigeria to take their holidays in Nigeria and people from abroad to visit Nigeria,

- The board was also empowered to carry on any undertaken which appears to it to be necessary for the promotion and development of tourist industry in the country

    b. Four function State Tourism Committees are;

- Assist and advise the board on the implementation of the decree

- To recommend to the board such other measures as may be necessary to enable full effort to be given to the provision of the decree

- In consultation with NTB to carry on any undertaken necessary for the promotion and development of tourism in the state

- To demonstrate its commitment toward tourism development in Nigeria

10.4 Tourism Development Strategy

This was produced in 1992 with the objectives of providing a sound basis and framework for the future development of the sector at a realistic and manageable pace. It is based on the recommendations contained in the development strategy that NTDC embarked on

a) Manpower development activities through seminars and short courses conducted mainly by NIHOTOURS and a few others abroad

b) Physical Development jointly with states or on its own- Capitan Bower's Tower Oyo State, Ikogosi Warm Spring, Ekiti State and International Youth Tourism Centre Kuri Falls Plateau State Etc.

c) Publicity/promotional activities through participation in international tourism/trade fairs at home and abroad

d) Production/distribution of collateral materials etc.

Problems of Nigeria Tourism Development Strategy

Nigeria is endowed with a wealth of natural and cultural resources that can support long-term tourist growth. The country's ecological diversity and cultural diversity alone are enough to make it one of the

world's most popular tourist destinations.

Despite its vast tourism potential, Nigeria remains a mono-economy, its population remain distrustful of one another, and Nigerians are still plagued by ignorance, lack, poverty, and sickness. This should not be the case.

Unfortunately, just little service is paid to tourism which is claimed to have a preferred sector status in the economy.

Hence tourism industry is so;

a) Poorly funded that it cannot make the desired impact;

b) infrastructure which is the most basic of all requirements of tourism is lacking in most of the attraction centers;

c) Manpower, the most critical resource of every organization is in short supply in the tourism industry. It lacks adequate trained manpower to carry on the professional aspects of its activities.

d) Policy implementation strategies directed towards achieving the policy objectives of tourism development are non-existent;

e) Marketing and promotion is another problem area, as the industry has not been able to evolve an effective promotional and marketing strategies oriented towards awareness creation an awakening of enthusiasm in the tourism industry

Given the foregoing, the time has come for all hands to be on deck to address these issues. While the current administration has taken efforts in this direction, each local government region should be prepared to give its fair share for its own benefit.

Provide answers to the below questions to test your understanding of what you have learnt so far. It shouldn't take you more than 5minutes to answer them.

i. All the following are Problems of Nigeria Tourism Development Strategy except?

a. Poorly funded

b. lack of good policy implementation

c. effective leadership skill

d. Effective Marketing and promotion

ii. Nigeria's tourist history may be traced back to the days of trans-Atlantic travel, which is also known as international tourism. (True/False)

Self-Assessment Exercise 10.1

10.5   Agencies that promote Tourism Development in Nigeria

The following agencies are directly involved in the promotion of tourism in Nigeria:

Public

- Federal Ministry of admit and Tourism Nigerian
- Tourism Development Corporation
- Federation Ministry of Information
- Nigeria Customs Service
- Nigeria immigration Service
- State Tourism Boards
- State ministry for Tourism Matters
- Local Government Tourism Committee
- Federal Airport Authority of Nigeria
- National Commission for Museums and Monuments National Council for Art and Culture
- National Parks Service
- The Nigeria Police Force
- The federal ministry of foreign Affairs
- Federal environment protection agencies

Private

- Federation of Tourism Associations of Nigeria (FTAN)

- National Association of Nigeria Travel Agents (NANTA)
- Association of Nigerian Journalist and Writers of Tourism (ANJET)
- Performing Musicians Association of Nigeria (PMAN)
  Board of Airlines
- National Union of Road Transport Workers (NURTW)

In-Text Questions (ITQs)

1. Outline three problem associate with tourism industry in Nigeria
2. List five Public Agencies that promote Tourism Development in Nigeria
3. Mention three Private Agencies that promote Tourism Development in Nigeria

In-Text Answers (ITAs)

1. Three problem associated with tourism industry in Nigeria include;
   - Lack of adequate fund toward the industry
   - Infrastructure which is the most basic of all requirements of tourism is lacking in most of the attraction centers
   - lack of Policy implementation strategies directed towards achieving the policy objectives of tourism development

2. Five public Agencies that promote Tourism Development in Nigeria include;
   - Tourism Development Corporation
   - State Tourism Boards
   - State ministry for Tourism Matters
   - National Parks Service
   - The federal ministry of foreign Affairs

3. Three Private Agencies that Promote Tourism Development in Nigeria include;
   - Federation of Tourism Associations of Nigeria (FTAN)
   - Association of Nigerian Journalist and Writers of Tourism (ANJET)
   - National Union of Road Transport Workers (NURTW)

10.6   CONCLUSION

After all, we have the resources and location to be a tourism destination. Nigeria must be included in the league of countries, as tourism will be the most important industry in this and future centuries. However, simply having an untouched resource will not get us there. Comparative advantages aren't as common as they once were. Competitive strategies, i.e. the intentional, imaginative, and creative use of human intelligence, are becoming increasingly important.

For the country's tourism development goals to be accomplished, we must convert our comparative advantage into competitive success. These organizations should be rejuvenated and developed so that they can contribute meaningfully to Nigeria's tourism growth and promotion.

10.7   SUMMARY

In this study unit, you have learnt that:

a. The history of tourism in Nigeria dates back to the days of the Trans-Atlantic travels which could otherwise be referred to as **international tourism**

b. The following agencies are directly involved in the promotion of tourism in Nigeria:

Public

- Federal Ministry of Tourism Nigerian
- Tourism Development Corporation
- Federation Ministry of Information
- Nigeria Customs Service
- Nigeria immigration Service
- State Tourism Boards

Private

- Federation of Tourism Associations of Nigeria (FTAN)

- National Association of Nigeria Travel Agents (NANTA)
- Association of Nigerian Journalist and Writers of Tourism (ANJET)

c. State Tourism Committees function includes the following;

- Assist and advise the board on the implementation of the decree
- To recommend to the board such other measures as may be necessary to enable full effort to Be given to the provision of the decree; and
- In consultation with NTB to carry on any undertaken necessary for the promotion and development of tourism in the state.
- To demonstrate its commitment toward tourism development in Nigeria

10.8   REFERENCES AND FURTHER READINGS

Nwankwo, Elochukwu. (2017). *Fundamentals of Tourism Studies*, University of Nigeria Press, Nsukka.

