

COURSE CODE *FSM 303*
COURSE TITLE: Principles of Tourism Development
NUMBER OF UNITS: *2 Units*
COURSE DURATION: *Two hours per week*

COURSE DETAILS:

Course Coordinator: Dr. H. Adegoke Bakare
Email: bakare65@gmail.com
 adegokebakarehenri@yahoo.com

Office Location: Room, COLFHEC

Other Lecturers:

COURSE CONTENT:

This course exposes the students to the scope of tourism industry. Requirements of a tourist location. Role of transportation in tourism, tourist objects in Nigeria, exportation, role of marketing in tourism. Destination planning and development; study of group and wholesale tour operations which includes design, supplier negotiations and pricing aspects of tours. Uses of Foodservice in tourism.

COURSE REQUIREMENTS:

Students are expected to participate in all the course activities and have minimum of 75% attendance to be able to write the final examination.

READING LIST:

1. Agenta 21- Nigeria. E.\ Agenta 21 – Nigeria – Sustainable tourism. with subject: Information to the event basis and the United Nations Commission on Sustainable Development mat in Abill 1999. By Government Nigeria.
2. Experyong, A. J. O. () Useful information for foreign visite.onlineNigeria portal E:\ Nigeria- useful information for the foreign visitor.mht.
3. Graham, M.S. Dann and Giuli, L; Parrinello (2009). The Sociology of Tourism: Europeans origin and developments. UK: Emerald Group Ltd.
4. Goeldner, C.R. and Ritchie, J.R.B. (2009). Tourism: Principles, practices, Philosophies 11th Edition: Canada: John Wiley & Sons pp 1-655.
5. Clark, T. (1990) International marketing and national character: a review and proposal for an integrative theory, *J Mark* **54** (4) : 66–80.
6. Lilicrap, D. and Cousins, J.(2006) Food and Beverage Service. London: Hodder Arnold. 7th Edition. Pp1-100.
7. Marcini, M. (2004) Cruising: A guide to the cruise industry, 2nd edition, Florence, KY: Thomson Delmar Learning.
8. Prideaux, B., Moscardo, G, and Laws, E. (2006). Managing Tourism and Hospitality Services. USA: CAB International pp 1-355.
9. Reisman, D. (2006). Health Tourism: Social Welfare through International Trade. USA: Edward Elgar Publishing Inc. pp 1-205.
10. Walker, J.R. (2007) Introduction to Hospitality Management New jersey: Person Educational, inc. 2nd Edition. Pp 1-120.

11. Ruxanda, G and Botezatu, A. (2008) Modeling tourism demand: a comparative study between artificial neural networks and the Box–Jenkins methodology, *Rom J Econ Forecasting* 9 (3) :30–50
12. Woodside and Martins (2008) In: Arch Woodside and Drew Martin, Editors, *Tourism management: analysis, behaviour and strategy*, CABI Publishing, Cambridge, MA

LECTURE NOTES:

Nigeria is a vast country with a population of over 140 million people covering about 923,768 sq.km of landmass, located wholly within the tropics. The country aptly described as the 'Giant of Africa' and the Heart of Africa is richly endowed with ecological and cultural resources, which are of universal recognition. The richness and diversity of the Nigeria culture is a manifestation of the socio-cultural differences of the over 250 ethnic groups that inhabit the land for ages. Nigeria's cultural heritage is woven from threads of history and diversity, legend and conquest.

Tourism is expected to play a vital role in the country's economy including: employment creation, generation of foreign exchange, attraction of investors, updating of people's knowledge, cross-fertilization of technological and educational know-how; cultural interaction; and promotion of cultural awareness, rural and urban integration.

The growth of tourism over the past 10 years (1988 to 1999) has not been very encouraging. This growth is however, likely to be more within the next decade. The current impact of tourism on other issues related to sustainable development, viz: social, institutional and cultural, including the preservation of cultural heritage: Its current impacts on the environment have not been established to be adverse and effort is being intensified in this regard to ensure that the environment faces no significant adverse impact. However, efforts can be intensified to;

