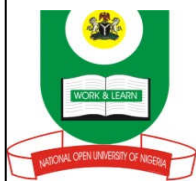


COURSE GUIDE

TSM 403 CULTURAL TOURISM

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INTRODUCTION

Cultural Tourism (TSM 403) is a core course which carries two credit units. It is prepared and made available to all the students who are taking B.Sc. Tourism Studies (TSM) programme with specialisation in Cultural Tourism. It is a programme tenable in the School of Business and Human Resources Management. The course is a useful material to you in your academic pursuit as well as in your workplace as managers and administrators.

WHAT YOU WILL LEARN IN THIS COURSE

The course is made up of fifteen units, covering areas such as development, ideas and types of tourism. It also has related areas such as travel, sustainable development, strategic planning, budgeting and factors that influence choice of tourism. This course also gives an insight on cultural heritage in Nigeria and the development of ecotourism, impacts of passenger transportation and tourism attractions in Africa with particular reference to Nigeria and Kenya, among others.

This course guide is meant to provide you with the necessary information about the entire course, the nature of the materials you will be using and how to make the best use of the materials toward ensuring adequate success in your programme as well as the knowledge of cultures, customs and sustainability of the tourism industry. Also included in this course guide are pieces of information on how to make use of your time and how to tackle the Tutor-Marked Assignments (TMAs). There will be tutorial sessions during which your facilitator will take you through the difficult areas and you will, at the same time, have meaningful interaction with your fellow learners.

COURSE CONTENTS

The course consists of how tourism evolved from the grassroots, different cultures of people and how they affect tourism, changing attitudes of host populations and reasons for these changes, benefits of tourism to culture, how to preserve tourism, the reasons why people travel, tourists trends, historical developments, tourism marketing, the local factors and socio-cultural impact, cultural barriers, ethnic diversity and global culture.

COURSE AIMS

The main aim of the course is to expose you to the nature of cultural tourism, the mechanisms necessary for managing cultural tourism and related matters in the tourism industry. The course also aims at making

you to have greater appreciation of the role ecotourism plays in sustaining and preserving endangered species of plants and animals, and how it helps researchers, especially anthropologists in their research. The aims of the course will be achieved by:

- explaining the nature of cultural tourism.
- describing the necessary mechanisms for managing tourism
- explaining how culture is preserved
- explaining why people travel
- discussing the local factors that influence rural tourism
- explaining cultural barriers and ethnic diversity.

COURSE OBJECTIVES

At the end of this course, you should be able to:

- discuss the nature of cultural tourism
- identify the necessary mechanisms for managing tourism
- describe how culture is preserved
- explain why people travel
- state the local factors that influence rural tourism
- identify cultural barriers and ethnic diversity.

COURSE MATERIALS

The major components of the course are as stated below.

1. Course guide
2. Study units
3. Assignment file
4. Recommended study materials and textbooks

STUDY UNITS

There are fifteen units in this course, which should be studied carefully. The units are as follows.

Module 1 The Evolution of Cultural Tourism

- | | |
|--------|---------------------------------------|
| Unit 1 | Cultural Tourism: an Overview |
| Unit 2 | Development of Domestic Tourism |
| Unit 3 | Rural Tourism |
| Unit 4 | Cultural Diversity and Tourism |
| Unit 5 | Nigeria Cultural Heritage and Tourism |
| Unit 6 | Museums, Culture and Tourism |
| Unit 7 | The Impact of Tourism on Culture |

Module 2 Leisure and Tourism

Unit 1	Leisure and Tourism
Unit 2	Leisure Conditions and Objective Aspects of the Individual
Unit 3	Ecotourism
Unit 4	Tourism Attractions in Africa (Nigeria and Kenya)

Module 3 Transportation Systems and Strategic Planning

Unit 1	Passenger Transportation
Unit 2	Air Travel
Unit 3	Vacation Ownership and Tourism
Unit 4	Strategic Planning in Tourism

Module 1 introduces you to the area of cultural tourism, its development and impact on the environment and culture. Module 2 deals with leisure, tourism, ecotourism and tourism attractions in Africa. Module 3 examines the various types of transportation, types of vacation and the strategy for planning the tourism industry. The course (TSM 403) comprises of 15 units and it is recommended that a three hour period should be allocated to each unit which contains introduction; objectives; main content; self-assessment exercises; conclusion; summary; tutor-marked assignment and references/further reading. When you follow the unit carefully, it will in no small way assist you in achieving the aims and objectives of the course.

Study Plan

The table below serves as a study plan that will guide you throughout the study of this course

Unit	Title of study units	Weeks/Activity	Assignments
	Course Guide	1	
Module 1: The Evolution of Cultural Tourism			
1.	Cultural Tourism – an overview	2	Assignment
2.	Development of Domestic Tourism	3	Assignment
3.	Rural Tourism	4	Assignment
4.	Cultural Diversity and Tourism	5	Assignment
5.	Nigeria’s Cultural Heritage and Tourism	6	Assignment
6.	Museums, Culture and Tourism	7	Assignment
7.	The Impact of Tourism on Culture	8	TMA 1 to be submitted

Module 2: Leisure as Tourism			
1.	Leisure and Tourism	9	Assignment
2.	Leisure Conditions and Objective Aspects of the Individual Situation	10	Assignment
3.	Ecotourism	11	Assignment
4.	Tourism Attractions in Africa (Nigeria and Kenya)	12	TMA's should be submitted

Module 3: Transportation Systems and Strategic Planning			
1.	Passenger Transportation	13	Assignment
2.	Air Travel	14	Assignment
3.	Vacation Ownership Tourism	15	Assignment
4.	Strategic Planning and the Tourism Industry	16	TMA's to be submitted
	Revision	17	
	Examination	18	
	Total	18	

Each study unit will take at least two hours and it includes the introduction, objectives, main content, self assessment exercises, conclusion, summary, tutor-marked assignment and references/further reading. Some of the self-assessment exercises will necessitate contacting some organisations. You are advised to do so in order to observe industrial relations in practice.

TUTOR-MARKED ASSIGNMENT

There are 15 study units in this course, each unit should be completed in a week and it is expected that it will take you two hours to cover the material. A time table has been designed for you indicating the required weeks to complete the course. The recommended textbooks and study materials in the references/further reading section of each unit are meant to give more information if you can find the materials.

There are self-assessment exercises as you go through each sub unit, and at the end of the unit there is the tutor-marked assignment which is meant to evaluate your understanding of the unit. Answer and submit as indicated on the time table.

MAIN CONTENT

Each unit contains self-assessment exercises ranging from between 2 to 3 depending on the subunits in each unit. These exercises are meant to help you assess your understanding of the material in each sub unit and the unit in general. At the end of each unit, there is a tutor-marked

section that contains questions which cover the material studied in the unit. These assignments should be submitted to the tutor for marking. These tutor-marked assignments will take up to 30 percent of the total score of the course.

FINAL WRITTEN EXAMINATION

At the end of this course, you will write the final examination. It will attract the remaining 70%. This makes a total final score to be 100%.

CONCLUSION

The course, Cultural Tourism (TSM 403) exposes you to the issues involved in cultural tourism and how to manage and sustain them. On the successful completion of the course, you would have been armed with the materials necessary for efficient and effective management of matters relating to cultural tourism.

REFERENCES/FURTHER READING

In addition to the main text, you will find the following references/further reading and internet websites useful for your studies. It is therefore advisable that you make the best use of them.

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MODULE 1 THE EVOLUTION OF CULTURAL TOURISM

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UNIT 1 CULTURAL TOURISM AN OVERVIEW

CONTENTS

1.0	Introduction
2.0	Objectives
3.0	Main Content
3.1	The Reasons Why People Travel
3.2	Tourist Products
3.3	Tourist Trends
3.3.1	Cultural Tourism as a Resource
4.0	Conclusion
5.0	Summary
6.0	Tutor-Marked Assignment
7.0	References/Further Reading

1.0 INTRODUCTION

Cultural tourism can be understood to be the type of tourism that is usually undertaken by visitors for the purpose of the demand for a variety of cultural activities and products that would normally not be available within and around their immediate environment. Cultural tourism takes the form of local, national, regional and international dimensions as the tourism-generating points. These are enhanced by a geographical motion, state of mind, and a behavioural pattern that revolve around the love, and search for cultural manifestations. These include people who are eager and are interested in enriching their information and knowledge about other places, other people's way of life, traditions and customs. Also, people who are interested in archaeology, history of past civilizations, historic buildings and ruins, battle fields, and shrines, and those who would like to visit museums of antiquities and modern art paintings and sculptures as well as to attend concerts and famous festivals.

The idea and sense of curiosity which are inherent in human beings and the urge to learn to know, which is rather a continuous process is motivated by travel to visit and see old cities and other historic landmarks. As learning is reinforced and enhanced by the will and interest to learn and not only merely by what people see, it becomes very necessary for the tourists or visitors that are particularly interested in culture to respond to what they see and identify themselves with the cultural messages that the various relics depict and offer.

By implication, this means that well-informed and educated people in many countries are the ones that form the majority of those who seek and increase their knowledge by undertaking travels and visits.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- define cultural tourism
- explain why people travel
- identify some tourist products in and outside Nigeria.

3.0 MAIN CONTENT

3.1 The Reasons Why People Travel

People travel for many reasons which include holidaying and congressional tourism. The major feature of holidaying tourism is the period of stay in a particular destination which is usually motivated by a factor. These include work pressure, the need to leave the normal environment of abode and the climate and the clamour for other sceneries, places and people of other places. The factors are reinforced by one or the aggregation of celebrating cultural festivals, entertainment, outdoor recreation and sports, relaxation or touring a new country or region. The holidaying tourism can be at the level of medium, luxurious and mass, depending on the type of package in terms of facilities, quality of services and the price at the end of the destination.

The holidaying tourists can be classified into two main groups: the “conservatives” and the “adventurists”. The former group consists of those tourists that usually go to the same country or destination whenever they want to travel. This group is not interested in changing its country and destination. In most cases the group constitutes married people with children who must have bought houses or apartments and would always want to use them during a particular period of the year. The latter group on the other hand is made up of people who would like to visit different countries and destinations whenever the need arises.

For obvious reasons, this group is better informed of places and facilities it experiences because of the different countries and destinations they visit at different times. In each of these groups however, age brackets, social structure, gender, occupation and income level are major determinants that influence the behavioural patterns of their travels and visits.

The other reason why people travel is due to congressional tourism which takes a great proportion of international tourism because of the annual increases in the international congresses and meetings that take place almost throughout the world. In fact, this is the kind of a tours-market segment that countries interested in the development and sustainability of their tourism industry should target, particularly because of the quantum of income these tourists are capable of generating. Factors that determine the geographical distribution of the international congresses include:

- i) sufficient congress facilities and organisation arrangements;
- ii) location of the main and/or subsidiary offices of the congress organising associations;
- iii) location of congress venue in relation to potential participants;
- iv) sufficient lodging facilities and tourist attractions of the congress venue;
- v) accessibility;
- vi) cost;
- vii) importance of the venue in relation to the congress area (Spencer and Thomas, 1998:47)

3.2 Tourist Products

Tourism products constitute the raw materials in a potential tourist destination that need to be developed in order to be considered as suitable tourist products. These raw materials can be categorised into two groups namely, the natural framework and the cultural-value-system. The natural framework consists of ecological context and climate, landscape and scenery and seascape, while the cultural-value-system includes cultural manifestations, historical and archeological relics, modern technological achievements, religious buildings such as those seen in Israel and Mecca etc., see also Anderson (2002:30). However, in order to turn these raw materials into tourist products and thus a tourist destination will require that certain plants and equipment need to be employed in order to actualise the project that can be considered and used for market-destination-relationship.

In their explanation, Seth and Bhat (2005:55), asserted that “as far as a tourist is concerned, the product covers the complete experience from

the time he leaves home to the time he returns to it". The tourist product can be regarded as the aggregation of the following factors:

- i) accessibility of the tourist destination;
- ii) facilities at the destination which include security, accommodation, catering, entertainment and recreation, and
- iii) attractions of the destination, that would include but not limited to its image, to the tourist's mind and delight.

3.3 Tourist Trends

Tourism trends can be classified into three categories, namely primary, secondary and opportunity. This classification, as pointed out by Seth and Bhat, (2005), is based on the fact that "tourism in its present form... makes millions of people move from their homes in search of holiday..."

Accordingly, the primary trend constitutes a large percentage of the tourist traffic, and as expected accounts for the main portion of the revenue realised at the destination(s). Factors such as affinity, proximity and security determine the continuous functioning of the primary tourist trend. Countries such as the United States of America, Italy, France and Spain being the world's top tourism earners have taken advantage of the primary tourist trend (Table 1). This they have successfully done by investing substantially on market intelligence, product and price policies, aggressive marketing functions and continuous product development through their Research and Development (R&D) programme with a view to meeting the desires and needs of the visitors.

Table 1.1: Percentage of Tourist Traffic 2000 - 2001

	Rank	International Tourism Receipts (US\$billion)	% Change		Market Share
			1999	2000*	
1.	United States	74.9	83.8	11.9	17.6
2	Spain	32.5	-	-	-
3	France	31.5	-	-	-
4	Italy	28.4	27.7	-2.5	5.8
5	United Kingdom	20.2	19.3	-4.7	4.0
6	Germany	16.7	-	-	-
7	China	14.1	16.2	15.1	3.4
8	Austria	12.5	11.5	-8.6	2.4
9	Canada	10.2	10.8	5.9	2.3
10	Greece	8.8	9.3	5.8	2.0
11	Mexico	7.2	8.0	10.8	1.7
12	Hong Kong	7.2	8.0	10.7	1.7 (China)
13	Thailand	6.7	7.5	12.5	1.6
	Australia	7.5	-	-	-
	Russian Fed.	7.5	-	-	-

Source: WTO *Data as collected in WTO database January 2000

The secondary tourism trend is the trend that over the years yielded good results to tourist destinations because of its continuous movement to many other destinations. The momentum of the secondary tourist trend has been sustained largely by the activities of tour operators and travel agents, whose role is extremely important to the growth of the tourist industry, both nationally and internationally, see for example, universal federation of Travel Agents Associations www.uftaa.com. The opportunity or “chance” tourist trend is rather completely different from both the primary and secondary tourist trends in the sense that it is far and remote from the tourist destinations. In other words, though it exists, but it is not very distinct to the level of being impacted on any particular destinations and their receipts. It is better described as a transient tourist market and effort to devote time and funds to researching in this particular type of tourist trend may not yield any fruitful result.

3.3.1 Cultural Tourism as a Resource

Cultural tourism is very significant for people and their environment particularly when it is celebrated in such a way and manner that would ensure the preservation and promotion of the uniqueness of its heritage. This is because this development gives, especially the host communities, the opportunity to improve upon their arts and cultural facilities that can attract tourists both locally and internationally. This assertion involves those who are always willing to spend so much money on such facilities to the advantage of the local communities as this boosts the latter's economy. Recent findings by the Organisation for Economic Cooperation and Development (OECD) have confirmed that cultural tourism has become very popular in the world today to the extent that cultural tourists are spending quite a substantial amount of money than the normal standard tourists. Such huge spending has resulted into country and regional economic development. Excellent examples of this are Kenya, Tanzania, Cote d'Ivoire in Africa and the state of Florida, United States of America. It is however important for ministries and/or agencies responsible for arts, culture and tourism to promote such a venture through strategic planning, training and retraining as well as providing funding to individuals and groups that would undertake research work on the economic and social impact of cultural tourism. Students are advised to visit and explore the following website: culturalheritagetourism.org.

SELF-ASSESSMENT EXERCISE 1

What is Cultural Tourism?

4.0 CONCLUSION

In this unit, you are introduced to cultural tourism which is undertaken when people are motivated to travel to various destinations to see and satisfy their desires and needs for a variety of cultural heritage of other people and countries. You are now conversant with the reasons why people travel. The reasons include holidaying, which is categorised into "conservatives" and "adventurists", and congressional tourism. Tourism products, which are raw materials in potential tourist destinations, are classified into natural framework and cultural-value-systems.

Again, tourist products are indeed closely related to motivations to travel. These motivations reveal the kinds of destinations and facilities that tourists are interested in visiting and patronising. Here, it is only reasonable to note that products and facilities should take shape and dimensions based on the tourists' tastes, motives and the scope of the attractions and facilities offered by the destinations. From the

perspective of the tourists, these products and facilities become personal experiences that indeed differ in desire, needs, space and time frame.

5.0 SUMMARY

In this unit, you are now aware of the fact that cultural tourism is one of the purposes why people travel. Accordingly, cultural tourism can be understood to be travels embarked upon by people when they are motivated to visit, see and desire the cultural heritage of their country and those of other countries. These include products and facilities such as ancient and historical monuments, modern and scientific technologies, art galleries and places of religious interests.