 Olokesusi, Femi, and Olugbenga, Agboola. (2016). "*Public Perception of Climate Change and Tourism Linkages in Nigeria*: Case Study of Ibadan, Oyo State" In: Thompson Adeboyejo et. al. (eds) Proceedings from the International Conference on

10.9   POSSIBLE ANSWERS TO SELF-ASSESSMENT EXERCISE

i. All the following are Problems of Nigeria Tourism Development Strategy except?

a. Poorly funded

b. lack of good policy implementation

c. effective leadership skill

d. Effective Marketing and promotion.   The answer is **C**

ii. Nigeria's tourist history may be traced back to the days of trans-Atlantic travel, which is also known as international tourism. (True/False)   The Answer is **True**

GLOSSARY OF TERMS

Accomplish: To finish something successful

Community: A group of people sharing a common understanding and often the same language, manners, tradition and law

Coastline: The Shape, outline or boundary of a coast

Consensus: A process of decision-making that seeks widespread agreement among group member. A general agreement among the members of a given group or community, each of which exercises some discretion in decision- making and follow-up action

Discrimination: An act of distinction, discernment, the act of discriminating, discerning, distinguishing noting or perceiving difference between thing. It a distinct treatment of an individual or group to their disadvantage; treatment or consideration based on class or category rather than individual merit; partiality, prejudice; bigotry

Evaluation: is an assessment such as an annual personal performance review used as the basis for a salary increase or bonus, or a summary of a particular situation

Objectives: reasons at which a certain thing is been created

Tranquility: the quality of calm such as that experienced in place with mainly natural features and activities, free from disturbance from manmade ones

Unambiguous: to be clear and having no uncertainty or ambiguity

END OF MODULE QUESTIONS
 a. Outline five various stakeholder involved in tourism policy and planning and state their roles toward successful and implementation of tourism planning
 b. Briefly explain the three types of tourism policy evaluation Stages with examples
 c. There are some steps involve in strategic tourism planning, outline this steps and briefly explain them

d. Explain the term sustainable tourism development and outline some of it advantages

e. Explain different strategies adopted by the government of Nigeria to Support the growth of tourism in the country

Module 3

Glossary of Terms

End of Module Questions

UNIT 11: POLITIES AND FOREIGN POLICY IMPLICATIONS OF TOURISM

11.1 INTRODUCTION

As we learned in unit 1, expenditures by foreign visitors add to national income and employment and are a valuable source of foreign exchange earnings. In this unit we shall be discussing tourism agreements among nations, intergovernmental organizations and regional industry associations, as well as international tourism facilitation and tourism as a policy for peace.

11.2 LEARNING OUTCOME OF THIS STUDY UNIT

When you have studied this session, you should be able to:

- Describe tourism development agreement
- Outline some Intergovernmental organization and regional industry association
- Explain some of their functions

11.3 MAIN CONTENT:

11.3.1 Polities and foreign policy implications of Tourism

Tourism's political and economic implications are inextricably linked. Tourism is a great instrument for attaining both economic and political goals since it is a "continuation of politics" and an integral aspect of the global political economy. Most governments strive to create a big amount of incoming tourist for obvious economic reasons, and instances of the political and foreign policy consequences of tourism abound. From Marco Polo's vivid depictions of political events in the Orient to the lack of knowledge and myths connected with the 'dark continent' prior to European exploration of Africa, the history of travel has countless references to tourism with political connotations.

11.3.2 Tourism development agreement

Tourism agreements serve other national policy purposes, such as developing international understanding, cordial ties, and goodwill, in addition to promoting trade through tourism. The Nigerian government has signed tourism agreements with numerous nations in the 53

years since independence. Using the Nigerian government's agreements with other countries as an example,

Tourism agreements generally focus on the following specific criteria:

1. Increasing two-way tourism,
2. Supporting efforts by the National Tourism Organization travel promotion office(s),
3. improving tourism facilitation,
4. Encouraging reciprocal investments in the two nations' tourism industries,
5. Promoting the sharing of research, statistics and information,
6. Recognizing the importance of the safety and security of tourists,
7. Suggesting mutual cooperation on policy issues in international tourism,
8. Providing for regular consultations on tourism matters,
9. Acknowledging benefits from education and training in tourism,
10. Enhancing mutual understanding and goodwill

Intergovernmental organization and regional industry association

Governments and tourist organizations that are organized into national, regional, and local groups can have a significant impact on the politics and foreign policy implications of tourism. There are a number of intergovernmental organizations devoted solely to concerns of international tourism policy. The UNWTO and the World Travel and Tourist Council (WTTC) are two international organizations that monitor international tourism policy issues. Other organizations, such as the Organization for Economic Cooperation and Development, are also designed to oversee international tourism policy issues. The Organization for Economic Cooperation and Development (OECD), the Nigeria Tourist Board (NTB), the Lagos State Tourism Committees (LSTC), and the Southwest Tourism Organization are all regional organizations (SWTO). The Southeast Tourism Society (STS), which has five member states, is an important regional organization in Nigeria.

In-Text Questions (ITQs)

a. Outline five tourism agreement criteria you know

b. Mention two intergovernmental organization that handle international tourism policy issues

In-Text Answers (ITAs)

a. Five Tourism agreement criteria are;

- Enhancing mutual understanding and goodwill between nation
- Providing for regular consultations on tourism matters
- Acknowledging benefits from education and training in tourism
- improving tourism facilitation
- Promoting the sharing of research, statistics and information,

b. Two important intergovernmental organization that handle international tourism policy issues are;

- United Nation World Tourism Organization
- World Trade and Tourism Council

11.3.3 United Nation World Tourism Organization

The United Nations World Tourism Organization (UNWTO), which is part of the United Nations, is the world's foremost organization in the field of travel and tourism, with headquarters in Madrid, Spain. The International Congress of Official Tourist Traffic Associations was founded in 1925, and after WWII, it was renamed the International Union of Official Travel Organizations before being restructured in 1967. A UNWTO budget formula and constitution were adopted in Lusaka, Zambia, in 1974, allowing the UNWTO to become an official entity the following year. Its first General Assembly was held in Madrid in May 1975, and in the years afterwards, it has grown to become the world's leading tourism organization.