- Promote environmental awareness amongst tourists and the general populace
 - Adopt guided tour approach in National Parks and nature-based resorts
 - Establish relevant institutional mechanism to implement government policy
 - Monitor progress being made and review of strategies
 - Overcome economic constraints that hinders effective monitoring and enforcement.
 - Create/Improve sources and effectiveness of financing for tourism development .
 - Develop infrastructure
 - Provide necessary training and education to meet the manpower requirements of the industry by , establishing schools to train tourism officers and those in hotels and hospitality industry, introduction of departments of tourism in Colleges of Technology, inclusion of tourism in the education curriculum at tertiary and university levels , establishment of Conservation Schools.
 - Regular update of publications relating to tourism including guides, maps and brochures
 - Advertisements on print and electronic media, bill boards, communication facilities including the internet.
 - Frequent review of Mapped and inventory of natural resources and ecosystem characteristics of the country.
 - Development of indicators of sustainable development in various parts of the country
-
- Development and maintenance of infrastructural facilities like; road networks , Construction of Dams in environmentally friendly manner, provision and maintenance of water borne pipes, provision of sewage and sewage treatment plants ,Provision of

refuse bins, vehicles and sanitary landfills, Improvement in solid waste management., continued improvement of Telecommunication systems.

Organisation of Tourism in Nigeria

The following establishments are responsible for sustainable tourism at the national state and local levels:

- The Federal Ministry of Commerce and Tourism
- The Nigerian Tourism Development Corporation (NTDC) - in line with the World Tourism Organization Charter.
- The National Parks Board
- Federal Environmental Protection Agency

The administrative bodies responsible for tourism at the local level are:

- The State Tourism Boards (State government level)
- The Local Government Tourism Committees (Local government level).

Legislation and Regulations

There are laws and other regulatory mechanisms which seek to ensure sustainable tourism and that set aside specific areas or preserves for eco-tourism and nature-based tourism.

Existing codes of practice, standards and guidelines for the activities of industry in sustainable tourism include the following:

- Hospitality for Tourism Establishments Regulations (1997)
- Code of Conduct for Tour Operators and Travel Agencies

Others are;

The National Policy on the Environment (1989)

Nigeria's National Agenda 21(1999)

The Forestry Policy Trade and Tourism Policy (1990)

The National Housing Policy

The National Commission on Museums and Monuments Policy

The National Policy on Information (Tourism section)

The National Endangered Species Decree No.11 (1985)

Vision 2010: The Environment Agenda (1998)

National Biodiversity Strategy and Action Plan (1998)

The National Tourism Strategy Oil Minerals Producing Areas Development Commission (OMPADEC) Decree

The National Conservation Strategy (1985).

Some of these instruments were established by both government and industry, and they are mandatory. Industry and consumers have been essentially cooperative with regards to their reaction to the existing codes, standards and guidelines. Issues relevant to sustainable tourism covered by the policies and strategies include:

- Upkeep of resorts
- Conservation of species,

- Development and safety of infrastructure,
- Safe environment (generally) including environmental impact assessment and safe and stable polity.

There are also established procedures to continuously monitor the progress of tourism development in order to make the necessary corrections or revisions to ensure sustainability. There are deterrents in these strategies, as well, in form of fines and penalties to check, control or penalize damaging environmental practices on the part of business and visitors.

Programmes that Promotes Sustainable Tourism

- hotel development
- hotel classification
- establishment of Hospitality/hotels and tourism schools
- establishment of National Parks, Game Reserves, Game sanctuaries, botanical gardens, etc
- establishment of Tourists Associations
- Improve the activities of National Union of Road Transport Workers (NURTW)
- establishment of guides/hospitality associations for tourists
- promotional activities using local and international media including the internet
- development of beaches as marine and coastal tourists centres

Programmes to promote Ecotourism may include;

- the establishment and upkeep/maintenance of National Parks and other nature reserves, game reserves, sanctuaries, botanical gardens, zoological gardens
- by national and states and local governments.
- Establishment of nature-based and eco-tourism facilities by the private sector and non-governmental organizations and tourism establishments, etc

Private sector may also contribute to ecotourism by;

- local and international workshops and seminars
- cultural displays
- provision of transport systems, including boat regatta
- establishment of appropriate hotel facilities.

SOME TOURISM SITES, EVENTS AND CULTURE IN NIGERIA

Tourists visiting the country will gain insights to a glorious past as well as a promising future, set amid the natural beauty of this diverse country. From rain forests in the south, broad savanna woodlands in the center to a semi-desert region in the north, Nigeria offers a remarkable range of physical beauty in her land and hospitality of her people, ready to be enjoyed by the tourist fortunate enough to choose this land of ancient empires as their travel destination. Nigeria, in spite of its internal/domestic and usually over exaggerated negative external image, the country has a lot to offer every visitor. Places of interest across the country are as follows:

Lagos:

The National Museum: This is one of the best in Africa and definitely worth seeing. The Benin bronzes are the star attraction. Others are the numerous wooden doorways, masks (some covering the entire body) and house posts. It is open every day, from 9 am to 6 pm, except Sunday.