6.0 TUTOR-MARKED ASSIGNMENT

1. What do you understand by cultural tourism?
2. Explore the following website:
 - a) Universal Federation of Travel
 - b) Agents Associations www.uftaa.com, and summarise under suitable sub-headings the information provided.

7.0 REFERENCES/FURTHER READING

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UNIT 2 DEVELOPMENT OF DOMESTIC TOURISM

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Historical Development of Tourism – Product Oriented
 - 3.2 Modern Tourism Marketing – Visitor Oriented
 - 3.3 Tourism Marketing – Destination Oriented
- 4.0 Conclusion
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- 6.0 Tutor-Marked Assignment
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1.0 INTRODUCTION

Man has been traveling for centuries. He has been traveling in search of food since prehistoric times, and more recently for business reasons. In fact, the holidays or recreation tours date far back in history. For instance, carvings in the tombs of the Pharaohs of ancient Egypt attracted the attention of kings to the extent that they organised and held royal parties as they took tours for pleasures to fish and hunt in River Nile and on the desert, respectively. Wealthy Romans left their city homes during the summer when it was usually hot to spend their holidays at sea sides on the Bay of Naples. Also, ancient Rome was always crowded with visitors who had made pleasure tours to the ancient city to watch athletic contests and other games of interest (Wahab et al 1993:10). In Nigeria, many people have taken and are still taking pleasure tours to places such as the Wase Rock, Kura Falls and the ancient Jos Museum in Plateau State, Argungun Fishing Festival in Kebbi State, the Obudu Cattle Ranch and Tinapa Shopping Complex in Cross River State, and the ancient city of Benin in Edo State for their historic sculpture. Also, people travel to view Yoruba arts and cultural festivals, like the Osun festival in Oshogbo. Many tourists travel to Igbo land for the annual cultural yam festivals, and also to Yankari Game Reserve in Bauchi State, to mention a few examples.

To facilitate and sustain early travels, inns and supplies of food and services were developed subsequently. Man developed and grasped the idea of making profits by attracting investors to his inns, holidays resorts and destinations through which tourism and its marketing were established. The way and manner through which tourism was developed in the past differ from the approach of modern tourism, especially of the past two or three decades. However, some aspects of the marketing of

tourism of the previous years are still useful and applicable to many travel destinations and facilities today.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- outline the historic development of tourism industry
- define the concepts that are vital to the approach of the tourism industry
- identify the factors that have been responsible for the expansion of the tourism industry.

3.0 MAIN CONTENT

3.1 Historical Development of Tourism – Product Oriented

The historical development of domestic tourism in particular and tourism in general was that of concerted efforts to demonstrate and convince potential visitors as clients that the goods and services of a particular destination were those that the potential visitors want.

The product, which is the combination of attractions of the destination, becomes critically significant in a promotion. If, for instance the destination is the famous Wase Rock in Plateau State that possesses special features and accommodates a variety of exotic species of animals, efforts should be made to convince the potential visitors that have interest in such features. The goal of promoting the destination would be to convince the visitors that they will have a good product for their money. However, if the destination is a sea shore area such as the bar beach in Lagos, the same approach should be employed in an effort to convince the potential visitors (though they may be afraid of the ocean) that this is the actual place that would offer them an assurance of a delightful and memorable holiday.

Today, the practice of basing a marketing programme mainly on the product as the assets and resources of the destination is now the vogue. This is seen and noticed in advertisements and the brochures which are based on the product, the assets and resources of the destination with little or less attention and emphasis being given to the needs and desires of those they seek to attract as visitors and customers (Ventozel:89). The continued use of the product-oriented marketing approach, had recorded quite a substantial number of visitors (Lumberge & Lumbeng, 1995:3-8). This growth is mainly due to the expansion of the travel markets, particularly the group travel, which had recorded more people with more

time and more money that could be earmarked for travel, pleasure and business.

3.2 Modern Tourism Marketing – Visitor Oriented

In recent times, more attention has been turned away from the hitherto product oriented to visitor oriented tourism. This has led to the development of new concepts such as visitor motivation and visitor satisfaction. This change became necessary when the first tourism development marketer asked the question: ‘What do those potential visitors want or desire?’ Instead of what do we now have that we can sell?’ Indeed, such a change did not occur immediately as many destinations and resorts still held on to the historic and traditional product-oriented approach to the promotion of the travel industry. However, at a later stage, many factors led to the changes because tourism marketers noticed that marketers of other products were directing their marketing efforts to the needs and desires of their potential customers. With the expansion in the number of people traveling domestically and to some extent internationally, a number of destinations and changes in products equally grow to accommodate visitors and their needs and desires. Another major change that took place to sustain the visitor oriented approach was the planning of domestic tours in several ways: (1) by a professional based on mass production, (2) by an amateur, or (3) by a professional on a custom basis. These new innovations led to: (a) the development of a destination that would be in line with the tourist’s needs and desires, and (b) the selection of some sub-markets that would need those similar destination(s). Such changes from product oriented to visitor oriented tourism increased the number of visitors and travels to the extent that mere product tourism marketing could not sustain. This led to a further change in the development of domestic tourism; see also Wahab et al. (1980).

3.3 Tourism Marketing – Destination Oriented

The approach of the modern visitor oriented marketing has led to the increase in both domestic and international travels. Such an increase has been attributed to the availability of information on the characteristics and motivations; the effectiveness in the tourism work is the effectiveness of the tourism marketing as well as the services of the *volunteer visitor information person*.



Figure 2.1: Volunteer Visitor Information Person, Manitoba's VIP Program welcomes

Source: Adapted from Lumberg & Lumbeng

Yet other factors that have continued to be responsible for the expansion of tourism include:

- i. increase in population.
- ii. increase in real per capital income.
- iii. increase in educational attainment.
- iv. increase in life expectancy.
- v. improvement in transportation technology and system.
- vi. increase in the leisure available to millions of people.
- vii. increase of people with previous travel experiences. See United Nations Development Programme- Human Development Report, (2006: 46).

Also, while considering the impacts of change on the overall economy of a country, factors such as economic, environment, government and social are excellent examples to be considered. For instance, the economic factor leads to increase in profits and employment opportunities within both the tourism industry and the other sectors supplying the tourism industry. The environmental factor accounts for improvements and enhancements in the environmental quality, thus attracting and satisfying the needs and desires of the tourists. With regards to government, this leads to increase in licence, taxes and other government revenues. In terms of social, this increases the opportunity for the exchange of ideas among a variety of people with diverse cultures, and areas that could lead to improvements in understanding, appreciation and good will (UNDP: Human Development Report, 2004:1). These examples are in no way exhaustive.

SELF-ASSESSMENT EXERCISE 2

Why is Tourism Industry important?

4.0 CONCLUSION

In this unit, you are acquainted with the historical development of tourism which started locally and showed that man had been traveling for quite long for many reasons that have included business, search for food and the desire for recreation. To make the tourist industry functional, inns and adequate supplies of food items and other resources were developed. However, when man grasped the idea of profit, he quickly improved on his inn and tourists' destinations through which the concept of tourism marketing was established. Over the years, the tourism marketing approach went through three stages – product oriented, visitor oriented and destination oriented with the ultimate objective of tourism to achieve benefits for the destination and the people. Also, a number of factors influence the trends in travels, particularly to destinations blessed with assets and resources such as beautiful natural sceneries, delightful climate like that of Jos Plateau, great works of arts and human inventions, and other great resources, which include a variety of cultures that people can appreciate and share from all over the regions of the world.

5.0 SUMMARY

You are now conversant with the history of how domestic tourism started many centuries ago when man started touring, beginning with his immediate environment to admiring local carvings and undertaking fishing and hunting expeditions in far away rivers and deserts, respectively. Today globally, with the development of tourism, people have and are still traveling for pleasure and holidays. Such travels have resulted to changes that influenced the economy, environment, government and the entire society.

6.0 TUTOR–MARKED ASSIGNMENT

1. Trace the historical development of the tourism industry from the domestic to the international level.
2. What are the major factors that have influenced the evolution of the tourist industry?
3. What is the future of the tourism industry?

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UNIT 3 RURAL TOURISM

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 The Carrying Capacity
 - 3.2 Local Factors
 - 3.3 The Socio-cultural Impact of Tourism
 - 3.3.1 The Socio Economic Basis of Tourism Development
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

The worldwide growth of rural tourism has generated a considerable interest in researches that focus on the impact of tourism on the rural and sometimes remote environments on different scales and with varying emphasis, often dependent upon the disciplinary bias of the researchers. It is increasingly being acknowledged that multidisciplinary research skills are needed to understand the operation, organisation, impact and management of tourism in different rural destinations. This unit aims to develop a greater understanding of how rural tourism enterprises operate and the factors that influence the different stages of its development. This unit also explores the nature, development and management of rural tourism. Any remote tourist attraction that has a unique culture draws the attention of people that love adventure and people who like to satisfy their curiosities.

Most remote areas are not very well known, until a few tourists discover the area. When the area starts becoming popular, some of the local entrepreneurs provide facilities to cater for visitors. There are various terms used to describe tourism activities of the areas. Some of the terms are agric-tourism, farm tourism, soft tourism, alternative tourism and many others. Health wise, rural tourism offers tourists good air that is not polluted by the industries and cars found in urban areas and also less noise pollution. In place of traditional holidays, ethical advocates propose a range of alternatives-ecotourism, community tourism, cultural tourism and green tourism to name a few all of which prescribe a big dose of nature, resorts frivolities and fun.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- define the term carrying capacity
- describe the local factors that influence rural tourism
- explain the importance of rural tourism.

3.0 The Carrying Capacity

Carrying capacity is the level of tourists' presence which creates impacts on the rural community, environment and the economy that are acceptable to both the tourists and hosts, which is sustainable over a period of time. As tourism activities can have impacts on the social, cultural, environmental and economic character of a destination, coupled with the belief that these impacts can grow in magnitude as the volume of tourist arrivals increases, it is believed that there may be some threshold level of visitors' presence beyond which the impact becomes intolerable. When this happens, these threshold limits are referred to as "saturation limits" and not the same as "carrying capacity", because the carrying capacity has some notion of sustainability. Tourists' presence is used for carrying capacity rather than the number of tourists that are used for "saturation limits". This is because it is necessary to adjust the absolute number of visitors to take account of a number of factors. These factors include: the length of stay, the characteristics of the tourists/hosts, the geographical concentration of visitors and the degree of seasonality. See Atherton, (1991:151-159).

It is important to measure tourism presence in some unambiguous manner. This could be done in terms of tourism "units", where the number of visitor arrivals is weighted according to the above factors in order to provide a standardised unit. It is important to note that there are difficulties in incorporating day visitors with those visitors who stay overnight. The former are likely to have a different impact per hour of stay than the ones that stay overnight. Furthermore, tourism is associated with impacts on society, culture, environment, and the economy, therefore, the carrying capacity is likely to occur in one of these areas first but not in all of them at once. A destination may realise that tourism activities bring pressure to the local ecosystem before creating any serious threats to the social structure, culture or economy. That is to say that the carrying capacity for a particular destination is determined by environmental considerations and that the other factors may be running below the capacity level. The determination of carrying capacity can be shown as a function of a variety of factors that follow planning and regulation to generate an impact on the tourism destination. Figure 2

below shows a schematic framework for the determination of the carrying capacity.

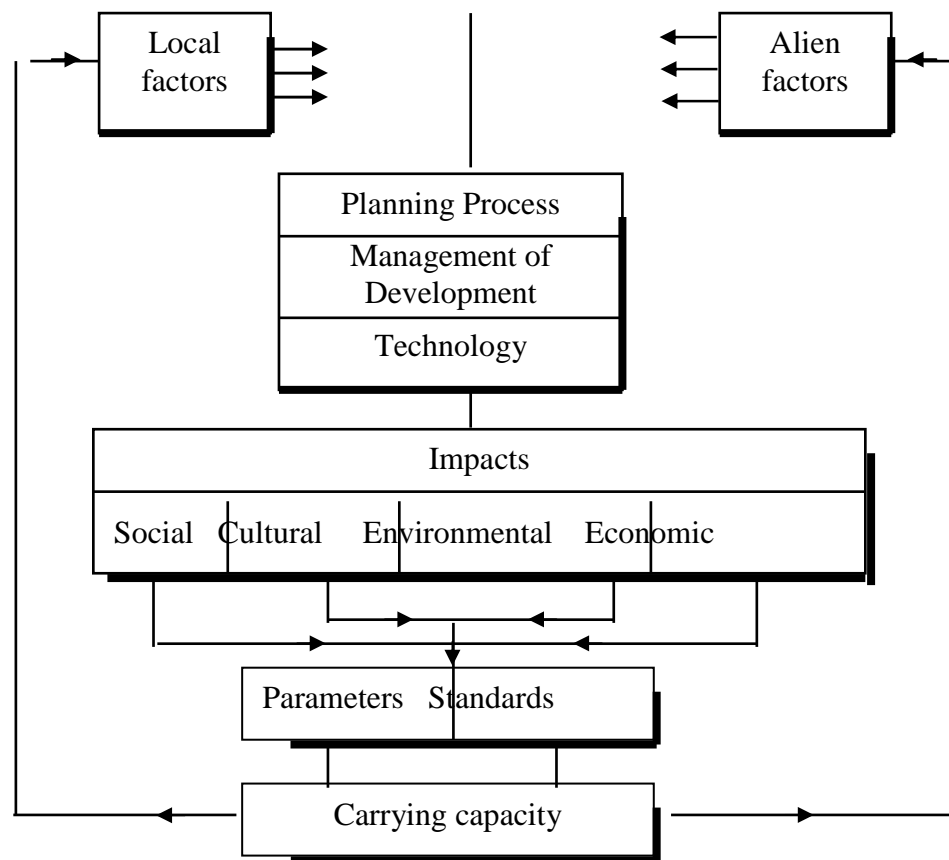


Figure 3.1: Carrying Capacity
Source: adapted from Atherton T.C. (1991)

3.2 Local Factors

Local factors influence the choice of tourism destinations. Local factors include: social structure, culture, environment, economic structure, political structure and resources. In this segment, we are going to explain and elaborate on these local factors. The social structure of a country or any community determines the level of tolerance for the presence of tourists. Culture is another influencing factor as cultural characteristics of a destination play an important role in determining impact. The more unusual the cultural background, the more attractive the destination may become (Murphy,1995). The result can bring about the commercialisation of cultural features and traditions, such as dances, costumes and the destination's arts and crafts. The environment is another factor; it can be changed by the presence of tourists. The environment can be natural or man-made. Environmental change is inevitable. The economic structure will determine the benefits and cost associated with tourism activity. The more developed and industrialised

the economy is the more robust the tourists' presence will be. It will be such economies that are able to secure the maximum benefits from tourism while carrying minimum costs (Jafari 1997:10).

The political structure sometimes reflects the ideals and beliefs of the host community and can also actively encourage tourism development or hinder it. The available resources, i.e. labour, capital and land, have a major influence on the acceptability or desirability of tourism development and on the form that development takes. When local resources are scarce, competition for them will be high and the opportunity cost of using these resources for tourism will also be high. On the positive side, tourism development may result in improved infrastructure, which will be available to hosts as well as tourists and thereby enhance the quality of life for the local residents.

3.3 The Socio-cultural Impact of Tourism

There are a variety of ways in which we can look at tourism and socioeconomic development. The development of the tourist product is inextricably linked to the contribution that tourism development can make to the general economic development of any tourist destination. The development of tourism products to some extent determine the type of tourism activity, which will in turn be partly determined by the socioeconomic characteristics of the tourists. Similarly, the economic and sociological impact of tourism on the host population will partly be determined by the type of tourism product. The product brought about by the interaction of hosts and tourists is a well-documented phenomenon, and the findings of Smith (1999) in her book on the anthropology of tourism have rapidly gained acceptance in the academic world. As already stated, any form of economic development will carry with it impacts for the social structure and cultural aspects of the population. Even domestic tourism, where hosts and tourists are generally from the same socio-cultural background, results in social and cultural change as a result of this hosts/tourists contact (Smith 1999: 107).

A typical development scenario of considering the tourism product as it grows from infancy to maturity follows this sequence. A few tourists "discover" an area or destination. In response to this discovery, local entrepreneurs provide new facilities or special facilities to accommodate the growing number of visitors and, more importantly to attract more of the visitors. Gradually, the public sector begins to provide new or improved infrastructure to cater for the inflow of the visitors. Finally, institutionalised or mass tourism is developed, which is commonly resort-based and sold as a package. It is based upon large volume

production in order to exploit economies of scale in marketing, accommodation and transportation.

3.3.1 The Socio Economic Basis of Tourism Development

There are factors that influence the attitude of people towards tourism at both domestic and international levels. These include the following.

- i. Age: it is unlikely that most elderly people will decide to take up a trekking mountaineering vacation, or choose a resort because of its nightclubs.
- ii. Education: there is a tendency to associate the more adventurous and independent vacations with the more educated portion of the population.
- iii. Income levels: income levels have an obvious influence on the decision of people to travel, the locations to which they travel to and often the mode of transport.
- iv. Socio-economic background: the previous experiences of people will play an important role in determining the type of holiday they will go for in future time periods. For instance, children from the higher socio-economic groups, who are accustomed to frequent trips abroad, are likely to continue this pattern throughout childhood.