In 2003, the UNWTO achieved status as a UN-specialized agency

The following are the key mission and objectives of settling the UNWTO

1. Providing a central and decisive role in promoting the development of responsible, sustainable and universally accessible tourism, with the aim of contributing to economic development, international understanding, peace, prosperity and universal respect for, and observance of, human rights and fundamental freedoms'.

2. UNWTO offers national tourism administrations and organizations the machinery as a clearing house for the collection, analysis and dissemination of technical tourism information, developing partnerships between the private and public sectors, and supports the Global Code of Ethics for Tourism.

3. To provide international dialogue and implementation of worldwide conferences, seminars and other means for focusing on important tourism development issues and policies.

The official languages of the UNWTO are English, Spanish, French, Russian and Arabic.

Membership includes roughly 145 member countries which Nigeria is one of them, 7 associate members and about 300 affiliate members composed of private sector companies, educational institutions, tourism associations and local tourism organizations and authorities.

Self-Assessment Exercise 11.1

Provide answers to the below questions to test your understanding of what you have learnt so far. It shouldn't take you more than 5minutes to answer them.

i. All the following are objectives of setting up the UNWTO except?

a. To offers national tourism administrations and organizations to member nations

b. To provide international dialogue and implementation of worldwide conferences

c. To communicate to government of every nation

ii. The Full meaning of UNWTO is_____?

11.4   World Travel and Tourism Council

The World Travel and Tourism Council (WTTC) is unusual in that it is the only organization in the world that represents the business sector in the travel and tourism industry. It is made up of global business executives who are presidents, chairs, and CEOs of 100 of the world's most prestigious travel and tourism companies, representing nearly every sector of the industry. WTTC's purpose is to "increase awareness of the entire economic impact of the world's largest creator of income and jobs - travel and tourism," according to its website. The World Travel and Tourism Council (WTTC) was founded in 1991 by a group of chief executives from significant corporations in the sector to persuade governments of the strategic relevance of travel and tourism. WTTC has worked with governments for the past two decades and a half to raise awareness of the industry's economic benefits and convince them to reconsider the role of travel and tourism in their overall policy priorities. The management of WTTC's programs is handled by an Executive Committee at the organization's headquarters in London, England.

In July 2013, the World Travel and Tourism Council (WTTC) released its Blueprint for New Tourism, which stated, "This issue issues a call to action for both government and industry to make several long-term commitments to ensure the prosperity of travel and tourism, one of the world's largest industries, responsible for over 1.3 million jobs and over 35% of global GDP (Gross Domestic Product)." The reason for this action is that recent failures in the business as a result of terrorism, war, and economic recession have prompted recovery measures. Speaking at the 2013 Global Travel and Tourism Summit, the president of the World Travel and Tourism Council noted, "There is now a new realization among governments that they cannot leave the growth of travel and tourism to chance." To turn future obstacles into opportunities, a new vision and plan incorporating a partnership between all stakeholders, both public and private, is required. The New Tourism Blueprint lays out how this can be accomplished.' The guiding principles of 'New Tourism' acknowledge global awareness of tourism's importance, take a fresh look at the opportunities

and partnerships it generates, and deliver commercially successful products that benefit everyone, not just the traveler, but also the local people and communities in terms of their natural, social, and cultural environments.

The WTTC organized a Crisis Committee in response to recent acts of terrorism and to prepare for the risk of future attacks. The Crisis Committee's mission is to produce an instant forecast of the impact of such events on travel and tourism so that industry and government leaders may make informed planning decisions.

11.4.1 Organization for Economic Cooperation and Development

The Organization for Economic Cooperation and Development (OECD) is a bipartite organization based in Paris, France. It acts as a venue for countries to collaborate in order to effectively address the difficulties of interdependence and globalization in the economic, social, and environmental sectors. OECD delivers worldwide research data, analysis, and predictions to enable economic growth and stability, strengthen trading systems, extend financial services and cross-border investments, and promote best practices at the international level. After the Second World War, it was founded as the Organization for European Economic Cooperation to manage the Marshall Plan, and in 1961, it changed its name to reflect its trans-Atlantic and, eventually, global reach. In conjunction with the OECD, 30 member nations and more than 70 emerging and transition economies share a "commitment to democratic democracy and the market economy.

"**The mission of OECD is as follows:**

a. To achieve sustainable economic growth and employment and rising standards of living in member countries while maintaining financial stability, hence contributing to the development of

b. the world economy.

c. To assist sound economic expansion in member countries and other countries in the process of economic development.

d. To contribute to growth in world trade on a multilateral, non- discriminatory basis.

The OECD's Tourism Committee, headed by an executive-level Bureau, has taken a leadership role in identifying and working towards the reduction of barriers to travel in its member countries. In view of the major importance of tourism among the principal service industries, the OECD Trade Committee in 1979, 1981 and again in 1983 addressed updating and revising the Code of Liberalization of Current Invisible Operations by carrying out a survey of obstacles to international tourism and reporting its findings in a comprehensive report to the OECD Council.

11.5   CONCLUSION

Governments' internal and external policies are frequently influenced by the potential economic benefits of tourism. In several parts of the world, inbound tourism is utilized to highlight the achievements of the government or political party in power, as well as to promote international understanding of the government's policies. This strategy works part of the time, but not all of the time.

In terms of foreign policy, governments' responses to the impact of terrorism on tourism outweigh any previous security concerns. The global tourism industry has been ill-prepared to deal with increasingly sophisticated acts of violence that use elements of the industry as weapons or targets, such as the March 2004 attacks on passenger trains in Madrid, the October 2002 nightclub bombings in Bali, and the September 2001 use of commercial airliners as missiles in the United States. As the importance of security grows, organizations such when the WTTC have put in place procedures to deal with crises as they arise.

