

## **COURSE GUIDE**

### **TPM 107 FUNDAMENTALS OF TOURISM**

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## **INTRODUCTION**

This course- Fundamentals of Tourism (TPM107) is a first-semester core course which carries three credit units for first year level in the Faculty of Management Sciences at the National Open University, Nigeria. This coursework will be useful in your academic pursuit; and it will help you gain in-depth insight into the field of tourism. This course guide is an introductory lecture into the field of Recreation and Tourism. It suggests some general guidelines for the amount of time required of users on each unit in order to achieve the course aims and objectives successfully. It also provides you with some guidance on tutor-marked assignments (TMAs) as contained herein.

The course is made up of nineteen units (four modules) spread across fourteen lecture hours and covering areas such as:

1. Introduction to tourism
2. Components of tourism
3. Transport industry in tourism development
4. Economic, political and social roles of tourism
5. Disadvantages, dangers and problems of tourism
6. Comparative analysis of Local and Global trends in tourism industry.
7. Problems of the industry in developing economies
8. Future of tourism and tourism of the future

Also, the course is prepared in a way in which the users would easily enhance their previous knowledge. The course aim, is to help users develop critical thinking skills, learn how to develop interest in recreation and tourism.

## **WORKING THROUGH THE COURSE**

Working through the Course to successfully complete this course, you are required to read the study units, referenced books and other materials on the course. Each unit contains self-assessment exercises called Student Assessment Exercises (SAE). At some points in the course, you will be required to submit assignments for assessment purposes. At the end of the course there is a final examination. This course should take about 12weeks to complete and some components of the course are outlined under the course material subsection.

## OBJECTIVES

By the end of this unit, you will be able to:

- define recreation and tourism
- explain the basic characteristics of recreation
- outline the basic characteristics of tourism
- differentiate between recreation and tourism
- discuss the fundamentals of tourism
- define the confines of natural tourism
- discuss the following under natural tourism landform resources, water resources, vegetational resources and rock outcrops
- define the confines of man-made resources
- discuss the following under man-made resource types that constitute resources such as museums, biological gardens, national monuments and local festivals such as yam festivals and masquerades.

## COURSE MATERIAL

The major component of the course and what you have to do and how you should allocate your time to each unit in order to complete the course successfully on time are listed as follows:

1. Course guide
2. Study unit
3. Textbook
4. Assignment file
5. Presentation

There are 19 units in this course which should be studied carefully and diligently.

### **Module 1** Introduction to tourism

- Unit 1 Meaning of recreation and tourism
- Unit 2 Tourism as a global phenomenon
- Unit 3 Development of recreation and tourism services in Nigeria
- Unit 4 Demand and supply in tourism activities.

### **Module 2** Components of Tourism

- Unit 1 Natural and Man-Made Resources
- Unit 2 Classes and Types of Tourism.
- Unit 3 Hospitality industry in tourism services

**Module 3** Transport industry in Tourism Development

- Unit 1 Land based Transport
- Unit 2 Economic role of Tourism
- Unit 3 Political role of Tourism
- Unit 4 Tourist Attraction in Nigeria
- Unit 5 Tourist Attraction in Africa

**Module 4** Tourism as a Global Phenomenon

- Unit 1 Tourism as an International Activities
- Unit 2 Disadvantages, dangers and problems of tourism

**Module 5** Comparative Analysis

- Unit 1 Comparative analysis of Local and Global trends in tourism industry
- Unit 2 Problems of Tourism in Developing Economics
- Unit 3 Future of Tourism and Tourism of the future
- Unit 4 Management of Tourism
- Unit 5 Conclusion

**ASSESSMENT**

There are self-assessed assignments on every unit. You are expected to attempt them. Your lecturer will give you four assignments which may or may not be drawn from the self-assessment exercises. The four course assignments will cover: Assignment 1 - All TMAs' question in Units 1 - 3 (in Module 1) Assignment 2 - All TMAs' question in Units 1 - 3 of Module 2 Assignment 3 - All TMAs' question in Units 1 - 3 of Module 3 Assignment 4 - All TMAs' question in Units 1 - 3 of Module 4 Presentation Schedule. Remember, you are required to submit all your assignments by due date. You should guide against falling behind the schedule.

In attempting the assignments, you are expected to apply information, knowledge and techniques gathered during the course. The assignments must be submitted to your tutor for formal assessment in accordance with the deadlines stated in the Presentation Schedule and the Assignments File. The work you submit to your tutor for assessment will count for 30 % of your total course mark.

At the end of the course, you will need to sit for a final written examination of three hours duration. This examination will also count for 70% of your total course mark.

**Tutor-Marked Assignments (TMAs)** There are four tutor-marked assignments in this course. You will submit all the assignments. You are enjoined to work all the questions thoroughly. The TMAs constitute 30% of the total score.

Assignment questions for the units in this course are contained in the Assignment File. You will be able to complete your assignments from the information and materials contained in your text books, reading and study units. However, it is desirable that you demonstrate that you have read and researched more widely than the required minimum. You should use other references to have a broad viewpoint of the subject and also to give you a deeper understanding of the subject.

When you have completed each assignment, send it, together with a TMA form, to your tutor. Make sure that each assignment reaches your tutor on or before the deadline given in the Presentation File. If for any reason, you cannot complete your work on time, contact your tutor before the assignment is due to discuss the possibility of an extension. Extensions will not be granted after the due date unless there are exceptional circumstances.

## **FINAL EXAMINATION AND GRADING**

The final examination will be of three hours' duration and have a value of 70% of the total course grade. The examination will consist of questions which reflect the types of self-assessment practice exercises and tutor-marked problems you have previously encountered. All areas of the course will be assessed. Use the time between finishing the last unit and sitting for the examination to revise the entire course material. You might find it useful to review your self-assessment exercises, tutor-marked assignments and comments on them before the examination. The final examination covers information from all parts of the course.

## **COURSE MARKING SCHEME**

The table presented below indicate the total marks (100%) allocation.

<b>Assessment</b>	<b>Marks</b>
Assignment (Best three assignments out of the four marked)	30%
Final Examination	70%
<b>Total</b>	<b>100%</b>

## HOW TO GET THE MOST FROM THIS COURSE

In distance learning the study units replace the university lecturer. This is one of the great advantages of distance learning; you can read and work through specially designed study materials at your own pace and at a time and place that suit you best. Think of it as reading the lecture instead of listening to a lecturer. In the same way that a lecturer might set you some reading to do, the study units tell you when to read your books or other material, and when to embark on discussion with your colleagues. Just as a lecturer might give you an in-class exercise, your study units provide exercises for you to do at appropriate points.

Each of the study units follows a common format. The first item is an introduction to the subject matter of the unit and how a particular unit is integrated with the other units and the course as a whole. Next is a set of learning objectives. These objectives let you know what you should be able to do by the time you have completed the unit. You should use these objectives to guide your study. When you have finished the unit, you must go back and check whether you have achieved the objectives. If you make a habit of doing this you will significantly improve your chances of passing the course and getting the best grade.

The main body of the unit guides you through the required reading from other sources. This will usually be either from your text books or from a readings section. Some units require you to undertake practical overview of historical events. You will be directed when you need to embark on discussion and guided through the tasks you must do. The purpose of the practical overview of some certain historical economic issues are in two fold. First, it will enhance your understanding of the material in the unit. Second, it will give you practical experience and skills to evaluate economic arguments, and understand the roles of history in guiding current economic policies and debates outside your studies. In any event, most of the critical thinking skills you will develop during studying are applicable in normal working practice, so it is important that you encounter them during your studies.

You should do each self-assessment exercises as you come to it in the study unit. Also, ensure to master some major historical dates and events during the course of studying the material.

The following is a practical strategy for working through the course. If you run into any trouble, consult your tutor. Remember that your tutor's job is to help you. When you need help, don't hesitate to call and ask your tutor to provide it. Read this Course Guide thoroughly.

- i. Organise a study schedule. Refer to the 'Course overview' for more details. Note the time you are expected to spend on each



unit and how the assignments relate to the units. Important information, e.g. details of your tutorials, and the date of the first day of the semester is available from study centre. You need to gather together all this information in one place, such as your dairy or a wall calendar. Whatever method you choose to use, you should decide on and write in your own dates for working breach unit.

- ii. Once you have created your own study schedule, do everything you can to stick to it. The major reason that students fail is that they get behind with their course work. If you get into difficulties with your schedule, please let your tutor know before it is too late for help.
- iii. Turn to Unit 1 and read the introduction and the objectives for the unit.
- iv. Assemble the study materials. Information about what you need for a unit is given in the 'Overview' at the beginning of each unit. You will also need both the study unit you are working on and one of your text books on your desk at the same time.
- v. Work through the unit. The content of the unit itself has been arranged to provide a sequence for you to follow. As you work through the unit you will be instructed to read sections from your text books or other articles. Use the unit to guide your reading.
- vi. Up-to-date course information will be continuously delivered to you at the study centre.
- vii. Work before the relevant due date (about 4 weeks before due dates), get the Assignment File for the next required assignment. Keep in mind that you will learn a lot by doing the assignments carefully. They have been designed to help you meet the objectives of the course and, therefore, will help you pass the exam. Submit all assignments no later than the due date.
- viii. Review the objectives for each study unit to confirm that you have achieved them. If you feel unsure about any of the objectives, review the study material or consult your tutor.
- ix. When you are confident that you have achieved a unit's objectives, you can then start on the next unit. Proceed unit by unit through the course and try to pace your study so that you keep yourself on schedule.

- x. When you have submitted an assignment to your tutor for marking do not wait for it return `before starting on the next units. Keep to your schedule. When the assignment is returned, pay particular attention to your tutor's comments, both on the tutor-marked assignment form and also written on the assignment. Consult your tutor as soon as possible if you have any questions or problems.
- xi. After completing the last unit, review the course and prepare yourself for the final examination. Check that you have achieved the unit objectives (listed at the beginning of each unit) and the course objectives (listed in this Course Guide).

## **TUTORS AND TUTORIALS**

There are some hours of tutorials (2-hours sessions) provided in support of this course. You will be notified of the dates, times and location of these tutorials. 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 mail your tutor-marked assignments to your tutor well before the due date (at least two working days are required). They will be marked by your tutor and returned to you as soon as possible.

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.

- You do not understand any part of the study units or the assigned readings
- You have difficulty with the self-assessment exercises
- You have a question or problem with an assignment, with your tutor's comments on an assignment or with the grading of an assignment.

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

## **SUMMARY**

As earlier indicated, this course- Fundamentals of Tourism (TPM107) is a first-semester core course which carries three credit units. This coursework will be useful in your academic pursuit; and it will help you gain in-depth insight into the field of tourism.

Wishing you success in the course.

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**MODULE 1 INTRODUCTION TO TOURISM**

Unit 1	Meaning of Recreation and Tourism
Unit 2	Tourism as a Global Phenomenon
Unit 3	Development of Recreation and Tourism Services in Nigeria
Unit 4	Demand and Supply in Tourism Activities.

**UNIT 1 MEANING OF RECREATION AND TOURISM****CONTENTS**

1.0	Introduction
2.0	Objective
3.0	Main content
3.1	Definitions of Recreation and Tourism
3.2	Some Related Conceptual Issues in Tourism
3.3	Relationship between Recreation and Tourism
3.4	Fundamentals of Tourism.
4.0	Conclusion
5.0	Summary
6.0	Tutor-Marked Assignment
7.0	References/Further Reading

**1.0 INTRODUCTION**

This unit exposes you to the meaning of recreation and tourism. It will also discuss the basic characteristic of tourism.

**2.0 OBJECTIVES**

By the end of this unit, you will be able to:

- define recreation and tourism
- explain the basic characteristics of recreation
- outline the basic characteristics of tourism
- differentiate between recreation and tourism
- discuss the fundamentals of tourism.

### **3.0 MAIN CONTENT**

#### **3.1 Definitions of Recreation and Tourism**

This unit defines recreation and tourism. It differentiates between the two terms bringing out their specific, distinguishing characteristics. It also addresses reasons why many people misuse them as if they are the same. The unit identifies factors which influence tourism and discuss them. The unit also discussed reasons why tourism has developed as a global phenomenon and why many nations of the world are fast investing in tourism industry.

Recreation and tourism are very close in terms of definition because their subject matters centred on pleasure and enjoyment. Recreation can simply be defined as the leisure activities which one embarks upon when one is not working or studying or while making a livelihood within a short period (not more than a day) and very close to where one lives. In most cases recreation is concerned with activities that man finds pleasurable as well as that can be used to satisfy the curiosity of human being. On the other hand, tourism is a leisure activity which one embarks upon outside his immediate environment and usually involve sleeping outside immediate the environment where the tourist resides.

Tourism is defined as the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. Tourism is a field of research on human and business activities associated with one or more aspects of the temporary movement of persons away from their immediate home communities and daily work environment for business, pleasure and personal reasons (Chadwick,1994:65).

Tourism, according to Walton (2020) is the act and process of spending time away from home in pursuit of recreation, relaxation and pleasure, while making use of the commercial provision of such services. Thus, tourism can be seen as temporary movement to destination outside their normal place of work and residence. Some related conceptual issues of tourism worth mentioning at this stage include the following:

#### **3.2 Some Related Conceptual Issues in Tourism**

- i. Recreation that requires leaving home for some other places far or near and for more than a day.
- ii. Attractive elements either natural or physical/artificial that must be present at the destination point.

- iii. Tourism could be domestic in nature and that involves movement within the country or international which involves travelling away from one's home country to another.

The provision of recreation facilities in any area or community is, to a large extent, dependent on the level of development of that particular community. This again depend on some factors such as nature and structure of the economy, entrepreneurship of some people, rate of capital formation degree of industrialisation, level of education of the people and socio-cultural level development of the people. On the other hand, tourism in addition to the above factors that influence the development also need natural attraction sites to really attract tourists. This is however not in all cases. In a basic agrarian society, the demand for recreation services is a function of labour required in the farm and off-peak periods for agricultural activities. According to Onokerhoraye (1984), the demand for leisure in a developing country such as Nigeria, to a large extent depends on the proportion of the population that is employed in the modern sector of the economy.

### **3.3 Relationship between Recreation and Tourism**

Recreation and Tourism have been used simultaneously in most literature to connote their level of relationship. For clarity, Recreation is the act of utilising work free hours on enjoyment within their immediate environment whereas tourism does the same but outside their environment and for more than a day but usually less than a year. From the view point expressed, what is clear is that the difference between recreation and tourism lies in the duration and the distance of the attractive center. According to Encyclopedia Americana (1998) the pattern of journeying from home to other places, near or far has become big business. The money spent on tourism constitutes the largest single item in World Trade, 'although' as a budgetary category, is composed of many separate elements. For a very long time therefore, tourism could be regarded as a positive force for the preservation of significant sites of mankind now and in the future (Ghali, 1993).

Reality on ground shows that tourism is more embracing that recreation. It is not out of place to say that recreation is sub-summed in tourism. Tourism is a multidisciplinary subject which means that a wide range of other subjects, such as psychology, geography, economics, to name a few, examine it and bring it to a range of ideas and methods of studying it (Stephen, 2009). It should be noted however that both recreation and tourism are not remunerative to the participants rather it involves the participants to spend their own money for the type of enjoyment which are found at the destination points.

Tourism today has become a global phenomenon because people have continued to show interest in how they spend their spare time, especially their leisure time and non-work time. This has translated to economic activities when viewed from the impact in capital formation. According to Walton (2020) modern tourism is an increasingly intensive, commercially organised, business-oriented set of activities whose roots can be found in the industrial and post-industrial West. The aristocratic grand tour of cultural sites in France, Germany, and Italy attest to this claim however other type of tourism like health, religion and educational are becoming very prominent as commercial services.

### **3.4 Fundamentals of Tourism**

This fundamental of tourism will be dealt with by having an over-view of the following sub-topics:

- i. Components of tourism
- ii. Types of tourism
- iii. Economic, political and social roles of tourism
- iv. Disadvantages, dangers and problems of tourism
- v. Comparative analysis of Local and Global trends in tourism industry.
- vi. Problems of the industry in developing economies
- vii. Future of tourism and tourism of the future

### **SELF-ASSESSMENT EXERCISE**

Define tourism.

### **4.0 CONCLUSION**

This unit is the introductory aspect of tourism. It deals with the definition of recreation and tourism. It also differentiates between the two terms and highlights why many people have used the two terms as meaning the same thing. There is a close similarity between recreation and tourism. The distinguishing factor lies in the timing of the leisure. Recreation is very short not more than a day while tourism is much longer and could runs into months.

Another difference is that recreation is usually within the vicinity of the tourist while tourism is far away from place of abode of the tourist and sometimes it could be outside the country. The level of development in tourism is a function of so many factors such as annual leave, disposable income, attitude towards leisure, job opportunities in government jobs. Employer's attitudes to annual leave and so on.



## 5.0 SUMMARY

This unit introduces you to the world of tourism. It describes recreation and how it could transform into tourism. It also gives examples of recreation and tourism and how it assumed an international status. Today, many countries of the world aspire to create tourist centres from their natural environment.

## 6.0 TUTOR-MARKED ASSIGNMENT

1. What are the similarities between recreation and tourism?
2. What are the differences between recreation and tourism?
3. The provision of recreational facilities in any area or community depends to a large extent on the level of development of that community. Discuss?

## 7.0 REFERENCES/FURTHER READING

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2007. "airports & tourists". <http://global-culture.org/blog/2007/01/27/airportstourists>

## **UNIT 2 TOURISM AS A GLOBAL PHENOMENON**

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- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
  - 3.1 Tourism: A Global Concept
  - 3.2 Factors of Growth in Tourism
  - 3.3 Factors that Influence People's Interest in Tourism
- 4.0 Conclusion**
- 5.0 Summary**
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

### **1.0 INTRODUCTION**

This unit is to discuss the global nature of tourism, and the factors that made it a global business.