The Tafawa Balewa Square: This is a huge arena adorned by gargantuan horses. You'll find most of Lagos airline offices and travel agencies on one side of the square and shops and restaurants on the other.

Portuguese and Brazilian Style Building: Some of the city's most interesting buildings are the old Portuguese houses of the late 19th early the 20th centuries. Most notable is the dilapidated Ilojo Bar at 2 Bamgbose Street, which runs into Tinubu Square. It was built by a successful slave family who returned home to Nigeria from Brazil. The style is Gothic, with attractive arched doorways and windows and iron balustrades. Other fine examples of Brazilian architecture can be found in central Lagos.

Iga Idungaran:

The official residence of the Oba (King) of Lagos, built during the 18th century. The old part of the Oba's Palace is built of mud, with bronze pillars and the original parlour.

The National Theatre:

Opened in 1976 for the 2nd World Black and African Festival of Arts and Culture (FESTAC), is the huge oval building you'll find while approaching central Lagos from the airport.

Muson Centre:

This is a modern centre in the as in heart of Lagos where facilities are always in place for weekend or periodic concerts and music. It offers visitors the opportunity to watch international artistes. Popular music such as jazz, blues, gospel and classical music are performed here by popular Nigerian musicians and artistes.

Bar Beach on Victoria Island:

This is the most popular beach not far from the Eko Meridian hotel. Because it is crowded at weekends, most expatriates prefer Tarkwa Bay (low undertow) and, Lighthouse Beach (strong undertow), both across the harbour. Speed boats are available on weekends and holidays. You will find them along Eleke Crescent on Victoria island, just across from the Russian and American Embassies.

Lekki Conservation Centre:

This was established, maintained and financed by Chevron Project for Environmental Support of the country. It conserves the animal and plant (including bird) species within the habitat. It has children's play ground and The several rest places.

Lekki Beach: A long stretch of sandy beach It is brought by the breaking waves. Equally fascinating iday. are the huge sand and the coconut palms which provide shade for visitors.

Periodic concerts and luge music festivals are staged here. It is always preferred by visitors because of its remoteness from is on the hustle and bubble of Bar beach, and because it has wide space and privacy.

University of Lagos Lagoon Front:

This has been developed into a tourist attraction. It is a high- starts right from the gate and extends for over 1 1/2 km to the Vice Chancellor's lodge. Apart from the lagoon waters which are over-looked by the Third Mainland Bridge, the forest contains variety of trees, and numerous red-nosed monkeys found only in this environment in Lagos.

The monkeys can be sited at convenience from the Arts Block building. Other facilities are boat cruising, fishing and play ground for children. By the Lagoon front stands the University of Lagos Guesthouse, which offers international standard accommodation and swimming pool facilities for adults and children.

Abuja: Abuja, Nigeria's new capital city, offers unlimited opportunities for rock climbers. The Gawa Hills and Gwagwa Hills near Suleja, the Chukuku hills and the Agwai hills, and the famous Aso Rock hold strong attractions for all lovers of nature. Other attractions are the International Conference Centre, the National Mosque whose architectural design is still one of the best in the Muslim world, and the NICON Hilton Hotel, with about 700 highly furnished rooms and suites. As a fast growing city, there is much to be seen in terms of architectural design and landscape development. The architectural masterpieces include the National Assembly Complex, Eagle Square, the Ship House and the Federal Secretariat.

Akwa Ibom

Ibena Beach- an extensive beach which borders the Atlantic Ocean. Mobil Oil Tank farm; - Oron Museum and a one and half hour ferry ride to Calabar; Raffia works and Handicraft Centre at Ikot Ekpene. Adamawa Lamido's (Emir's) Palace, Yola Anambra Ogbunike and Ajali caves. Igbo-Ukwu archeological site and museum. - Rojony Tourist Centre, Oba. with catering, sports and recreational facilities. Bauchi Yankari National Park and Games Reserve, including the Wikki Natural-Warm Spring. The Grave of Sir Abubakar Tafawa Balewa, the first Nigerian prime Minister of Independent Nigeria. Borno - Lake Chad sanctuary, - Kukawa (Tomb of the Shehus)

Cross River Old Residency- now Calabar Musei - Obudu Cattle Ranch and Hotels - Agbokim and Kwa Falls

Edo - Oba's Palace and old city walls in Benin - Benin Museum

Enugu - Nike Lake Resort. - Coal mines at Okpara, Onyeama and Iva Valley - Zoo and botanical gardens

Ekiti - Ikogosi Warm spring, a phenomenal belching out of warm water and meeting of cold water short distance away.