In addition to socio economic characteristics of the tourists, the tourism development process, together with its implications, should be examined. This approach encompasses the psychological basis for tourism development, the sociological basis for tourism development and the socioeconomic basis for tourism development.

In general, there is a direct socio cultural impact which results from the contact between hosts and tourists. De Kadt (197a:19), suggests that there are three broad categories of such contact as follows.

- i. When the tourists buy goods and services from hosts;
- ii. When the hosts and tourists share a facility (beach, transport, restaurant, etc).
- iii. When tourists and hosts meet for cultural exchange.

The first two of these types of contacts are associated with the majority of the negative aspects of social contacts, whereas the last type of contact is primarily positive in nature. By comparing these areas of contacts with Smiths (1999:26) typological of tourists, it is evident that the explorer/adventurer tourist is most likely to take part in the latter positive type of interaction and the mass tourist with the former type of contact.

SELF-ASSESSMENT EXERCISE 3

List some of the factors that have impact on rural tourism as a tourist destination.

4.0 CONCLUSION

In this unit, you are aware of the fact that rural tourism is fast growing, because people who love adventures are moving to these remote areas to be able to feel the natural environment. In addition, rural tourism is an avenue for learning, thus, educationists, historians and anthropologists are participating in a lot of rural tourism. The level of tourists' presence creates impacts on the rural community. Local factors influence the choice of tourism destinations. These factors are social structure, culture, environment, economic structure, political structure and resources. Cultural characteristics of a destination play an important role in determining impact.

5.0 SUMMARY

In this unit, you have learnt that tourism development usually results in improved infrastructure that will be available to hosts as well as tourists. These developments enhance the quality of life for the local residents. Labour, capital and land are resources that have a major influence on the acceptability and desirability of tourism development. The social structure of a country or any community determines the level of tolerance for the presence of tourists. The more unusual the cultural background, the more the destination becomes appealing to tourists.

6.0 TUTOR-MARKED ASSIGNMENT

1. Explain the term carrying capacity
2. What are the local factors that determine rural tourism?
3. Briefly discuss the socio-cultural impact of tourism

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UNIT 4 CULTURAL DIVERSITY AND TOURISM

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Cultural Barriers
 - 3.2 Ethnic Diversity
 - 3.3 Global Culture
 - 3.3.1 Cultures of other Ethnic Groups in Nigeria
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

Culture is a learned behaviour. People learn unique sets of beliefs, values, attitudes, habits, customs, traditions and other forms of behaviour of the society they live in. Apart from cultures like African, Latino, European and American, there are cultural variations and dimensions like African-American, Asian-America, Hispanic-American, European-American and French-Canadian. African and Nigerian examples are African Arabs of North Africa and the Shuwa Arabs in Borno and Northern Cameroun. These cultural variations are a blend of cultures. Culture has an influence on the behaviour of the people and because different cultures bring about different behaviour in people, it is important to be aware and respect the culture of others to avoid misunderstanding. In the hospitality and tourism industry, cultural barriers exist. Therefore, it is important to understand ethnic diversity issues of minorities, and how to train ethnic groups to understand the various cultural aspects in our hospitality and tourism industry.

Multicultural management recognises cultural differences among employees in the hospitality and tourism industry, as members of distinct ethnic groups. Multicultural management is managing the organisation that allows differences in values like gender, economic level, age and ethnic groups in the hospitality and tourism industry. It has become necessary for managers and employees to have a cross cultural awareness and an understanding of ethnic identity. Employers are responsible for creating and maintaining a working environment that is pleasant, and for avoiding hostile, offensive, intimidating or discriminatory conducts or statements. This includes respect for everybody's culture.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- define culture and list the types of cultural context
- explain the term ‘ethnic and cultural diversity’
- describe different trends in marketing, human resources and culture.

3.0 MAIN CONTENT

3.1 Cultural Barriers

Culture is manifested in several ways, which include mode of dressing, language, food, gestures, and manners. Rodolfo (2004:6) has recognised the importance of these attributes. A lot of individuals usually have difficulties in dealing with other customs and languages. Other components of culture barriers are values, assumptions and perceptions, which are harder to comprehend than customs and languages. There are two contexts to culture. There is the low-context culture and the high-context culture. A low-context culture has the bulk of its information, intentions and meanings in simple words and sentences. The high-context culture has a context of great importance and what is behind the words is as important as the words themselves. Therefore, a person from a low-context culture will naturally find it very hard to adjust and operate in a high-context cultural society.

Most of the countries in the Western hemisphere have a low-context culture, examples include North America and Northern Europe. Information and intentions are expressed in words and sentences in a very clear and understanding manner. Countries like Japan and other countries in Asia have a high-context culture. In Japan for example, not only what is said counts, but how it is said, who said it and when it was said. Also of significance is what was not said. Gestures, pauses, silences and even the tone convey meanings. In the high context culture, reading between the lines and interpreting the meaning behind the words are of utmost importance. Language can be another barrier to cultural understanding. Sometimes when people use the same language, there can be misunderstandings and misinterpretations. Even when the same words and symbols are being used, the same words can still convey different meanings to different individuals that come from different cultural backgrounds. See also Seyla, (2002:5).

3.2 Ethnic Diversity

Ethnic diversity, as asserted by Patterson and Susser, (2001:11) is a way of accepting all people regardless of their manners, appearances, customs and languages or beliefs. The study and appreciation of cultural diversity provide any organisation in the hospitality and tourism industry, a conducive workplace as it enriches the workplace and also enriches the human and customers' relationship. The world of ethnic diversity is growing at an alarming rate. Some of the factors responsible for the growth in ethnic diversity are the technological advancement in the hospitality and tourism industry. Migration is rampant because of easier modes of transportations. People travel to other places to gain employment. The hospitality and tourism industry, as the largest employer of labour in the world, employs most of these migrants. All over the world, the hospitality and tourism industry employs Hispanics, African-Americans, Asian-Americans, Africans, Asians, and Europeans, among many others that relocate at will to any part of the world they choose. These people from diverse cultures make the backbone of the hospitality and tourism industry. It is projected that between one quarter to one-third of all workplaces in a given region, will constitute of racial or ethnic minority groups in the nearest future. (World Commission on Culture and Development (1993:16).

Today's managers and employers are welcoming the ethnic diversity they encounter. This is bringing about a personal desire to learn more about cultures and environments different from their own. The employers, who do not see cultural pluralism as an addition or extension of the practice of the globe as a society, must realise that they are not prepared to function effectively as hospitality and tourism managers in pluralistic environment. To be able to interact with people from different cultures, it is vital to understand their values, norms and priorities. Culture has profound impact on the attitudes, priorities and behaviours of individuals and groups. Hospitality and tourism managers have a responsibility therefore, to develop and recognise the realities facing the hospitality industry. Ethnic and cultural diversity formed a large part of that reality (World Tourism Organisation (WTO) www.worldtourism.org).

3.3 Global Culture

Along with the great cultural diversity of the earth's people, there has been a new development called a global culture. The term refers to the spread of common elements of cultures to different areas of the world. As rightly pointed out by Jagdish in his article, "Borders Beyond Control" the world is a shrinking one. This means that globalisation has made the world smaller and technology has made all corners of the

world more accessible. The growing speed of communications is an important part of this process. People in one part of the world can watch television and satellite programmes of events happening in another part of the world thousands of miles away. The mobile phone technology has even brought the world closer and communication to friends, loved ones and business associates is just a few clicks away. The interdependence of countries in the world in terms of trade has been another reason for the rise in global culture. This development was well expressed by Harrison and Hunting (2000:13). Furthermore, food, clothing, technology and goods of all types are traded among the entire people of the world.

Migration has been one of the most unifying factors of global culture. Large scale migrations have taken place many times in human history. In the 1900s, migrations have resulted in the mixing of people of one culture with people from another cultural background. Technological advances in the travel industry have impacted greatly on cultural diffusion. Travel has increased in speed and efficiency and people now travel from one end of the world to another in a matter of hours. As a result of migration, most countries in the world have people of more than one culture. An example can be found in the United States of America. America has received cultural influences from Western Europe, Asia and Africa. This has resulted to variations in culture. These variations are African-America, Asian-American, Hispanic-American and French-Canadian. These cultural variations are a blend of cultures. Another typical example can be found in the South African society, where there is a mixture of Britons, Portuguese and Indians. There have also been inter-marriages among these different nationalities that have helped in breaking down the barriers of culture.

3.3.1 Cultures of other Ethnic Groups in Nigeria

As we have read earlier in this unit, there are more than 250 languages that are spoken in Nigeria, with English considered to be the official language. The major languages, i.e. Hausa, Igbo and Yoruba, were also discussed in the early part of the main content. It will be logical to try and discuss some of the other tribes, ethnic groups, their heritage and locations. Although in the northern part of the country, the Hausa language is dominant, there are also other smaller tribes like the Kanuri and the Bora people in Maiduguri, Borno State; the Zuru people in Kebbi State and the Billiri ethnic group in Gombe State. The Middle belt, also known politically as the North Central Region, boasts of the most diverse ethnicity in the whole of Nigeria. It has almost 65 percent of the tribes in Nigeria. In Plateau State for example, Bassa Local Government Area has one of the highest diversity in its ethnic groups. These include Buji, Jere, Lemoro, Amo, Iriquo and Rukuba to mention

just a few. Other tribes in the state are Mushere, Ngas, Pyem, Chip, Goemai, Qua'an Pan, Mwangavul and Berom. Also in the Middle Belt, we have the Bachama and Michika from Adamawa State, the Egon, Mada, Wamba and also Baribari people of Nasarawa State. We also have the Nupe and Gwari people of Niger State, which is also in the Middle Belt Region. Benue State also has the Tiv and Idoma, while the Jukun people are in Taraba State. The south west of Nigeria is mostly comprised of the Yoruba people, although the location of their towns makes the dialect to differ a little. An invasion, started by the Jihad movement on the Yoruba people which ended up around Kwara State is the reason why the Yoruba language has a little variation called dialects.

Starting from the northern part of the Yoruba Kingdom i.e. from Ilorin, down to its southern part i.e. Oyo, Ogun, Osun and to Lagos, the unique thing about the different level of variation is the dialect. They however understand one another. In other words, the dialect variation is not a language barrier. In the southeastern part of Nigeria, the Igbo people are the most dominant ethnic group, but like the Yorubas, their language also has a little dialectal variation depending on the location. The Igbo kingdom has its northern boundary from Benue State, down to Enugu, Anambra, Imo, Ebonyi and so on. Just like the Yoruba people, the variation in their language is not a language barrier as they understand one another. Another very interesting region in Nigeria is the south-south region. Its peculiarity is almost like that of the middle belt region. It is located between the south west and south east and it is also a bit diverse. Some states in the region like Edo and Delta are having the Warri, the Itsekiri and Urobo people. The Calabar people comprising the Efik and the Ibibio mostly are from Cross River. The Ijaw people are from Bayelsa State. The most important feature of these regional ethnic groups is the uniqueness found in their various but respective cultural heritage.

SELF-ASSESSMENT EXERCISE

Why is cultural diversity important in tourism?

4.0 CONCLUSION

In this unit, you are familiar with culture as a learned behaviour. Anybody living in a particular society learns from its culture, its unique set of beliefs, values, attitudes, habits, customs and traditions. Culture influences the way people behave. There are differences among the various cultures and it is best to be aware and respect the culture of others, otherwise misunderstanding is bound to happen. Multicultural management recognises cultural differences among employees which are attributable to membership in distinct ethnic groups. Cultural

barriers exist in the hospitality and tourism industry. That is why it is important to understand diverse ethnic issues. Language can be another cultural barrier. Sometimes, people using the same language can have misunderstandings or misinterpretations among themselves because of cultural differences.

5.0 SUMMARY

In this unit, you are conversant with the fact that culture is a behaviour learned by living and growing up in a society as the societal beliefs, values, attitudes, habit and customs are all learned. Differences in culture can bring about misunderstandings due to lack of respect for other people's culture. Cultural barriers include factors such as style of dressing, language, food, gestures and manners. Ethnic diversity on the other hand refers to accepting all people regardless of appearances or mannerisms. Cultural diversity enriches any organisation especially the hotel and tourism industry, which is the highest employer of labour in the world.

6.0 TUTOR-MARKED ASSIGNMENT

1. Define culture and explain its impact on the hospitality and tourism industry today
2. What do you understand by cultural barriers?
3. Define the term multicultural management.

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UNIT 5 NIGERIA CULTURAL HERITAGE

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Cultural Diversity
- 4.0 Conclusion
- 5.0 Summary
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1.0 INTRODUCTION

Cultural heritage formed our individual, local and national identities. It shapes relationships with our neighbours and with other communities around the world. It is believed that respect for, and celebration of our diverse cultural heritage promotes human understanding and economic development in an increasing interdependent world. Organisations and projects that preserve or rediscover important cultural works and major historic sites should be supported in order to provide ongoing access and enjoyment for current and future audiences. These programmes include a broad range of arts and culture; from historic land marks and public spaces to dance, theatre music, film and visual arts. These works represent a range of diverse cultures. The criterion for supporting such programmes is the ability of these programmes to embrace preservation and enable ongoing public access and exposure through one or more of the followings: (i) ensuring public engagement with a restored work of art or historic site; (ii) producing or presenting a new interpretation of a work that is in danger of being lost; and (iii) preserving significant cultural traditions.

Nigerian culture is as multi-ethnic as the people in Nigeria. The people of Nigeria still cherish their traditional languages, music, dance, and literature. Nigeria comprises of three large ethnic groups, which are Yoruba, Hausa–Fulani and Igbo. However, there are other ethnic groups as well. Thus, culture in Nigeria is positively multi-ethnic. The culture of Nigeria gives a lot of value to different types of arts, which primarily include ivory carving, grass weaving, wood carving, leather works, calabash carving, pottery, painting, cloth weaving, glass and metal works.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- describe the diverse cultures of Nigeria
- enumerate the cultural heritages of the three major ethnic groups
- explain the importance of culture in retaining the national unity of Nigeria.

3.0 MAIN CONTENT

3.1 Cultural Diversity

There are more than 250 languages spoken in Nigeria, while English is considered to be the official language. However, it is notable that not more than about 50 percent of the population is able to speak in English. Every ethnic group has got its own language, which it prefers using, as the standard mode of communication among its members. The Nigerian cultures include varieties or types of clothing as there are different groups of people living in the country. What is common in their dressing styles is the conservativeness. Nigerian culture gives a lot of importance in treating guests with utmost care and warmth. The hospitality of the people represents this tradition which is why people are not supposed to say thank you, when they are offered food. Among the sports, Nigerians enjoy soccer the most. Polo, cricket, swimming and wrestling are popular among the affluent classes. Nigerian culture is as old as 200 years and what makes it stand out is its diversity. Despite Nigeria's turbulent history of military dictatorships and bloody coups, culture has retained its importance. The right to culture is anchored in the constitution and plays an important part in retaining the national unity in the most densely populated country in Africa.

Nigeria has a rich cultural heritage of some 250 different ethnic groups. The cultural heritage has received a lot of attention from the Ministry of Culture and Tourism, which revealed its new master plan for that purpose early in March, 2005. Under the supervision of the National Commission for Museums and Monuments, Nigeria enforces a strict regimen of rules to prevent the theft of arts and artifacts. The ministry's policy is implemented by the National Council for Arts and Culture (NCAC). In addition, each of the 36 states in Nigeria has its own arts council for the development of the local cultural sector. The Nigerian cultural policy is currently under revision. Government wants to place more emphasis on cultural cooperation with the business and local communities. These local communities have virtually no contact with the arts circuits in the cities and make little use of modern technologies (Forero, 2003:19).

The Cultural Heritage of the Hausa/Fulani

The Hausa/Fulani, numbering more than 30 million, are the largest ethnic group in West Africa. They are widely distributed geographically and have intermingled with many different people. Islam was introduced in the area by the fourteenth century. The Hausa people are concentrated mainly in north western Nigeria and in adjoining southern Niger. The area is surrounded by farming communities. Some of the cities of this region are Kano, Sokoto, Zaria and Katsina. They also happen to be among the greatest commercial centers in sub-Saharan Africa (Africa South of the Sahara desert). Hausa People are also found living in other countries of West Africa such as Cameroon, Togo, Chad, Benin, Burkina Faso and Ghana. Hausa is the most widely spoken language in West Africa. It is spoken by an estimated 22 million people. Another 17 million people speak Hausa as a second language. According to tradition, Bayajidda, the mythical ancestor of the Hausa, migrated from Baghdad in the ninth or tenth century AD. After stopping at the Kingdom of Borno, he fled to the West and helped the king of Daura slay a dangerous snake. As a reward, he was given the Queen of Daura in marriage. Bayajidda's son, Bawo, founded the city of Biram. He had six sons who became rulers of other Hausa city states. Collectively, these are known as Hausa Bakwai (seven Hausa).