### **2.0 OBJECTIVES**

By the end of this unit, you will be able to:

- explain tourism as a global concept
- identify factors of growth in tourism
- discuss the importance of peace in global tourism
- examine the contribution of language impact in tourism
- examine the role of Diversification from primary activities
- examine the role of aviation and rail transport system.

### **3.0 MAIN CONTENT**

#### **3.1 Tourism: A Global Concept**

Unit two discusses the factors which made tourism to wear the toga of global dimension. Tourism is one of the industries all over the world that has less pollution on the environment. It has also become an activity that occupies man's attention during leisure period thereby reducing tension on man. The unit also identifies and discusses factors which contributed immensely to the growth of tourism at a global level.

In addition to what has been taught in unit one, with particular reference to recreation and tourism, we move to tourism activity and how it has gained international perspectives. Tourism has become a global leisure

activity shortly after recovering from the contraction resulting from the late 2000 recession where tourism suffered a strong slowdown from the second half of 2008 through the end of 2009 and the outbreak of H1N1 Influenza. However, after this period, international tourism arrivals surpassed the milestones 1 billion tourist globally for first time in history in 2012. Tourism continued to develop rapidly especially in developed world because it was noted to be a pollution free industry with potential to generate a lot of foreign exchange. For example, international-tourism receipts grew to US\$1.03 trillion in 2011 corresponding to an increase in real term of 3.8% from 2010. In 2012, China became the largest spender in international tourism globally with US\$102 billion, surpassing Germany and United State of America.

### **3.2 Factors of Growth in Tourism**

Note the following.

- i. Improvement in the means of movement especially rail and air transportation.
- ii. Improvement in means of exchange rate
- iii. Improvement in technology e.g. mode of visa issuance, booking of accommodation, issuance of passport and international calls
- iv. Presence of tour guides in tourist destination
- v. Acquirement of more than one international language also encouraged and expanded the horizon of access to tourism centres in francophone countries
- vii. Relative peace that is enjoyed in some destination at some countries all over the world.

The implications of the above factors on global rise in tourism activities are reflected in the outcome of revenue generated as well as the population attracted to such countries discussed below. In some countries, Tourism has been on the increase to the extent that some communities through tourism have had their own income outstripping all other sources of income. A notable example is Hawaii which after becoming the 50th State of the USA vastly increase its tourism facilities; similarly,  $\frac{3}{4}$  of the economy of the USA Virgin Island is based on tourism and travel. In USA nearly 7 million people are employed in the tourism industries. Between 1950 and 1970, tourism throughout the world increased in size- 10 times, its growth each year was almost double that of other world “export”.

### **3.2 Factors that Influence People's Interest in Tourism**

In North America and some other developed world, people's interest in tourism had been largely influenced by a number of factors. Some of them include the increased leisure time, early retirement age, advent of jet travels, low cost means of transport and commensurate low cost of hotels placed travels, both foreign and domestic within the economic reach of large groups of people and thus encourage systematic and rapid growth of tourism (Encyclopedia America, 1998).

Before the advent of jets in 1958, an airplane trip from New York to Europe took about 15 hours east bound and sometimes more than 20 hours west bound. Today, it takes less than that time thereby reducing hours of travel and cost. Travelling by air, thus, has become very popular and the Far East was opened to masses of travelers. From Afghanistan to East Africa, America five-star hotels guaranteed a high standard of comfort, acceptable meals, portable water and a price within the reach of many. All these influence the growth of tourism (Encyclopedia America, 1998).

A way of encouraging and arousing interest in tourism was undertaken. For example, in the hope of reaping the benefit of tourism, many governments engaged in advertising in magazines, newspaper and television. Part of the benefits accruing from tourism according to Encyclopedia America (1998), include the use of tourism to settle old national grudges. For example, Czechoslovakia, Poland and Soviet Union, all opened bureaus in the Western part of the world.

This unit deals with tourism as a global phenomenon. Every nation of the world has keyed into it as it is the pollution free enterprise that has continued to generate income into the nation. The global outcry that all nations should reduce pollution, made tourism industry to be fast growing.

#### **SELF-ASSESSMENT EXERCISE**

Outline the factors that influence people's interest to embark on international tourism?

### **4.0 CONCLUSION**

This unit revealed how tourism has attained international recognition. The various factors which contributed to the growth of tourism at a global level were enumerated and discussed. Such include:

- Improvement in the means of movement especially rail and air transportation.
- Improvement in means of exchange rate

- Improvement in technology e.g. mode of visa issuance, booking of accommodation, issuance of passport and international calls
- Presence of tour guides in tourist destination
- Acquirement of more than one international language also encouraged and expand the horizon of access to tourism centres in both francophone countries
- Relative peace that is enjoyed in some destination at some countries all over the world.

## 5.0 SUMMARY

The global nature of tourism has made it to attract people to such centres. In the same vein, it has been a major source of income to nations with tourist potentials that had been developed to universally accepted standard.

People's interest in tourism had been largely influenced increase in leisure time, early retirement, advent of jet travels and rapid increase in information technology all over the world.

## 6.0 TUTOR-MARKED ASSIGNMENT

1. At about what time or period did tourism become a global phenomenon?
2. What are the factors that contributed to tourism having a global dimension?
3. What are the factors that influence people's interest to embark on international tourism?

## 7.0 REFERENCES/FURTHER READING

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## **UNIT 3 DEVELOPMENT OF RECREATION AND TOURISM SERVICES IN NIGERIA**

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  - 3.1 Pre-Colonial Phase
  - 3.2 Colonial Phase
  - 3.3 Post-Independence
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

### **1.0 INTRODUCTION**

Unit 3 reviewed in a chronological manner the development of recreation and tourism services in Nigeria, it looked at pre-colonial and post-colonial era and brought out the major distinguishing factors characteristics of each phase for discussion. Every nation has its developmental trends in any activity. Having been taught global perspective, of tourism activities, there is need to understand the basic developmental stages that Nigeria, as a nation passed through before gaining international prominence in the field of tourism.

Recreation and tourism in Nigeria have developed in phases. Three (3) major phases of development were noted in the country which can be classified as:

- a) Pre-colonial phase
- b) Colonial phase
- c) Post-colonial phase

In each of the phases as stated above, there are distinct characteristics which were reflections of the level of socio-cultural and economic development in Nigeria that have significant impact in the growth of recreation in the country.

## 2.0 OBJECTIVES

By the end of this unit, you will be able to:

- discuss the three phases of tourism development in Nigeria
- identify the factors that contributed to the development of tourism during the pre-colonial periods
- identify the factors that contributed to the development of tourism during the colonial periods
- explain the influence of tourism on diversification process.

### 3.1 Pre-Colonial Phase

This is the period before the advent of colonial masters. Some recreational activities which were largely dictated by our economic activities were very prominent before the arrival of colonial masters and this influenced the recreational activities of the era. According to Onokerhoraye (1984), during the years before the establishment of British colonial administration, the nature of economic activities which was largely agricultural, did not encourage the development of elaborate recreational and tourist services. More than 70% of the people in the country depends on agriculture as the main stay. Farmers had to work long hours in their farms because of low technology application in farming activities. During these periods, there was nothing like holidays or formal leaves. The farmers had to contend with off season-peak period to rest and enjoy some leisure activities. Thus, seasons following the harvesting of crops were devoted to recreational activities such as wrestling, hunting, racing and acrobatics across the country according to Onokerhoraye (1984).

These recreational activities had their distinct characteristics in terms of their mode of operation. Firstly, there was no specific place reserved for most of the recreational facilities. Consequently, they were carried out within the surroundings of residential compounds or at best in open spaces separating various quarters. Secondly, recreational activities tended to involve people of the same age group or those engaged in the same occupation such as fishing, hunting or craft production. Thirdly, most of the recreational activities were an integral part of religious ceremonies in that rituals included activities such as singing, chanting, drumming and dancing are usually displayed.

Viewed critically, one could observe that tourism activities were non-existent during this period. The reasons include the fact that transport system was at its rudimentary forms, inter-tribal wars were common and certain cultural beliefs which tended to restrain the frequent movement of people to distant places were very much in vogue.

### **3.2 Colonial Phase**

This is the period of British colonial rule in Nigeria. This period marked the beginning of fundamental changes in the pattern of recreational and tourist activities in the country. During this period, white collar jobs had emerged and changed the administrative terrain of the country. According to Onokerhoraye (1984, 299), the most significant change which influenced the need for recreational and tourist services was the gradual diversification of occupational activities, which in turn led to the emergence of white-collar workers.

In this new dispensation, workers obtained annual leave and travel allowances that enabled them to enjoy their leave as well as their leisure either in form of recreation or tourism. Similarly, regular holidays and vacations by schools made available a number of days in a year which are devoted not totally of course to recreation and tourism. It was during this period that leisure hours started to be recognised as an important aspect of the socio-economic life of a growing number of Nigerians.

Other factors that encouraged the growth of tourism include vehicular transport. Roads, railways sea routes and air transport sprang up rapidly and they were made to connect various parts of the country. Similarly, the British colonial masters brought their ways of life (culture) in the area of recreation and tourism to bear in their new area of abode which is Nigeria to really integrate themselves and enjoy their life after the day's work or when they are on leave. According to Onakerhoraye (1984), tourism was encouraged by the colonial masters and Christian missionaries who had to travel to various parts of the country under their control. In other to cater for the welfare of these travelling officials, rest houses were established in certain towns.

The colonial masters also encouraged this industry in Nigeria by establishing the first modern parks, forest, game reserves and open spaces in various parts of the country (Onokerhoraye,1984:299). Similarly, golf and polo grounds were provided while biological gardens, museums, and stadium were established in many towns in the country.

### **3.3 Post-Independence**

Is the period the followed the advent of British Colonial masters in Nigeria? The socio-economic development which started during the period of colonial administration in the country continued and it was even improved upon during this era. The developments efforts in the area of recreation and tourism were entrenched in the first development



plan of the country which was executed between 1962 and 1968. It also continued till today in our various development plans and rolling plans in 1990s.

During this period more educated Nigerians and their foreign partners recognised the importance of tourism to their health and well-being and therefore embrace this new way of life. This new way of life expanded the horizon of the people's socio-economic activities and made an insightful impact that encouraged its continuity. The diversification of the economy in the country during this period also encouraged the rising profile of the industry in the country.

Significant rise in the real income of the inhabitants also have impact in the demand for recreation and tourism. The workers in private sector had a reduction in their working days from six days to five days by law and they therefore had longer weekend which they readily use for social activities and some form of recreations.

During this period, federal, States and LGAs stimulated the growth of recreational and tourism facilities which improved its supply and subsequently encouraged rising demand of this industry. Among the steps taken to stimulate recreation and tourism include: the establishment of National Arts and Culture, establishment of National parks, encouragement of sporting activities and football tournaments, establishment of hotels and catering services in major towns.

The three (3) phases of development of tourism showed that tourism as an activity existed even before the intrusion of colonial master. The activity actually turned to economic activity during the colonial masters and could be regarded as industry during post-colonial era.

### **SELF-ASSESSMENT EXERCISE**

Outline the distinct characteristics between the 2nd phase and 3rd phase of the stages of tourism development in Nigeria?

## **4.0 CONCLUSION**

This unit shows how recreation and tourism developed over time and in three distinct phases which are pre-colonial phase, colonial phase and post-colonial phase. However, the real tourist activities in Nigeria did not start until the era of colonial administration. This was because the colonial masters introduce a lot of policies that enhance the development of tourism. Some the policies include annual leave, restriction of work days to five days and making Saturday and Sunday work free days. In

addition to this, leave bonus increase the disposable incomes of the people that are interested in tourism.

## **5.0 SUMMARY**

The three phases of tourism development in Nigeria showed that tourism developed from recreation. It became well enhanced with the introduction of money and other policies that were introduced by the colonial administrators. The post-colonial era played significant role in tourism development because there was real rise in income of the inhabitants. In private sectors, their working days were also reduced from six to five days as obtained in the public sector. Thus, opportunity to recreate and participate in tourism grew.

## **6.0 TUTOR-MARKED ASSIGNMENT**

1. How many classes can you classify the stages of tourism development in Nigeria? Name them.
2. What are the distinct characteristics between the 1st phase and the 2nd phase?
3. What are the distinct characteristics between the 2nd phase and 3rd phase?

## **7.0 REFERENCES/FURTHER READING**

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## **UNIT 4 DEMAND AND SUPPLY IN TOURISM ACTIVITIES**

### **CONTENTS**

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
  - 3.1 Demand and Supply in Tourism Activities
  - 3.2 Factors which Influence Demand and Supply in Tourism Activities
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

### **1.0 INTRODUCTION**

This unit is to discuss the major factors which influence the demand and supply of tourism in any nation. This unit focused attention on the demand and supply of tourism industry in Nigeria. It identified a number of factors which influenced the demand and supply of tourism and aptly discussed them.

The post-colonial tourism phase in Nigeria made the demand and supply of its activities to go beyond the geographical boundaries of the country. Having been launched into the global market, the competitiveness made Nigeria to adjust in order to have its own share in the market of tourism globally.

### **2.0 OBJECTIVES**

By the end of this unit, you will be able to:

- discuss the role of language in demand and supply of tourism
- identify and discuss the role of crime in demand and supply of tourism
- discuss the role of colonial masters in demand and supply of tourism
- outline the role of annual leave in demand and supply of tourism
- explain the role of political stability in demand and supply of tourism.

### **3.0 MAIN CONTENT**

#### **3.1 Demand and Supply in Tourism Activities**

The demand and supply of tourism industry in Nigeria was influenced by some major factors which are discussed below:

- i. The season following the harvesting of crops provided opportunity for the farmers to devote their time to one form of recreation or the other during the pre-colonial era. Therefore, there was demand for recreation and the supply was readily found in recreations such as wrestling, hunting, racing on water using canoes or on the land using horses, and different types of acrobatics.
- ii. Open spaces provided the needed land for recreational activities and some groves in the thick bushes act as major supply of areas to practice their recreation during the pre-colonial era.
- iii. During the colonial era, diversification of occupational activities which led to white collar jobs provided opportunity for demand for recreation because the workers were entitled to leave as well as long weekends which they can use to meet the supply of available supply of recreation in hotels and natural tourist centres.
- iv. The improvement in modern means of movement (roads, rail, water and air) made tourist to increase their demand for recreation activities and tourist centres beyond their immediate environment.
- v. The British colonial masters created a number of museums and recognised some natural centres which increased places of interest thereby increasing supply of tourist centres.
- vi. Availability of Hotels and catering services of international standard further encouraged the demand for tourism because tourists are assured of where to stay overnight whenever they are out of their immediate environment.
- vii. Development of National parks, cultural centres, sporting activities and football tournaments increased supply of recreational and tourists centres during the colonial and post-colonial era sporadically.
- viii. Leave allowance as entrenched in the civil service rules also encourage interested tourist to have a disposable income which they can use to fund their demand for recreation and tourism from time to time
- ix. Presence of attractive natural and man-made tourist centres of unique characteristics encourage increase in the demand for tourism
- x. Love and interest in tourism within the elites also encourage the demand for recreation and tourism.

- xi. Good cuisine of national and international standard also encourages the demand for tourism as the tourists are assured of having good treatment outside their homes.
- xii. The tendency that more people will demand for tourism where there is political stability is very high. Similarly, the supply aspect for man-made tourist centres such as Hotels of international standard is also going to be high if there is political stability in the host country
- xiii. A country that has low level of crime rate will witness upsurge in the supply of tourism as well as demand for it. Whereas, it is opposite where there is kidnapping, robbery and political instability.
- xiv. Acquirement of second language made access to tourist centres in both francophone and Anglophone countries possible. People with just one international language are restricted in their demand for tourism. However, interested tourist with one language may decide to hire the services one interpreter at extra cost.
- xv. People's interest in recreation and tourism especially the rich people influence their interest in establishing a tourist attraction centres. The patronage is also dependent on the interest of rich people that can afford it
- xvi. Students on excursion also influence the demand for tourism activities especially where students are likely to gain by way of field studies.

Demand for tourism as shown in this unit depend on a number of factors of which time and money are very essential. Creating time for leisure and possessing the cash to enjoy the leisure are very important =. On the other hand, the supply is largely determined by nature's endowment. This again influenced the location where such natural resources are are found or located.

### **3.2 Factors which Influence Demand and Supply in Tourism Activities**

- i. The importance in language in extending the frontiers of market as applied to demand and supply
- ii. The role of colonial masters in extending marketing of tourism in terms of demand and supply
- iii. The role of hospitality industries in tourism and its impact in demand and supply of tourism
- iv. Level of crime rates and how it can affect demand and supply of tourist.

## **SELF-ASSESSMENT EXERCISE**

What are the factors that influence the demand and supply of tourism?

### **4.0 CONCLUSION**

The introduction of monetary economy into Nigeria business environment enhanced the rapid development of tourism during the colonial era. People now have money to embark on tourism within the country more so that their disposable income also increases as a result of leave bonus given to them. Thus, demand for tourism rose rapidly.

Another factor that encouraged rise in demand for tourism in the country is rise in hotels across the country as well as increase in public and private vehicle. These two major factors made it possible to increase their demand for tourism as they can get to their destination with much ease and also have a nice, comfortable and safe accommodation wherever they choose to visit for leisure.

### **5.0 SUMMARY**

Demand for tourism is influenced by a number of factors which include money, interest, government policies as well as safe environment. Once all these are present, there will also be increase in demand for tourism on the other hand supply of tourism is dependent on the interest of a country and business people who may want to go into hospitality industries. All these put together influence supply of tourism in any country.

However, the demand and supply of tourism industry in Nigeria was also influenced by various factors during the three major phases earlier discussed. Seasons of the year play prominent roles in the supply of recreation during pre-colonial era while diversification of occupational activities did the same during colonial era. In all phases, modern means of transportation played and is still play prominent roles.

