

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 refer 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.