11.6   SUMMARY

In this study unit, you have learnt that:

1. Tourism agreements generally focus on the following specific criteria:

    a. Increasing two-way tourism,

    b. Supporting efforts by the National Tourism Organization travel promotion office(s),

    c. improving tourism facilitation,

    d. Encouraging reciprocal investments in the two nations' tourism industries,

e. Promoting the sharing of research, statistics and information

2. The two organizations at the world level who oversee tourism development agreement are the UNWTO and the World Travel and Tourism Council (WTTC) there are some other organization also design to oversee international tourism policy issue such as organization for Economic cooperation and development.

11.7 REFERENCES AND FURTHER READINGS

Edgell, S. David L. (2007). *The Ten Important World Tourism Issues for 2007.*

WTTC's World Travel & Tourism Economic Research. (2015). Retrieved 20 November 2015, from http://www.wttc.org/2015tsa/pdf/World.pdf.

11.8 POSSIBLE ANSWERS TO SELF-ASSESSMENT EXERCISE

i. All the following are objectives of setting up the UNWTO except?

a. To offers national tourism administrations and organizations to member nations

b. To provide international dialogue and implementation of worldwide conferences

c. To communicate to government of every nation.   The Answer is C

ii. The Full meaning of UNWTO is_____?

The full meaning of United Nations World Tourism Organization

UNIT 12   STRATA OR LAYERS OF TOURISM DEVELOPMENT PLANNING

12.1   INTRODUCTION

In previous unit we have discussed some approaches to tourism policy and planning which enable us to understand how tourism policy maker formulate and implement various tourism policy. In this unit we shall be discussing different strata or layers of Tourism policy and planning. Years of experience has shown that tourism development has to be based on a policy and careful planning

12.2   LEARNING OUTCOME OF THIS STUDY UNIT

When you have studied this session, you should be able to:

- Identify some strata or layers of tourism development planning
- Outline some of Nigeria Tourism Development Master Plan

12.3   MAIN CONTENT:

12.3.1 Strata or Layers of Tourism Development Planning

Tourism layers can take place at international, national and sub-national levels. States/provinces, senatorial zones, city, town and villages in a country constitute the sub-national levels.

12.3.2 International Tourism Development Planning

Organizations such as the World Tourism Organization (WTO), European Union (EU), Organization for Economic Cooperation and Development (OECD), Caribbean Tourism Organization (CTO), and Tourism Council for the South Pacific (TCSP) also engage in limited tourism planning at the international level. This level of planning is frequently lacking in organization, details, and enforcement due to legal and other constraints. As a result, such plans are typically offered in the form of guidelines in order to assist member states.

12.3.3 National Tourism Planning (i.e. Tourism Planning at the National Level)

National tourism planning includes a country's overall tourism development plans, but it frequently includes specific targets for specific sub-national regions or categories of attractions or tourism activities within the country's borders. A typical example is the Nigeria Tourism Development Master Plan which manifests itself by including the following among other items:

- Tourism clusters;
- Marketing strategies;
- Taxation structure;
- Incentive/grant schemes;
- Institutional framework;
- Legislation (e.g. employment, investment, repatriation of profits);
- Infrastructure development;
- External and internal transport systems and organizations; and
- Education/training and human resource development programmes

It should be noted that in some cases, a country's tourist development is not explicitly stated; instead, a medium-term plan is produced including a chapter or section on tourism growth. Issues relating to tourist industry situation analysis, problems, industry priorities, aim and objectives, targets, capital projects, institutional and human capacity development are discussed in this chapter/section.

The following parts look at how Nigerian tourism has been planned at the national level from the 1960s. However, the Nigeria Tourism Development Master Plan and the National Economic Recovery and Growth Plan: 2017-2020 are given priority.

Self-Assessment Exercise 12.1

Provide answers to the below questions to test your understanding of what you have learnt so far. It shouldn't take you more than 5minutes to answer them.

i. Tourism layers can take place at international, national and sub-national levels. True/False

ii. the following are world tourism Organizations except?

a. World Tourism Organization

b. European Union

c. Organization for Economic Cooperation and Development

d. Economic and financial crime commission

12.4   Tourism Planning at the National Level in Nigeria.

Tourism is clearly listed on the Residual List in the Federal Republic of Nigeria's 1999 Constitution. That is, both the Exclusive and Concurrent lists are strikingly devoid of tourists. As a result, it is up to the state governments to manage the tourism industry. This may have something to do with the industry's diverse nature. Several types of plans targeted toward national development of the country have been developed over the years. National Development Plans, Rolling Plans, Vision 20:2020, Transformation Agenda, and the Economic Recovery and Growth Plan are just a few examples. Each major plan is explored in detail, with a particular focus on the tourism component.

National Development Plans

National Development Plans (NDPs) were medium-term blue print aimed at guiding economic development of Nigeria. Four of such plans were produced between 1962 and 1985.

First NDP- 1962-1968 (later extended to 1969 because of the Biafra-Nigeria civil war)

Second NDP-1970-1974

Third NDP-1975-1980

Fourth NDP- 1981-1985.

One of first strategic policies of the Nigerian government aimed at harnessing the benefits of the country's abundant natural tourist attractions is the upgrading of the Kainji Lake reserve to the status of a national park in 1979. This was followed by the establishment of the Cross River (Oban sector) National Park in 1988 while the National Parks Service was established by Decree 36 of 1991. Initially, six national parks were established but two were later created in 1999 to bring the total to eight. The national parks occupy a combined protected area of 22,162km^2 (Box 4). Some of the game reserves are Falgore, Sambisa and Montare

Box 4: Nigeria's National Parks

Name	Date Established	Area (km^2)
Yankari(Now Yankari Game Reserve)	1956	2,250
Kanji Lake	1979	5,380
Cross River (Oban sector)	1988	1906
Cross River (Okwangwo Sector)	1991	4,000
Old Oyo	1991	2,512
GashakaGumti	1991	6,402
Chad Basin	1991	1,320
Okomu	1999	181
Kamuku	1991	1,211
Total		25,162

Source: National Parks Service, 2006

Under the Second and Third National Development Plans, the Nigerian Government invested in the construction and management of one Durbar Hotel each in Kaduna and Lagos, an initiative replicated by several state governments[2]. For example, the government of Lagos State built the Eko Holiday Inn, while Imo and Enugu State governments built the Concord and Presidential hotels respectively. During the Fourth National Development Plan Period (1981–85), many tourism-related projects and programmes were planned and some were actually executed. For this purpose, about N0.285 billion was allocated for the projects. Nigeria planned national development with the adoption of the Structural Adjustment Programme (SAP) and Rolling Plans between 1987 and the mid-1990.s

12.4.1 The Planning Process for the National Development Plans

The development of all four (4) National Development Plans was best defined as a "top-to-bottom" strategy. This is because the plans were created by technocrats at the Central Planning Office, which later became the National Planning Office, the National Planning Commission, and eventually the Ministry of Budget and National Planning, without any substantial public input.