### **6.0 TUTOR-MARKED ASSIGNMENT**

1. What are the factors that influence demand for tourism?
2. What are the factors that influence the supply of tourism?
3. Discuss various roles which transport has played in the demand for tourism
4. How many classes can you classify the stages of tourism development in Nigeria? Name them.

## 7.0 REFERENCES/FURTHER READING

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## **MODULE 2      COMPONENTS OF TOURISM**

Unit 1	Natural and Man-Made Resources
Unit 2	Classes and Types of Tourism
Unit 3	Hospitality industry in tourism services

### **UNIT 1      NATURAL AND MAN-MADE RESOURCES**

#### **CONTENTS**

1.0	Introduction
2.0	Objective
3.0	Main Content
3.1	Components of Tourism
3.2	Natural Resources
3.3	Man-Made Resources
4.0	Conclusion
5.0	Summary
6.0	Tutor-Marked Assignment
7.0	References/Further Reading

#### **1.0      INTRODUCTION**

This unit discussed the two major components of tourism – natural and artificial tourism. It discusses the differences between them and gave elaborate discussion on them.

It is important for us to understand the major components of tourism. With this understanding, it becomes easy to compare what exist in the field of tourism in the country and what exist in other nations of the world. This will guide us on what to do in our area of inadequacies and correct them as appropriate to remain relevant in the industry.

#### **2.0      OBJECTIVES**

By the end of this unit, you will be able to:

- define the confines of natural tourism
- discuss the following under natural tourism landform resources, water resources, vegetational resources and rock outcrops
- define the confines of man-made resources
- discuss the following under man-made resource types that constitute resources such as museums, biological gardens, national monuments and local festivals such as yam festivals and masquerades.



### 3.0 MAIN CONTENT

#### 3.1 Components of Tourism

There are two major components of tourism all over the world. It has been noted that tourists are attracted by some distinct and unique natural and man-made centers. The natural attractions are related to the natural resources of the country, while the man-made attractions are related to the socio-economic activities of the people living in various part of the country that may be under consideration.

#### 3.2 Natural Resources

Prominent among the natural resources of the country are land forms, water resources, forest and game reserves. According to Onakohoraye (1978, 305), the geological features of Nigeria which are made up of oldest crystalline rocks of the Basement Complex rock and the sedimentary formation of the cretaceous, tertiary and quaternary types interact in certain parts of the Savannah Landscape to form inselbergs and *plateau* that characterise some states such as Sokoto, Kano, Bauchi, Plateau and Borno. Ogbunike caves in Anambra State, Mambilla Plateau in Taraba, Jos and Pankshin Volacanic mountain in Plateau State and extensive Plateau of Idanre in Ondo State are typical examples of natural resources that attract people or tourists.

Nigeria is equally blessed with landforms such as plateau and hills. Examples include the Agbokin and Kwa falls in Cross-River State, Kusungu well in Kaduna State, Bar Beach and Tarkwa Bay in Lagos State. Forest resource is another area that has been attracting tourists in recent time. The two major vegetational belts in Nigeria (Forest and Savannah) are blessed with vegetation, animals and exotic timber resources which are now being preserved so as to prevent their total elimination; a good example is Area J 5, along Ore-Lagos road housing one of the beautiful vegetational settings in Nigeria. It was referred to as “paradise in the jungle” by Nigerian Geographical Association that visited the area as part of their tour at the end of their annual conference in year 1999 at Olabisi Onabanjo State University, Ago-Iwoye in Ogun State.

Today, we have a number of reserved zoos/forest where natural vegetation is left un-accessed and animals therein are forbidden to be killed by law. Such parts of the country serve as tourist centers where you can see animals in their natural place of abode other examples include the Olokemeji forest reserve in Oyo State, Igbatoro forest reserve in Ondo State, Ore forest reserve and Edo forest reserve and Yankari games reserve in Bauchi. The greatest attraction of Yakanri is

in its wealth of diverse wildlife that had attracted tourists. Some natural groves have been preserved by their worshippers in ages long. Today such groves have turned to centers of attraction where people and tourist all over the world come to watch and in some cases come to study. A good example is the Osun Osogbo grove which is worshipped and celebrated once in a year during rainy season.

In areas where there are inselberg and plateau, other recreational activities had been added to the scenery of such places to make them attractive to tourist and those who seek recreation outside the immediate environment. A good example is Idanre Hill which now has many recreational centers at the bottom of the hill. In the same vein, the state sought and got approval of UNESCO to make the center a world registered center place of attraction. The state also went further to celebrate the local festival called MARE every year.

### **3.3 Man-Made Resources**

Prominent among man-made resources that attract tourists are the biological gardens. In Nigeria, the biological gardens are artificially created areas where animals of various types are kept and taken care of. Among these biological gardens in Oyo State are Ibadan University Zoo and Ogbia zoo in Edo State.

Museums have become significant tourist attractions in Nigeria over the years. Museums are places where a nation's rich and informative past are kept and this informs the establishment of Antiquities Commission of 1953 to oversee the preservation and maintenance of museums in different parts of the country. Examples of these museums are the National Museum in Lagos, Jos Museum, Oron Museum, Benin Museum, Ife Museum and Odinani Museum in Anambra State.

National monuments are variety of structures which have been used to represent and identify with the contribution of the past to the socio-economic development of the various ethnic groups in Nigeria. Important among these National monuments are King Jaja's Status in Opobo, the old consulate at Calabar the first story building at Badagry, Jebba Bronze and Stone Figure at Igbajo.

The places of traditional rulers, during the ancient period in the country also serve as tourist attractions today. Among the places in this category are the Oba's palaces in Benin, Oyo, Osogbo, Ife, Ede, Ilesa, Akure, Owo and Ondo as well as Emir's palaces in the north such as Ilorin, Kano, Katsina, Sokoto and Zaria.

The annual cultural festivals of some ethnic groups in Nigeria have started to attract tourist within and outside the country. Some of the festivals are held at the level of the individual village such as the Arugungun fishing festival in Kebbi State and Osun Osogbo Festivals. Others are organised at the clan, district, local government, State and Federal level and held once in a year.

Yam eating is becoming an important festival in the southern part of Nigeria. Today, the people of Yoruba origin in Ekiti and Ondo states have set aside some weekends in which they celebrate yam festival. People are forbidden to eat yams until such festival are performed. In Ondo State, the weekends in that month have been set aside for the festival. Similarly, the Ibo tribes in Anambra also observed the month of July and August for their festival before eating yams. This unit deals with natural and artificial tourist centers by differentiating between the two. It further discussed their locations and capabilities of man to manage them to attract tourists.

### **SELF-ASSESSMENT EXERCISE**

Is it possible for a country with natural resources to make a name through artificial or man-made tourism?

## **4.0 CONCLUSION**

This Unit shows the major components of tourism which are natural and man-made tourism. The natural attractions are related to the natural resources of the country while the man-made attractions are related to the socio-economic activities of the people living in various part of the country. majority of natural resources are located in the rural areas simply because of their nature. This means that developing them will also in a way attract developments to such rural environment. On the other hand man-made resources can be found both in the rural and urban environment. Those there found in rural areas are mostly cultural and festivals in nature while those in town are mostly artificial in nature.

## **5.0 SUMMARY**

This unit described the nature of natural and man-made tourist centers, examples were largely drawn from Nigeria. The tourist centers in various part of the country were described and their distinct characteristics were highlighted.

## **6.0 TUTOR-MARKED ASSIGNMENT**

1. Define or describe natural tourist resources

2. Identify the distinguishing factors between natural and artificial types of tourism.

## **7.0 REFERENCES/FURTHER READING**

Africa Travel Magazine. UN (undated). Sustainable tourism in Kenya. United Nations Division for Economic and Social Affairs, New York. UNEP, (2006).

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## **UNIT 2 CLASSES AND TYPES OF TOURISM**

### **CONTENTS**

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
  - 3.1 Classes of Tourism
    - 3.1.1 Local
    - 3.1.2 International
  - 3.2 Types of Tourism
    - 3.2.1 Summer Tourism
    - 3.2.2 Winter Tourism
    - 3.2.3 Mass Tourism
    - 3.2.4 Religious Tourism
    - 3.2.5 Educational Tourism
    - 3.2.6 Cultural Tourism
    - 3.2.7 Wildlife Tourism
    - 3.2.8 Medical Tourism
    - 3.2.9 Creative tourism
    - 3.2.10 Ecotourism
    - 3.2.11 Black Tourism or Dark Tourism or Grief Tourism
    - 3.2.12 Business Tourism
    - 3.2.13 Cruise Tourism
    - 3.2.14 Film Tourism
    - 3.2.15 Birth Tourism
    - 3.2.16 War Tourism
    - 3.2.17 Wellness Tourism
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

### **1.0 INTRODUCTION**

Unit 2 discusses the two major types of tourism in the country which are domestic and international tourism. Examples are largely drawn from the country. Having a good understanding on the components of tourism is a good guide on how to address the challenges facing the domestic and international tourism in order to make our resources more attractive to international tourists.

## 2.0 OBJECTIVES

By the end of this unit, you will be able to:

- discuss the two major classes of tourism
- outline types of tourism and give examples
- give examples of types of tourism at the local and international levels.

## 3.0 MAIN CONTENT

### 3.1 Classes of Tourism

- Domestic Tourism** is the type of tourism that is restricted within the confines of a country's geographical territory or boundary. Thus, all natural and man-made tourist attraction within the geographical territory is qualified and can conveniently be classified as domestic tourism to the nationals of such country. Thus, to Nigerians, all tourist centers in the country are domestic, for example, all tourist centers in Nigeria irrespective of their types are regarded as domestic tourism.
- International Tourism** is the type of tourism that is outside the confines of a country's geographical territory. Thus, all natural and man-made tourist attraction outside the country qualifies as international tourism. For example, tourist centers in Kenya or Canada or Germany to a Nigerian are regarded as international tourism.

There are many types of tourism all over the world to the extent that it has become difficult for writers to really define the concept of types of tourism. However, the roles of wealthy people, the health of people, the religion of the people, the culture of the people, the various constant trips made by people and the likes have gone a long way to determine the various types of tourism that we have today.

Tourists, because of the afore-mentioned reasons, have a wide range of budgets and tastes, and a wide variety of resorts and hotels have developed to cater for them. For example, some people prefer simple beach vacations, while others want more specialised holidays, a quitter resorts, family-oriented holidays or market targeted destinations.

The tourism industry is broad and diverse. There are many different forms of tourism, some have been around for decades, whereas others are only just emerging. Many of these have come into common use by the tourism industry and academics. Others are still emerging concepts

that may or may not gain popular usage. Examples of the common tourism market are therefore the following types which however, are not exhaustive.

## **3.2 Types of Tourism**

### **3.2.1 Summer Tourism**

Most people all over the world choose the summer period for journeys to cold countries or countries in the west when climatic conditions are favourable for people from tropical countries. As a matter of fact, application for passport and visas are always on the increase during this period because of favourable climatic conditions. People visit friends and families during these periods and use the opportunity to visit places of interest for leisure and recreations.

### **3.2.2 Winter Tourism**

Winter tourism involves leisure activities that take place in cold climates. Winter tourism takes place at different times of the year, depending on where in the world it is located. Typical winter activities include skiing and snowboarding, sledging, wildlife spotting and ice fishing. It was not popular before 1865 because of unfavourable climatic restricts immigrants' visit to the western world for visit either for purpose of leisure or education or religion etc. Skiing activities are difficult because most water become almost frozen.

However, Graubunden became the cradle of the development of Winter Tourism since the year of 1865 in St Moritz when many daring hotel Managers chose to risk opening their hotels in winter. It was, however, only in the 1970s when winter tourism took over the lead from summer tourism in many of the Swiss ski-resorts. Even in winter, up to one third of all guests, depending on the location, consists of non-skiers (Wikipedia, the free encyclopedia). Major ski-resorts are located mostly in the various Europeans countries such as Andora, Austria, Cze Republic, Cyprus, Finland, France, Germany and Iceland.

### **3.2.3 Mass Tourism**

Developed with the improvements in Technology which allowed the transport of large number of people in a short space of time to places of leisure interest, so that greater numbers of people could begin to enjoy the benefits of leisure time (Wikipedia, the free encyclopedia). A good example is the improvement in air transportation which allowed air lift of thousands of tourists across the world to East Africa, especially Kenya. In the USA, the first seaside resorts in the European side were at

Atlantic City and New Jersey, others are seaside resort in the Baltic Sea, Pas-de-Calais in Brussels.

### **3.2.4 Religious Tourism**

Rose astronomically with the development in church growth all over the world. Attempts were made by various churches that sprang up in the 19<sup>th</sup> century to earmark a substantial piece of land for the purpose of conducting special and periodic prayers. Notable among these are, Mecca for the Muslims and Jerusalem for the Christians. Christian tourism is a sub-sector of religious tourism. It is the largest segment of the religious tourism sector, which focusses on tourism involving religious practices or pilgrimages. Christian tourism activities include visiting destinations with significance according to Christian beliefs, such as Bethlehem or Jerusalem. It can also include visits to monasteries, staying in Christian camps, undertaking fellowship vacations, missionary travel, crusades, rallies and retreats Hayley Stainto (2020). In Nigeria, we have Redemption camp for the redeemer's church Winners camp in Ota and Mountain of Fire camp in Lagos State. We also have Muslim prayer ground in Ogun and Lagos State.

### **3.2.5 Educational Tourism**

This has grown sporadically as a result of more people from developing countries travelling abroad for further education especially post graduate studies. The reasons include the fact that many developed worlds have grown in popularity in their teaching and learning process as well as in their technical competency in the use of educational technology to impact knowledge. The student exchange program has also accelerated the development and interest in educational tourism. In educational tourism, the main focus of the tour or leisure activity includes visiting another to learn about the culture, such as student exchange programme and study tours or to work and apply skills learned inside the classroom such as the International Practicum Training Program.

### **3.2.6 Cultural Tourism**

This has to do with an area that attract people because of the peculiarities of cultural activities going on in such places at any particular period of the year. Cultural tourism is the act of travelers visiting particular destinations in order to experience and learn about a particular culture. This can include many activities such as; attending events and festivals, visiting museums and tasting the local food and drinks. Cultural tourism can also be an unintentional part of the tourism experience, whereby cultural immersion (with the local people, their language, customs, cuisine etc.) is an inevitable part of a person's



holiday. For example, Brazil has been shown casing the richness of her culture through the display of her carnivals every year. This has been attracting millions of people to the country. In Nigeria, Eyo Festivals, in Lagos State, Egungun Festivals in the Yoruba speaking area, Osun Festivals in Osogbo attract tourists from both home and abroad every year to such cities for the purpose of leisure. Other prominent cultural tourism include Igogo festival held annually in Owo LGA of Ondo State, Ero Festivals held once in seven years in Ondo North Central District of Ondo State; Argungun Fishing Festival held in Kebbi State as well as Ekpo Masquerade Festival in Cross River and Akwa-Ibom States in Nigeria.

### **3.2.7 Wildlife Tourism**

This is the type of center that house various species of animals, exotic trees and other fauna that attract tourists. It is the type of tourism that is centered around observation and interaction with animals. This includes watching animals in their natural habitat, such as bird watching or going on a safari. More controversially, it includes animals which are kept in enclosures such as zoos or petting farms. Many forms of animal tourism such as swimming with dolphins or riding elephants have been subject of controversies in recent years due to growing awareness around these issues. Poaching of any form is forbidden in the areas dedicated for this purpose. A good example is the Yankari Game reserve in Gombe Bauchi axis. Kenya is also noted for wildlife tourism that have attracted international tourist. Carnivorous animals and omnivorous animals in their varieties are found in such areas.

### **3.2.8 Medical Tourism**

This is another highly rising type of tourism that have attracted millions of people to regions where medical facilities and infrastructures have been well developed. Medical tourism, also known as health tourism, refers to the act of travelling to another destination for the purpose of medical treatment. Motivations of medical tourists may include reduced costs for treatments or higher quality of provision. Medical tourists may seek life-saving treatments unavailable to them at home, cosmetic surgery or dental procedures amongst a range of other medical needs. Popular destinations include India, Turkey and Panama.

Many people on daily basis troop to Indian, Germany, America and Canada embassy to seek for visas to enable them access good medical facilities that are found in such country. such mass movement for health care is known as medical tourism. Another reason as postulated by Wikipedia (1998), is that where there is significant price difference between countries for a given medical procedure, particularly in S.E.

Asia, India and Eastern Europe where there are different regulatory regimes in relation to particular medical procedures, travelling to take advantage of the price or regulatory differences is often referred to as “medical tourism”.

### **3.2.9 Creative Tourism**

Is another form of cultural tourism. It has been defined as tourism related to the active participation of travelers in the culture of the host community, through interactive workshops and informal learning experiences. Its origin dates back to the time of the Grand tour which saw the sons of aristocratic families travelling for the purpose of social and educational interactions. The concept of creative tourism has been picked up by UNESCO and endorsed it as an authentic experience that promotes an active understanding of the specific cultural features of a place (Wikipedia, 1998). Creative tourism has gained popularity as a form of cultural tourism drawing on active participation by travelers in the culture of the host communities they visit. Examples of where this type is practiced include United Kingdom, Austria, France, Bahamas, Jamaica, Spain, Italy and New Zealand.