Imo - Oguta Lake - Zoological gardens at Nekede. - Mbari art in Aboh Mbaise

Kaduna - Emir's Palace at Zaria - Gobarau Towers - Nok culture- Terra cotta.

Kano - Bagauda-Tiga holiday centre - Kano Zoological gardens.

Katsina - Kusugu well and the Legendary Bayajida swore - Gobaru minaret.

Kebbi - Lord Lugard's residence and office, Lokoja - Graves of deposed and exiled Emirs of Kano, Zaria and Bida and those of Colonial officers and WAFF soldiers.

Kwara - Aso-Oke weaving centre - Ilorin - Pategi regatta - Mungo Park's ship o Jebba

Niger - Kainji Dam - Gurara Falls - Shiroro HEP Dam - Masagu brassworks , Bida

Ogun - Olumo Rock, Abeokuta - Shrine of Brikisu Sungbo - Tie and dye cloth (Adire) Abeokuta.

Ondo - Idanre Hills - Owo Museum of Antiquities - Ebomi Lake - Ibesi Akoko

Osun - Ife Museum and Ooni's palace - Erin-Ijesha water-falls

Oyo - University of Ibadan Zoological Gardens - International Institute for Tropical Agriculture (IITA)

Plateau - Jos Museum, and Nok terra cotta heads and artifacts. - Jos wildlife Park and Zoo - Museum of tin mining, and the fields - Wase Rock, a towering volcanic, and the Plateau landscape

Rivers - Isaac Boro Amusement park - Slave Port (Brass and Bonny)

Sokoto - Gorony Dam - Othman Dan Fodio Tomb (Hubbare)

Taraba - Gashaka/Gumpti Games Reserves - Mambilla Plateau Tourist Centre.

Night Life in Major Cities

Night life in some Nigerian cities may not be as vibrant as what you would find in Bangkok, Rio de Janeiro or Las Vegas. But be assured that nights in Nigerian cities are not long dreary spells of darkness. However, Nigeria is a multi-ethnic, secular state and each city may want to put some limits to urban excesses within its jurisdiction. As a result, in some cities night life may be regulated due to sociocultural and religious differences. For example, while there may be a bustling night life with discoteques in some cities, such activities may be restricted or banned in some others. Some hotels may not serve alcohol while discoteque and gambling may be completely regulated.

Some hotel managements may in their hotels' club houses organise discoteque, or show foreign or local films on in-house entertainment television. Nigerian films/videos have been graded for particular audiences, so look out for such information before viewing them. Indigenous films may be in English or in local languages but, in the case of the latter, with English captions and interpreted lines.

Lagos offers excellent restaurants, discoteques, film houses and hotels for visitors. The city offers excellent restaurants serving a diversity of cuisines. The finest restaurants are in big

hotels but other pleasant places can be found all over the city, particularly along Awolowo Road in Ikoyi, Akin Adesola in Victoria Island, Alien Avenue in Ikeja and Adeniran Ogunsanya Street in Surulere. Best African cuisines, such as Eba and foofoo with vegetable soup such as Edikang Ikong, Egusi, Okro, Banga (pounded yam with white soup or pepper soup and bush meat or fish are available in all the restaurants. Well treated 'goat head', Isi-ewu, and re fish pepper soup are special delicacies. Continental dishes are also served. Chinese restaurants where different oriental dishes are served are found in many locations in Lagos. Snack bars with barbecue spots are also found in major streets of Lagos. Delicious snacks and drinks are served. Popular names are Mr. Biggs, Murphis Burger, KAS Favourites, and Sweet Sensation. There are also popular 'joints' in towns where suya is sold with traditional drinks like palmwine, and kunu.

Lagos has a poor cinema culture but a few cinema houses may be found in densely populated areas of Yaba, Agege, Mushin, Orile Iganmu and central Lagos. Although their popularity has dwindled with the advent of video houses and clubs, many people, particularly the youths, still patronise them. Most cinema houses run three shows daily at 5.00pm, 8.00pm and 11.00pm. Sometimes, shows may last as late as 1.00am and may commence as early as 12.00 noon. Indian, American and Chinese films are popular.