The Babangida administration proclaimed tourism a favoured sector as part of the adjustment reform package to diversify the national economy with the launch of the Structural Adjustment Programme (SAP) in 1986. As a result, Tourism was elevated to a departmental level for the first time in 1987, led by a Director in an expanded Federal Ministry of Trade, which was later renamed Federal Ministry of Trade and Tourism.

In 1990, the first National Trade and Tourism Policy was established. The Nigeria Tourism Development Corporation (NTDC) took over the NTB in 1991, and the Federal Ministry of Trade and Tourism was renamed the Federal Ministry of Commerce and Tourism. The NTDC was created with the mission of promoting and regulating tourism, as well as actively participating in the tourism industry by catalyzing the private sector.

The Federal Government budgeted over N169 million for tourism between 1990 and 1998. Various projects and programs, ranging from the grading of hospitality firms to the drafting of a tourist master plan, as well as research and development, were planned for implementation. During the 1990-1993 plan period, the Nigerian Tourist Board was given N5.6 million for various projects. The National Travel Bureau's revitalization through the purchase of buses and communication equipment is one example, while tourist promotion and exposure through campaigns, publications, and posters is another. The sector received N70.1 million during the 1994-1996 Third National Rolling Plan period.

12.4.2 National Economic Empowerment and Development Strategy (Needs)

The Obasanjo administration was inaugurated in May, 1999 and by 2000, the macroeconomic policy regime had shown evidence of economic liberalization and a paradigm shift to private sector led national economic development process. However, it was not until 2003 that the policy framework was produced as the National Economic Empowerment and Development Strategy (NEEDS) (Olokesusi, 2007).

12.5   Nigeria tourism development master plan (NTDMP): 2005-2015

This is the first Nigeria Tourism Development Master Plan (NTDMP). The Master Plan was prepared between February and December 2005. The Federal Government of Nigeria (FGN) identified tourism as one of the six priority areas for development under the NEEDS. FGN then invited UNWTO and United Nations Development Programme (UNDP) to co-sponsor preparation of the NTDMP. UNWTO Contracted Tourism Development International Limited as the Consultants to produce the plan

12.5.1 The Planning Process

Production of the plan started in Abuja on 7 February, 2005. During the planning process, both field work and desk research were undertaken by the consultants. Several consultative seminars were also held to discuss. Key findings, major conclusions and draft recommendations. The seminars were held in October and November, 2005.

During the survey exercise, the consultants went round Nigeria for site visits, consultations and data collection. The following milestone achievements were made by the consultants.

i.   March, 2005-Submission of an Inception Report;

ii.   7 August, 2005 Mid-Term Report Delivered; and

iii.   12 December, 2005 Draft Master Plan Report Delivered.

iv.   January 2006-Final Report of the Master Plan Submitted to the Federal Government of Nigeria.

12.5.2   Structure of the Final NTDMP Report

The Final Report is in Three Volumes:

Volume 1: Current Situation Analysis containing information on field visits, consultations, literature review and market research, results of the SWOT Analysis and key issues emanating from the study.

Volume 2: Strategic Recommendations and Implementation. This volume contains the direction and the Master Plan plus the Action Programme.

Volume 3: Technical Reports and Appendices-supporting and elaborating the first two volumes and Recommendations.

The plan has a 10-year life span 2005-2015 phased into 3 with 2016 as the starting year of implementation as follows:

Phase 1:2006-2007-Short-term

Phase 2: 2008-2010-Medium-term

Phase 3: 2011-2015-Long-term.

12.5.3 Some Strategic Recommendations in the NTDMP

The plan contains 28 strategic recommendations covering governance, planning, marketing, clusters for development and funding among others. Some of the recommendations are provided here but details are in the Executive Summary of the Master Plan copies of which have been distributed.

1. Designation of five Tourism Clusters, namely, Kano-Sahara, Plateau/Bauchi, Cross River-Tropical Rainforest, FCT Business/ Conference, and the Lagos-Atlantic Gateway.

2. A Tourism and Culture Development Fund was also proposed towards financing the industry.

3. Protection of the National Parks to be strengthened.

4. The major marketing segments proposed are: Leisure; Business (conferences/meetings); Visiting Friends and Relatives; Others such as sports, religious crusades.

5. Branding that is, creation of a new vibrant image for Nigeria

6. Production of Tourism Satellite Account.

7. Establishment of a Tourism Development Master Plan Implementation Organisation that will be responsible to the Presidential Council on Tourism.

8. Strengthening the Nigeria Tourism Development Corporation (NTDC).

Whereas, the Plan was not meaningfully implemented, UNWTO and the Government of Nigeria signed a Memorandum of Understanding (MoU) in late 2016 to commence its revision.

In-Text Questions (ITQs)

  a. List five Nigeria Tourism Development Master Plan items you know
  b. Outline three strategic recommendation in the NTDMP

In-Text Answers (ITAs)

a. five Nigeria Tourism Development Master Plan items

  - Taxation structure;
  - Incentive/grant schemes;
  - Institutional framework;
  - Legislation (e.g. employment, investment, repatriation of profits);
  - Infrastructure development;
  - External and internal transport systems and organizations

b. Three strategic recommendations in the NTDMP include

  - A Tourism and Culture Development Fund was also proposed towards financing the industry.

- The major marketing segments proposed are: Leisure; Business (conferences/meetings); Visiting Friends and Relatives; Others such as sports, religious crusades.