### **3.2.10 Ecotourism**

Is also known as ecological tourism. Ecotourism is a form of tourism directed at preserving fragile environments and eco-systems. Ecotourism commonly occurs in threatened natural environments, where the intention is to provide conservation. Ecotourism efforts include building tourist facilities that have minimal impact on the natural environment, adopting the use of products such as compost toilets or solar-powered electricity. Ecotourism has become somewhat of a ‘buzz word’ in recent years and is closely related to the concept of sustainable tourism (Hayley Stainto, 2020)

### **3.2.11 Black Tourism or Dark Tourism or Grief Tourism**

This is the act of visiting locations that have been subjected to man-made or natural environmental disasters. Disaster tourism destinations can be permanently popular with tourists, such as Chernobyl, or they can be popular only in the aftermath of the disaster, such as Kathmandu after the 2015 earthquake or New Orleans after the 2005 hurricane. It is tourism that is associated with death or tragedy. In some literatures, dark tourism is associated with an environment where major death has occurred as a result of war, accident or natural disasters. For example, a point where plane crash occurred and hundreds of lives were lost could be regarded as black tourism. The act of dark tourism is somewhat controversial, with some viewing it as an act of respect and others as

unethical practice. Popular dark tourism attractions include Auschwitz, Chernobyl and Ground Zero. Lesser-known dark tourism attractions might include cemeteries, zombie-themed events or historical museums.

### **3.2.12 Business Tourism**

This is essentially a form of travel which involves undertaking business activities that are based away from home. The United Nations World Tourism Organisation (UNWTO) defines tourists as people ‘traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes’, thus making business an important and integral sector of the tourism economy. Business tourism activities includes attending meetings, congresses, exhibitions, incentive travel and corporate hospitality Wikipedia (1998).

### **3.2.13 Cruise Tourism**

Has to do with water attraction using water transportation for recreation. It refers to holidays which are entirely or partly based on a cruise ship. It enables tourists to experience a multi-center holiday, whereby they spend time at various destinations throughout their trip. Cruise ships vary from small yachts to mega ships and can take place on the ocean, river or fjords. Cruise tourism is popular in the Caribbean, Mediterranean and Arctic amongst other destinations (Hayley Stainto, 2020).

### **3.2.14 Film Tourism**

Referred to as screen tourism is a sub-sector of the cultural tourism industry. It is focused on the concept of film-making and producing, whereby tourists seek to visit locations which are either featured in films, or where recording of film takes place. Popular film-induced tourism destinations include The Beach in Thailand, Dubrovnik and Northern Island as featured in the Game of Thrones and Petra which is famously known for its use in Indiana Jones and the Last Crusade. Film set examples include the Harry Potter Studios in Hertfordshire, Universal Studios in California and Pinewood Studios in London Hayley Stainto (2020).

### **3.2.15 Birth Tourism**

Is the act of travelling to another country to give birth. The intended outcome is that the child will receive citizenship of the country in which they are born. Birth tourism is typically focused on developing countries such as the United Kingdom or the USA, as people from less developed

countries travel here in the belief that they can offer their child a better quality of life here than in their home country Hayley Stainto (2020).

### **3.2.16 War Tourism**

Involves travel for recreational purposes to former or current areas of war. The recent trend of visiting conflict zones has influenced the rise of several travel companies specialising in sending tourists on packaged trips to destinations such as Syria, Somalia, Iraq and Israel. Some describe this type of tourism as a form of dangerous or extreme tourism.

### **3.2.17 Wellness Tourism**

Branch of health tourism, is the act of travelling for the purpose of physical or psychological wellbeing. The wellness travel sector has seen exponential growth in recent years, with a significant rise in holidays which incorporate an element of recuperation. Popular wellness tourism destinations include Iceland for spa breaks, India for Ayurveda treatments and Bali for yoga retreats.

## **SELF-ASSESSMENT EXERCISE**

Why is wellness tourism having exponential growth in developing world?

## **4.0 CONCLUSION**

This section deals with differences between domestic and international tourism. The unit also shows different type of tourism and discusses how they have been attracting tourist today. The list of types of tourism is elastic as more and more types of tourism are emerging today. The emergence of these types of tourism is dependent on how individuals and government conceptualise how they spent their leisure periods as long as it adds values to their livelihood.

## **5.0 SUMMARY**

This unit differentiates between domestic and international tourism. It also identified various types of tourism and discussed each one of them. The list of different types of tourism is long as revealed in this unit.

## **6.0 TUTOR-MARKED ASSIGNMENT**

1. Differentiate between domestic and international tourism.

2. Identify ten (10) types of tourism and briefly discuss them.

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## **UNIT 3 HOSPITALITY INDUSTRY IN TOURISM SERVICES**

### **CONTENTS**

- 1.0** Introduction
- 2.0** Objectives
- 3.0** Main Content
  - 3.1 Definition of Hospitality Industry
  - 3.2 Catering Services
  - 3.3 Major Department of Hotel Front Office
  - 3.4 Food and Beverage Services
  - 3.5 House Keeping
  - 3.6 Entertainment Industries
  - 3.7 Souvenir Production
  - 3.8 Conference Centres
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

### **1.0 INTRODUCTION**

This unit addresses hospitality industry as a major component of tourism services. Without a veritable hospitality industry, tourism cannot stand the test of time in terms of viability and competitiveness. Hotels, catering services, restaurants and bars as well as entertainment sections of the hospitality industries were well discussed.

These major component of tourism services are very important to both domestic and international tourists. Without efficient and adequate hospitality industries, any tourism industry is likely to operate at a low ebb or at a lost.

### **2.0 OBJECTIVES**

By the end of this unit, you will be able to:

- explain the meaning of hospitality industry
- identify the various hospitality industries
- discuss hotel as a component
- discuss entertainment as a component
- discuss catering services as a component
- discuss event center as a component.

### **3.0 MAIN CONTENT**

#### **3.1 Definition of Hospitality Industry**

Modern tourism is an increasingly intensive, commercially organized, business-oriented set of activities whose roots can be found in the industrial and post-industrial West. Thus, tourism is not complete without the hospitality industry. As a matter of fact, Hotels of international repute constitute another component of tourism on its own. The major component of tourism includes hotels, catering services, entertainment industries and souvenirs depicting the richness of the localities where the tourist industry is located.

Hotels is an establishment that provides paid lodging on a short-term basis. Facilities provided inside a hotel room may range from modest-quality bedding and electronic facilities to high quality types. Small and lower-priced hotels offer only the most basic guest services and facilities while, larger and higher-priced hotels provide additional guest facilities such as swimming pool, business center (with computers, printers, and other office equipment) conference and event facilities, tennis or basketball courts, gymnasium, restaurants and social function services. Some hotels offer meals as part of a room and board arrangement while some do not depend on the category of the hotels in terms of standard.

Hotel operations vary in size, function, complexity, and cost. Most hotels and major hospitality companies have set industry standards to classify hotel types. An upscale full-service hotel facility offers luxury amenities, full service accommodations, an on-site restaurant, and the highest level of personalised service, such as a room service, and clothes pressing staff. Full-service hotels often contain upscale full-service facilities with many full-service activities, an on-site full-service restaurant, and a variety of on-site amenities. Small to medium-sized hotel establishments offer a limited amount of on-site amenities. Economy hotels are small to medium-sized hotel establishments that offer basic accommodations with little to no services. Wikipedia (2020).

In general, to be called a hotel, an establishment must have a minimum of six letting bedrooms, at least three of which must have attached (en-suite) private bathroom facilities. Although hotels are classified into 'Star' categories (1-Star to 5-Star), there is no standard method of assigning these ratings, and compliance with customary requirements is voluntary. A United State of America hotel with a certain rating, for example, may look very different from a European or Asian hotel with the same rating, and would provide a different level of amenities, range of facilities, and quality of service (Wikipedia).

Whereas hotel chains assure uniform standards throughout, non-chain hotels (even within the same country) may not agree on the same standards. In Germany, for example, only about 30 percent of the hotels choose to comply with the provisions of the rules established by the German Hotels & Restaurants association. Although both WTO and ISO have been trying to persuade hotels to agree on some minimum requirements as world-wide norms, the entire membership of the Paris-based International Hotel & Restaurant (IH&RA) opposes any such move (Wikipedia).

Today and all over the world, we have come to agree that different types of hotels such as five-star, four-star, three-star, two-star, and one star hotel exist. The major distinguishing factor is in the kind of facilities which one can find in each type. The five star has all modern facilities which make accommodation in such a hotel a kind of paradise on the earth surface whereas, it not so with one-star hotel.

### **3.2 Catering Services**

This is an important arm of the hotel that provides an indispensable service to guests and non-guests that visit the hotel. It is a department which serves food and beverage to the guest in a very attractive and pleasing manner, which creates good impression on the guest. There are several kinds of food and beverage outlet like restaurants, Bars, Coffee shops, take away banquets etc. The catering section provides national and continental dishes, on order by the guest that makes them feel at home. It is second most revenue producing department of the hotel.

### **3.3 Major Department of Hotel Front Office**

The main function of this department is to give warm welcome to the guest. It helps to create good image in front of the guest. This is the first department where guest comes in contact with. It generates the maximum revenue for the hotel as it sells room to the guests. This also includes sub departments like, booking, reservation, Bell desk, and Information desk (Wikipedia).

### **3.4 Food and Beverages Service**

It is a department which serves food and beverage to the guest in a very attractive and pleasing manner, which creates good impression on the guest. There are several kinds of food and beverage outlet like restaurants, Bars, Coffee shops, take away banquets etc. It is second most revenue producing department of the hotel.



### **3.5 House-Keeping**

This department is responsible for cleaning and maintaining hotel premises which include public area, guest rooms, lobby, swimming pool area etc. It works for guest satisfaction through keeping the environment clean and hygiene. Horticulture is one of the most important features of housekeeping department which deals with different types of flower arrangement and maintaining the garden.

### **3.6 Entertainment Industries**

Countries all over the world have been flooded by some of the world's leading hotel brands. It is therefore, no gain-saying that a lot of competitions now exist to make any hotel to remain in the circle of demand for a long time. One of the major ways to remain relevant in the demand arena is the introduction of entertainment industries to hotel lives. Most hotels now employ the services of good musicians to entertain guest especially in the nights with light music. For example every evening at Mombasa in Kenya, most hotels situated at the coastline region entertain their guest with light music and cultural dances. By so doing, they provide jobs for the local industries in the entertainment world.

### **3.7 Souvenir Production**

Are the small or medium size gift items which are often provided by the people around such hotel for lodgers and tourists to such country. It usually depicts the richness of crafts emanating from such country and for tourists. The items are not usually too big to enable those who bought them to carry them to their countries. Popular among them are the key holders, toys, shells, designed local wares and so on.

### **3.8 Conference Centers**

These are the halls attached to hotels to cater for conferences, workshops or meetings. In most cases, the type of activities by the guest determines whether to demand for any type of halls. Thus, receptions for marriages as well as hosting of conferences are held in large conference halls while small halls are used for meetings and workshops.

This unit focuses on the hospitality industry as a major ancillary industry closely tied to tourism industry. With it, tourism had been able to attain international status because it made tourists to feel comfortable whenever they travel for tourism especially when the issue of accommodation, feeding and other entertainment aspects are well taken care.

## **SELF-ASSESSMENT EXERCISE**

Why is catering services an essential aspect of hotel business?

### **4.0 CONCLUSION**

This unit reveals that hospitality is ancillary to tourism and that tourism at local and national cannot be meaningful unless the hospitality industry is grown to meet the exigencies of changes in tourism industries. As long as tourist centers can be found anywhere, it becomes relevant for hotels to be located close to such centers in order to provide accommodation for the tourist. The catering aspect of the hospitality industries also provide different types of food of international standard to tourist with different colour and race. Part of the hospitality industry is the entertainment industry that keeps the tourist engaged for fun and entertainment

### **5.0 SUMMARY**

This section deals with hotels, catering services, major department of hotel front offices, food and beverages services, house-keeping and entertainment industries. These hospitality industries make life comfortable and convenient for tourists wherever they travel to and make such destinations home-away-from-home.

### **6.0 TUTOR-MARKED ASSIGNMENT**

1. Tourism is not complete without hospitality industry component. How far is this statement correct?
2. What are the major differences between a five-star hotel and a three-star hotel?

### **7.0 REFERENCES/FURTHER READING**

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## **MODULE 3      TRANSPORT INDUSTRY IN TOURISM DEVELOPMENT**

- Unit 1 Land based Transport
- Unit 2 Economic role of Tourism
- Unit 3 Political role of Tourism
- Unit 4 Tourist Attraction in Nigeria
- Unit 5 Tourist attraction in Africa

### **UNIT 1      LAND BASED TRANSPORT**

#### **CONTENTS**

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
  - 3.1 Transport and its Relevance in Tourism Activities
  - 3.2 Land Based Transport
  - 3.3 The Car and Tourist Travel
  - 3.4 Cycling
  - 3.5 Coach and Bus Travel
  - 3.6 Rail Travel
  - 3.7 Aviation Industry in Tourism
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

#### **1.0 INTRODUCTION**

This unit looks at the transport component of tourism industry all over the world. Transport is seen as a derived demand to tourism industry. Without it, international and local tourism would be practically impossible. Within the tourist center, transport in some cases is inevitable in some special terrain where you need to make use of special means of movement. All these are well discussed in this unit.

Hospitality industries are prerequisite for a sound tourism industry to develop or grow. For it to develop to its maximum capacity, we also need efficient and adequate means of movement from point of origin to point of destination.

## **2.0 OBJECTIVES**

By the end of this unit, you will be able to:

- discuss the role of land-based transport to tourism
- explain the role of water-based transport to tourism
- discuss the role of aviation in transport transformation
- describe shuttle system
- discuss schedule system.

## **3.0 MAIN CONTENT**

### **3.1 Transport and its Relevance in Tourism Activities**

The pursuit of tourism through the ages has stimulated a steady growth in the range of destinations visited and has been characterised by a growing impact upon different countries and places (Stephen, 2009). Most natural tourist centers are either located in the remote areas of a country or situated in the rural environment. The viable ones have stimulated growth in the development of transport especially the corridor of passage while the supply of buses to meet rising demand by tourist has also been enhanced. Today this scenario has impacted on transport and is directly related to changes in transport technology and its affordability, or diffusion of tourism from travelling elite initially to a wider mass market.

The inter-relationship between transport and tourism can better be viewed from four main elements which played prominent roles in determining which mode of transport to use and why. The role they played in each mode is discussed below:

- i. The tourist
- ii. The relationship between transport and the tourist experiences
- iii. The effect of transport problems on the tourist's perception
- iv. The tourist's requirement for safe, reliable and efficient modes of transport.

### **3.2 Land Based Transport**

Land based transport is the most dominant mode of transport for many domestic tourist trips. The land-based transport has a long history that covers the following mode of transport: the car, the cycle, the bus, the coach and the train.

### 3.3 The Car and Tourist Travel

In the post-war period, the growth of car ownership has made tourist travel more flexible but it has also induced over-use at accessible sites (Stephen, 2009). It is the most accessible means of transport to tourist and at reasonable cost as well as providing door to door services. Thus, car ownership expanded rapidly in most countries in the 1970s and 1980s, adding pressure to the road network especially at holiday times.

Among the key factors which affect the use of roads by tourists are access, the quality of the infrastructure, grades of the roads and signage to steer tourists to tour areas, which may be off the beaten track (Stephen, 2009). Roads made intermodal connection for other modes such as railway, water port and airports very easy.

Road transport had been largely used in land use dedicated to wild life. Dedicated vehicles that enable tourists to have a good view of wild animals in their natural habitat without doing any harm to the tourist are very common. Tourists are able to view most of the animals in their natural habitat as exhibited in Maasai Mara National Reserve in Kenya, Chobe National Park in Botswana, Kruger National Park in South Africa and South Luangwa National Park in Zambia.

Car hire is a major thriving business in tourism. Car hire is readily available at tourist centers and other areas to the tourist centers. In addition to this, vehicles for hire are available in some tourist centers as experienced in the coastal regions of Mombasa and Malaysia. These special vehicles are able to move on the white sands without any problems and tourists are able to cover large area without getting tired. This enables them to have a good view of the tourist centers because of their ability to cover substantial part of the center.

Another important area of the usage of road transport is the car hire service business. The car hire business according to Stephen (2009) can be divided into three distinct segments which are:

- i. Airport rentals which often command 15 percent premium charge over and above other rentals due to the changes imposed by airports authorities. These are based on the principle that this is a captive market which is able to pay the price demanded. This may be the case for corporate travel, where such prices have been discounted on the basis of volume business and leisure travelers pay premium prices

- ii. Downtown rental location is common and makes tourist centers in the suburban areas accessible to tourist willing to tour such areas.
- iii. Replacement vehicles for corporate and individual whose cars are often the road being repaired or serviced.

In other climes, tourists make use of park and ride type of vehicles to some tourist centers. In this case, owners of vehicle park their vehicles in a park and from their hire vehicles to some of the tourist centers and after the exercise return to pick their vehicles to their respective homes.

The most lucrative market for car rental is France, Germany, Italy, Spain and the UK, which reflects the domestic and international tourism markets in each country, which dominate patterns of tourism in Europe.

### **3.4 Cycling**

Bicycles are used by tourists either occasionally by those visiting a destination who may hire a cycle for a day or for long distance cycling.

Leisure cycling has a great potential for growth. It is a kind of stimulus to tourism. It is a high-quality way to enjoy the country and a good way to introduce people to cycling for their everyday transport needs. The following motivations have been identified to encourage market for recreational cycling in the countryside:

- i. Keeping fit
- ii. Having fun
- iii. Getting some fresh air
- iv. Accessing the countryside

### **3.5 Coach and Bus Travel**

The European Conference of Ministers of Transport (1987) classifies the international coach travel market in terms of three categories of service which are scheduled, shuttle and occasional services. Bus travel usually refers to a specific form of urban and rural passenger transport which tourists may use at the destination they are staying at such environment. In other clime, specific terms distinguish coach travel from the bus travel. The European conference of Minister of Transport 1987 classifies the international coach travel market in terms of three categories as discussed below.