Most Hausas are devout Muslims who believe in Allah and in Muhammad as their prophet. They pray five times a day, fast during the month of Ramadan, give alms to the poor and aspire to make the pilgrimage (hajj) to the holy land in Mecca. Traditionally, about a week after a child is born, he or she is given a name. Boys are usually circumcised at around the age of seven. In their mid-to-late teens, young men and women may become engaged. Celebrations begin among the bride, her family and friends as he or she is prepared for marriage. Male representatives of the families of the bride and the groom sign the marriage contract. Following a death, Islamic burial principles are always followed. The deceased is washed, wrapped in a shroud, and buried facing eastward to the land of Mecca. In rural villages, Hausa people usually live in large households (gidaje) that include a man, his wife, his sons and their wives and children. Based on Islamic custom, most married Hausa women live in seclusion. They only go out for ceremonies or seek medical treatment. Women wear veils and are often escorted by children when they leave their homes. Hausa men are recognisable by their elaborate dress and dressing mode. Many wear large flowing gowns (baban riga) with elaborate embroidery around the neck. They also wear colourful embodied caps (huluna). The Hausa man, according to Islamic law, can marry up to four wives (Avram, Mason & Torre, 2000:10).

The Hausa people are well known for their craftsmanship. They are leather tanners and leather workers, weavers, carvers, sculptors, ironworkers and blacksmiths. In their cultural heritage, music and arts are important in everyday life. From a young age, Hausa children participate in dances which are held in public places, such as market squares. Work songs often accompany activities in the rural areas. Praise singers sing about community histories, leaders and other prominent individuals. There are cultural activities in the north that has attracted and brought tourists to the area such as the annual Argungun fishing festival and others.

Cultural Heritage of the Igbos

There are two major ethnic groups in southern Nigeria. We have the Igbo and the Yoruba ethnic groups. The Igbo people are the second largest group of people living in southern Nigeria. They are socially and culturally diverse, consisting of many subgroups. Although they live in scattered groups of villages, they all speak one language. Igbo land is located in south eastern Nigeria with a total land area of about 15,800 square miles or about 41,000 square kilometers. The Igbo area (south east) has the low lying delta and river bank areas that are heavily inundated during the rainy season and are very fertile. The central belt is a rather high plain. The Udi highlands are the only coal-mining areas in West Africa. The Igbo people have no common traditional story of their origins. Historians have proposed two major theories of Igbo origins. One claims the existence of a core area or “nuclear Igbo land”. The other claims that the Igbo descendants came from waves of immigrants from the north and the west who arrived in the fourteenth and fifteen centuries. Three of these are the Nri, Nzam and Anam. The Igbo people have a system of beliefs that explain how everything in the world came into being. They explain what functions the heavenly and earthly bodies have and offer guidance on how to behave towards the gods, spirits, and the ancestors. Rites of passage include circumcision which takes place after eight days of the birth of a boy. The name giving ceremony is a formal occasion celebrated by feasting and drinking. The process of marrying an Igbo woman is a long, elaborative one. It takes several years. The process falls into four stages- asking the woman’s consent, negotiating through a middle man, testing the bride’s character and paying the bride price or dowry. Death in old age is accepted as a blessing. After death, the body is clothed in the person’s finest garments. The corpse is placed on a stool in a sitting position. Old friends and relatives visit and pay their last respects(Arinze, 2000:10)

The cultural heritage of Yoruba

The largest ethnic group living in the south western part of Nigeria is the Yoruba people. The Yoruba speaking people, though farmers, often live

in large pre-industrial cities. Each Yoruba sub-group is ruled by an influential paramount chief, or Oba who is usually supported by a council composed of chiefs of various ranks. The Oni of Ife is accepted as the spiritual leader of the Yorubas, and the Alaafin of Oyo is their traditional political leader. The Yorubas also share a traditional religious belief. It features cults and secret societies of gods as Ogun, the god of war and iron; Sango, the god of thunder and lightning; and Orisa Oko, the goddess of farmland. The Yoruba people have a very rich cultural heritage and their ceremonies have drawn the attention of the international community and tourists who usually come over to see the rich culture of the Yoruba people. These people have the famous talking drum. Nigerian arts and traditions have been revived since independence, partly because of the realisation of the desirability of preserving Nigerian culture and partly because of the patronage the arts have received from abroad. Among these arts are carved calabash from Ikot Ekpene or carvings from the Yoruba land (Sen, 2004, P.18).

Among the cultural heritage of the Yoruba people is the Gelede cultural play which is a rich culture of drama, masquerade, and poetry. The Gelede society performs a ritualistic masquerade in gratitude for the harvest and to invoke the arrival of the rains. This ritual is performed in the months of March to May. During the rituals, the dance is conducted by the male members of the secret cult who have been trained in the arts of masking from the age of five. Gelede offers a comedic, often facial spectacle, but its believers see it as a more serious function of social and spiritual control. Gelede masks symbolise the omnipotent force of the ancestral mother, Iya Nla, who is believed both to nurture order and threaten stability in Yoruba communities. The objective of the Gelede ritual is to identify and eliminate the negative aspects of female power and replace them with the more benevolent themes. The dance masters create a satirical world drawn from aspects of daily life. The masks worn include puppet masks that light heartedly represent traditional proverbs, and intricately carved animal masks that remind the audience of the dangers of ignoring social position and natural order in the world. The Gelede masquerade starts with the Efe prayer songs that honour the ancestral and living mothers in the Yoruba society and render the ceremony propitious. Those wearing the masks dance to the insistent rhythm of drums that play linguistic phrases called eka. The cultural rituals now attract a number of tourists and visitors. Some of the tourists make it a routine to be present each year during the ceremonies.

4.0 CONCLUSION

In this unit, you have learnt that cultural heritage gives us our individual, local and national identities. Respect for culture and celebrations of our diverse cultural heritages promote human understanding and economic

development. There are more than 250 languages in Nigeria and English is considered to be the official language. The right to culture is anchored in the constitution and it plays an important part in retaining the national unity in Nigeria. Among the different tribes and ethnic groups in Nigeria are the Hausa/Fulani, Yoruba and Igbo tribes, which constitute a very large part of the population in Nigeria. The Hausa people occupy the northern part of Nigeria, the Igbo people are from the south east and the Yoruba people are from the south west of Nigeria.

SELF-ASSESSMENT EXERCISE

Briefly describe Nigeria's diverse culture.

5.0 SUMMARY

In this unit, you are acquainted with the fact that Nigeria has a very diverse culture because she has the largest population in Africa and also she has up to 250 ethnic groups. The Nigerian culture gives a lot of importance in treating guests with utmost care and warmth. Nigerian culture includes variety of dressings. What is common in the dressing of the different ethnic groups is that their dressing styles are usually conservative. Among the largest cultural groups in Nigeria are the Hausas in northern Nigeria, who are predominantly Moslems, the Igbos in South east and the Yorubas in the south west.

6.0 TUTOR-MARKED ASSIGNMENT

1. What is cultural heritage?
2. How does culture influence the lives of the people?
3. Why is culture important to the unity of a diverse country like Nigeria?

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UNIT 6 MUSEUMS, CULTURE AND TOURISM

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- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Development and Evolution of the Museum
 - 3.2 Types of Museums
 - 3.3 Zoos and Zoological Gardens
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1.0 INTRODUCTION

Visitors and tourists that visit museums and heritage organisations do so to experience authentic and memorable awareness of the history and culture of the local community. Museums and heritage organisations are for preserving and enriching our diverse cultural heritages. In cultural tourism, a good cultural destination should be able to satisfy tourists' interest with breathtaking landscapes, seascapes, art, nature, traditions, and other ways of life of the people in the local community. The local people are usually closely involved in cultural tourism. The people of the locality organise tours and explain the significance of an image, statue or even a rock. Cultural tourists have larger economic impact than tourists in general. They spend more money than other tourists because they are usually required to stay for a longer period, since it is more like an educational visit.

Cultural heritages must be preserved, that is why Octavio Pas said "Every view of the world that becomes extinct, every culture that disappears diminishes a possibility of life". It is in the light of this that museums have become a very important part of cultural tourism, because they are used in preserving a lot of things, which if not kept in these museums, will eventually get missing. Although zoos and zoological gardens are not often thought as museums, they are considered "living museums". They exist for the same purpose as other museums: to educate, inspire action, study and to preserve a collection of animals.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- outline the history of museums
- state the importance of museums
- list the types of museums we have in Nigeria.

3.0 MAIN CONTENT

3.1 Development and Evolution of the Museum

The ‘museum’ comes from the Latin word, and is pluralised as ‘museums’. It is originally from the Greek word ‘*mouseion*’, which means “seat of the Muses”. In ancient Greece, mouseions were temples or sacred places dedicated to the muses (i.e. the patron divinities in Greek mythology of the arts), and hence a building set apart for science and arts. Museums collect and care for objects of scientific, artistic or historical importance and make them available for public viewing through exhibitions that may be permanent or temporary. Most large museums are located in major cities throughout the world and some local ones exist in smaller cities, towns and even by the country side. Many museums offer programmes and activities for a range of audiences, including adults, children and families, as well as those for specific professions. Programmes for the public may consist of lectures or tutorials by the museum faculty or field experts, films, musicals or dance performances and technology demonstrations. Most of the time museums concentrate on the host region’s culture.

Although most museums do not allow physical contact with the associated artifacts, there are some that are interactive and encourage a more open approach. Modern trends in museology have broadened the range of the subject matter and introduced many interactive exhibits, which give the public the opportunity to make choices and engage in activities that may vary the experiences from person to person. With the advent of the internet, there are growing numbers of virtual exhibits, i.e. web versions of exhibits showing images and playing recorded sound. Museums are usually open to the general public, sometimes charging an admission fee. Some museums are public funded and have free entrance, either permanently or on special days. Museums are not really operated to make profit, unlike private galleries which more often engage in the sale of objects. There are governmental museums or non-profit making museums. There are also privately owned or family museums. Museums can be a reputable and generally trusted source of information about the cultures and history of the people. www.museums.gov.uk

3.2 Types of Museums

There are many types of museums, from very large collections in major cities, covering many of the categories below, to very small museums covering either a particular location in general way, or a particular subject. Categories include: fine arts, applied arts, crafts, archaeology, anthropology and ethnology, history, cultural history, military history, science, technology, children's museums, natural history numismatics, botanical and zoological gardens. Within these categories, many museums specialise further, e.g. museums of modern art, local history, aviation history, agriculture or geology. A museum normally houses a core collection of important selected objects in its field. Objects are formally occasioned by being registered in the museum's collection with an artifact number and details recorded about their province. The persons in charge of the collection and of the exhibits are known as curators (www.24hourmuseum.org.uk).

Archaeology museums specialise in the display of artifacts. Many are in the open air, others display artifacts found in archaeological sites inside buildings. An art museum also known as an art gallery, is a space for exhibition of art, usually in the form of art objects from visual arts, primarily paintings, illustrations, and sculpture. The specialised art museum is considered a fairly modern invention, the first being the Hermitage in Saint Petersburg, which was established in 1764. History museums cover the knowledge of history and its relevance to the present and the future. Some cover curatorial aspects of history, or a particular locality, while others are more general. Such museums contain a wide range of objects, including documents, artifacts of all kinds, art, archeological objects, etc. Antiquities museums specialise in more archeological findings. Maritime museums specialise in the display of objects relating to ships and travel on seas and lakes. They may include a historic ship (or its replica), made accessible as a museum ship. Military museums specialise in military history. They are often organised from a national point of view, where a museum in a particular country will have displays organised around conflicts in which that country has taken part. They typically include displays of weapons and other military equipment, uniforms, wartime propaganda and exhibits on civilian life during wartime, and decorations among others. Mobile museum is a term applied to museums that make exhibitions from a vehicle, such as a van. Some institutions, such as St. Vital Historical Society uses the term to refer to some of their collections taken to sites away from the museum for educational purposes. Other mobile museums have no "home site", and use travels as their exclusive means of presentation. Museums of natural history and natural science typically exhibit the work of the natural world. The focus lies on nature and culture. Exhibitions may educate the masses about dinosaurs, ancient

history, and anthropology. Evolution, environmental issues, and biodiversity are major areas in natural science museums. Notably, museums of this type include the National History Museum in London and Oxford University of Natural History in Oxford, England.

Open air museums collect and re-erect old buildings at large outdoor sites, usually in settings of re-created collection near Oslo in Norway. Science Museums and technology centres revolve around scientific achievements, and marvels and their history. To explain complicated inventions, a combination of demonstrations, interactive programmes and thought-provoking media are used. Some museums may have exhibits on topics such as computers, aviation, railway museums, physics, astronomy and the animal kingdom. Science museums, in particular, may consist of planetaria, or a large theatre usually built around a dome. Museums may have IMAX feature films, which may provide 3-D viewing, or higher quality picture. As a result, IMAX content provides more immersive experience for people of all ages. (www.artscouncil.org.uk).

3.3 Zoos and Zoological Gardens

Zoos are not really seen as museums. But they are also museums. They are referred to as “living museums”. The reason for this is because they exist for the same purpose as other museums. Just as museums are used in preserving artifacts from the past, for the benefit of the younger and future generations, so also are the zoos. Zoos are places where animals are kept for people to come and see. Endangered species are also kept in the zoo, so that they can be protected from poachers. For example, elephants are usually hunted down for their tusks. Kangaroos are also endangered species. Other examples of animals that are endangered are dolphins, sharks, and tigers. Zoos also have zoological gardens and these gardens take care of plants and also help in preserving endangered plants. Like museums, zoos exist for the same purpose. They educate people on animals and plants and they inspire actions. They also create an environment for study and preserve collections of plants and animals. An example of a museum with a zoo and a zoological garden is the National Museum in Jos, Plateau State of Nigeria.

Museums serve to homogenise our views of the past by the following means (Dogget & O’mahoney, 1994: 175).

- i. Failing to account for matters of historical (or more accurately, historiographical) dispute, by not providing alternative view points.
- ii. By presenting the past in terms of a coherent, linear unified narrative.

- iii. By creating complex audio, visual and textual experiences, in which the observers are overwhelmingly confronted by the massive weight of all the physical evidences: the photos, the facts and the personal vignettes. After being penetrated in such an intimate way by a holistic bodily experience, observers are then typically directed to gifts, where they are likely encouraged to purchase books which can help to further reinforce the desired indoctrination of the museum's particular ideology.
- iv. They present a view of history based entirely upon the romanticisation of the achievements of great men, brilliant thinkers, cultural or scientific innovators, war heroes and their technologies.

SELF-ASSESSMENT EXERCISE

What do you understand by the term "Living Museums"?

4.0 CONCLUSION

In this unit, you have learnt that museums collect and care for objects of scientific, artistic or historical importance. Museums offer programmes and activities for a range of audiences, including adults, children and families, as well as those for more specific professions. As is self evident to the seasoned traveller, most national museums around the world adhere to the same basic structural patterns, whereby the past is divided up into a series of epochs, beginning with "prehistory", then passing through the ancient and medieval worlds until finally arriving at the world's present time. The museum is usually run by a director, who has curatorial staff members that care for the objects and arrange their display. Large museums often will have research divisions or institutes, which are frequently involved with studies related to the museums' items. There are many types of museums, covering many categories or particular subjects like; arts, archaeology, cultural history, science, etc.

5.0 SUMMARY

In this unit, you are acquainted with the fact that museums make it possible for the younger or present generations to learn about prehistoric and medieval times. Museums often cooperate to sponsor joint travelling, exhibits on particular subjects and educational exhibitions. Museums preserve cultural history and are usually opened to the general public, sometimes charging an admission fee, while some museums that are publicly funded have free entrance, either permanently or on special days. Programmes for the public may consist of lectures or tutorials by the museum faculty or field expert.

6.0 TUTOR-MARKED ASSIGNMENT

1. Discuss the historical development of museums.
2. List five types of museums.
3. Outline the functions and importance of museums.

7.0 REFERENCES/FURTHER READING

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www.24hourmuseum.org.uk

www.museums.gov.uk

www.artscouncil.org.uk

UNIT 7 THE IMPACT OF TOURISM ON CULTURE

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Changing Attitudes of Host Population
 - 3.2 Beneficial Impacts of Tourism on Culture
 - 3.3 Tourism and Communication between Cultures
 - 3.3.1 The Environmental Impact of Tourism
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

The culture of a host population is often an important factor in attracting tourists to particular destinations. Many tourists are interested in experiencing a culture which is different from their own. The culture of a host population can take different forms, but most examples fall into two categories. The first category consists of customs which have been created by the host population. The second includes the aspects of the host population's everyday life, history and religion. The first category of customs created by the host population ranges from their arts and crafts, such as local dances, artifacts, costumes and other everyday objects, to special events such as festivals, colourful wedding ceremonies and carnivals. Almost every region in the world has its own traditional form of dance, ranging from Spanish flamenco dancing, to Maori Poi dances and artifacts such as African carved wooden masks, Tunisia rugs and locally made pottery that make popular souvenirs. There are also festivals such as the famous carnival in Rio de Janeiro Brazil (known as the world's greatest party), the Channel Islands Festival of Flower, and Bastille Day in France which attract vast numbers of tourists.