- Establishment of a Tourism Development Master Plan Implementation Organisation that will be responsible to the Presidential Council on Tourism.

12.6   CONCLUSION

Nigeria's tourism industry has gone through many phases and various tourism bodies in order to reform it to fit international standards and attract tourists both locally and globally. The tourism layer brings together the international, national, regional, and sun-regional communities to ensure that policies are in place to improve the service of diverse tourist destinations and provide vital services to visitors.

12.7   SUMMARY

In this study unit, you have learnt that:

1. The process of developing all the four (4) National Development Plans could best be described as "top-to-bottom" approach

2. At the international level, organizations such as the World Tourism Organization (WTO), European Union (EU), Organization for Economic Cooperation and Development (OECD), and the Caribbean Tourism Organization (CTO) and the Tourism Council for the South Pacific (TCSP) all undertake, even though limited, forms of tourism planning.

3. National Development Plans (NDPs) were medium-term blue print aimed at guiding economic development of Nigeria

4. First Nigeria Tourism Development Master Plan (NTDMP). The Master Plan was prepared between February and December 2005

12.8 REFERENCES AND FURTHER READINGS

Goeldner, Charles and Brent Ritchie (2009). *Tourism Principles, Practices and Philosophies,* John Wiley and sons Inc., New Jersey

Nwankwo, Elochukwu (2017). *Fundamentals of Tourism Studies*, University of Nigeria Press, Nsukka.

Olokesusi, Femi, and Olugbenga Agboola (2016). "*Public Perception of Climate Change and Tourism Linkages in Nigeria*: Case Study of Ibadan, Oyo State" In: Thompson Adeboyejoet. al. (eds) Proceedings from the International Conference on

12.9   POSSIBLE ANSWERS TO SELF-ASSESSMENT EXERCISE

i. Tourism layers can take place at international, national and sub-national levels. True/False
   the answer is **True**

ii. the following are world tourism Organizations except?

a. World Tourism Organization

b. European Union

c. Organization for Economic Cooperation and Development

d. Economic and financial crime commission   The answer is **D**

UNIT 13   FUTURE OF WORLD TOURISM POLICY ISSUES

13.1   INTRODUCTION

The tourist industry's future, according to most global estimates, will be one of transformation, vibrancy, and expansion. For most towns, destinations, and countries across the world, tourism policy will be crucial to economic development, sustainable management, and quality of life prospects. It will be critical to ensure that thorough planning and effective rules are in place if tourism is to thrive in the future. In this lesson, we'll go over some of the primary tourist challenges raised by the co-authors and why they're vital for a long-term tourism business. Each section identifies and briefly addresses a major tourist issue that should be addressed in the future.

13.2   LEARNING OUTCOME OF THIS STUDY UNIT

When you have studied this session, you should be able to:

- Identify some instrumental tools for future of world tourism policy issue
- Explain what quality tourism product and experience

13.3   MAIN CONTENT:

13.3.1 Future of World Tourism Policy Issues

Travelers today expect high-quality tourism experiences, a wide range of tourism products, and a clean and healthy environment. This pattern is likely to persist in the near future. As tourism grows, tourist policy will assist in guiding planning functions and political goals in reaction to new trends. Tourism's future may not satisfy private and public expectations if such direction is not provided. Imagination and foresight are required to look into the future. 'Prophecy is very difficult, especially with respect to the future,' stated American writer and humorist Mark Twain. Tomorrow's travel world will be different from what we know today and have experienced in the past. Some of the most important tools for the future of global tourist policy will be briefly covered below;

13.3.2 Safety and Security in Tourism

The first topic of global concern is tourism's association with terrorism, or, in a broader sense, safety and security. For many years to come, the main problem for tourism policy and development will be safety and security. Terrorism has dominated much of the conversation about safety and security. While terrorism has existed for a long time, the terrorist attacks in the United States on September 11, 2001 served as a rallying cry for international and national tourism policy to combat its impact. Following this horrific tragedy, numerous countries appeared to band together to address the need for policy attention and action. Terrorism's impact on tourism around the world, as well as subsequent terrorist actions, has been disastrous. The policy changes that have been created and implemented thus far are simply the start. For some time to come, the global tourist industry will be faced with the policy dilemma of responding to the impact of terrorism on tourism.

For decades, the tourism sector has prioritized safety and security, particularly in the face of crime and terrorism. (Disease and pandemic safety are also on travelers' thoughts, and will be explored later in this unit.) Robbery, murder, and kidnapping are all common crimes against tourists that destination planners are concerned about. Local police agencies do not routinely report or collect statistics on a victim's status as a resident or visitor in many regions. Despite the low degree of risk and quantity of actual offenses, when crimes against tourists are included in global media coverage, the result is often negative for the destination's overall image.

The South African government, for example, has established a National Tourism Safety Network, which is made up of essential travel-related businesses, to oversee visitor safety and security and preserve the destination's image. This stakeholder group has developed a Tourism Safety Communication Strategy, which involves providing visitors with tourism safety guidelines and handling crisis communications and management in the event of an incident. They also understand that terrorism in adjacent countries can have a severe influence on the entire region, if not the entire continent. Security measures, which were once viewed as a hindrance to travel, are now tolerated, if not desired and demanded by tourists. Accordingly, safety and security must now be part of the destination development

strategies for areas where the perception of terror and insecurity is indeed the reality in the mind of the visitor. Some important items to be included in a destination's security strategy is adapted from key points proposed by Dr Peter Tarlow, a recognized expert on tourism and security concerns are as follows;

a. Destinations and attractions must compete on their readiness to keep visitors safe and secure.

b. Those destinations that provide sound security coupled with quality customer service will prosper.

c. The lack of a comprehensive approach will create a false sense of security. For example, only having gas masks available for hotel guests may give false hopes if the hotel's water supply is poisoned.

d. All members of the local tourism system should be included when developing a comprehensive tourism strategy.

e. Media coverage of a local incident can spread the negative public relations effects to the entire continent.

f. The safety development needs of all components of the visitor experience, including transportation infrastructure, accommodations, highway rest areas, food sources, should be assessed.

g. Establish a place for visitors to turn to, if a terrorist attack were to

occur, and openly communicate the location and purpose of the center in advance of any threats.