Live performances by indigenous stage dance troupes and theatre groups are organised on regular basis at the National Theatre, Iganmu and the University of Lagos Auditorium. Interested persons can find out what is playing from newspapers, billboards, public walls, radio and Television or by calling the National Theatre (Tel- 830220). Discothèque was part of the Lagos night in the late 1970s, when discothèques and night clubs were found at almost every street corner. But over the last two decades, the novelty seems to have worn off. Some of the best night clubs are now in top hotels but equally entertaining are such joints as Nightshift in Ikeja; Lord's in Maryland; Sunrise, Is Victoria Island and Peak in Surulere.

Seasonal shows, organised by private organizations in conjunction with popular radio and television stations have become regular features in most Nigerian cities. These take place especially at the National Stadium, Tafawa Balewa Square and Lekki Beach, all in Lagos during major holidays and in festivals, such as Christmas, Easter and Sallah holidays.

Already established stars and up-coming ones are always on stage with different types of music including traditional juju and fuji, High life, Reggae Afro/rock, Rap and Blues. The Muson Centre Onikan, Lagos, also holds periodic music concert) with popular Jazz and classical musicians pianists on stage. For lovers of gospel music, quarterly festivals are held every year at the Nation Stadium or the Tafawa Balewa Square. In recent years, some Christian organisations have also organised gospel music shows on occasions like Easter and Christmas, featuring both local and foreign artists and drawing large crowds.

Lagos is certainly not as dangerous as has been portrayed in some tourist guides. Democracy and the freedom that goes with it, are back and have further enhanced the usually liberal atmosphere of the city. But like everywhere else in the world, the visitor must exercise some care. Like not walking around alone, readiness to make your passport available at all times, in case you are required to identify yourself.

Another vibrant city in the south-west of Nigeria is Ibadan - one of the largest cities in Africa and the root of traditional juju and fuji music. It has an active night life close to that of Lagos.

It is largely a traditional city and street parties are common at weekends. The University of Ibadan Theatre has a long history of periodic performances. Popular plays and shows are open to the public for a fee.

Enugu, in the south-west of the country, is quite peaceful at night and offers various places of relaxation apart from its major hotels.

The oil cities of Port Harcourt, Warri, Eket and Calabar also offer very peaceful and exciting nights. There are little or no restrictions. Parties and discoteques are alive till dawn, especially at the night clubs. There is the igae, Shell Club, run by Shell oil company in Port Harcourt and Mobil Pegasus clubs in Eket and Warri, which are the best in these parts of the country, in terms of management and equipment. Though the clubs cater primarily for oil companies, staff, visitors are usually allowed through consultation with the management.

Jos and Kaduna in the north also offer exciting night life. Jos has over 10 standard hotels which discoteques. It is one of the cities with the highest concentrations of foreign workers and tourists. In contrast, Abuja and Kano have very, slow night life. This is quite understandable. Abuja and the country's new capital, is still an infant city and would require a long time for such activities to pick up. The private organisers of musical concerts and other shows have just started penetrating Abuja from Lagos. Kano, though a cosmopolitan city, is also one in which the tenets of Islam are rigidly upheld. Night life is slow and social activities are highly restricted. Alcohol and discoteques are banned here except inside the major hotels, where there are clubs. Visitors are strongly advised abide by the laws operative within the area.

DESTINATION PLANNING AND DEVELOPMENT

1. To identify key elements of tourism destination plan.
2. Description of comprehensive planning in Tourism development.
3. Description of factors that influences tourism planning process.

Tourism has the potential to contribute to foreign exchange earnings of Nigeria and to reduce the concentration of foreign exchange sources (diversified sources of foreign exchange earnings). Tourism thus provides opportunity for economic development of many countries. However, the gains of such prospects cannot be realized without effective planning and development of her tourist destination.

Tourism destination may refers to an entire country, a region, an island, a resort area, or a single Tourism project. Planning and development of such destination would go a long way in increasing domestic and international demand for tourism. Domestic demand may be measured in terms of the distribution of households that visited Tourist centers within a particular period of time while foreign demand for tourism can be seen from tourism export data of some countries. Planning is a formal documentation of the goals/objectives to be achieved and the strategies to be employed over-time to actualize such objectives: Destination planning involves various types of planning activities target towards the

actualization of Tourism objectives. They include; infrastructural, social services, security. Such activities can be planned from several perspectives (public, private sectors, local communities and developers).