In many countries, hospitality has been a matter of honour. Aspects of the host population's everyday life, history and religion include local or national traditions and customs, their work and leisure activities and also their form of worship. Tourists love to take photographs of "typical" scenes of the host population's life. These may include a picturesque group of old peasants sitting around tables outside a tavern in Greece, a game of 'boules' in France or a colourful outdoor fruit and vegetable market along, Jos-Abuja Road in Plateau State, Nigeria. The different aspects of a particular country's culture have usually been formed long

before the arrival of tourism. However, the effect on the host population's culture is becoming not only something for the host population itself, but also a form of tourism attraction can change when it receives the attention of large numbers of tourists.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- discuss the impact of tourism on culture
- describe how that impact is beneficial to culture
- list some factors that can be responsible for changes in the attitude of the host population.

3.0 MAIN CONTENT

3.1 Changing Attitudes of Host Population

In understanding the changing attitudes of host population due to tourism, one should imagine a self-contained, small community with a simple basic lifestyle that probably lives in a remote location and visited by very few strangers. The community has its norms and values, customs and traditions, as well as rules and standard of behaviour which have changed very little for a long time, perhaps for centuries. All the members of the community have a special place in it, a special bond to each other, and are generally happy and contented with their relatively peaceful lives. Then all of a sudden, a tourism industry discovers the relatively remote community to have abundant tourism potentials e.g. water falls, which it quickly develops. Tourists soon get to know about this new tourism destination and start arriving in droves. It is quite obvious that for the greater part of the year, the members of this community will be outnumbered by large numbers of wealthy, fun-seeking tourists, whose lifestyle, expectations, appearance and customs are completely different from their own. It would really be surprising if these people are not affected by the experience of being surrounded by so many tourists who are completely different, in many ways, from themselves (Davidson, 1999:160).

The host population will end up being actively involved with the tourists and most of them get employed in taking care of the needs of these tourists. Others that were involved in farming or fishing activities would abandon their occupations to gain employment in the tourists' attractions. Another possible response of the host populations to tourists is that of imitation. Tourists sometimes appear wealthy, successful and sophisticated. This may be an effect of causing younger members of the host population to want to be more like the tourists. They do this by

imitating the tourists' ambitions and values. Members of the host community sometimes migrate to these tourist attractions to have more time to work and earn more money to be able to dress like the tourists themselves. Contact with other people introduces foreign ideas, leading to changes in existing values and behaviour. This may even involve the massive imposition of foreign ways of life especially in terms of dressing. Through change, cultures can adapt to altered conditions. However, not all change is adaptive (Chambers, 1993:10).

3.2 Beneficial Impacts of Tourism on Culture

All over the world, traditional arts and crafts are dying out, as generations of people with particular skills are replaced by generations who do not learn these skills because they have become irrelevant to the modern way of life. Because tourism creates tourists' interests in culture, it can help in preserving traditional arts and crafts from being lost altogether. A famous example of this is that of the Canadian Inuit, or Eskimo art of carving. Before the arrival of European tourists in Canada, art was something of minor importance only to the Eskimo and not at all a main feature of their lives. Tourists had greater demands for souvenirs, and the host population responded by producing high quality carvings in soapstones of figures representing the central themes of their culture, such as the animals they hunt. The carvings reflect aspects of the traditional life of the Eskimos and are now the principal ways in which the host population expresses the qualities of its own culture. Without the arrival of tourists and tourism and the demand for souvenirs, this particular Eskimo craft might have been lost forever. Instead, the traditional art form has been given a new lease of life through tourism and the new generation of skilled craftsmen and women has created a fulfilling and profitable venture (Gamst & Norbeck, 1996: 53).

Crafts in Britain have also benefited from the attentions of tourists. Traditional hand-made artifacts are sold throughout the country in shops and craft centres, keeping alive skills which are part of the pre-industrial heritage of Britain. Thatched cottages have for a long time been popular with domestic and inbound tourists, who regard them as an essential part of the traditional village. In Nigeria and most part of the sub-Saharan Africa, the owners of these houses with thatched roofs, on the other hand, are only too well aware of the expense and hard work involved in creating and maintaining such roofs, rather than the modern alternatives such as slate or tiles. Yet, the popularity of thatched roofs among tourists has been one of the factors responsible for the continued demand for the ancient thatched roof craft in Africa. Some thatchers have even found employment in the United States of America where thatched roofs have become a status symbol, after being discovered in Africa by

American tourists who have also kept the products of tie and dye, and also, hides and skins in Northern Nigeria. Most of the tourists are the ones that patronise tie and dye. The Yorubas have also kept on the art of carving calabashes and they sometimes export them.

3.3 Tourism and Communication between Cultures

A researcher into tourism once wrote: “Tourism has become the noblest instrument of this century for achieving international understanding”. This enables contacts among people from the most distant parts of the globe, people of various languages, races, creeds, political beliefs and economic standings. Tourism brings them together. It leads to personal contact in which people can understand attitudes and beliefs which were incomprehensible to them because they were different. The belief that tourism can help to bridge gaps and create understanding between different cultures and communities through communication, is often held up as one of the positive effects of tourism. By travelling and coming into contact with different people, tourists are said to achieve greater understanding of the host population, and vice versa. By this theory, tourism becomes a kind of educational process, and may be given the credit for such achievements as helping to maintain world peace, inspiring oppressed peoples to change their political regimes, and improving the situation of women in primitive societies (Jomo & Hui, 2004: 11, Basil, 2002: 13).

Certainly, people’s attitudes are changed mainly by holidays, and by the people they meet on their travels. However, many tourists return home, apparently unaffected by what or who they have seen. The question is whether tourism leads to real communication between cultures, or not. This depends upon the type of tourism in question. Real communication between cultures is often found less in mass tourism of big popular resorts than smaller and more personal resorts that usually cater for couples. The latter type of tourism at most times caters or offers tourists the opportunity to be able to get to meet a lot of the host population on a neutral ground, not just like what is obtainable in the customer–employee relationship. Tourists that travel in groups and have a tendency for keeping to themselves where they stay, for example, in hotels, are less likely to have any serious impact on the host population. The bottom line is that when communication between cultures is limited, the impact that one culture can have on another is also limited.

3.3.1 The Environmental Impact of Tourism

The environment, whether it is natural or man-made, is the most fundamental ingredient of the tourism product. However, as soon as tourism activities take place, the environment is inevitably changed or

modified either to facilitate tourism or during the tourism process. Environmental preservation and improvement are now at the forefront of many development decisions. Such considerations are treated with much greater respect than they were during the first half of this century. A brief survey of the literature shows that relatively little research has been undertaken in analysing tourism's impact on the environment. The empirical studies which have taken place have been very specific – such as the impact of tourism on the wildlife of Africa, on the pollution of water in the Mediterranean, or on particular coastal areas and mountains. The diverse areas studied and the wide range of tourism activities involved make it difficult to bring these findings together in order to assemble a comprehensive framework within which to work.

In order to study the physical impact of tourism, it is necessary to establish the following.

- The physical impacts created by tourism activities as opposed to other activities.
- What conditions were like before tourism activities took place, in order to derive a baseline from which comparisons can be made.
- An inventory of flora and fauna, together with an unambiguous index of tolerance levels to the types of impact created by different sorts of tourism activities.
- What indirect and induced levels of environmental impacts are associated with tourism activities.

The environmental impacts associated with tourism development can also be considered in terms of their direct, indirect and induced effects. The impacts can be positive or negative. It is not possible to develop tourism without incurring environmental impacts, but it is possible, with correct planning to manage tourism development in order to minimise the negative impacts while encouraging the positive impacts. The direct positive environmental impacts of tourism include the following effects.

- The preservation/restoration of historic buildings and sites.
- The creation of national parks and wildlife parks.
- The protection of reefs and beaches.
- The maintenance of forests.

SELF-ASSESSMENT EXERCISE

What do you understand by the term “changing attitudes”?

4.0 CONCLUSION

In this unit, you have learnt that tourism has a lot of impact on culture. The host population of a community that has been turned into a tourist attraction is bound to have changes in its culture. The culture of a host population takes different forms, but there are two major categories: customs that are created by the host population, and aspects of their everyday lives. The former refers to their arts and crafts such as dances and customs while the latter refers to special events like festivals and carnivals. Remote areas with tourism potentials that have been discovered are at a maximum risk of losing its privacy, due to the institution of the tourists' norms and values that are being observed. Tourism creates a high demand for souvenirs. The host population is now obliged to produce more of what it had been producing locally. This helps in retaining cultures that would have been extinct. Tourism helps in bridging gaps and creates understanding among cultures and communities through communication.

5.0 SUMMARY

In this unit, you are now conversant with the fact that tourism attracts a lot of visitors from different backgrounds and cultures. These tourists bring their different cultures to the host communities. The host communities on the other hand become influenced by the different cultures they come in contact with. Culture has benefited from tourism because there are a lot of cultural artifacts like carvings, tie and dye, hides and skins, calabash carvings that would have been extinct which tourists like to buy and keep as souvenirs and they pay good money for them. This has encouraged host populations to continue producing these artifacts.

6.0 TUTOR-MARKED ASSIGNMENT

1. Explain the impact of tourism on culture
2. How does the impact of tourism benefit culture?
3. What is the importance of communications among cultures?

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MODULE 2 LEISURE AND TOURISM

Unit 1	Leisure and Tourism
Unit 2	Leisure Conditions and Objective Aspects of the Individual
Unit 3	Ecotourism
Unit 4	Tourism Attractions in Africa (Nigeria and Kenya)

UNIT 1 LEISURE AND TOURISM

CONTENTS

1.0	Introduction
2.0	Objectives
3.0	Main Content
3.1	Conceptions of Leisure
3.2	Time, Work and Leisure
3.3	The Dynamics of Clusters and Culture in Leisure
3.3.1	The Dynamics of Constructions in Leisure
4.0	Conclusion
5.0	Summary
6.0	Tutor-Marked Assignment
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1.0 INTRODUCTION

Leisure as defined by Webster’s New Collegiate Dictionary is one’s free time or freedom “provided by the cessation of activities—free time from work” and that leisure time is at “one’s convenience”. It defines tourism as the “practice of travelling for recreation” which in my opinion is informed by leisure as the main factor. Leisure came to fore and subsequently gained prominence in the late 1960s when some leading American biologists conceived and gave birth to the idea that they would extend man’s life span by 20 years. This “promise” led people to wonder about how they could contain boredom and loneliness. This development was anchored on the concept of work which is considered to go beyond maintenance as a basic need of man. Work has always been considered as the source of manhood and salvation. The changes were on values by the workforce and time of work which could be exchanged for income, since it became evident that national currencies were always decreasing in value, while the hour in its potential for alternative uses was increasing. This was followed by negotiations between employees and their employers which resulted in paying workers for their vacations away from their homes. This marked the

beginnings of outdoor public recreation and thus gave rise to the leisure and tourism industries.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- explain the historical development of leisure and tourism industries
- describe the various conceptions of leisure
- discuss time and work as they apply to leisure
- explain the dynamics of culture in leisure.

3.0 MAIN CONTENT

3.1 Conceptions of Leisure

Conceptualisation is important to the study of every subject including leisure. Accordingly, there are some conceptual topics that are basic to the analysis and understanding of leisure, each of which relates to motivation, purpose and use of time. These are intuitively discussed below.

- i. The humanistic model of leisure which is seen from two perspectives: one, as free time or time not devoted to paid vacations; two, the classical explanation of it to be schooling, or cultivation of the self and pre-occupied with the value of culture (Harrison, & Huntington, 2000,:16). Also, this model assumes that life is divided into two parts – business and leisure, “war and peace, and actions; some aim at what is necessary and useful and some, at what is honourable”.
- ii. The therapeutic model of leisure which refers to the uses of leisure for the purposes of social control, social status and therapy as well as medicine and symbol.
- iii. The quantitative model refers to leisure as the time left over when one would have completed work necessary for his maintenance.
- iv. The epistemological model refers to leisure as relating to activities and meanings that assume analytic and aesthetic views of the whole world.
- v. The sociological conception, based on Max Weber’s view which refers to leisure as a construct with attributes such as antithesis to the work of the participant and perceiving such activity as voluntary or free including pleasant outcomes such as sleep or a drink.
- vi. The institutional conception of leisure that seeks to differentiate it from some behaviour and value patterns such as education,

marital, political and religious, see also World Values Survey (2004:4).

3.2 Time, Work and Leisure

Economically, free time implies that leisure is not necessarily the same as non-work time. This is because free time is completely different and far away from more than time for leisure. For example, no person works for 24 hours a day. This is because out of the 24 hours, he or she eats, washes, sleeps and engages in other biological and domestic activities and functions that relate to keeping his/her life functioning. As pointed out by Kaplan (1995:27), in one's life time of for instance, 72 years, he or she spends a total of 22 years in sleep, those in eating 6 years and those in work 10 years. This means that almost half of the lifetime is not accounted for, and that even if it is, not all of this would be for leisure.

Work is the opposite of free time, but definitely not of leisure, because free time and leisure exist in completely different worlds, although generally people have always thought of them to be the same. Furthermore, free time implies a special way of calculating a special kind of time, while leisure refers to a condition of person which few desire and fewer achieve. In other words, not everybody can have leisure. Also, leisure is made up of self-determined activity– experience that is within a person's free time which is considered as leisure by those participating in it. Leisure has the features of norms and constraints which provide opportunities for recreation, personal growth, and to some extent also provide service to others (Ellis, 1993:15). Time, work and leisure are considered to be three groupings of the whole content of leisure.

3.3 The Dynamics of Clusters and Culture in Leisure

In recent times, the single most important development and change in the relationships of man is the speed and dimensions of information and communication. As indicated in the second type of the conception of leisure, the range or dimension extends from one person to another person throughout the world. This situation is made possible through direct contacts across national and international boundaries, the processes of tourism, trade, studying abroad, films and television (Financial Times, 2004:4). Accordingly, as shown in figure 4 below, the dynamics of clusters in leisure constitute four pairs of relations, though interdependent, they necessitate the creation of both ecological and communication framework. This takes the form of person family, group subculture, community – region and national-world relationships.

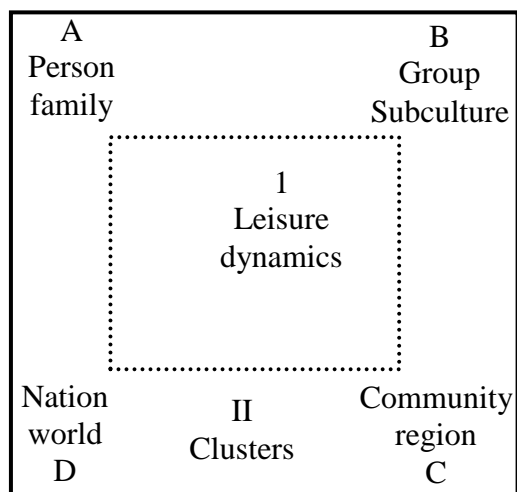


Figure 8.1: Relation of leisure to the level of clusters.

With regards to the dynamics of culture in leisure, seven external factors affect the choice, meaning and use of leisure. These are age, education, income, place of residence, time, work and sex. Thus leisure is a system of action together with these factors that provide access to culture. The definition of culture that was prepared by Taylor in 1871 seems to be the one that has stood the test of time. According to him, culture is “... That complex whole which includes knowledge, belief, art, law, morals, custom, and any other capabilities and habits acquired by man and as a member of society”. In this sense, the whole or totality can be divided or subdivided and regarded as a system as depicted in figure 5 below. A quartet of factors that constitute the system is energy, social life, symbols and values (World Values Survey, 2004:9).

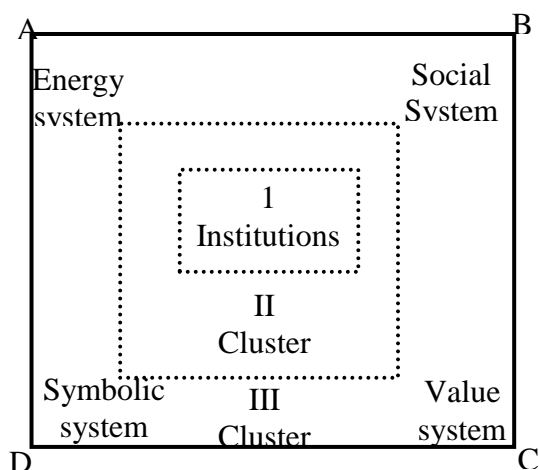


Figure 8.2: Relation of leisure to the cultural level

Perhaps the most significant and dominant of these factors is energy system being the total production and control of resources available and used by the society from which it derives motivation and rewards. A social system is simply the structure and organisation of people in both

formal and informal groups that usually metamorphose into family, cult, religion and subculture. A symbolic system on other hand refers to the involvement of leisure in a specific form that represents ideas that are outside leisure e.g. people of Christian faith that observe Sunday as a holy day. The value system is the way and manner in which a person or group chooses to develop interest or otherwise in a particular item by judging it as either good or bad, beautiful or ugly. This is particularly so because leisure involves images (see also World Values Survey (2004:8) and World Tourism Organisation).