#### **a. Scheduled services**

These services transport passengers at specific times, often based on a timetable, over specified routes. They involve the picking up

and settling down of passengers at established at established stops or bus stop. Such services are provided under a license for a prescribed period for which the service is offered. Timetables, tariffs and the vehicles to be used are also specified and particular conditions are attached to the service to the service provided. These services are sometimes called 'express coach service' and are operated by consortia of companies or individual operators.

**b. Shuttle services**

These consist of trips transporting groups of tourists or individuals from the same point of departure to the same destination. Later the traveler will be transported back to the original departure point and the service usually involves accommodation for the group at the destination.

**c. Occasional services**

These include a range of different services such as:

- i. Closed door tours. This is the vehicle that is used throughout the journey for the same group and the tour returns to the original point of departure, often referred to as 'continental coach holidays' or 'continental coach tours'
- ii. Services with the return trip unladen
- iii. All other services

These international services are complemented by domestic tourism and day trip markets where a variety of market segments exist for:

- i. Day excursions
- ii. Extended tours e.g. coach holidays
- iii. Private hire which typically involves travel by coach for social reasons such as a group outing and educational trips.
- iv. Airport shuttle services
- v. Urban excursions, such as the all-day ticket tours in London.

Tourists purchase a day ticket and can board and get off the bus as many times as they wish in order to tour and visit places of interest.

### **3.6 Rail Travel**

Globally, railways are a major mode of moving tourists and leisure trippers around countries and between countries according to Stephen (2009). With increasing congestion on many developed countries' road and air network, rail travel has a number of natural advantages over competing modes of transport. The convenience of rail travel for short to



long distance trips from one city center to another remains. In Europe, rail travel fulfills a wide range of functions for travelers as it is convenient for daily commuting needs, business trips and recreational travel.

The use of rail in relation to tourism and leisure travel occurs under a number of journey types, with a combination of types in the typical tourism and leisure journey. The journey types include the following:

- i. The use of dedicated rail corridors which connect major gateways (airports and ports) of a country to the final destination or as a mode of transit to the tourist accommodation in the nearby city.
- ii. The use of rapid transit systems and metros to travel within urban areas.
- iii. The use of high-speed and non-high speed intercity rail corridor to facilitate movement as part of an itinerary or city-to-city journeys may cross country borders, forming international network.
- iv. The use of local rail services outside urban areas, often used in peak hours by commuter to journey to and from mainline/intercity rail terminal end route to other destinations.
- v. The use of rail services in peripheral tourist destinations
- vi. Purpose-built rail excursions on historic services such as the Orient Express

It is therefore clear that rail travel, aside from commuting, offers a wide range of options for tourist and leisure travel. A number of policies had been put in place to ensure that rail transportation play significant role in demand by tourist. Such factor includes:

- i. Improved marketing to raise awareness of new services provided by railway transportation
- ii. Better ticketing options such as through tickets and more seamless travel across rail networks
- iii. E-commerce and paperless check-ins in line with innovations from the airline sector
- iv. Frequent traveler schemes and greater attention to service quality issues
- v. Attempts to improve customer usability of rail services
- vi. Rail operators are gradually recognising the link between transport and tourism, with value-for-money fares for leisure travel

### **3.7 Aviation Industry in Tourism**

The aviation industry played and is still playing prominent roles in tourism development all over the world. The aviation industry is responsible for enabling people to travel to destination world-wide no matter how remotely such country may be.

For tourist, airports are one of the most highly developed and complex environments that they will experience. The airport is the point of processing for travel to a destination through to a highly developed shopping and retail environment. Airports are more than just transport terminal where tourists transfer from a ground-based form of transport to air-based forms of transport. In major cities, airports are major integrated hubs, with a wide range of feeder routes by public transport.

Tourists have a wide range of options with the advent of aviation industry and its proliferation all over the globe. It is now possible for tourists to get to any tourists center of interest without any hindrance. The only constraint to using the aviation to its maximum is the cost which is on the high side. Therefore, the use of the aviation industry by the rich made them to have diverse options for better tourist centers than the poor.

#### **SELF-ASSESSMENT EXERCISE**

What are the roles played by aviation industry in international tourism?

### **4.0 CONCLUSION**

Transport is very center in any economic activities. Without transport moving to places of interest or center of attraction may not be possible. Thus, the pursuit of tourism has stimulated the growth in transport. The section therefore reveals how tourists use different means of transport from their place of origin to point of destination. In the tourist destination different types of transport are also used depending on the terrain of such centers. In this section, car and tourist travel, cycling, coach and bus travel, rail travel and aviation industry were all treated. The issue of shuttle services and occasional services of the modes of transportation were also discussed.

### **5.0 SUMMARY**

This unit shows that transport is the life-wire in tourism industry- be it local or international. Within tourist center, transport in different form is used. The unit also showed that the preparation and actual tourism is very much dependent on transport. The booking, the timing and

movement of tourist also depend on efficient and adequate means of transportation.

## **6.0 TUTOR-MARKED ASSIGNMENT**

1. How far is it true to say that the pursuit of tourism through the ages has stimulated a steady growth in the ranges of destination visited?
2. What are the major elements which played prominent roles in determining which mode of transport to use by tourists and why?

## **7.0 REFERENCES/FURTHER READING**

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## **UNIT 2 ECONOMIC AND SOCIAL ROLES OF TOURISM**

### **CONTENTS**

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
  - 3.1 Definition of Tourism
  - 3.2 Economic Roles of Tourism
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

### **1.0 INTRODUCTION**

This unit looks at the economic role of tourism and has generated foreign exchange to any country that is naturally blessed with these attractions. It also discusses how it has increased the scope of market beyond a country's natural boundaries.

For every economic activity, transport is very important and essential. This is why transport is described as derived demand. Thus, tourism as an economic activity can only survive and make meaningful impact when the transport component is invoked in its right proportion in different areas/terrains where tourism activities are found.

### **2.0 OBJECTIVES**

By the end of this unit, you will be able to:

- identify industries within its sub sectors
- state how transport sector is seen as a derived demand to tourism industry
- discuss rental business as an ancillary business to tourism industry
- explain how tourism act as a primary source of foreign exchange
- discuss how tourism creates rapid opportunity for development wherever it is located
- describe how tourism acts as business opportunities for both print and media houses
- explain how tourism employs a good percentage of the national population both skilled and unskilled.

### **3.0 MAIN CONTENT**

#### **3.1 Definition of Tourism**

Tourism is a veritable means of generating foreign exchange to any country that is naturally blessed with natural attractions as well as man-made resource. Thus, it plays economic roles in the following ways:

- i. an industry with a lot of sub sectors
- ii. Transport sector as a derived demand to tourism industry
- iii. Rental business as an ancillary business to tourism industry
- iv. acting as a primary source of foreign exchange
- v. creates rapid opportunity for development wherever tourist center is located
- vi. business opportunities for both print and media houses
- vii. employs a good percentage of the national population both skilled and unskilled.

#### **3.2 Economic Roles of Tourism**

Tourism is a veritable means of generating foreign exchange to any country that is naturally blessed with attraction. Provision of foreign by tourist who pay in dollars or pound sterling had been on the increase in Kenya every year. These foreigners bring such money and exchange them with Kenya pounds on arrival. According to Wikipedia, the earning that accrued to nations favoured by travelers is enormous. For example, tourism is the second largest USA retail industry, earning about \$200 billion annually. Visitors to the USA from all other countries totaled about 22million in 1983 and they spent about 14 billion. Tourism has become a primary source of foreign revenue in such countries as Britain, Canada, France, Greece, Ireland, Italy and Switzerland.

Tourism increases the scope of market beyond natural boundaries and it makes good return on investment inform of profit and often in form of foreign currencies. It is therefore a silent venture that attracts cool money. Tourism is an industry that has a lot of sectors where one can invest for maximum profitability. Such sub-sectors include investing in hotel business, in restaurant business, in fast food business and souvenir business.

Tourism has been considered as an alternative means of renewing decayed urban environment which is largely caused by rapid urbanisation (Ogunbodede, 2001). Apart from this, it makes it additional source of internally generated revenue to crude oil production which hitherto, had been the major stay of Nigerian's economy in addition to

agriculture. In East Africa, tourism had been one of the major foreign income generators in terms of dollar and pounds.

Mobility is an important factor that can influence or mar participation in tourism. During the colonial period, mobility among diverse communities was restricted by factors such as lack of means of rapid transport services. Today, there is rapid rehabilitation and reconstruction of roads leading to tourist centers both in the rural and urban environment where tourist centers are located. The beauty of it all is that such roads served dual purposes as it encourages increase in production of agricultural crops since improved transport services to rural areas where such tourist centers are located are made possible for their products to get to the market.

Similarly, air transportation has improved tremendously as a result of boost in international tourism. For example, the arrival of the Boeing 747 in 1970, followed by the DC-10 and L-1011 of Lockheed inspired USA hotel keepers to expand their facilities abroad. Similarly, the renting of automobiles which grew in acceptance in the mid-1950s and expanded rapidly also became a factor on the world travel. It provides job opportunity for people working in the tourist industries. Such job opportunities include the managerial positions, technical crews and catering services for such centers. Many people in the catering and provisional shops make good business at destination points of most tourist centers.

Publicity which is also another economic venture or business venture is largely employed by tourist centers to market their product. Outlets of such marketing outfits that have engaged and employed large set of people include the use of Television, radio, print media, journals, internet, pamphlets and posters. These are all economic ventures that generate money into the hands of print and audio media all over the world.

The demand to extend efficient and adequate means of telecommunication to places where both natural and artificial tourist centers are located had become inevitable and a major source by which the economy had been developed in recent years. It makes tourist to want to stay longer in centers where the facilities exist because they will be able to link with their families or relations with minimum difficulties.

There is also the need to develop and improve not only tourist centers but also ancillary that would make patrons comfortable in such centers. According to Onokerhoraye (1978), Federal and State Governments took some steps to stimulate recreation and tourism in Nigeria during its post-independence era. Such steps include staging of cultural festivals,

establishment of national parks and the establishment of catering services. It is worth nothing, that hotels of international standard are sine qua-non to extending friendship to other countries if we want to go international in terms of feeding and accommodation and also to be provided at affordable prices as boosting the economy of the localities.

According to Mike-Rowland (2010), Eco-tourism have rapidly become popular making it the fastest growing segment of the tourism industry.it indeed promotes natural wonder and proved to be profitable. studies show that several countries that had nature-based tourist centers receive large chunk of foreign exchange that surpass banana production in Cost Rica, Coffee in Tanzania and Kenya and jewelries in India. Ecotourism had thus provided a valuable financial incentive to save plants and animals

### **SELF-ASSESSMENT EXERCISE**

What are the publicity ancillary services that have contributed to marketing tourism resources in any country of your choice?

## **4.0 CONCLUSION**

This unit reveals that tourism is an economic venture that is rapidly developing all over the world. It is gradually being embraced by all nations because it does not emit pollutants as other industries do. It is also seen as a veritable means of generating foreign exchange without much stress on the country that is rich in natural resources. As an economic venture, tourism has some sub-sectors like hotel business, restaurant and bar, fast food as well as souvenir business. All these make tourism a viable economic business.

## **5.0 SUMMARY**

There are lots of businesses that are attached to the business of tourism if a country has the potential to embark on one. Tourism industry needs advertisement to sell its product which is money for radio and television. Similarly, hospitality industries are money spinning businesses which thrive under tourism. All these have been made known to you in this unit.

## **6.0 TUTOR-MARKED ASSIGNMENT**

1. How does tourism generate foreign to my country?
2. Tourism is said to increase the scope of market beyond natural boundaries and make good returns on investment. How far is this statement true?

## 7.0 REFERENCES/FURTHER READING

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## **UNIT 3 POLITICAL ROLES OF TOURISM**

### **CONTENTS**

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
  - 3.1 Role of Stable Political Environment
  - 3.2 Social Roles in Tourism
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

### **1.0 INTRODUCTION**

This unit looks at the political roles of tourism and how it has served to reduce gaps between warring nations especially when it is viewed from competition arising from international football matches and other field and track events in the field of sports

Similarly, in the delivery of tourism as a viable economic enterprise, there is need for political stability which every nation of the world thrives to achieve. For any economic activity to thrive there is need for political stability. Thus, if all conditions for economic activities are met and there is lack of political stability, the optimum expected so such business will not be reached.

### **2.0 OBJECTIVES**

By the end of this unit, you will be able to:

- explain free and stable political environment as a condition to situating a veritable tourist center
- discuss the role of tourism in building friendship.

### **3.0 MAIN CONTENT**

#### **3.1 Role of Stable Political Environment**

A free and stable political environment is a condition to situating a veritable tourist center. It goes a long way to entice investors in the tourism industry. This is why a good government should ensure that political atmosphere of his country is relatively stable to attract investors in his country.

Tourism has been noted to build friendship in the past and now. It can also be used to close gap of enmity between countries which had hitherto been at war. For example, long period of national grudges and conflicting ideologies were forgotten when the East and West started to interact because of tourism. Similarly, Czechoslovakia, Poland and the Soviet Union All opened bureau in the western world and forgot about their age long enmity.

In the delivery of tourism as a means of economic venture, there is need for political stability. Thus, a country that often witness incessant coup d'état will deter friendship irrespective of the level of its achievement in tourism. Similarly, a country that offers tourism as part of its hospitality industry must ensure friendly relations within the global community. A recent example is the bombing of World Trade Center in America where almost 3000 people were said to have died. Thus, a country that wants to be recognised as viable tourist center must be politically stable within and outside their geographical boundaries.

Most of the State Governors have turned their search light to identifying natural resources as a means of development in their areas very much unlike before when such natural resources are left untapped. In the same vein our State Governors have invested in the building of hotels of international repute not only to make money but also to show their people that the government is doing something worthwhile. In most cases, it increases the number of people employed in the state as well as showcasing their achievement while in Government. A good example is Kwara Hotels in Kwara State and Owena Motels in Ondo State.

The democratic governments of Nigeria now invest in hospitality industries as a way of providing job opportunity for its citizens. In addition to this they also go out during campaign periods to tell the whole world what they intend doing as part of their campaign gimmicks. In most cases they show to the world in the televisions their investment in tourism as part of their strategies in developing the rural areas.

The government, like we have in Ekiti State used the resources in such resort to develop industries. A good example is the *Goosi water* being bottled from Ikogosi warm and spring water.

### 3.2 Social Roles in Tourism

- i. Tourism in form of sports had been use to integrate the world to a large extent. International tournaments using football, boxing, wrestling and field sporting activities had been used to create social friendship among nations even among warring nations to a large extent.
- ii. Cultural norms and values influence the location of man-made tourist centers all over the world. People from Muslim background may not be interested in vising regions where drinking joints are too many. Similarly, Christians may not be interested in a region where sharia law is strictly practiced. Thus, a liberal environment provides a veritable environment for social gathering and by extension attracts tourists.
- iii. A noticeable social factor and role in tourism is that it reduces the rate of crime in our society. It is a popular saying that an idle mine is the devil's workshop. There, during leisure people take to some sporting activities that occupy their time attention and thus reduce criminal tendencies.
- iv. Social gathering inform of musical concerts and theatres are organised in friendly countries to promote friendship and bilateral relations that can foster mutual and cordial relations among nations
- v. According to Mike-Rowland (2010), relatively affluent western tourists visiting developing countries can have other subtle and sometimes not so subtle adverse effect on local culture. Tourist, for instance often bring in their material comfort with them. For local people, such wealth may be unimagined. Many local people come to desire such expensive things but cannot pay for them without major lifestyle change that may be detrimental and create negative social behavior which could be copied by the host community.
- vi. Tourism act as a store of historical and educational knowledge which can be used to refresh memory of those currently alive and those that are yet to be born.
- vii. It promotes cultural awareness and international friendliness.

Tourism is one of the major economic activities that have attracted a lot of investment from individuals, corporate organisations as well as nations. It has become a means by which foreign exchange are now earned by nations that are richly blessed with attractive places.

## SELF-ASSESSMENT EXERCISE

Tourism in form of sports has been used to integrate the world to a large extent. How far is this statement correct?

### 4.0 CONCLUSION

This section shows how a free and stable political environment can act as a condition for having a veritable and economic viable business in the name of tourism. Similarly, tourism has been noted to build friendship in the past as well as in the present; examples were given like the old national grudge between Czechoslovakia and Poland. We also need a politically stable government before a thriving tourism business can be realised.

### 5.0 SUMMARY

This section shows how tourism has its own share of politics. You need a stable political environment to attract tourist and as such government of various countries aspire to have a peaceful government to grow the industry. Government of nations all over the world invests in tourism industry as a way of growing their economy.

### 6.0 TUTOR-MARKED ASSIGNMENT

1. A free and stable political environment is a condition to situating a veritable tourist center. Why?
2. In what ways is the democratic government of Nigeria investing in hospitality industries as a way of providing jobs for people?

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## **UNIT 4 TOURIST ATTRACTION IN NIGERIA**

### **CONTENTS**

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
  - 3.1 Major Areas of Attractions in Nigeria
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 6.0 References/Further Reading

### **1.0 INTRODUCTION**

This unit examines various tourist attractions in Nigeria which are natural and man-made an. It further showed the pictures of some of them and their brief histories. With political stability, various tourist attractions points would operate at maximum operational capacity. Thus, many areas of points of attractions may not enjoin the deserved attraction if the area lacks political stability.

### **2.0 OBJECTIVES**

By the end of this unit, you will be able to:

- Mention the tourist attractions in Nigeria
- Discuss their potentials.

### **3.0 MAIN CONTENT**

Tourism is a process that involves visit of people to places of interest; the tourist sites are many and they provide opportunities for one to relax, derive pleasure and entertainment. The various tourist attractions as stated below showed both natural and man-made tourists centers that have attracted people at national and international levels. The tourist centers are located in both urban and rural areas of the country and had been used to generate internal revenue to the country.