Level of Planning Process in Tourism

Tourism plans and development must be integrated among all levels (country, region, local etc) to address various levels of concern and to avoid duplication of efforts and policies. These levels are;

- 1 **International Level:** It involves more than one countries and includes areas like; international transportation service, joint tourism marketing, regional tourism policies and standards, cooperation between various sectors/organs of government of various countries.
- 2 **National Level:** This has to do with national policy on Tourism. It includes planning the structure of tourism, transportation network within a country, major tourism attractions within the country, national monuments and facilities, service standards, investment policy, tourism education and training, and marketing to Tourism.
- 3 **Regional Level:** This is done by provinces or states and usually involves regional policies, infrastructures, regional access and transport network.
- 4 **Local Level** involves cities, towns, villages, resorts, rural areas and some specific tourist attractions. Focus at this level may include, Tourism area plans, land use planning for resorts, tourism facilities and attraction
- 5 **Site planning level:** planning for specific location of building and structures, recreational facilities, conservation and landscape area and other facilities. It may also include planning for tourism resorts design of buildings, structures, landscaping and engineering design

Stakeholders in Tourism Planning

Two important sectors are involved, public and private sector. Public sector planning involves plans by various levels of governments (National, state and local). Concerns at this level includes; Economic consideration, social factors, land use policies and control, environmental issues, infrastructural development, employment issues and provision of public services.

Private sector planning bothers primarily on setting of investment objectives, product development, building and design, finance sourcing, marketing, management operation.

Importance of tourism planning

1. To provide common vision, direction and commitment for tourism.
2. Necessary for assessing possible impacts of tourism on development and resource problems that may be encountered.
3. For the purpose of analyzing the competitive status of a destination and its ability to respond to changes in tourism market
4. To provide a level of stability and predictability in the progress of the over all development of tourism.

Tourism Master Plan

A master plan for tourism destinations usually incorporates concerns that includes all aspects of Tourism development process. Factors that guides the design of such destination plans are; Type of destination to be developed, current level of development, theory/style of planning being used. Elements of such plans include, economic development, human resources, environmental impacts, socio-cultural impacts and duration of such plan (5years and 10 years).

Other components of Tourism destination plans are:

1. Tourism demand analysis: It examines existing intended visitors markets for destination. It also includes analysis of a market with respect to tourist arrival, tourist characteristics, travel patterns and other trends of the markets. TDA is also necessary for analysing the level of competitiveness of a particular destination relative to others with similar attractions.
2. Tourism Supply Analysis (TSA): This examines the marketing value of a destination in term of its attractions, accommodation and facilities. Other considerations are transportation, infrastructures, human resources and other factors that have significant impacts on the quality of the experience of the visitors. TSA for the development of a new destination should also considers proximity /relationship of the site to tourist attractions, desirability of the climate, attractiveness of the physical environment, availability of land for development, access to tourism gateways and regional attraction of the resident population to development, availability of local work force, and adequacy of housing.

3. Tourism Impact Analysis (TIA): Two most important TIA in a tourism plans are, environmental and socio- cultural impacts of development.

–Environmental impact analysis, tourism is considered to be environmental friendly, sustainable tourism place high priority on the preservation of the environment. Point of emphasis is on land use, water quality, natural scenery, waste disposal, prevention of over exploitation of natural resources. Consideration must also be given to carrying capacity of a destination. CCD is the environmental and physical limits and ability of a destination to accommodate a given level of visitors with the least destruction to the natural resources.

- Social-cultural impacts (S C T) has to do with pressures and changes that tourism might bring to the resident population of a particular destination. Tourism can have both beneficial and harmful effects on local culture as a result of contact of local resident with tourist and use of culture as an instrument of tourism attraction.
- **Economic and Financial Analysis (E F A):** Tourism is viewed in most destinations as a source of visitor expenditures which will benefit the local economy by creating spending, employment and increase the standard of living of the local population.

In the public sector of Tourism, economic analysis that are undertaken/examined are; Type of visitors, products and services sought by the visitors, importation cost and supply of such goods, cost of infrastructures, cost of maintaining adequate work force and training for the required skills.

Private sectors are concerned with financial risk, profitability, sources of capital for planned projects, extent of foreign ownership or control, wages rate for local labour force and availability of private sector funds for investments.

4. Action plan and Recommendation:- This is the final product of planning process. It involves the summary and analysis of all the data used in the planning process, strategies, guidelines, recommendation and schedules for development.