3.3.1 The Dynamics of Constructs in Leisure

The communication of influence of ideas goes on vertically in-depth of time as well as horizontally in-depth of penetration. A theory of leisure is essentially a theory of history. Thus, it is not accidental that Homo Ludens is one of the classic documents for our study. Sociology is sometimes partially handicapped in approaching leisure because of its non-historical view. Understanding the present requires a concern with the future as it is used by traditional historians to provide a one directional narrative of events. Our use of history is to find in its pages some broad types of social orders, types that may appear and reappear, or types that may serve us toward a visualisation of desirable futures. For example, in the constructs that follow, the Greek societies of Plato and Aristotle are placed under “cultivated” order, which is an explicit construction of the future. This is an overt commission for which an author takes full responsibility. Similarly, certain characteristics of our present will be found to be merely updated versions of “primitive” orders.

Leisure among the primitive illustrates the non-utilitarian as well as the utilitarian function. The emphasis, rightly, has been to show the fusion of institutions. Dancing for example, is generally an integral part of the religious ceremony. But more recently, anthropology stresses the enormous range of social systems. Among the complexities that are now understood are drawings, designs on pots, basket patterns, symbols, sculpture, iron works, and other artistic forms that stand purely as art e.g. those found in Buji and Jere cultures in Bassa Local Governments of Plateau State of Nigeria. Similarly, games and folklores are among the vocabularies of primitive groups of former centuries or of today. Nevertheless, the thread of pure game or play among relatively less stratified groups is of unique importance in contrast to pure leisure in sophisticated society with its clear institutional structures.

SELF-ASSESSMENT EXERCISE

Apart from the external factors, which other conditions are relevant to leisure?

4.0 CONCLUSION

In this unit, you are acquainted with the fact that there are some conceptual traditions that are critically significant to the study and understanding of leisure. With regards to the dynamics of culture in leisure, seven external factors affect the choice, meaning and use of leisure. These are age, education, income, place of residence, time, work and sex.. Also, the dynamics of clusters and culture are factors that promote leisure. While the former constitutes person family, group subculture, community-region and nation-world, the latter takes the form of a system which is embedded in energy, social life, values and symbols.

5.0 SUMMARY

This unit has analysed the importance of conceptualisation in studying and understanding of various subjects including leisure. Accordingly, seven concepts were considered relevant in explaining the term leisure as it relates to tourism. In order to practicalise leisure, time and work were found to be the major determining factors in a society. Also, the dynamics of clusters and culture as components of leisure were highlighted.

6.0 TUTOR-MARKED ASSIGNMENT

1. How did leisure and tourism industries develop?
2. Discuss the various concepts of leisure.

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UNIT 2 LEISURE CONDITIONS AND OBJECTIVE ASPECTS OF THE INDIVIDUAL SITUATION

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 External Factors
 - 3.1.1 Education
 - 3.2 Income, Work and Time
 - 3.3 Residence and Sex
 - 3.3.1 Socio Cultural Benefits of Tourism
 - 3.3.2 Consensus and Tradition as Focus of Personality
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

In this unit you will be introduced to the analysis of the relevance of seven external factors or conditions that have direct effect on the choice, meaning and use of leisure. These factors are age, education, income, residential accommodation, sex, time and work. However, there are other external factors that may be considered. These are: space, family situation, health, nature and condition of housing. Desire, needs, personality, judgment, taste and will are internal factors for leisure choices. They are however, not treated here because they are used only for relative purpose and emphasis.

2.0 OBJECTIVES

At the end of this unit you should be able to:

- describe the conditions and aspects of an individual's situation in relation to leisure.
- explain the relationship between external and internal factors which can influence leisure.
- explain how cultures are differentiated

3.0 MAIN CONTENT

3.1 External Factors

All cultures are distinctly differentiated by factors and actions that various groups do, the types of rituals they perform and the confirmations as asserted by Grief (2004:20) and Haffasee (1999:13). As pointed out by Inglehart and Barker (2004: 18), these factors are employed to lend symbolic support to the transitions – as in all institutions and situations including leisure. Distinctions in age are extremely important in our everyday life as a society. Such distinctions can be based on the three perspectives such as accepted social roles, customs and/or traditions, and physical energy and skills.

Excellent examples of social roles are those that are closely associated with childhood and play and older people with retirement and leisure. With regard to skills, that can, at most times, be based on the number of years e.g. music and teaching. As to customs or traditions, the actual age bracket for some certain types of leisure and other social events to be undertaken is covered by law based on the nations' constitution. For instance, the laws of most countries do not allow a person below 18 years to drive a vehicle or vote and be voted for. In terms of physical energy, it is evident that physical differences play major roles for joining customs and traditions. For convenience, some of these factors have been analysed alone while others have been paired together:

3.1.1 Education

Two major factors that influence leisure based on the importance of education are (i) the influence that education has on a person's occupation, income and social status, and (ii) its impact on the style of life, curiosity, sense of discrimination, taste and values. Experience has shown that the differences in leisure patterns among educated professionals are based on the nature of work and personality. As argued by Sen, (2004a:20) in his article "Cultural Freedom and Human Development", leisure is a broader term than culture. For example, the businessman and engineer, culturally minded or not, will do better economically than many others, and they will therefore have a wider access to leisure opportunities.

Also, the more educated a person is, the more he or she would be aware of the alternatives. For example, he or she is not as likely to choose TV or radio simply because there is nothing else to do within his home or community. Furthermore, men in educated families assist their wives more than less educated men. In developed countries, couples dine more often away from home, and are aware of possible activities outside their

homes which form the basis for leisure and tourisms. Lastly, the influence of leisure on a more educated person, regardless of its type or nature, would produce a significant amount of growth, creativity and self-actualisation in him/her.

3.2 Income, Work and Time

Leisure and tourist activities range from basically nothing to so many millions of naira for the purchase and maintenance of holiday tickets, hotel accommodation, facilities and games such as playing golf etc, food and health. The leisure concept goes beyond a mere simple issue of what costs what, or who can afford what. It is now a matter of one's income and style of life. Income has therefore become both subjective and objective factors in leisure because as your affluence grows, it becomes manifested in values rather than in opportunities. Also, there is a strong correlation between income and leisure. This is because the higher the income, the more time one allocates to leisure. With regard to work (which was earlier discussed to some extent) five factors determine the conditions for leisure. These are (i) the nature of work; (ii) the relationship of the work to raw materials and location; (iii) the meaning and impact of the work to neighbours within the community; (iv) the continuity and discontinuity of skills, habits and values from work to non-work life such as leisure; and (v) the attitude toward work itself. According to Putnam (1993:9), "In work, man has gone much further than mere sustenance as he has found the core of his life, and that work, in its largest perspective is closely tied in with relation to family, to other persons, to nature, to objects, to life; it is literally life itself". Time is considered as the core issue of leisure because it involves projections for the future. It has the following elements: - physical, objective, chronology and psychology. The issue of time had earlier been discussed at length in the previous unit.

3.3 Residence and Sex

There is no doubting the fact that a place of residence is an important factor that has impact on the meaning, types and uses of leisure. Quite a number of reasons have been advanced for this. These include (i) general climate conditions; (ii) occupational and ecological structure of the area; (iii) the presence of man-made resources that constitute an array of resources such as sports arenas, amusement parks and/or playgrounds; (iv) resources of nature which include beaches, forests, flatland, hills and mountains; and (v) unique social structures of a community.

Naturally, the male or female element is usually considered as a major factor that impacts on a variety of behaviours including leisure. This, no

doubt is informed by the differences in both biological and chemical compositions of the male and female. These differences, though diminishing in sex divisions in the behaviour patterns, particularly games and sports, education, the arts and volunteering in community works, the fact remains that the amount of participation in these activities differ considerably. For instance, the arts had hitherto provided an interesting case in the analysis and history of the division of sex participation. In particular, there had always been an overwhelming proportion of men in the professional areas of the performing arts than women due to such factors as assigned roles of women at home, child care responsibilities, difficulties in travels and business undertakings.

3.3.1 Socio Cultural Benefits of Tourism

Proponents of the sociocultural benefits of tourism are able to point out that tourism is a clean and green industry, and that some hotels are built with great concern for the environment using local crafts people, designers, and materials in order to harmonise with the locals. Tourism brings new revenue to the area; it also creates and maintains higher levels of employment than if there is no tourism. In some countries, hotels may be restricted to the number of foreigners they employ and the length of their contracts. This allows for the promotion of the local employees to higher positions. Tourism may act as a catalyst for the development of the community because taxes help the government to provide social services such as schools, hospitals, roads, water and so on. In addition, tourists often enjoy the cultural exchanges they have at all levels in the community. The excursions, shopping, dancing, and many other things add to the tourists' experiences. Ecotourism is not likely to have a significant sociocultural impact in developed countries, where the economy is active and well-diversified. The most noticeable change in established value patterns and behaviour occurs when tourism is a major contributor to the gross national product. Ecotourism or rural tourism can be a very interesting socio-cultural phenomenon. Seeing how others live is interesting to many tourists, and the exchange of sociocultural values and activities can be rewarding. Provided that the number of tourists is manageable and that they respect the host community's socio cultural norms and values, tourism can provide an opportunity for a number of social interactions. A barbecue/suya spot is a very good example of a place for social interaction for foreigners. Similarly, depending on the reason for the tourists' visit, myriad opportunities are available to interact both socially and culturally. Even a visit from one part of Nigeria to another can be both socially and culturally stimulating and satisfying. For instance, I had a nice time in Calabar when I visited the famous Tinapa tourist side and shopping complex.

3.3.2 Consensus and Tradition as Focus of Personality

A powerful factor in selecting among the alternatives of leisure is the force of whatever is being done by others. By this force, women give way to fashion in dress and men to styles in cars. All of us, as at Christmas and Easter, are subject to an overwhelming spirit of celebrations. The consensus may be within a limited group, such as a collection of youths or a national event that embraces all of us. An example is drawn from “Fasching” in Germany, which embraces all ages and has deep historical roots. The carnival “Fasching” came from pre-Latin festivities in which the Catholic Church absorbed the pagan ceremonies of masked dancers driving out the devils of winter. Fasching is the name in southern Germany and Austria for the period of revelry and merry making that precedes Lent and is known elsewhere as carnival or Mardi Grass

Even today, as groups of young and old in such cities can still be seen wandering the streets until about 3 a.m.; singing, shouting, drinking and holding hands while many are dressed in uniforms of the eighteenth century. This type of festival is more than a distraction and serves as an artificial way of relief from the rigid schedule of life, and everyone knows that the normal roles would quietly resume after the festivals. Meanwhile, the collective catharsis has already succeeded and no doubt as a counter revolutionary force. In the present day, fairs, pageants, historical celebrations and holidays have an episode in collective leisure for which a meaning exists in history. The population en masse is involved. There is a blend of planned order and of spontaneity. The element of “pleasant expectation and recollection” is played on by the press in our day for such occasions.

SELF-ASSESSMENT EXERCISE

What are the major factors that influence leisure based on the importance of education?

4.0 CONCLUSION

In this unit you have learnt that time is one of the major determining factors as an external condition for leisure. Time and other external factors are distinct and completely different from internal factors. The other external factors are age, education, income, residential accommodation, work and sex or gender. These factors can be measured. Also, internal factors that are relevant to leisure are highlighted though not analysed for obvious reasons. These factors are desire, needs, judgement, personality and taste. Unlike external factors,

internal factors cannot be measured. In addition, they are used for the purpose of emphasis only.

5.0 SUMMARY

In this unit, you are acquainted with the fact that cultures are differentiated by factors and actions that various groups do, their rituals and confirmations. As cultures differ due to certain factors, so is leisure. These factors affect the choice, meaning and use of leisure. The external factors include: age, education, income, residential accommodation, sex, time and work. Other external factors, which are also relevant to leisure, include available space, family situation, health, nature and condition of housing. Although there are internal factors for leisure which include, desire, needs, personality, judgement, and taste, they are only for relative purpose and emphasis.

6.0 TUTOR-MARKED ASSIGNMENT

1. Discuss, by giving examples, the conditions and aspects of an individual's situation to leisure.
2. How are internal factors related to external factors in leisure?
3. How and why are cultures differentiated?

7.0 REFERENCES/FURTHER READING

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UNIT 3 ECOTOURISM

CONTENTS

- 1.0 Introduction
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- 3.0 Main Content
 - 3.1 Growth and Development of Ecotourism
 - 3.2 Preserving the Ecotourism Industry
 - 3.3 Ecotourism and Sustainable Development
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

The hospitality and tourism industry has witnessed a new phenomenon within a few years. This phenomenon is called ecotourism. It has continued to take tourists and the industry like a storm. Ecotourism is known as adventure tourism, while some people look at it as responsible tourism or sustainable tourism. Ecotourism has become the fastest growing segment within the world's largest industry, i.e. the hospitality and tourism industry. Ecologists, scientists and students view ecotourism as a life-long dream, while tourists see it as the latest trend in the hospitality and tourism industry. For experts and leaders in the tourism industry, ecotourism is a prosperous business. Ecotourism has been in existence for about two decades but the concept has been alive for much longer.

There is no true definition of what ecotourism really is because the term is a bit new and has become difficult to describe. The definition contains elements and concepts that are associated with what is known as sustainable development. It is believed that ecotourism is a key tool in achieving sustainable development, which is to meet the needs of the present without compromising the ability of the future generations to meet their own needs. Another definition of ecotourism, which is easier to the understanding of even the layman, describes ecotourism as responsible travel to natural areas that conserve the environment and sustain the well-being of the local people. A true example of such a place in Nigeria that has been reserved as a destination for ecotourism is the Yankari Game Reserve in Bauchi State, Nigeria.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- define ecotourism
- explain why employment will continue to grow because of ecotourism.
- describe ways of preserving and sustaining the ecotourism industry.

3.0 MAIN CONTENT

3.1 Growth and Development of Ecotourism

In the early 1970s, people in several remote areas of the world knew how important tourism could be, but they did not want to destroy the exotic environment that surrounded them (Mitlin and Satterwaite, 2000:20). An example of such a place is a town in Mexico called Cancun. Cancun used to be an exotic prime beach resort and the number of tourists was not very high. Today there are more visitors than natives. This is because when developers recognised the potentials Cancun had, they drew up a master plan that placed priority on environmental protection, but Mexico started experiencing political and economic instability. This instability and recession made the government and some top business individuals affected by the recession to start finding ways to bring money into the economy. They turned to the tourism industry and Cancun was sacrificed. The result of this sacrifice was that the natives were relocated to the mountain side; the exotic beaches became overpopulated and were clustered with visitors, tourists and garbage. This point was emphasised by Daily (1997:7). The reef, which had a very rich aqua life, was damaged by ships coming into the wharf. Water treatment became insufficient to save what was left of the aqua life. It also became impossible to meet the requirements of the number of growing visitors.

Like in the case of Cancun, other exotic beaches and islands got destroyed ecologically. The natural and serene environments were punctuated by mass tourism, pollution and garbage. When these sad stories were heard, ecologists and tourism leaders saw the importance of preserving the environment in order for future generations to also experience and enjoy earth's natural beauty (Costanza, et al., 2001:107). Most ecotourism destinations are found in areas with vast natural surroundings. Examples of these places are tropical rainforests, coral reefs, deserts, and ice glaciers. Ecotourism is also important because there is the presence of culture that is unique to the visitor. The focus of ecotourism is to provide tourists with news about certain natural areas

and the culture found within those areas. Ecotourism helps to improve the local economy and conservation efforts of the natives.

3.2 Preserving the Ecotourism Industry

Ecotourism projects are usually developed on a small scale because it is easier to control such sites. Some of the reasons why ecotourism projects are developed on a small scale are because of the limitations that are normally set upon the community, the local tourism business and the tourists themselves. These limitations, as pointed out by Barbier (1997:11), include strict control of the amount of water and electricity being used, tougher recycling measures, regulations in park and market hours and more importantly, the limitation of the number of visitors to certain destinations at any time. Another reason for keeping ecotourism destinations small is to allow for more “in depth” tours and educational opportunities. Most of the more popular ecotourism destinations are found in underdeveloped and developing countries. The modern day tourists are gradually becoming more and more adventurous. Tourists now visit remote places and are participating in activities that have positive impact on nature, the host communities and on themselves.