#### **3.1 Major Areas of Attractions in Nigeria**

These include the following:

**i. Game reserves like Yankari game reserves in Bauchi State, Borgu game reserves in Kwara State and Agodi biological garden in Ibadan.**

Games reserve are scattered all over the country. They show the richness of animals in their natural environment. Poaching is however prohibited by law in all the game reserves but it has remained as a major threat in the history of Nigeria. The game reserves in the country are found majorly in Bauchi and Borgu

**ii. The Kainji dam site in Jebba, Niger State.**

The Kainji dam was constructed on River Niger to conserve water for the generation of electricity as well as serve the purpose of attracting tourist. It was constructed in the early 1960s and has served this purpose ever since then.

**iii. The Bar Beach in Lagos, Lekki, Badagry, water Beach along Nigeria coasts in states like such as Delta, Ondo, Akwa-Ibom and Cross River States.**

Most cities that share boundaries with seas and oceans have beautiful beaches that have served the purpose of attracting tourists. Good examples are the ones located in Lagos- like the Bar Beach, Lekki Beach and Badagry Beach. The nature of Atlantic Ocean which share the water boundary is very violent in nature and therefore makes the waves very dangerous to tourist who may be carried away if they get close to it. Very much unlike what obtains in East-Africa that has gentle wave.



**Fig.4.1**



**Fig.4.2**

This is the first storey building in Nigeria. It was built in Badagry. The foundation was laid in 1842 and completed in

1845. It has become a reference point in the study of antiquities and monuments in Nigeria.

**iv. War Museum in Umuahia, Abia State**

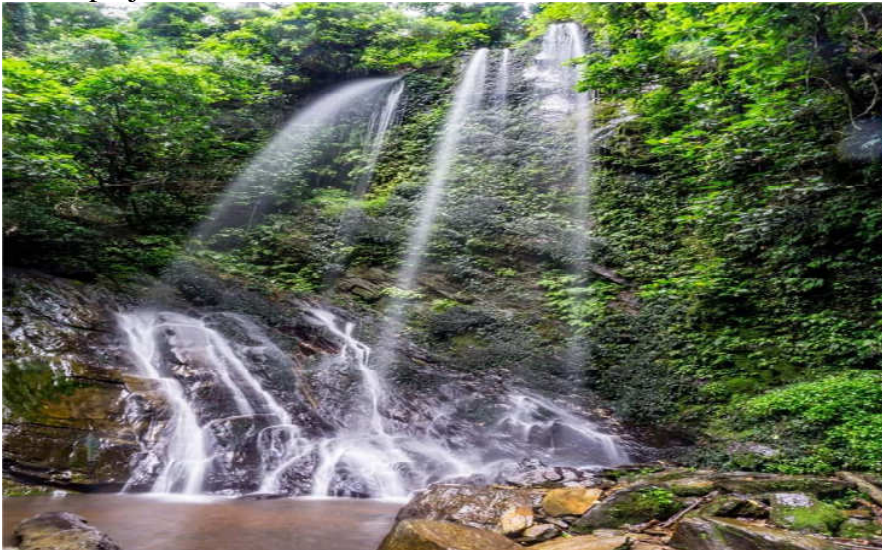
The war museum in Umuahia in Abia State in Nigeria houses the relics of war equipment that were largely used during the Nigeria civil war. War equipment such as plane, ship, Tanks and underground part where broadcast of radio Biafra took place are well displayed in this museum.

**v. Some important Five and Four Star Hotels in Nigeria such as Sheraton Hotels, Transcop Hotel, Confluence Hotel, Lokoja, Eko Meridian Hotels in Victoria Island, Lagos State and Federal Palace Hotel in Lagos to mention a few.**

Important five star hotels that have provided accommodation for tourist also serve as points of attraction to potential tourist within and outside the country. Some of such hotels are listed above.

**vi. Kwa falls in Calabar, Erin-Ijesa Water falls in Osun State and Olumirin Water fall in Osun State.**

The water falls as found in Eri-Ijesa and Olumirin in the same region shows that water falls from a region of one hundred metres above and runs throughout the year. It makes the region very cool and provides water for the route of a river or rivulet. The point of contact of such water on the ground forms a land feature called polje.



**Fig.4.3**

**vii. The Zuma rock in Suleja, Olumo Rocks in Abeokuta, Ogun State and Idanre Hills in Ondo State.**

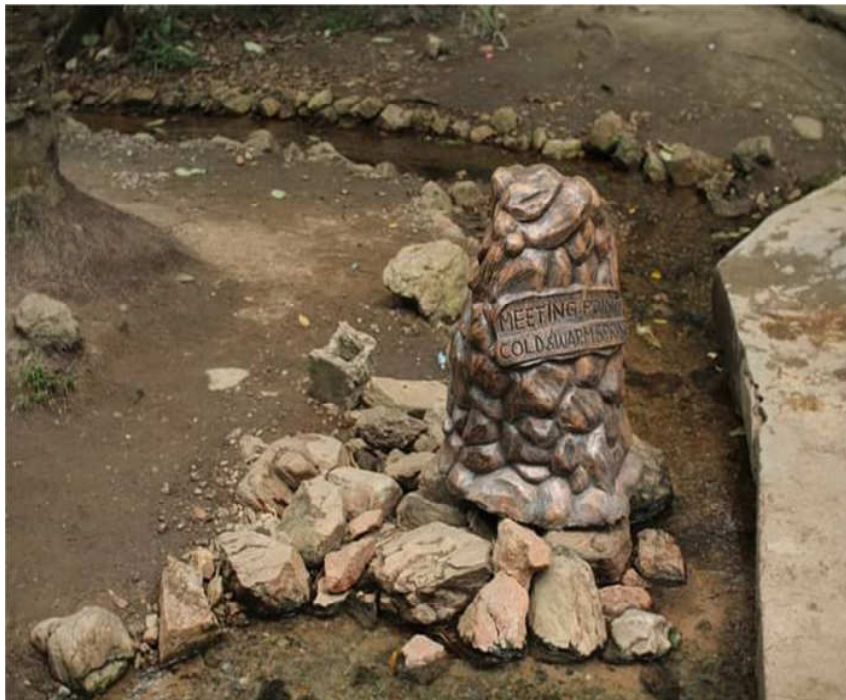
The Zuma rock is a typical inselberg rock that adorn Abuja on the way to Suleja in Niger State of Nigeria. It is conspicuously



located at the outskirts of Abuja and has served as a good example of rock outcrop of inselberg that adorn most part of Nigeria which is made up of basement complex rocks.



**Fig.4.4**



**Fig.4.5**

- viii. **Traditional Palaces in Akure, Benin, Owo, Ondo, Ilesa, Osogbo etc., and Emir's palaces in Zaria, Kano, Sokoto, Maiduguri, Bauchi etc.**

The old palaces of our Emirs and Obas still remain as major monuments in Nigeria. In spite of the fact that we have new palaces, the old ones had been preserved for posterity sake and to show the new generation of the architectural abilities of our fore-fathers who built them in the 17<sup>th</sup> and 18<sup>th</sup> century.



// **Fig.4.6**

- ix. **Traditional Festivals that cut across the country and attract tourist on periodic basis e.g. Fishing Festivals in Argungun, Kebbi State, Osun Osogbo in Osun State, Ero**  
Traditional festivals are part of the culture of the people in this country which has been preserved from generation to generation in spite of our education and exposure. The traditional festivals have their time and seasons and they are still practiced till today.
- x. **Festival in Owo areas of Ondo State, Eyo Festivals in Lagos State, Ogun Festival in Ondo Town, Epko Masquerade in Cross River and Akwa-Ibom States as well as numerous Masquerades Festivals all over what is the significance of the first storey building in Badagry whthe country.**

Festivals are closely linked to regions and culture of the people. It cuts across the country and have its seasons and time. It has its rules of engagements which are spelt out yearly to both indigenes and non-indigenes through town criers and other media.

This Unit treated various tourist attractions in Nigeria. Natural and artificial/man-made tourists attractions are treated in this section including their locations and pictures of some of the important areas were taken.

### **SELF-ASSESSMENT EXERCISE**

Discuss the significance of tourist attractions in Nigeria.

## **4.0 CONCLUSION**

This unit discusses the tourist attraction points in Nigeria which can, majorly, be divided into two distinct parts- natural and man-made resources. The natural resources are those that are located by nature. This again tells why such resources are found everywhere (that is, in rural, sub-urban and urban environments). On the other hand, man-made resources are those that had been created from human ingenuity to make life more pleasurable for living. Depending on the intension of the creators, they too may be found anywhere but preferably in cities where there is enough threshold to support its attraction. The list of tourist points is quite large in number and they have been discussed in the text.

## **5.0 SUMMARY**

In this unit, most of the resources that constitute tourist attraction were discussed. Pictures of some of them were also shown in their relevant parts in this work. The richness in these resources show that the tourist centers in the country fall under man-made and natural resources. Cultural activities and some festivals in different parts of the country that attract tourist at different periods of the year also constitute the bulk of what we discussed under man-made tourist centers.

## **6.0 TUTOR-MARKED ASSIGNMENT**

1. Identify major areas of attractions in Nigeria.
2. What is the significance of the first storey building located in Badagry to tourism industry in the country?
3. What is the significance of Idanre Hills to tourists?

## 7.0 REFERENCES/FURTHER READING

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## **UNIT 5 TOURIST ATTRACTION IN AFRICA**

### **CONTENTS**

- 1.0 Introduction
- 2.0 Objective
- 3.0 Main Content
  - 3.1 Wildlife Parks in Africa according to Fact-File (2010)
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment**
- 7.0 References/Further Reading

### **1.0 INTRODUCTION**

This unit looks at tourist attraction in Africa. It focuses attention on wildlife parks in some selected countries like Kenya, Botswana, South Africa, Zambia, Tanzania, Namibia, Gabon, Tanzania and Zimbabwe. Nations that experience political stability stand to gain more tourists than others that lack stability. Thus, in Africa, wild life parks attraction is dependent on political stability of nations.

### **2.0 OBJECTIVE**

By the end of this unit, you will be able to:

- discuss the tourist sites across Africa.

### **3.0 MAIN CONTENT**

#### **3.1 Wildlife Parks in Africa according to Fact-File (2010)**

These include the following

- i. Masai Mara National Reserve in Kenya is Africa's most popular safari destination and the Masai Mara Reserve is the most popular wildlife park in Kenya. From July to October every year, you can witness the incredible migration of millions of wide beast and zebra. The Masai tribesmen also offer cultural tours which will enhance the experience of tourists.
- ii. Chobe National Park in Botswana covers four distinct ecosystems. The Savanti marsh in particular offers some of the highest concentration of wildlife in Africa year-round. Chobe boasts around 120,000 elephants. Best time to visit Chobe is between May and September every year which coincided with dry and cooler months of winter. Herds of Zebra, buffalo and

- giraffe congregate around the Savanti marsh during this time of the year.
- iii. Kruger National Park in South Africa boasts of the highest variety of wildlife in Africa, which includes the big five, hippos, crocodiles, cheetah and more. Kruger is one of the best maintained parks in Africa which means it is ideal for self-drive safari.
  - iv. South Luangwa National Park in Zambia is referred to as home of the “walking safari” which offers true African experience. There is plenty of wildlife and over 400 species of birds. The Luangwa River is filled to the brim with hippos and if one is lucky, you will spot prides of over 30 lions at a time. There are over 60 different animal species and over 400 different birds living in the park. The best time to visit is during the dry season from April to October every year. During the latter part of the dry season, the animals concentrate around the remaining waterhole, which makes for a great safari.
  - v. Serengeti National Park in Tanzania offers absolute classic African Safari setting. The grasslands make Serengeti fantastic for spotting lion kills because you see the whole actions clearly.
  - vi. Bwindi Impenetrable Forest in Uganda is the home to almost half of the world’s population of mountain gorillas. Besides offering a wonderful backdrop to gorilla tracking, you can also see chimpanzees and many other mammals. Bwindi has been designated a World Heritage Site.
  - vii. Etosha National Park in Namibia is home to Africa’s top wildlife destination. Etosha is home to Africa’s tallest elephants, the endangered black rhino and 91 other species of mammals. Etosha is popular during the dry season with the flock of waterholes which house an appreciable number of wildlife.
  - viii. Loango National Park in Gabon is about the least well-known park in this list. It is the center where you can see whales, chimps, gorilla and elephants in one park. You can enjoy watching wildlife on the beach, savannah, swamp and forest in a single day.
  - ix. Ngorongoro Conservation Areas in Tanzania house the world’s largest crater which acts as a natural enclosure for almost every species of wildlife found in East Africa. It is the home to Olduvai where some of man’s earliest remains have been found.
  - x. Hwange National Park in Zimbabwe is very rich in the stock of giraffes, elephants and lions that it housed. About 105 other mammals are found in this park. It has the largest population of wild dogs in Africa. The Park is close to one of the world’s greatest natural wonders which is the Victoria Falls.

## **SELF-ASSESSMENT EXERCISE**

What are the factors influencing the choice of tourists as regards visit to different wildlife sites in Africa?

### **4.0 CONCLUSION**

This unit discussed various tourist attractions in Africa with particular reference to wildlife. The richness of regions in terms of wildlife is shown in this section; specific wildlife under study in this unit include attractions in places like Kenya, Botswana, South Africa, Zambia, Tanzania, Namibia, Gabon, Tanzania and Zimbabwe. Political stability plays prominent roles in the attraction that are recorded by each country.

### **5.0 SUMMARY**

This unit deals with the nature of wildlife in Africa and also discusses why some of the countries under reference points have been able to attract tourist than some others. Investment in wildlife as well as political stability of the country is some of the reasons that account for varied attraction by tourists.

### **6.0 TUTOR-MARKED ASSIGNMENT**

1. Wildlife parks in Africa describe the richness of each region. Discuss?
2. East-Africa has benefited immensely from wildlife related tourism in terms of foreign exchange. Why?

### **7.0 REFERENCES/FURTHER READING**

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## **MODULE 4      TOURISM      AS      A      GLOBAL PHENOMENON**

- Unit 1      Tourism as an International Activity  
Unit 2      Disadvantages, Dangers and Problems of Tourism

### **UNIT 1      TOURISM      AS      AN      INTERNATIONAL ACTIVITY**

#### **CONTENTS**

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
  - 3.1 Global Nature of Tourism
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

#### **1.0 INTRODUCTION**

Unit 1 looks at why attention is being paid to tourism as an alternative to the old existing type of industry that generates pollution. The clarion call to all nations of the world to reduce pollution emission has made tourism to gain prominence. Other factors that made it a global phenomenon are discussed in this unit.

Case studies of tourist centers in Africa show that tourism has assumed a global phenomenon. Tourist from the West and Eastern part of the world are generally attracted to tourist centers in Africa, especially East-Africa and a lot of foreign exchange is moved into such area or part of the world.

#### **2.0 OBJECTIVES**

By the end of this unit, you will be able to:

- describe how people spend their spare time, especially their leisure time and non-work time
- discuss how tourism has been seen as a basic right in the developed, westernised, industrialised countries and how it has been enshrined in legislation regarding people's holiday entitlement.

- examine the factors that influence it as making it to have international outlook

### **3.0 MAIN CONTENT**

#### **3.1 Global Nature of Tourism**

Tourism has become a global phenomenon since it has been discovered to be a pollution free type of industry which also has potential to generate a lot of foreign exchange. The new millennium has witnessed the continued growth of interest in how people spend their spare time, especially their leisure time and non-work time (Stephen, 2009). The interest in leisure outside one's geographical environment has become international phenomenon called tourism. For example, in 2005 the World Travel and Tourism Council (WTTC) estimated that travel and tourism, as economic activities, generated US\$ 6201 billion which is expected to grow to US\$10,678.5 billion by 2015. This equates to 4.6 percent growth in the demand for travel and tourism per annum which is far in excess of the scale and pace of growth in the economies of most countries.

The growing trend in international significance of tourism can be explained in many ways which include the following according to Page (2009):

- i. Tourism is a discretionary activity. People are not required to undertake it as a basic need to survive, unlike consuming food and water.
- ii. Tourism is of growing economic significance at a global scale with growth rate in excess of the rate of economic growth for many countries.
- iii. Many governments see tourism as offering new employment opportunities in a growing sector that is focused on service industries and may assist in developing and modernizing the economy.
- iv. Tourism is increasingly becoming associated with quality of life issues as it offers people the opportunity to take a break away from the complexities and stresses of everyday life and work. It provides the context for rest, relaxation and an opportunity to do something different in a new environment.
- v. Tourism is becoming seen as a basic right in the developed westernised industrialised countries and it is enshrined in legislation regarding holiday entitlement – the result is many people associate holiday entitlement with the propensity (i.e. the potential to engage in) to generate tourism.

- vi. In some less developed countries, tourism is being advocated as a possible solution to poverty (this is described as 'pro-poor' tourism strategies), with local people benefitting from this form of economic activity.
- vii. Holidays are a defining feature of non-work for many workers. They have the opportunity to spend their spare time for recreation and enjoyment.
- viii. Global travel is becoming more accessible in the developed world for all classes of people with the rise of low-cost airlines and cut-price travel fueling a new wave of demand for tour-demand in the new millennium. This is potentially replicating the demand in the 1960s and 1970s for new popular forms of mass tourism. Much of that earlier growth was fueled by access to transport (i.e. the car and air travel) and this provided new leisure opportunities in the western world.
- ix. Consumer spending on discretionary items such as travel and tourism is being perceived as a less costly item in house-hold budgets. It's also much easier to finance tourism with the rapid rise in credit card spending in developed countries, increasing access to travel opportunities and participation in tourism.
- x. Technology such as the internet has made booking travel-related products easy and placed it within the reach of a new generation of computer-literate consumers who are willing to get rid of much of the traditional ritual of going to a travel agent to book the annual holiday to a distance tourist centre. Such technology now opens many possibilities for national and international travel at the click of the computer mouse.
- xi. Reductions in the price aeroplane tickets has made international travel and tourism products and services more widely available

### **SELF-ASSESSMENT EXERCISE**

Why is global travel more accessible in the developed world for all classes of people?