13.3.3 The impact of world's economy on tourism

The world economy will have a major impact on the future of global travel. Individual country economies will continue to determine both domestic and international travel. With a vibrant world economy, more people will travel. In addition, if there is a greater individual country distribution of the country's wealth, more people will have the means to travel. Also related to the world economy is population growth. Accorded to the US Census Bureau 'World POPClock Projection', the world's current population is over 7.753 billion (accessed

January 2020). The five most populous countries China, India, the United States, Indonesia and Brazil – account for almost half of the world's population. If the economies of these five countries alone improve, as the estimates infer, global tourism will grow.

Tourism is a viable economic development strategy that can be successfully employed to alleviate poverty, according to the references. Some of the difficulties associated with reaching remote regions have been alleviated because to advancements in transportation. Developing countries are aware of the additional financial incentives provided by travel, and their economies are reaping the benefits. Less developed countries recognize the tourism industry's significant contributions, particularly in the establishment of small, economically viable local companies, many of which employ women. The United States World Tourism Organization (UNWTO) emphasises the 'added value' tourism provides in developing and undeveloped areas such as Ibero-American countries and Africa, as well as the Maldives, Nepal, and Pacific island nations. 'The total tourist arrivals by region shows that by 2025 the top three receiving regions will be Europe (717 million tourists), East Asia and the Pacific (397 million) and the Americas (282 million), followed by Africa, the Middle East and South Asia. East Asia and the Pacific, South Asia, the Middle East and Africa are forecast to record growth at rates of over 5 per cent per year, compared   to the world average of 4.1 per cent' (UNWTO, 2016). The following table is a projection by the UNWTO of international arrivals into the year 2020 (Table 10.1).

Table12.1   International Arrival into year 2020

World	Base Year 1999	forecast (Million)		Market share (%)		Average Annual growth rate (%)
		2010	2020	1995	2020	
	565	1006	1561	100	100	4.1
Africa	20	47	77	3.6	5.0	5.5
Americas	110	190	282	19.3	18.1	3.8
East Asia and the Pacific	81	195	397	14.4	25.4	6.5
Europe	336	527	717	59.8	45.9	3.1
Middle East	14	36	69	2.2	4.4	6.7
South Asia	4	11	19	0.7	1.2	6.2

Source: UNWTO, Tourism 2020 Vision.

In many countries and nations, tourism is the first, second, or third largest industry, and its impact is felt not only in monetary terms, but also in non-monetary benefits. To summarize, tourism promotes broader cultural understanding, fosters collaboration between the public and private sectors, boosts the economies of developing countries, and can help to reduce poverty and its consequences.

According to a news release issued by the UNWTO on January 2, 2017, worldwide tourist growth is predicted to increase by 4%. The United Nations World Travel Organization (UNWTO) has pushed for increased tourism to "the world's poorest countries" in order to "promote economic wellbeing, social development, and mutual understanding." The UNWTO also urged 'International Development Agencies, the World Bank Group, Regional Development Banks, and National Aid Agencies to prioritize tourism infrastructure and entrepreneurship support among their top priorities.'

Self-Assessment Exercise 13.1

Provide answers to the below questions to test your understanding of what you have learnt so far. It shouldn't take you more than 5minutes to answer them.

i.is the following statement true/false, Travelers today expect high-quality tourism experiences, a wide range of tourism products, and a clean and healthy environment

ii. Tourism is a viable economic development strategy that can be successfully employed to alleviate poverty. (True/False)

13.4   Utilizing E-Commerce Tools in Tourism

In terms of its impact on the tourism industry, the use of e-commerce platforms is at a tipping point. In Nigeria, more than half of all tourists use the Internet to plan their trips and vacations. This phenomenon is spreading over the world. Furthermore, if a destination does not have a solid Web site, tourism traffic will most likely be lost. Developers can find good Web sites that are comparable to their destinations and reproduce the best characteristics, which is a favorable feature in constructing a destination Web site. In the near future, the protocol for Web site design will be 'copy, copy, copy.'

As the number of people who have access to the Internet grows in many countries, so will the number of people who travel online. In 2017, the number of Internet users worldwide was predicted to reach 1.7 billion, representing a 60% growth over the previous decade. The developing economies of India (36%), Russia (25%), and China account for the majority of this expansion (70 per cent). By 2020, online travel revenues in India are expected to exceed $4 billion. This is a more than 270 percent increase over income in 2015. Travelocity has expanded their operations by creating a new office in India to capitalize on this trend.

It is clear that the use of e-commerce platforms in tourism will continue to rise and will take a prominent role in future tourist policy, planning, and marketing conversations. Several e-commerce solutions will help tourism prepare for a high-tech future. For tourism locations, information is a vital marketing weapon, and giving it to travelers in the most effective way

gives them a strategic advantage. The multimedia properties of internet commerce can be efficiently applied to tourism in cutting-edge ways to boost destination attractiveness. Tourism is an experience combination of products and services. Because marketing is such an important component of tourism, tourist advocates that are technically adept at interactive marketing will outperform less skilled competitors. Among emerging e-commerce tools, weblogs, podcasts and targeted Internet marketing are discussed below.

13.4.1 Weblog

E-commerce platforms not only connect customers with suppliers, but they also build bridges between them and allow for information exchange. Word-of-mouth travel tales are arguably the most effective form of advertising for tourism businesses. In light of this, the global community of 'weblogs' ('blogs,' also known as the 'blogosphere,' presents both an opportunity and a challenge for tourism experts seeking to influence the viewpoints of an increasingly networked customer base.

There were over 643 million blogs on the Internet in late 2016, with many of them giving visitor impressions of sites all around the world. According to a survey conducted by the Pew Internet & American Project in 2016, there are around 12 million bloggers in the United States. The median age is less than 30 years old, and over half of the population lives outside of large cities in sub-urban areas. Vagabonding.com, globalwalk.org, hobotraveler.com, worldnomads.com, realtravel.com, and hundreds of other websites can swiftly disseminate a single visitor's bad tourist experience. Of course, the converse is also true: these virtual ambassadors frequently promote goodwill. As a result, in a more communicative and networked electronic travel scene, money spent on quality may be the most valuable marketing investment.