The ecotourism industry has some of its most successful locations in Central America, the Caribbean, Africa and Nepal. Africa’s tourism industry especially ecotourism is growing tremendously. The most popular activity in Africa’s ecotourism is the safari tours. These tours offer the tourists the opportunity to see wildlife like elephants, gazelles, lions, tigers, buffaloes, cheetahs and many others. Among the important destinations for safari tours is Kenya. The rich rain forests of Rwanda and Zaire are other important ecotourism destinations. These rain forests are home to several endangered primates, like the mountain gorillas. Ecotourism is also becoming popular in Southeast Asia. Places like Malaysia, Thailand and the Philippines are developing tourism programmes that are based on environmental conservation and protection. Just like regions covered by rainforests, Southeast Asia is home to wild flora and fauna (Buchholz, 1998:11).

3.3 Ecotourism and Sustainable Development

There have been concerns about ecotourism, and these concerns and interests in ecotourism have resulted in many conferences. These conferences are held to inform the general public, tourism professionals and ecologists about the advantages of ecotourism. These conferences are avenues for providing advice and suggestions on how to run a successful ecotourism attraction. For example, a resolution of the UN General Assembly in 1989 led to the UN Conference on Environment and Development (UNED) popularly known as the Earth Summit which

was held at Rio de Janeiro, Brazil in 1992. This summit focused on the environment and development, with tourism being the key to accomplishing sustainable development throughout. The summit produced Agenda 21. This agenda addresses issues that were relevant to the environment and sustainable development (Steiguer, 2005: 9). At this summit, the importance of conserving the environment and its resources was stressed by the then Prime Minister of Norway, Gro Harlem Brundtland, when he said, “Progress in many fields, too little progress in most fields, and no progress at all in some fields”.

There was another world conference on sustainable tourism, held in Spain in 1995. This conference was specifically to deal with tourism and it resulted in the Charter of Sustainable Tourism. It recognised the objective of developing a tourism industry that meets economic expectations and environmental requirements. This objective also respects the social and physical structure of the location and even the local population. The conference also emphasises that environmentally and culturally vulnerable spaces, both now and in the future should be given special priority. Sustainable tourism, especially ecotourism, can be a main source of worldwide promotion of sustainable development geared towards tourists and communities in all countries (Farguharson, 1992:10).

The trends in tourism and travel will be discussed in this segment. These trends are that ecotourism, sustainable tourism and heritage tourism will continue to grow in importance. Globally, the number of tourist arrivals will continue to increase by about 8 percent per year, topping one billion by 2010. There will be an increase in government recognition of the importance of tourism, not only as an economic force, but also as a social, cultural force of increasing significance (see also Grossman & Krueger, 1995:12; Anthony, 1996:9). Now there are more bilateral treaties that are being signed. These treaties will make it easier for tourists to obtain visas to visit other countries. Promotion of tourism is gradually changing hands from the public sector to the private sector. Marketing partnerships and corporate alliances will continue to increase and employment prospects will continue to improve.

SELF-ASSESSMENT EXERCISE

Why is Ecotourism regarded as the latest trend of tourism?

4.0 CONCLUSION

In this unit, you have learnt about ecotourism, which is also known as adventure tourism or nature travel. It has been in existence for about two decades. Ecotourism has been described as responsible travels to

natural areas that conserve the environment as well as sustain the well being of the local people. Most of the most popular ecotourism destinations are located in underdeveloped and developing countries. Vacationers are now becoming more adventurous and are visiting more remote places. Some of the most successful examples of ecotourism can be found in Central America, the Caribbean, Africa and Nepal. In Africa, ecotourism is growing at a tremendous rate. The most popular activities are the safari tours. These tours give visitors the opportunity to see wildlife like elephants, gazelles, lions, tigers and buffaloes at a close range. World conferences have also been provided to advise and suggest ways of running successful ecotourism attractions. An example of such conference held, was the Conference on Sustainable Tourism, held in Spain in 1995.

5.0 SUMMARY

In this unit, you are now conversant with ecotourism which has become a key tool in achieving sustainable development. This implies meeting the needs of the present without comprising the ability of the future generations to meet their own needs. Ecotourism provides tourists with new knowledge about a certain natural area and the culture that is found within that area. Ecotourism helps improve the local economy and the conservative efforts of that locality. Examples of the most successful ecotourism destinations around the world are found in, Central America, the Caribbean, Africa and Nepal. Mass tourism has proven to be destructive to ecotourism, that is why ecotourism projects are developed on a small scale, and world conferences are held regarding issues on the environment and sustainable development.

6.0 TUTOR-MARKED ASSIGNMENT

1. What is ecotourism?
2. Discuss the positive and negative details that mass tourism can have on a country in consideration of tourism pollution and ecotourism.
3. What do you understand by sustainable tourism?

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UNIT 4 TOURISM ATTRACTIONS IN AFRICA (A CASE STUDY OF NIGERIA AND KENYA)

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Assop Falls
 - 3.1.1 Obudu Mountain Resort
 - 3.2 Yankari Game Reserve
 - 3.2.1 Mount Kenya National Park
 - 3.3 Nairobi National Park
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

Nigeria is the largest of the West African coastal states. Her population of over 140 million people is the largest in Africa. With an area of about 923, 77 square kilometers, it is the 13th largest state on the continent. It is bordered on the south by the Gulf of Guinea, on the west by the Republic of Benin, on the North by the Republic of Niger and on the East by the Republics of Chad and Cameroon. Nigeria is on the lower part of the great African Continental Plateau, which slopes slowly downward from south and east to northwest. Nigeria itself consists of several eroded surfaces, occurring as Plateaus at elevation of 2,000 feet; 3,000 feet and 4,000 feet above sea level.

The coastal areas, including the Niger Delta, are covered with young soft rocks, commonly found in the Lake Chad Basin, and the western parts of Sokoto region. Gently undulating plains, which become water logged during the rainy season, are found in these areas. In most parts of the western states, and in the central part of the northern states, the underlying rocks are old and hard rocks. The characteristic landforms in the central part of the northern states consist of high plains with broad shallow valleys, dotted with numerous hills. Prominent relief forms include the Jos Plateau and the Biu Plateau, both of which are dotted with many extinct volcanic cones.

One of the best tourist attractions in Africa and indeed the world is found in Kenya. Kenya has one of the best safari and is also among the best destinations for ecotourism. As a country, Kenya derives a good part of its revenue from tourism. Kenya is known for its abundant

wildlife. The beauty and variety of the landscape, which include snowcapped mountains, grassy plains, and gently rolling hills, exert compelling attractions for the cinema screen or in the pages of literature. Kenya is situated in East Africa. It is bordered on the North by Ethiopia and Sudan, on the west by Uganda, on the South by Tanzania and on the east by the Indian Ocean and Somali Democratic Republic. It has a total area of 582,646 square kilometers.

Africa is the second largest continent in the world, being only smaller than Asia. It is about three times the size of Europe and covers about one fifth of the total land surface of the world. The continent is bounded on the north by the Mediterranean Sea, on the west by the Atlantic Ocean, on the east by the Red Sea and on the south by the mingling waters of the Atlantic and Indian Oceans. The whole of Africa can be considered as a vast Plateau rising steeply from narrow coastal strips and consisting of very ancient crystalline rocks. The continent has a number of volcanoes which include Mount Kenya. African vegetation develops in direct response to the interacting effects of rainfall. Africa is the richest in large ungulates (hoofed animals) and fresh water fish. There are about 90 species of ungulates and 60 of the species are carnivorous. Some of the animals are now endemic (i.e. peculiar to a locality). The primates include some 45 species of old world monkeys as well as the world's largest ape. In the South of Sahara, the bird life includes some 1,480 resident species, to which must be added another 275 species that are migrants.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- explain geographical topography, vegetation and animal life to cultural tourism
- describe some tourists' destinations in Africa
- discuss tourism potentials of Africa.

3.0 MAIN CONTENT

3.1 Assop Falls

Assop Falls is a very good and exciting tourist destination in Nigeria. It is located in Jos, Plateau State in the North central part of Nigeria. Plateau State is a rocky place and it also has the highest peak in Nigeria. The rocky topography is part of what makes the state a great tourism destination. The rocky topography also makes it possible for the existence of falls in the state which include the Kwa Falls, Kura Falls and Assop falls just to mention a few. The peaks and high planes on the

plateau are important water catchment areas, providing water to the falls. Assop Falls is a few kilometers from Jos, the capital city of Plateau state. The road that goes past the entrance of the café, leads to Abuja, the capital city of Nigeria, which is about two and a half hours drive from Jos. The Assop Falls resort has a couple of adjoining picnic roundels and from there; the sound of the falls can be heard. From the top of the falls, one can admire the beauty and views of the Jos Plateau, and also the amazing falls below. At the lower level, one can see the full force of the water cascading over the rocks. The gorge created by the water is lined with boulders overgrown with green, fed by the constant mist of the falls. Water shoots out from the precipice and plunges down into the valley below. The sound of the water tumbling down is like a constant roar and it forms a kind of mist. The resort is a very good place for picnics as it offers a very serene atmosphere and breathtaking views. It also provides a good terrain for people who love hiking, but it is usually advisable for hikers to bring foot wears suitable for rocky shore time. The resort is also an excellent place to swim. Items that one may need at the resort should include a swim suit as well as a towel. The resort also offers restaurant facilities for people who might have come without food for picnics (http://www.nigerianfield.org/abuja_files/assoptalls,2005.htm)

3.1.1 Obudu Mountain Resort

The Obudu Cattle Ranch, now known as the Obudu Mountain Resort is found in Obaniku Local Government area of the northern part of Cross River State. It is an area where the wonderful work of nature can be appreciated with its awesome and almost indescribable views. It is about 30 minutes drive from town and is about 332kms.from Calabar, an equivalent of about four hours drive. The Obudu Mountain Resort also has provision for access by air with its small airstrip and presidential helipad. The airstrip now attracts flights from Lagos, Abuja and Port-Harcourt via Calabar to the strip during peak periods. Available is a cable car which brings guests from the resort entrance to the bottom of the mountain to the ranch at the hill top. It is claimed to be one of the longest cable car facilities in the world. At the ranch is located a breathtaking water park with facilities for swimming and for water slides for tourists. Other attractions include cattle on the ranch which are bred on for their fresh milk, butter, meat and cheese. Therefore, horses, water fall, golf course, canopy wall, organised bonfires and beautiful views of mountains and the country side are the main attractions. There are also a honey and yoghurt factory and the Tinapa Resort which can also be a part of the package for conference centres, as well as bungalows and chalets of varying sizes and styles to accommodate tourists. The presence of well rated restaurants also ensures that tourists get quality meals while at the ranch.

The ranch community further offers a medical facility, night club, school, police post for the security of tourists' lives and properties, and also staff quarters for their staff. If you are looking for a place to go with a special person, a business – oriented retreat, family holiday or just a need to take time off your busy schedule, Obudu Cattle Ranch is the perfect place (<http://www.obuducatlerranch.imf>).

3.2 Yankari Game Reserve

The Yankari National Park is the premier game reserve in Nigeria. Yankari Park and Wikki Warm Springs are located around the Gagi River, approximately 1½ hours by road south east of Bauchi town. The beauty and size of the Yankari Game Reserve make it the most popular reserve in Nigeria. It was set up in 1956 and opened to the public in 1962; the main game viewing areas of the reserve are open all year round. Japanese, Western Europeans, Americans and Southeast Asian tourists visit this park in abundance. The reserve covers 2.058sq km. of savanna woodland and is well stocked with elephants, baboons, water bucks, bushbucks, oribi (African antelopes), crocodiles, hippopotamus, roan antelopes, buffaloes and various types of monkeys, lions are occasionally spotted as well, despite their natural camouflage. The best time to visit is between November and May, when tourists are likely to see more wildlife since the dense vegetation has dried out and the animals congregate around the rivers. The Wikki Warm spring is one of the best features of the game reserves. Flood lit at night, it is wonderful after a hot day's game viewing to relax in the warm water. The spring gushes out from under a cliff where the water is at least 6ft deep. The water has bathing area that extends for 600 ft. to an open area. The park is inhabited by a variety of birds, including the huge saddlebill stork, goliath heron, bateleur eagle, vultures, kingfish and bee eaters (file:///E:/yankari_game_reserve.htm).

3.2.1 Mount Kenya National Park

Mount Kenya is an imposing extinct volcano dominating the landscape of the Kenya highlands, east of the rift valley. Mount Kenya lies about 140km. north east of Nairobi with its flanks across the equator. The mountain has two peaks; the peaks are Batian which is 5200m and Nelion 5188 metres high. The mountain slopes are cloaked in forest, bamboo, scrub and moorland, giving way on the high central peaks to rocks, ice and snow. Mount Kenya is an important water catchment area, supplying the Tana and the northern Emaso Ngiro systems. The park includes a variety of habitats ranging from higher forest, bamboo, alpine moorlands, glaciers, turns and moraines. The park was inscribed by UNESCO as a World Heritage Site in 1997 and is also a Biosphere

Reserve. It covers 715km². The park has peaks consisting of all the ground above 3200m with two small salients extending lower down to 2450m along the Sirimon and Naro Mora tracks. Surrounding the park is Mount Kenya National Reserve with an area of approximately 2095 km.²

(<http://www.mbunisafaris.com/date/attractions/specific/mount-le>)

The common vegetation varies with altitude and rainfall and there is a rich alpine and sub-alpine flora. The vegetation is mainly dry upland forest comprising of croton associations. Plants like juniperus communis, abies procera and podocarpus spp. are predominant in the drier parts of the lower zone (below 2,500m). The lower part also has rainfall between 875 and 1400mm. Higher altitudes have a peak of about 2,500m to 3000m with rainfall of over 2000mm/per year. These high altitudes are dominated by a dense belt of bamboo arundinaria alpine on south-eastern slopes. There are mosaic of bamboo and podocarpus milapiamis with bamboo at intermediate elevations and podocarpus at higher and lower elevations. Towards the west and north of the mountain, it becomes progressively smaller and less dominant. There are also areas in zones of maximum rainfall with up to 2,4000mm a year. Above 3,000m temperatures are cold and become a more important factor, tree stature declines and podocarpus is replaced by Hypericum spp. Many of the trees are festooned with mosses. Grassy glades are common especially on ridges. Higher altitudes between 3,000m and 3500m are characterised by shrubs with small leaves like African sage, protea and Helichrysum

3.3 Nairobi National Park

The Nairobi National Park is unique by being the only protected area in the world with a variety of animals and birds close to a capital city. The park is a principal attraction for visitors to Nairobi. The park also serves many residents and citizens living in the city. The park has a diversity of environments with characteristic fauna and flora. Open grass plains with scattered acacia bush are predominant. The western side has a highland dry forest and a permanent river with a riverside forest in the south. In addition, there are stretches of broken bush country and deep, rocky valleys and gorges with scrub and long grass. Man-made dams have also added a further habitat, favourable to certain species of birds and other aquatic life forms. The dams also attract water dependent herbivores during the dry season. The park has a rich and diverse birdlife with 400 species recorded. However, all species are not always present and some are seasonal. Northern migrants pass through the park primarily during late March through April. Nairobi National Park is one of the most successful parks in Kenya. Rhino sanctuaries are already generating a

new stock for reintroduction into the park. Because of this success, it has become one of the few parks where visitors can be certain of seeing a black rhino in its natural habitat. To the south of the park are the famous Athi-Kapiti plains and the Kitengela migration and dispersal area. These are vital areas for herbivores dispersal during the rains.

Major attractions in the park include wild beasts and zebra migration in July/August, black rhinoceros, diverse bird life, large predators like lions, leopard, hyena and cheetah. There are large herbivores like eland, buffalo, and zebra. Other major attractions are the walking trails at the hippo pools, and the Nairobi Safari walk and the orphanage. Although there is no accommodation facility in the park, there are well developed accommodation facilities available in the city and the closest accommodation facilities are the Masai Lodge (<http://www.mbunisafaris.com/data/attractions/specific/Nairobi>).

Aberdare National Park

The Aberdare is an isolated volcanic range that forms the eastern wall of the rift valley. It runs roughly 100 km. north south between Nairobi and Thomson's Falls. The soils are red and of volcanic origin, but also rich in organic matters. There are two main peaks, the Donyo Lesatima, which is about 3,999m high and the Kinangop which is about 3,906m high. These two peaks are separated by a long saddle of alpine moorland. The topography is diverse with deep ravines that cut through the forested streams and waterfalls in the region. The Aberdare is an important water catchment area providing water to the Tana and Athi Rivers and part of the central rift and northern drainage basins. The National Park lies mainly above the tree line running along the 10,000 ft. contour with some forest and shrub at lower attitude in the salient area near Nyeri with the boundary running down to the 7000 ft. contour. The unusual vegetation, rugged terrain, streams and waterfalls combine to create an area of great scenic beauty in the park. The climate is usually misty and rainy throughout much of the year, with precipitation varying from around 100mm yearly on the north western slopes to as much as 3000mm in the south east. Heavy rainfall occurs through most of the year (<http://www.mbunesafaris.com.dataattractions/specific/aberdare>).