## **4.0 CONCLUSION**

This section shows how tourism gained international recognition as major economic activities capable of attracting foreign exchange into a nation. The fact that tourism industry produces less pollution compared to conventional industries made it to be so attractive to nations all over the world. In year 2005, the World Travel and Tourism Council estimated that tourism as economic activity generated USD 6201 billion which was also expected to grow to USD 10678.5 billion by 2015. This unit also considered various factors that made tourism a global affair.

## **5.0 SUMMARY**

The summary of concerns raised in this Unit is that tourism has achieved international dimension because of its ability to attract foreign exchange with less stress. It affords tourists to travel to countries of their choice depending on the kind of pleasure they want to derive from the tourist destination. This informs why many types of tourism exist today. These tourism types are well discussed in this course.

## **6.0 TUTOR-MARKED ASSIGNMENT**

1. Give reasons for tourism as attaining a global recognition.
2. Why is there growing trend in international tourism?

## **7.0 REFERENCES/FURTHER READING**

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- because people of different backgrounds and character visit such centers and lodge in hotels. As part of their pastimes, they attend club houses where free ladies are engaged sexually. The fact that they come with foreign currencies and lots of money encourages prostitution. This type of prostitution is not limited to women because some able-bodied young men are also attracted by some women for sexual satisfaction.
- iii. Drug abuse is very common at the destination environment. Drug peddlers are found in towns or cities of tourist destination to sell drugs of various types to those that are addicted to drugs. Drugs in some cases are smuggled into such countries by foreigners and sold to their local dealers. The local dealers also have a way of identifying markets for their drugs among the local people as well as some interested tourists.
  - iv. Kidnapping has been noted as one of the negative impacts of tourist environment. Kidnappers often target tourist environment because they make lots of money from kidnapping tourists. It is believed that rich people have the extra money to spend on leisure and as such make such places their hot spots.
  - v. Waste generation increases at the destination points especially during the peak of seasons. Most of the waste are food remnants and waste emanating from materials used for rapping the foods. It is therefore extra burden for management where there is poor waste management technique before.
  - vi. Sexually transmitted diseases are sometimes very common in tourist environment. This is because different people who cannot control their sexual urge are found at the destination points. Similarly, people who don't have sexual discipline are always victims of sexually transmitted diseases.
  - vii. Target for destruction by terrorist or armed bandits: The recent unrest all over the world has made tourist centers spots for destroying lives in large numbers. It therefore makes tourists from different nations a major target. In addition to this, kidnappers /also make such tourist centers a target to kidnap foreigners.
  - viii. Ecological disruption: Several types of ecological problems can result from uncontrolled tourism. Examples are over-use of fragile natural environment by tourists leading to ecological damage: for example, killing or stunting the growth of vegetation in a park/conservation area by many tourists trampling through it; collection of rare types of seashells, coral, turtle's shells or other such items by tourist which depletes certain species (Mike-Rowland, 2010).
  - ix. Poaching is a major danger to sustainable growth of animals in their natural abode. Many hunters who kill these animals for consumption as bush meats are very common in Africa. There are

professional hunters who carry their poaching activities in the forest that are well referred to as Forest Reserve and kill both carnivorous and herbivorous animals in their thousand and sell to people as special delicacies thereby making some of these animals almost extinct.

- x. Some of these animals also escape to secondary vegetation zones where they become easy prey to hunters and traps which are often used to kill these animals and reduce their populations.
- xi. Most exotic animals like Adrica Tiger are almost extinct in African countries and there are no concerted efforts to conserve them.
- xii. Policy and laws which guide against poaching are flagrantly not obeyed and implementation of such laws have not been yielding the desired result.

This unit discussed some of the challenges of tourist centers all over the world. It also highlighted some of the ways by which such challenges could be reduced.

### **SELF-ASSESSMENT EXERCISE**

Poaching is a major danger to sustainable animal growth in their natural habitat. How far is this statement correct?

## **4.0 CONCLUSION**

This unit highlights the disadvantages, dangers and problems associated with tourism as economic activities. The major dangers and problems associated with tourism can be found at the tourist destination points. This is because people of different backgrounds and upbringing visit tourist centers as long as they have the money to spend. Some of the problems associated with the destination include prostitution, drug peddling/abuse, sexually transmitted diseases, poaching and the likes. In all, these challenges are surmountable.

## **5.0 SUMMARY**

This section highlights some important challenges, dangers and problems associated with tourism destination and its major environment. It is however noted that such challenges are surmountable.

## **6.0 TUTOR-MARKED ASSIGNMENT**

1. What are the positive impacts of tourism on man?
2. What is the negative impact of tourism on man?

## 7.0 REFERENCES/FURTHER READING

- Farsari, Y. (2000). 'Sustainable Tourism Indicators for Mediterranean Established Destinations.' Institute of Applied and Computational Mathematics. Foundation for the Research and the Technology Hellas ([www.iacm.forth.gr/regional/papers/tourism-today.pdf](http://www.iacm.forth.gr/regional/papers/tourism-today.pdf))
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- Goodwin, H. (2000). 'Pro-Poor Tourism: Opportunities for Sustainable Local Development,' D+C Development and Cooperation, No. 5, September/October 2000 pp.12-14. Green Globe 21. The Green Globe Standard for Travel and Tourism ([www.greenglobe21.com](http://www.greenglobe21.com))
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## **MODULE 5      COMPARATIVE ANALYSIS**

Unit 1	Comparative Analysis of Local and Global Trends in Tourism Industry
Unit 2	Problems of Tourism in Developing Economics
Unit 3	Future of Tourism and Tourism of the Future
Unit 4	Management of Tourism
Unit 5	Conclusion

### **UNIT 1      COMPARATIVE ANALYSIS OF LOCAL AND GLOBAL TRENDS IN TOURIST INDUSTRY**

#### **CONTENTS**

1.0	Introduction
2.0	Objectives
3.0	Main Content
	3.1    Local and Global Trends in Tourism Industry
	3.2    Comparative Analysis of Local and Global Tourism Trends in Tourism
4.0	Conclusion
5.0	Summary
6.0	Tutor-Marked Assignment
7.0	References/Further Reading

#### **1.0    INTRODUCTION**

This Unit is dedicated to drawing comparison between local and international trends in tourism development. The major trend in the developmental process is also well addressed in this unit. For every developmental stage, there must be some challenges. Some challenges have been noted in previous units; these challenges are surmountable. If such challenges are overcome, it speeds up the global ranking of local tourism.

Local tourism industries are the tourist centers that provide leisure and recreational services within Nigeria. These centers are located within the geographical boundaries of the country and they reflect the richness of Nigeria's natural resources, man-made resources and cultural greatness of the various regions in the country. International tourism on the hand, are made up of tourist centers that provide leisure and recreational activities outside Nigeria. These centers are located outside the geographical boundaries of Nigeria.

Local and international tourism had been growing all over the world because tourism industry has been seen as a good alternative to generating foreign exchange as well as internally generated revenue without adding pollution to the environment; since the world all over, has keyed into global efforts at reducing pollution as advised in the Stockholm conference on the environment in 1972. At this conference, concerns for the preservation of the environment, has brought home to man, more forcefully the need to maintain the environment for a sustainable development (Ogunbodede, 2020). However, it would seem that man is not addressing the issue of environmental quality appropriately, because rather than improve, the environment continues to deteriorate and this is where the role of tourism has been recognised all over the world as a panacea to pollution abatement. The conference at this stage encourages all countries to reduce de-forestation, bush burning and encourage afforestation and promote tourism.

The issue of tourist travels and its global environmental effect through pollution is a thorny issue since tourism is internationally significant and has an important role in the society, as we have already seen. There is growing reluctance by various nations to restrict tourist travels because of its economic effects on destination areas. Every nation is trying to key-in into this type of industry because it is a consumer activity and marketing it to develop new business ideas especially at the destination has gained ground.

## **2.0 OBJECTIVES**

By the end of this unit, you will be able to:

- differentiate between local and international tourism
- discuss trends in local and international tourism
- explain Tourism as a phenomenon that is constantly evolving, developing and reformulating itself as a consumer activity.

## **3.0 MAIN CONTENT**

### **3.1 Local and Global Trends in Tourism Industry**

The new millennium has witnessed the continued growth of interest in how people spend their leisure time and non-work time. In this regard, there is more than marginal growth in both local and international tourism. However, tourist is more interested in the international tourism because of many reasons.

According to Page (2009), the World Travel and Tourism Council (WTTC) in 2005 estimated that travel and tourism activities generated

US\$6201billion and that it was expected to grow to US\$10678.5 by 2015. This equates to a 4.5 percent growth in the demand for travel and tourism per annum, which is far in excess of the scale and pace of growth in economies of most countries.

Another noticeable trend in tourism industry is in the area of job creation. At a global scale, the economic effects of travel and tourism are estimated by WTTC to be responsible for 214,000,000 jobs. This is equivalent to 8.3 percent of world employment in 2005, tourism represented 10.4 percent of total personal consumption, while it accounted for over 9 percent of all global capital investment and 10percent of world GDP.

Another major growing trend in tourism industry is in the area of technology especially the growth in computer. The growth in computer in terms of literacy and laptop acquirement has made booking travel-related products very easy. Tourists now have more access to computers and are able to do their browsing within the comforts of their environment to exploit many opportunities for national and international travel at the click of their computers.

The proliferation of the aviation industries has opened up the opportunity to travel several kilometers to places of interest for those who are interested. This is far different from what it used to be in the past. Many airports have been opened which made it further easy for tourists to get very close to area of interest without having to travel too many hours in their quest to get to places of interest. similarly, travelling is becoming more accessible in the developed world for all classes of people with the rise in low-cost airlines and cut-price travel fueling a new wave of demand for tourism in the new millennium.

The use of credit cards and point of sale cards had reduced, drastically, the trend in carrying cash by tourists. Most credit cards in form of Verve, Master Card, American Express and Visa are internationally accepted and this made tourists to depend on them to transact business wherever they get to. They can pay in the local currency of their place of visit without going through the rigour of foreign exchange.

The increase in the number of civil services and the law guiding employment of workers in both public and private organisation making annual leave compulsory for workers had swelled the number of people who ensure that their annual leave is spent with the consideration of including tourism activities within the so-called holiday. Interestingly too, employers pay leave bonus to their workers which made them to have liquid cash for recreation activities in both local and international tourism activities.

### **3.2 Comparative Analysis of Local and Global Tourism Trends in Tourism**

Local tourism attracts more people within the country and the trend of revenue generation in this regard is not as much as when compared to international tourism which attracts foreign currency to the country. Trend in local tourism in the area of job creation is gradually growing where tourism activities had not been given some priority. However, some countries well-favoured with good climates like you have in East Africa have developed rapidly and added some ancillary industries that made their areas to be recognised globally. In Kenya, for instance, the visit of international tourist to Bomassa has increased tremendously to the extent that some cultural activities had been boosted to ensure that international tourist are well entertained every night of the week

The poverty level in some countries of the developing world is a hindrance to the expected growth of tourism in developing nations. This is not the same in developed world where priority is given to tourism. In developed world, tourism is gradually being associated with quality of life as it offers people the opportunity to take break away from the complexities and stresses of everyday life and work.

In most local tourism, the trend is that poverty has reduced the number of people who would have loved to make it a way of life. In the developed world, tourism has become a basic right and as a matter of fact, it has been entrenched in their legislation. They now make it part of their holiday entitlement. Making it part of their holiday entitlement has gone further to increase the propensity of tourism to generate jobs as more people demand for the products.

Global travel is becoming more accessible in the developed world for all classes of people with the rise of low-cost airlines and reduced cost of travelling. The trend is not the same with local tourism where most countries depend on other countries for air travel. Corruption has even made countries with their own airlines to get grounded. It is therefore costly to depend on other countries for air travel. In some local travel, the trend is that most of their tourist centers are not listed on the internet thereby reducing their patronage. In advanced countries almost all their tourist centers are listed and they have desk officers to take care of questions that can encourage interested tourists to want to patronise them.

The level of security especially in developing countries has reduced the interest which some local interested tourists have for their tourist centers. The rising wave of banditry, kidnapping and robbery has made

people to want to confine themselves within the region where they have good knowledge of the terrain. The issue of security has been taken seriously in advanced world. They made good preparation for good security monitoring devices and used effective police force to man and protect tourists in their country. crime can easily be detected and curbed in a matter of minutes. This is not so in some of the developing world.

This unit made a subtle differentiation between local and international tourism. It also encourages nations to take advantage of their environment to maximise their potentials.

### **SELF-ASSESSMENT EXERCISE**

Attempt a comparative analysis of local and global trends in tourism.

## **4.0 CONCLUSION**

Local tourism industries are the tourist centers that provide leisure and recreational activities within a country while the ones that carry the same activities outside the boundary of a country are regarded as international. The local tourism does not attract foreign currencies as does the international tourism. The exposure of international tourism make people to interact tourists from other nations. In international tourism you are exposed to international cuisine and eating habits. Other major differences between the two were discussed.

## **5.0 SUMMARY**

This unit attempts a comparative analysis of local and global trends in tourism industry. Many countries have keyed into using tourism as a major way of generating internal revenue in foreign currencies. Therefore, the trend is rising for both local and international tourist centers.

## **6.0 TUTOR-MARKED ASSIGNMENT**

1. Describe local tourism industries.
2. Describe international tourism industries.
3. What areas are the major trends in the growth of global tourism?

## 7.0 REFERENCES/FURTHER READING

Farsari, Y. (2000). *Sustainable Tourism Indicators for Mediterranean Established Destinations*. Institute of Applied and Computational Mathematics. Foundation for the Research and the Technology Hellas ([www.iacm.forth.gr/regional/papers/tourism-today.pdf](http://www.iacm.forth.gr/regional/papers/tourism-today.pdf))  
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## **UNIT 2 PROBLEMS OF TOURISM INDUSTRY IN DEVELOPING ECONOMIES**

### **CONTENTS**

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
  - 3.1 Problems Identified in Tourist Industry
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

### **1.0 INTRODUCTION**

This unit identifies some major problems inhibiting tourism development in developing economies. These problems, as noted, are capable of hampering the growth of tourism in developing world. The nation's exposure to international tourism goes a long way to determine our strengths and weaknesses. For the strength, we need to work harder to maintain them; and concerning our weakness, we need to take appropriate steps to address them.

### **2.0 OBJECTIVES**

By the end of this unit, you will be able to:

- identify and discuss problems affecting tourism industries and discuss them
- identify problems affecting hospitality industries and discuss them
- highlight necessary examples from both developing countries and developed world and provide reasons to justify the examples given in each case.

### **3.0 MAIN CONTENT**

#### **3.1 Problems Identified in Tourist Industry**

- i. Shortage of skilled employees: There are shortages of skilled man-power in most tourist centers. This is because an average person can be employed in the business of tourism. However, skilled people are needed in the hospitality industry which school of hotel and catering management in the technical schools and

- polytechnics have been able to produce. In most cases experience on the job formed the basis of recruitment in tourism industries.
- ii. Retaining quality workforce: Job mobility is very high in tourism industries. This is because, experience counts more than certificates. Similarly, most proprietors in tourism industries are not often ready to pay their staff very well. Therefore, job instability in this industry influence job mobility every time.
  - iii. Unattractive wage packages: The nature of the labour force recruited into this industry which is largely unskilled made wages unattractive to workers. However, those with Diploma and Higher Diploma are not affected when they are recruited into positions in tourism industry.
  - iv. Shortage of rooms: Most hospitality industries, especially hotels, lack enough rooms during peak periods. The peak periods may be during festivals or when political activities are in place in such towns. This situation often leads visitors to seek for accommodation outside such environment. In some cases, people have to book ahead of such activities in order to secure a room.
  - v. High overhead cost during period of low patronage: There is usually high overhead cost during period of low patronage. This applies more to the fuel used up whenever there is no electricity supply from the national grid. The diesel or petrol used by generators remain almost the same during the low patronage as well as during high patronage.
  - vi. Destination for criminal activities: Tourist destination, in most cases are veritable environment where criminals hide and torment innocent tourists. They monitor the arrivals of visitors and at any slightest opportunity they strike and deposes visitor's properties or money. Similarly, hotels are the major areas where criminals hide in any town before going out to attack innocent people.
  - vii. Constant rake/visit by security personnel: Tourist destination have been noted to be one of the hot spots for criminal activities. Thus, plain clothed security personnel are usually found in such environment trying to make such environment crime free as much as possible. Hotels are the targets of these security people while the restaurant and bars are usually covered for this purpose.
  - viii. Target of attack by terrorists: Terrorist often target tourist destinations to carry out deadly attacks on some nationals that they want to deal with. The ISIS and Alqueada are noted to be behind this type of attack.
  - ix. Dysfunctional facilities with the ageing of the industry: There are always dysfunctional facilities with the ageing of most tourist centers. The major reason is that some of their facilities become old with the age of the center when compared to new centers. This is usually common with hospitality industries like hotels and catering services. For the natural tourist centers, there is need to



- also overhaul the facilities in order to make such centers have good face lifts.
- x. Lack of CCTV: Most tourist centers lack monitoring gargets such as CCTV and as such most crimes may be difficult to unravel. However, most standard hotels have CCTV that made crimes perpetuated to be easily detected.
  - xi. Lack of internet facilities: In some tourist destination points, accessing internet may be difficult because of poor reception. This situation often acts as impediment to attracting high patronage of tourist in such environment.
  - xii. Prostitution is sometimes common in the destination points: This is a reality as some of the visitors pollute the environment with their dressing and lackadaisical attitude which in most cases often pollute the rural areas.
  - xiii. Drug peddling is common: Drug peddling is common in destination points of tourist centers. Some tourist that are into drugs collaborate with the local people to sell, smoke/sniff marijuana/cocaine as the case may be.
  - xiv. Spying/espionage activities are common in the destination points: Espionage activities are very common where you have tourist centers. People with these tendencies make such environment their center of activities to study and carry out their nefarious activities.
  - xv. Sexually transmitted diseases are common at destination points: Some of the tourists are promiscuous in the way they live their lives. Some of them cannot do without a man or woman for long time. Thus, their stay outside their home makes them to go into some illicit affairs that encourage the spread of sexually transmitted at the destination points.
  - xvi. Kidnapping and terrorist attack: Kidnapping is common at some of the destination points where you have tourist centers. It has become an intractable challenge to tourism activities to the extent that it has become counterproductive for some countries because of the ransom that are usually demanded.

