

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.