ROLE OF MARKETING IN TOURISM

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create **exchanges** that satisfy individual needs and organizational goals. Exchange is the process by which individuals or business gives and receive something of values. It involves the actual trading of a product or service. Modern economy involves provision and exchange of market offering (Tangible services hotel accommodation, Transportation services by airlines, restaurant services, political campaign

idea and policies usually refer to as 'products'. The seven variables that constitute a market offering are;

1. Tangible service needed by customers
2. Delivery and distribution of objects or services in forms that will make it to be readily available/accessible to the customers.
3. Pricing of object or services in manners that would encourage the customers to pay.
4. Marketing communication or communication of marketing information about the object or service to the buyer.
5. The people that are to delivered the service
6. The service processes that the product would go through before delivery to customers
7. The physical environment in which the service is delivered

These are the seven important factors that must be considered in determining the management of marketing other wise known as **marketing instruments**. These are product, distribution, price, marketing, communication, people, processes and physical evidence. Many strategies have been employed/ used by marketing in using the marketing instrument. The advent of the internet has however provided unique ways of using marketing instrument. The use of the internet is particularly important in marketing Tourism products. Tourism products are fairly expensive, and are usually utilized by **affluent** and fairly educated customers who often have access to internet.

Classification of Commercial Web Sites On Internet

Six distinct commercial web sites have be identified on the web.

- 1 **Online store front:** uses electronic catalogue or other innovative formats to offer direct sales of products through an electronic channel.
- 2 **Internet presence:** provide a virtual presence for a business or its market offering (products) serve as means of informing prospective customers and competitors that the business is on the cutting edge.
- 3 **Content site:** In fee- basal content sites, the provider supplies and or pays for content, which the consumer pay to access. Content site (involving fee) are expected to increase as service payment mechanisms are developed and implement.
- 4 **Mall:** connection or on line store fronts, each of which may contain verities different categories of goods for sale. The provider charges rent in exchange for the virtual real estate and may offer a variety of services to the store front.

5 **Incentive Site:** Represents a unique form of advertising that attracts a potential customer to site. The objective is to attract the user to the commercial site behind the advert. It helps marketers to generate traffic to their sites.

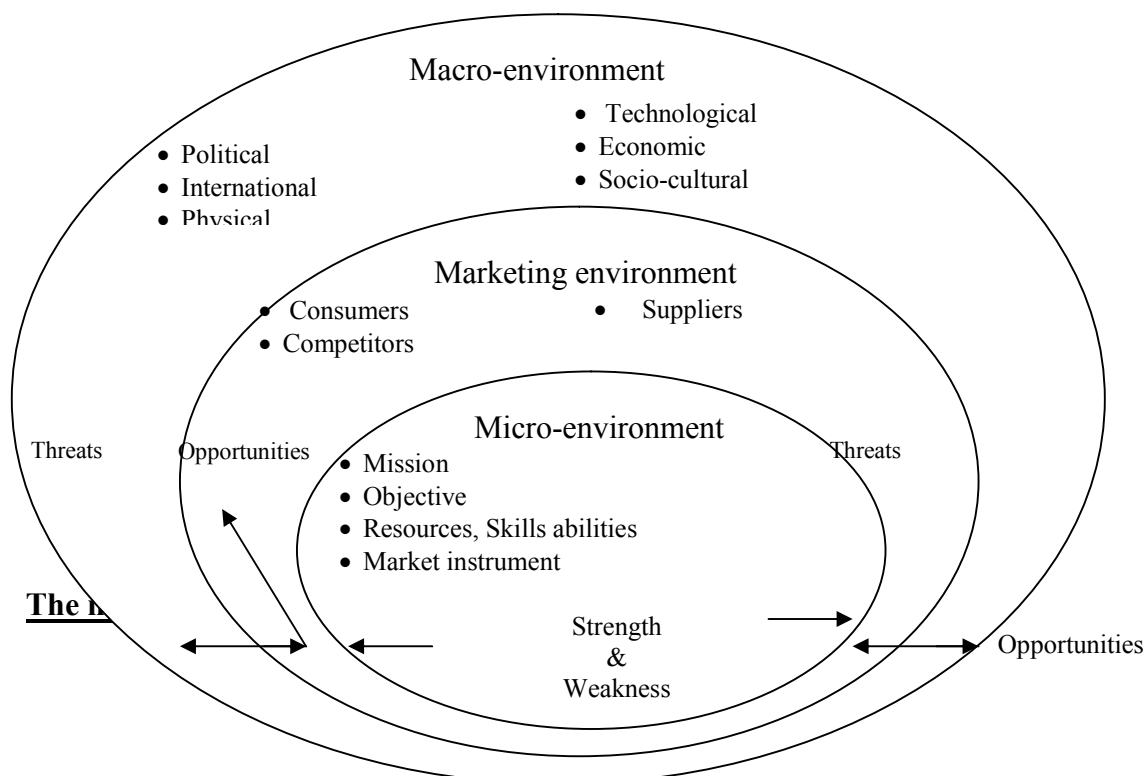
Assignment: ‘The graveyard of business are littered with business/companies that failed to recognize the inevitable changes,’ analyze this statement in relation to the use of the internet for marketing tourism.