In the same way, terrorists often target tourist centers as a soft spot to launch terror on innocent tourists, thereby damaging the image of their country and government at the international level.

This unit highlights the challenges that characterise tourism at the destination points and highlights how they could be curbed.

### **SELF-ASSESSMENT EXERCISE**

Why is kidnapping and terrorist attack a major set-back in the tourism industry?

## 4.0 CONCLUSION

Problems of tourism industry vary from one region to another. However, what is important to note is that the problems are capable of hampering the growth of tourism in any nation. Some of the problems identified include shortage of skilled employees, inability to retain quality workforce, unattractive wage packages, high overhead cost, havens for criminals, constant visit by security personnel, target of attacks by terrorists and dysfunctional facilities with the ageing of the industry in some cases. All these important factors have been treated in the text.

## 5.0 SUMMARY

This unit has exposed you to various factors responsible for some difficulties within the tourism industry. Some of them are related to administrative, some to the hospitality industries, some to wildlife and environment and some to security. The security aspect is still creating major problems to the smooth running of tourism as a business, all over the world.

## 6.0 TUTOR-MARKED ASSIGNMENT

1. Identify the various problems associated with tourism industry.
2. What is the importance of CCTV in hospitality industries?

## 7.0 REFERENCES/FURTHER READING

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## **UNIT 3 FUTURE OF TOURISM AND TOURISM OF THE FUTURE**

### **CONTENTS**

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
  - 3.1 Future of Tourism
  - 3.2 Tourism of the Future
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

### **1.0 INTRODUCTION**

This unit looks at the future of tourism and tourism of the future as being bright. This is because most nations now recognised it as a veritable alternative to mining especially in the oil producing nations.

Future of tourism for the nation depends on our ability to work harder in our areas of strength and maintain good standard in an environment that is safe and good for ease of doing business and also guide against short coming. The future of tourism will be bright by taking the necessary steps in the right direction by adopting modern technology in the activities of tourism.

### **2.0 OBJECTIVES**

By the end of this unit, you will be able to:

- discuss the future of tourism in relation to both developed and developing nations
- identify various factors that are likely to shape the future of tourism all over the world

### 3.0 MAIN CONTENT

#### 3.1 Future of Tourism

The future of tourism is very bright all over the world. Most nations have started to recognise it as a veritable alternative to mining, especially oil industry. This is because it is a pollution free type of industry. The call to reduce pollution all over the world has made attention on tourism as a good alternative.

Tourism, if well planned by a nation will go a long way to generate foreign exchange for the nation and as well as improve the polluted environment. If well-organised it could be another source of job creation on a large scale. However specific areas where tourism is likely to play important roles include the following:

- i. **Conservation of important natural resources:** Tourism can help justify and pay for conservation of nature parks, outdoor recreation and conservation areas as attractions which might be allowed to deteriorate ecologically (Ogundele).
- ii. **Conservation of archaeological and historical sites:** Tourism provides the incentives and helps pay for the conservation of archaeological and historic sites (as attractions for tourist) which might otherwise be allowed to deteriorate or disappear (Ogundele)
- iii. **Improvement of environment quality:** The rising wave of pollution as a result of industrialisation is on the increase all over the world. Tourism is the type of industry that does not pollute the air. Today, most nations have started to encourage development of tourism in order to reduce pollution and as well generate foreign exchange for the country.
- iv. **Sporting events and eco-tourism have great effect on the choice of holiday destination.** International competitions like the world cup and winter Olympics have been used to increase visitor's number to South Africa and Vancouver. Tourists would naturally be inspired to visit cities where football tournaments take place.
- v. **Building of Standard Stadium:** Any country with many standard stadia stands the opportunity of hosting international competitions. There is therefore the struggle between many nations to have standard stadium that could host different types of field and track events.

- vi. Standard Hotels:** Many countries have embarked on the building of Five Star hotels to meet the yearning demand of tourists all over the world. This will go a long way to satisfy the rising demand of tourists to be accommodated outside their homes.
- vii. Security of life and properties:** The future of tourism in any region of the world is very dependent on a well secured environment for their lives and properties. There is therefore the likelihood that huge investment in the area of security of lives will be considered in the future to encourage tourism to continue to flourish in many tourist centers.
- viii. Resource conservation:** Conservation is the preservation of available resources, be it ancient or modern for future generations. This includes our wildlife, historical and cultural sites, the blue waters, sandy beaches, rolling hills, mountain, rock formations and different traditional festivals manifesting in songs, dances and folklores. Future demand for any nation's tourism therefore depends on the extent of its development and the support services available for the industry and accessibility to them. For example, Nigeria's international image as a marketing asset as well as ability to manage available resources will also play significant roles in determining the future of our tourism prosperity.
- ix. Tourism as a significant area of growth:** Tourism has been seen as an important and significant area of growth that kept on increasing job opportunity for many un-employed people. Therefore, the future growth of this industry is not contestable because, the industry operates in a wide range of sectors. Its activities impact on the daily life of almost every member of the society. People working in hospitality industry provide food, drink and accommodation to meet the need of the domestic and international leisure and tourism market.
- x. Many countries have started to observe certain periods of the year as their "DAY" for specific purposes. Such period may last for one week to observe-for instance- yam festival or any other thing. This usually bring their children in diaspora to their towns and villages. Special meetings are held and issues concerning the growth and development of their home towns are usually discussed. This is already gaining ground and is likely to continue as a form attraction to the indigenes of such settlement.

### **3.2 Tourism of the Future**

Tourism of the future is likely to be driven by the following:

- i. ICT : The possibility that information technology will play prominent roles in the tourism of the future is very high. Tourists can stay at the comfort of their homes to book for flight and accommodation in countries where they want to spend their leisure.
- ii. Virtual tourism: Virtual tourism is likely to be developed. The COVID 19 experience has taught a lot of lessons that a lot can be done through virtual means.
- iii. Man-made tourist centers: There are possibilities that more of man-made tourist would be a major area of focus in the tourism of the future. Business men with lots of resources are likely to invest in the hospitality industry that would be a major attracting center in the future.
- iv. Wildlife: The possibilities that more wildlife would be kept in a confined location to preserve them from being extinct is another area for tourism of the future. Poaching is a danger to seeing the exotic animals in their natural habitat; hence it is a major area of focus for the future of tourism.

### **SELF-ASSESSMENT EXERCISE**

Tourism is a significant area of growth? How true is this statement?

### **4.0 CONCLUSION**

The future of tourism is very bright all over the world. Countries, corporate organisations and individuals have seen tourism as a thriving business worth being invested in. The call for all nations to reduce pollutants has also made it an alternate business worthwhile; hence increase in tourism and hospitality industries. Factors that would influence and play important roles in future tourism have been explained in the unit; similarly, tourism of the future has been discussed to show the direction.

### **5.0 SUMMARY**

In this unit, you have learnt the factors that would influence the future of tourism all over the world. Also, ICT has been identified as a major turning point in the tourism of the future. Through the use of ICT, virtual tourism may emerge as one major breakthrough that ICT would enhance.

## 6.0 TUTOR-MARKED ASSIGNMENT

1. How far is it true to say that “the future of tourism is very bright?”
2. Sporting and eco-tourism have great effect on the choice of holiday destination. How far is this statement true?

## 7.0 REFERENCES/FURTHER READING

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## **UNIT 4     MANAGEMENT OF TOURISM**

### **CONTENTS**

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
  - 3.1 Management of Tourism
  - 3.2 Purpose of Management in Tourism
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

### **1.0 INTRODUCTION**

This Unit focuses on how tourism could be properly managed to maximise the gains for all nations that are involved in this type of industry. The unit identified different categories of management in the industry and discuss briefly on how to manage them. When the opportunity to under study tourism, activities is replicated in our nation, the future of tourism will be bright. The management of both human and other resources would yield the desired result and name of the nation will be reckoned with in the comity of nations in the field of tourism.

The previous units have highlighted the very fragmented nature of the business which we have referred to as tourism. It is a special industry which takes care of leisure of people and provide opportunities to making money in different business world. It is a growing trend in the business world because of so many reasons.

Tourism business are organised internally into specialised areas such sales and marketing department, human resources, account and finance section, advertisement and public relations section. For these various sections we have the lower teams made up of the following- front-line staff, Team leaders and Middle managers.

### **2.0 OBJECTIVES**

By the end of this unit, you will be able to:

- identify the various sectional heads in tourism industry, their roles and what they stand to deliver in order to make the industry not only viable but make reasonable profits
- identify various sections in tourism industry
- discuss purpose of management in tourism industry



- discuss the effect of good management to the industry.

### **3.0 MAIN CONTENT**

#### **3.1 Management of Tourism**

The previous units have highlighted the very fragmented nature of the business which we have referred to as tourism. It is a special industry which takes care of leisure of people and provides opportunities to making money in different business world. According to Stephen (2009), tourism is a complex amalgam of business that coordinates and work together to supply service and products to tourist as consumers.

It should be noted that the vast array of business interest that are inter-linked together in the production and delivery of tourism products largely operate for profit. According to Stephen (2009), for them to achieve this profit objective, they need management to get it done. In practical terms, tourism management involves harnessing the power over resources (i.e. people, finance, technology and the organisation) to bring some degree of order to the tasks that must be undertaken for the organisation to function and achieve its objectives.

Tourism business are organised internally into specialised areas such sales and marketing department, human resources, account and finance section, advertisement and public relations section. For these various sections we have the lower teams made up of the following:

- Front-line staff
- Team leaders
- Middle managers

All the above are responsible to the sectional heads known as managers. The managers are classified according to their functional roles which include the following:

- Manager in-charge of accounts and finance
- Manager in-charge of Human Resource and Administration
- Manager in-charge of projects
- Manager in-charge of recreation
- Manager in-charge of lodging, food and drinks
- Manager in-charge of Booking

All these managers are responsible to senior management team while the senior management teams are responsible to the Chief Executive Officer.

### 3.2 Purpose of Management in Tourism

The major purpose of management in any organisation is to ensure that there is value for the money spent by tourist to any products put forward for the tourist and their hospitality industries. The management goals of managers in the tourism industries are usually seen as profit-driven but could include the following:

- i. **Profitability** is the main goal of any business enterprise. Thus, managers in most cases are advised to put in their best to attract customers in order to make more profit. In some cases, the workers are given target to enable them be promoted or remain in their service/employment.
- ii. **Efficiency** is needed in tourism industry in order the make it worthwhile to attract tourist. This is done by adopting the most cost-effective methods that will guarantee worth and reduce cost.
- iii. **Coordination** is often the hallmark of a very good enterprise. Thus, most tourism industry embark on efficient coordination to impress their customers.
- iv. **Raising public awareness** is one of the most important job for managers of tourism industry. The industry needs to be promoted in the print and electronic media to enable those that have not heard about such tourist centers to be aware.
- v. **Marketing** is another important aspect of management that all tourism industry aspires to recruit able hands to manager. It so central to tourism industry that most entrepreneur seek to get the best for their industry.
- vi. **Marketing mix** is the mixture of controllable market variables that the firm uses to pursue the sought level of sales in the target market. The managers therefore use product formulation, price, promotion and place in their right mix to ensure that their industry grow in the competitive world.

All the above are responsible to the sectional heads known as managers. The managers are classified according to their functional roles which include the following:

- Manager in-charge of accounts and finance
- Manager in-charge of Human Resource and Administration
- Manager in-charge of recreation
- Manager in-charge of lodging, food and drinks

- Manager in-charge of Booking

**Purpose of Management in Tourism is driven by the following factors:**

- Value for the money spent by tourist
- Profitability is the main goal of any business enterprise.
- Efficiency is needed in tourism industry in order to make it worthwhile to attract tourist
- Coordination is often the hallmark of a very good
- Raising public awareness is one of the most important job for managers of tourism industry.

**Managing operational issues in tourism business**

Operational issues have traditionally dominated the focus of most service organisation centered on tourism, particularly where labour-intensive operations exist. The highly seasonal nature of tourism requires seasonal staff at resorts, airports, in hotels and for transport operators. Seasonality shapes tourism demand from consumer due to a wide range of factors including the climate and environment of the origin and the attraction of the destination.

Managers wave pricing depending on the time of the year as well as peak and off-peak seasons. For example, pricing is used by tourism business to capitalise upon peak demand in popular summer months and in less popular seasons like the autumn and winter. In most cases management consider peak and off-peak seasons to market their products. There is increase in recruitment of staff during peak periods and vice visa during the off-peak seasons.

Operational issues assume a dominant day-to-day role for many businesses, especially in places where large volumes of tourists are being managed, such as attractions. To ensure the smooth flow and organisation of these activities' managers must delegate a great deal of responsibility in managing the interactions with visitors to front-line staff. The area according to Stephen (2009) is often termed operational management and it focuses on five inter-related areas which are:

- i. **Capacity** is understanding the ability of the organisation to produce something such as service
- ii. **Standards** are those prevailing within the tourism sector such as waiting times at an airport check-in or hotel reception
- iii. **Scheduling** is the planning of work and use of the organisation's physical and human resources

- iv. **Inventory** is understanding the organization's ability to meet supply and demand.
- v. **Control** ensures the operations are managed in an efficient and systematic manner and brings the planning, preparation and readiness inherent in the four functions above into actions.

### **SELF-ASSESSMENT EXERCISE**

There is need for delegated responsibility in tourism industry. Identify such areas and describe them.

### **4.0 CONCLUSION**

Management is very central in any organisation, and as such, it is not different in tourism industry. The diverse nature of tourism industry also made management in it to also be diverse. Packaging and advertisement play significant roles in the tourism industry and management often pay special attention to it. The chapter shows that the array of business interest that are interlinked together in the production and delivery of tourism products largely operate for profit. For tourism to maximise profit, they need management to get it done. It does this by harnessing people, finance, technology and entrepreneur to enhance profitability.

### **5.0 SUMMARY**

Management was defined and described in the context of tourism with particular reference to the front-line staff, team leaders and middle managers as well as senior staff managers. The purpose of management in tourism was discussed as well as managing operational issues in tourism business.

### **6.0 TUTOR-MARKED ASSIGNMENT**

1. Is there anything that required management in tourism industry, if yes attempt and describe two areas.
2. Managers are classified according to their functional roles in hospitality industry. Is this appropriate in your own view?

### **7.0 REFERENCES/FURTHER READING**

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## **UNIT 5 CONCLUSION**

### **CONTENTS**

- 1.0 Introduction
- 2.0 Objective
- 3.0 Main Content
  - 3.1 A Recap of Main Concerns
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

### **1.0 INTRODUCTION**

This unit is the concluding part of this course; and it attempts to summarise the whole modules that covers fundamentals of tourism industry.

### **2.0 OBJECTIVE**

By the end of this unit, you will be able to:

- identify the major concerns of tourism.

### **2.0 MAIN CONTENT**

#### **3.1 A Recap of Main Concerns**

This course is dedicated to fundamentals of tourism.

- It actually covers the topical issues which are very central to the basis of understanding tourism as a course of study in the university.
- In reading it, you need to ask yourself, why there is so much interest in tourism today?
- Your interest will further show you why people and government are increasing getting involved in the business of tourism.
- The course shows the major interest of tourism as a business enterprise trying to make money from visitors in their pursuits of pleasure or travel and trying to present a tourist center that will provide satisfy the yearning of tourists during their leisure periods using both man-made and natural resources of the environment.
- This course therefore tries to differentiate between recreation and tourism, the scope and content of fundamentals of tourism, the

global nature of tourism and reasons why tourism has become a global phenomenon and how tourism has emerged as a major leisure activity in both developed and developing nations.

- The course also dealt with reasons why tourism has been recognised as a major human activity which can be used to improve a decaying health of people.

The Course also distinguishes between international and domestic tourism. It also shows the importance of tourism at a global scale and discusses some of the reasons for its growth. Other many insights that are fundamental in the business of tourism that had been discussed include the following:

- Components of tourism
- Types of tourism
- Economic, political and social roles of tourism
- Disadvantages, dangers and problems of tourism
- Comparative analysis of Local and Global trends in tourism industry.
- Problems of the industry in developing economies
- Future of tourism and tourism of the future

The above sub-topics are very fundamental in tourism industry and they have been introduced to you, as discussed above. They are fundamental and can easily be used to gain an insight to the world of tourism industry. It is therefore advised that further text materials in the field of tourism should be consulted to further deepen the knowledge of students in the field of tourism which is rapidly gaining ground.

#### **4.0 CONCLUSION**

As earlier indicated, this unit is the concluding part of this course and attempted to summarise the whole modules that covers fundamentals of tourism industry.

#### **5.0 SUMMARY**

As earlier indicated, this unit is the concluding part of this course and attempted to summarise the whole modules that covers fundamentals of the tourism industry.

## 6.0 TUTOR-MARKED ASSIGNMENT

Outline the challenges of the tourism industry.

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One of the longest bridges across a dangerous terrain