The value of word-of-mouth travel information is given a new twist by blogs. Bloggers are transforming the communication landscape in the same way that Gutenberg and Marconi did with the printing press and telegraph centuries ago. Tourism planners must be creative in their promotion techniques in order to capitalize on this trend. Advertisement on major blogs, hosting key bloggers who write favourably about travel, and even launching their own blogs

to promote the place are all possibilities. The Internet is being used by tourism businesses as an interactive medium. Starwood is capitalizing on this by sponsoring www.thelobby.com, a website where Starwood Preferred Guests may stay up to date on the newest travel trends. Consumers can comment to daily travel-related blogs written by a number of travel authors. The website both provides and requests information.

13.4.2 Podcasts

A "podcast" is a video or audio show that may be downloaded to a computer or Apple's portable entertainment device, the iPod. Commercials for tourism sites or visitor itineraries can also be downloaded, in addition to songs, books, movies, and television shows. Many sites are taking use of this technology by offering downloadable narrative tours.

The first tourism-related podcasts, which can be found on sites like http://journeypod.com, focus on hip and fashionable attractions in major places like Miami, Los Angeles, New York, and Paris. Restaurant ratings and secret 'hot spots' that may not be featured in traditional itineraries but have been discovered by individual travelers are also available on the site. The demographics of the 'iPod generation' are reflected in these activities and destinations.

Some tourism podcasts, like weblogs, can be handled by the consumer rather than the destination management organization's marketing staff. As information is spread outside of the control of destination marketers, it is critical to ensure the overall quality of the tourist experience.

13.4.3 Internet Marketing

In many areas, the Internet has leveled the playing field between large and small players. Small- and medium-sized local, unaffiliated hotels are beginning to be able to compete on a global scale with multinational chains such as Marriott or Sheraton, according to Kamel and El Sherif (2011), who studied e-commerce in Egyptian tourism. Internet marketing was used as a competitive weapon to help the King Hotel, a family-owned 90-unit lodge in Cairo, attract more business from the United States, Hungary, Jordan, and the United Kingdom. Because of global information diffusion, more exposure, increased responsiveness to clients, the opportunity to develop a customer community, cost reduction, and enhanced profitability,

the hotel adopted this strategy. The hotel's investment in the Internet marketing strategy was repaid within three weeks of its introduction due to increased bookings. This is an illustration of the significant influence that tiny tourism enterprises have while competing in a global tourism market.

Internet marketers utilize 'cookies' to customize online adverts, making tourism marketing more personal. Cookies are little text files that are stored in a computer's random access memory and are used by Web sites to remember a user's preferences and open them quickly when needed in the future. Advertisers also use cookies to serve adverts to people based on their online behaviors and interests. Based on Web users' previous choice of sites and online purchases, Inter- net advertisers can direct unique ads to all Web site users

In-Text Questions (ITQs)

a. Mention some of the challenges that tourism industry is facing globally
b. Outline any two E-Commerce Tools in Tourism

In-Text Answers (ITAs)

1. Some of the challenges that tourism industry is facing globally are;

    - Terrorism
    - Insurgency
    - Crime
    - Inflation
    - Weather condition

2. Two E-commerce tools in tourism are;

    - Internet
    - Blog

13.5   CONCLUSION

We hope that the knowledge obtained from yesterday's and today's tourism policies and planning will pave the way for future global tourism policy. As the world becomes more interdependent, we must consider both the distinctions and commonalities of people and cultures as we plan for the future of tourism. Every nation that wants to be a leading global tourist destination should prioritize policies that include beneficial global codes of ethics as expressed in various concepts on how to help foster greater peace and prosperity to the world, leading to a higher quality of tourism and travel experiences.

13.6   SUMMARY

In this study unit, you have learnt that:

1. Future of world tourism depends on how nation can forecast and utilized their various resource and proper planning technique to booster their tourist destination in order to attract tourists from different destination of the world.
2. There are some factors that have direct influence on the tourism policy of yesterday, today and in the future, such factors include;
   - impact of world's economy
   - E-Commerce Tools

3. Internet, blog, podcast are effective E-commerce tools that can promote tourism industry in every nation of the world. Hence various world tourism policy maker should plan based on the use of this tools to enhance that tourism marketing has over 7.1billion of the world population are now using internet.

13.7 REFERENCES AND FURTHER READINGS

Goeldner, Charles A. and Brent Ritchie, J. R.. (2016). *Tourism: Principles, Practices, Philosophies (10th ed.)*. John Wiley and Sons, Hoboken, New Jersey.

Hanley, C. (2016). *'Climate Talks End with Slow Timetable,'* Washington Post, November 18, A15.

Kamel, S. and El Sherif, A. (2016). *The role of small and medium-sized enterprises in developing Egypt's tourism industry using e-Commerce*, Management of Engineering and Technology, Vol. Supplement, Iss., 2016 pages: 60–68 vol.2.

13.8 POSSIBLE ANSWERS TO SELF-ASSESSMENT EXERCISE

i.is the following statement true/false, Travelers today expect high-quality tourism experiences, a wide range of tourism products, and a clean and healthy environment. The Answer is **True**

ii. Tourism is a viable economic development strategy that can be successfully employed to alleviate poverty. (True/False)   the Answer is **True**

GLOSSARY OF TERMS

E-commerce: is a commercial activity conducted via the internet

Globalization: is the process of making world economy dominated by capitalist models

Macroeconomic: is an economic relating to the entire economy, including the growth rate, money and credit, exchange rates, the total amount of goods and services produced, total income earned, the level of employment of productive resources, and the general behavior of prices

Marketing: is the promotion, distribution and selling of a product or service; includes market research and advertisement

Management: is the process of organizing controlling and directing the affair of a particular organization or gathering to ensure that its objectives are been met.

Terrorism: is a deliberate commission of an act of violence to create an emotional response through the suffering of the victims in the furtherance of a political or social agenda

END OF MODULE QUESTIONS

a. Outline and explain the roles and mission of the intergovernmental organization that handle international world tourism Development agreement

b. Explain The Planning Process for the National Development Plans using the four phases

c. Using your knowledge of E-commerce tools on tourism, outline some benefit that Nigeria as a developing tourism nation will derived from these tools if properly utilized by various tourism policy makers