Marketing Environment

Marketing environment are all the variables or factors that can directly or indirectly influence marketing activities. It consists of three main components.

1. **The Micro-environment:** All internal variables that can be controlled by management e.g. business mission and the marketing objectives.
2. **The Market environment:** Forces that are outside the micro-environment or business e.g. customers, competitors, intermediaries and supplies as applicable to specific industry.
3. **The Macro-environment:** External factors that cannot be influenced by individual businesses but which directly or indirectly influence all business e.g. Economic, political and social changes/factors.

Marketing managers must regularly evaluate the progress and direction of their businesses through SWOT analysis (Strength, Weaknesses, Opportunities (external and internal) and Threats).



The micro-environment consists of forces close to the business that can affect its ability to serve its customers. The variables includes, mission, objectives of the business, resources, skills and abilities as well as market instruments.

1. **Mission of business:** Mission of the business is a statement of the scope and purpose of the business. It usually involves the identification of target market in terms of size and characteristics. Size (mass marketer specific segment of the market? Characteristics (Gender, age, geographical, social characteristics like liberal conservative).
2. **Marketing objectives:** Involves the setting of both long, medium and short terms intention of goals of the business. These objectives may have to do with achieving the highest possible rate of return on investment (profit), development service traits (customers orientation), product and service delivery with respect to quality (survival and growth), have more sales and size of market shares (competitiveness), efficiency and effectiveness (customer centered) and objectives bothering on the scope and application of market instrument.
Market objectives could also be process driven (e.g. to reduce service/waste time), distribution centered (e.g establishment of super storage technique), market communication centered (increase number of sales reps) or price objective.
3. **Resources, skills and abilities:-** These may be described as the availability capital and other factors of production needed by the business to create effective organizational structure(s) that will enable employers to function to the best of their abilities and identification span of control within the organogram of an organization. Human production factors in marketing requires effective training in marketing skills and marketing. Possession of internal strengths that comes with experience and intuitive foresight are also needed. – see chapter 10.

The marketing instruments

These are variables that requires decision of marketing managers.

1. Product or services offered by company
2. **Price:** This should reflect the value which the product offer to the consumer and also relative quality level that the product maintain against competitors.
3. **Place:** Distribution mechanisms or place of sales.
4. **Promotion:** Marketing communication method used to inform the target market of the product

5. **People:** Employees who deliver are service, customers at whom the product is targeted and other customers that impact on a particular customer's experience.
6. **Processes:** All service delivery mechanism required to get the product to its targeted customers at expected quality level.
7. **Physical evidence:** The service environment in which a particular service is performed.

Opportunity in marketing environment is defined as favourable condition or tendency that occurs in market environment and which can be utilized for the benefit of the organization through deliberate actions of management. A threat on the other hand is an unfavourable condition which, by management negligence to respond to it in a purposeful manner, may lead to the failure of the organization, its products or services.

Terminologies/Classification of tourist

2. **In bound tourism:** International visitors who are residents of countries other than that being visited and travel for tourism purposes.
3. **Outbound tourism:** International visitors who are residents of a country visiting other countries and travel for tourism purposes.
4. **Domestic tourism:** Residents visiting destinations within their own country or boundaries who travel for tourism purpose.
5. **Visitors:** Description of all visitors who fall within agreed definition of tourism.
6. **Tourist or staying visitors:** Visitors who stay overnight at a destination.
7. **Same-day visitors, or excursionist:** Visitors who arrive a tourist destination and departs same day.

International tourist are people who travel to and stay in countries other than their normal country of residence for less than a year. They are important to government and easy to classify because they typically.

- Spend more money
- Stay longer at destination
- Use more expensive transport and accommodation.
- Bring in foreign currency which contributes to balance of payment of the destination country

Travel and Tourism market may be described as a total market comprising three main sectors; international tourism, domestic tourism and same-day visits. It is however difficult to understand and deal with travel and tourism as a total market because of the huge number of

private and public sector involved in supply services to tourists and their perception of tourism as a part of their total business operations.