The park is readily accessible on tarmac from Nyeri and Nairo Moru on the eastern side (160kms. from Nairobi). A road crosses the park to connect with another from Naivasha and north Kinangop on the west. The park is also accessible by Mweiga Airstrip next to the park headquarters on Nyeri Airstrip which is 12 kms. from Mweiga headquarters. Major attractions include Lesatima Peak, Kinangop Peak, waterfalls, walks in the moorlands, Twin Hills, Elephant Hills and Table

Mountains. It also has elephants and the second largest population of black rhinos. In addition to tourism destinations discussed in this unit, it is also relevant to learn more about some facts about landmarks in Africa and also know some tourism sites that have become synonymous with the global or worldwide tourism. For instance, among the greatest natural wonders of the world, is the pyramid of Egypt, located in North Africa. The pyramids of Egypt have been existing for centuries and are still very much around. These pyramids attract tourists, scholars, historians and most importantly archaeologists from all over the world. The Mount Kilimanjaro located in Tanzania is the highest point on the continent, with a peak of 19,340 feet above sea level. The Lake Victoria is the largest of all the lakes in Africa. It occupies a shallow depression on a Plateau that is 3,720 foot above sea level between the major branches of the rift valley. Its greatest depth is only about 270 feet but its area of 26,828 square miles makes it the third largest of the world's great lakes. It is also among the largest falls in Africa.

Also, the African continent has the largest desert in the world -the Sahara Desert. The desert cuts across seven or eight countries in North Africa. Sometimes, tourists interested in ecotourism, visit some parts of it. Another desert found in Africa, though relatively small, is the Kalahari Desert located in southwestern Botswana. Its ecological balance is relatively unaltered. It shows close adaptation to topography, soil type and drainage. Thus, there is a response to climatic and other influences. The fluctuation and varying extent of African vegetation types have led to both the diversification of and the emergence of distinct species of native plants and animals. At the same time, such variations have largely controlled or affected the activities of man.

SELF-ASSESSMENT EXERCISE

Give an example of a safari located in Africa and discuss its features and major attractions.

4.0 CONCLUSION

In this unit, you have learnt that Africa is the second largest continent in the world and consists of about one fifth of the total land surface of the world. The Mediterranean Sea is on the north side of the continent while the Red Sea is on the east. The Atlantic Ocean is on the west side while on the south is the mingling waters of the Atlantic and Indian Oceans. Vegetations are divided into zones. They include the tropical rain forest, mountain forest, woodland, wooded grassland, thorn bush, sub-desert and desert zone. Animal life is very rich in Africa and this also draws a lot of tourism activities to the continent. The country is the richest when it comes to ungulates, with about 90 species and also the richest

continent in freshwater fish. The birdlife is also very rich with about 1,480 resident species and migrants from Palearctic migrants totaling about 2,000,000.

5.0 SUMMARY

In this unit, you are now conversant with the fact that as the second largest continent in the world, Africa offers a lot of tourism attractions. Because of its vast land, different land forms and topography, and also various vegetations, it has influenced tourism, especially ecotourism. The continent is also blessed with a very rich animal life. It has the largest collection of ungulates, i.e. hooved mammals. It is also the richest continent with freshwater fish. The birdlife has about 1,480 resident species and migrant birds totalling about 2,000,000.

6.0 TUTOR-MARKED ASSIGNMENT

1. Describe three tourism attractions that have been outlined in this unit.
2. What importance does geographical topography play on tourism in Africa?
3. What are the unique types of animals found in Africa and what roles do they play in tourism in Africa.

7.0 REFERENCES/FURTHER READING

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http://www.mbunisafaris.com/data_attractions/specific/Aberdare

http://www.mbunisafaris.com/data_attractions/specific/Nairobi_N

- File://E:/yankari_game_reserve.htm

http://www.nigerianfield.org/abuja_files/AssopFalls2005htm

MODULE 3 TRANSPORTATION SYSTEMS AND STRATEGIC PLANNING

Unit 1	Passenger Transportation
Unit 2	Air Travel
Unit 3	Vacation Ownership and Tourism
Unit 4	Strategic Planning in Tourism

UNIT 1 PASSENGER TRANSPORTATION

CONTENTS

1.0	Introduction
2.0	Objectives
3.0	Main Content
	3.1 Systems of Passenger Transportation
	3.2 Problems of Passenger Transportation
	3.3 The Future of Passenger Transportation and Policy Problems
4.0	Conclusion
5.0	Summary
6.0	Tutor-Marked Assignment
7.0	References/Further Reading

1.0 INTRODUCTION

Societies generally suffer from many problems and chief among these problems is the movement of people and goods. Specifically, passenger transportation affects the society more than any other single problem. It is indeed an important part of rural, urban, national and international problem as it affects basically almost every aspect of transportation. The first illustration of this point is the advent of mass transit system in Nigeria which solved most of the problems of rural–urban transportation, and also intra-and inter-city transportation. Two, passenger transportation is a very important aspect of the society’s environmental problems. For example, highway and street congestions, noise pollution, air and water pollution are directly and indirectly related to the movement of people (Donohoe, 2006: 111-112). Three, passenger transportation is important because of its sociological impact on the society; for instance, mobility and the lack of it affect social groups adversely. This is because interaction between and among groups has a direct bearing to the means and ways of people’s movement, particularly in terms of character and structure of neighbourhoods, localities and regions.

Four, passenger transportation is one of the constraints to all facets of developments; local, urban, regional and national development. It is also at the same time one of the most useful means of development. This is because it is considered as part of the social overhead capital that is extremely important for growth and development. Five, passenger transportation is one of the most important challenges faced by the urban, regional and national planners, engineers, geographers and public administrators. Six, passenger transport is an important part of energy because it consumes a substantial amount of petroleum sources of energy and also energy from all sources that are involved in transportation. Finally, the study of passenger transportation can be approached from the perspective of about seven different academic disciplines. These are business and economics, civil engineering, administration, geography, sociology, architecture and technology.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- explain the importance of passenger transportation
- enumerate the problems of passenger transportation
- analyse the future of passenger transportation.

3.0 MAIN CONTENT

3.1 Systems of Passenger Transportation

From time immemorial, mankind has always travelled. Many journeys are usually made with a specific purpose in mind such as traveling to work, to school, for trips, to sports and games, to religious sites and centres, and visits to relatives. However, the propensity to travel is largely to experience the unknown, to see people, new places and things of interest. However, passenger transportation or travelling by people has always been in the lead followed closely by the transportation of goods which is extremely important. Transportation, whether for business, economic, military, engineering and political view points, has always pioneered the development of routes and also led to the development of technology. As contained in their book. *Transportation and Politics*, Kipping and Wolf (1993:136) noted that “transportation is civilization: and that civilization after civilization has either prospered or failed due to its transportation policies and the existence of geographic “barriers and corridors”. Bray (1989:145) pointed out that while spreading ideas, the interchange of cultures, the knowledge of new and previous unknown peoples, customers, and tribes, passenger transportation is indeed the key element. This assertion points to the reason why passenger transportation is a pivotal ingredient to the

development and enhancement of tourism. Passenger transportation has also played a major role for military operations and locations of cities and regions. Within a region for instance, passenger transportation has provided the unifying force that “ties and binds”. Furthermore, communications, cultural and economic interchange between and among people are all unifying forces of all regions and indeed the world over. These have been made possible by passenger transportation.

Passenger transportation is important as a unifying factor and force particularly in regional alliances, especially where the association of countries is based on transportation links. Excellent examples of this are the Economic Community of West African States (ECOWAS), the European Union, and the North Atlantic Treaty Organisations, (NATO) whose existence is based on closely knit transportation of several modes. Finally, passenger transportation uses quite a large amount of natural resources, especially energy sources. The energy crisis of the 1970s reminds us of the importance of the automobile mode of transportation when airlines were faced with the problem of aviation fuel resulting to unusual frequency of air services between cities. This was particularly noticeable in developed countries. Based on the importance of passenger transportation, it is evidently clear that urban development has been spurred by the trend of the public transportation systems where large populations of people congregate and live. Lagos, Abuja, Kano and Ibadan are good examples.

3.2 Problems of Passenger Transportation

The problems of passenger transportation can be categorised into four broad areas. These are marketing, urban transportation and social benefits versus social costs. Passenger transportation marketing can be understood as a total but integrated system of activities with a view to achieving an effective relationship between the needs of the present and the potential services available by the carriers. As pointed out by Farris and Harding (2005: 151), the relationship between carriers and markets can be achieved through an efficient mix of service. These are the promotional and distribution plans and strategies including the utilisation of the available pricing alternatives under the conditions of regulation. Here, the marketing is significant because of its relevance to both the private firms and public agencies that are responsible for providing passenger transportation services.

In recent times, marketing has become critically significant to the planners and developers of passenger transportation for several reasons. One, marketing is the main revenue source of all business concerns. Two, there has been a substantial pressure exerted on both profits and operating costs mainly because of the energy crisis of the 1970s as well

as the cost of labour and capital. Three, the enormous task of marketing research work that needs to be carried out in order to provide the current and useful information that can facilitate communication between the providers of transportation service and their marketers. Finally, the need for the marketing function to continuously provide the necessary link between the transportation services providers and the potential markets as can be dictated by the dynamics of market conditions (Harcock & Robert, 2003: 184).

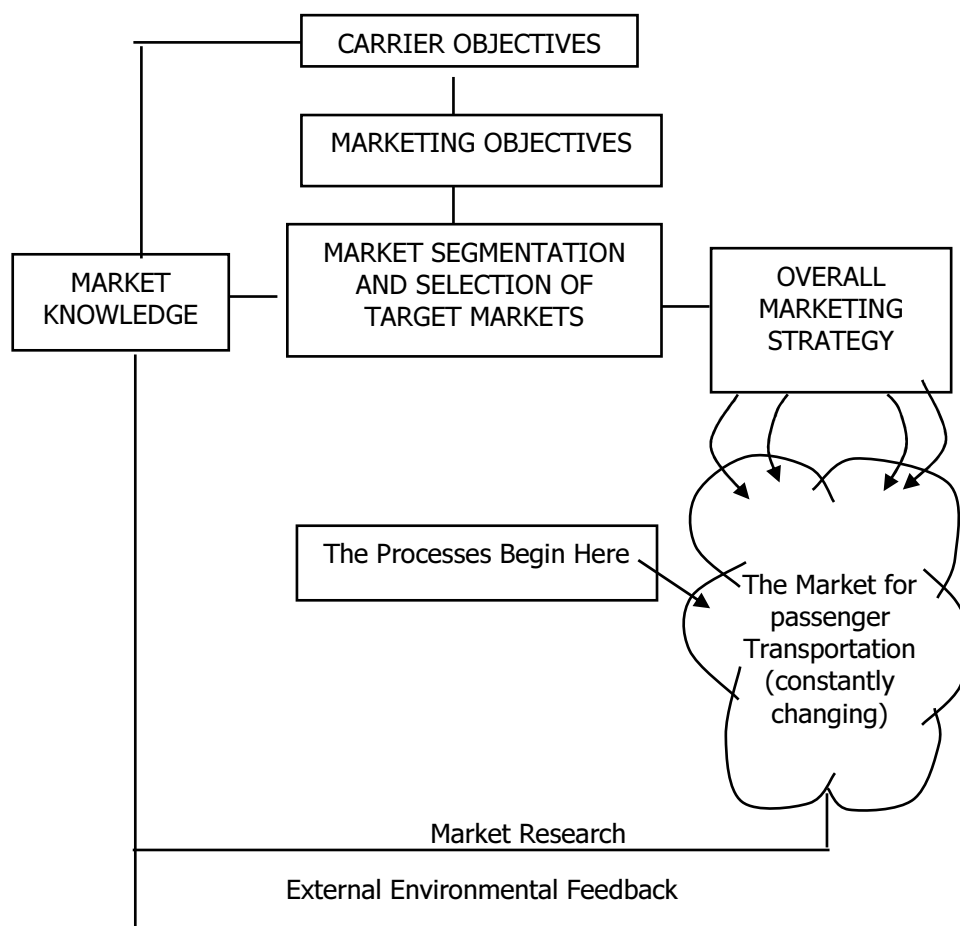


Figure 12.1: The dynamics of a typical market process

Source: Adapted From Harcock & Robert, 2003.

Figure 3 depicts a typical market process drawn and presented in such a way and manner that relate to the various operational subsystems to the functioning of the entire marketing system. Historically, there has been a direct and intimate link between man's ability to create an effective urban environment and the availability of transportation facilities. The availability of transportation facilities has contributed immensely to the development of the urban areas by stimulating trade and commerce between and among various urban areas, thus creating employment and generating income. In addition, there was an attraction of population to

the urban areas which created more demand in the domestic sector and led to the growth of businesses that provided quite a variety of goods and services (Berry et al, 2003). However, urbanisation has resulted to a complex array of transportation problems particularly as they relate to the movement of people. Such problems have included the growth of the urban population and metropolitan areas, scarce urban land as it has been consumed by roads and parking spaces, and the health of urban residents that is being threatened by the pollution of the atmosphere.

Given the problems of mass transportation, a number of potential solutions have been proffered. These include thoroughfare congestion in which many mass-transit systems use their own rights of way and not competing with automobiles for spaces. Also, the availability of mass or public transportation facilities means increased occupational and recreational opportunities, thus enhancing the tourist industry. With regard to the social benefits and social costs, the former can be understood as those direct and indirect gains realised by the general public as a result of private economic activities. For example, the transportation network anywhere in the world leads to rapid and sometimes inexpensive movement of people and goods within and between geographic regions. Such gains are usually referred to as “externalities” by economists. On the other hand, social costs would include such a range of direct and indirect losses incurred by the general public due to private economic activity. These include air, and water pollution, damage to health, deterioration of the environment that can lead to chronic, and severe poverty, especially in developing countries such as Nigeria.

3.3 The Future of Passenger Transportation and Policy Problems

Policy problems are usually inherent in every societal system including of course, the passenger transportation system. Passenger transportation policy can be understood as specific goals and objectives that deal with operational patterns e.g. the policy of overhauling a mass transit bus after every 150,000 kilometres is required. Another example is to consider the general goals and objectives that deal with the overall concepts and systems based on policies such as:

- i) a national policy that would create a reliable passenger transportation system at a least cost;
- ii) an urban policy that would create adequate and efficient transportation system for the present and the future; and,
- iii) a social policy that can sustain an effective and efficient passenger transportation system that would be capable of giving consumers maximum satisfaction.

These operational policy proposals, though may not necessarily be mutually exclusive, but they seem to complement each other. In summary, the future of passenger transportation and future problems can be regarded as the need for national goals, budget goals and above all, the use of long-term planning and implementation. All of these should be holistic in nature and to a certain extent mandatory.

SELF-ASSESSMENT EXERCISE

State the various interconnected and interacting systems of passenger transportation

4.0 CONCLUSION

In this unit, you have learnt that passenger transportation affects the society more than any single problem. Five important considerations of the passenger transportation are highlighted. In terms of travels by man, it shows that man has been travelling from time immemorial through the passenger transportation system for specific reasons which have included work and travels to games and leisure. Also, passenger transportation has led to the transportation of other things such as freight and goods. Passenger transportation has been instrumental to the development and enhancement of civilization, businesses, technology, interchange of cultures and it can also be seen as a unifying factor and force in regional alliance. The unit also highlights the importance of the future of the passenger transportation and its problems, indicating that change is sometimes distasteful and always uncertain; nevertheless society must always learn to live with the future as future means change. Learning to live with change is a major task involved in transportation and certainly a problem of passenger transportation policy.

5.0 SUMMARY

In this unit, you have learnt the fact that passenger transportation is very important to human society as it has been responsible for the development of man in all its ramifications. The unit has also shown that the importance of marketing to those providing passenger transportation services, which have always been rendered through a system of integrated activities, are unquestionable. However, the future of the passenger transportation can only be guaranteed through operational policies that would include national goals, budget goals and long-term planning and implementation.

6.0 TUTOR-MARKED ASSIGNMENT

1. Why is passenger transportation important to society?
2. Identify the problems of passenger transportation
3. What is the future of passenger transportation and the tourist industry?

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UNIT 2 AIR TRAVEL

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 The Invention of the Airplane and Development of Air Travel
 - 3.2 The Impact of Air Travel on the Hospitality and Tourism Industry
 - 3.3 The Importance and Advantages of Air Travel
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- 4.0 Conclusion
- 5.0 Summary
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1.0 INTRODUCTION

From both the Atlantic and the Pacific, the growth of travel has been entirely on air. In the hinterland, the airplane has successfully captured the market of long-distance passengers from the railroads in many places. People usually leave their cars to avoid driving several hours and also in order to save time. In some of the less developed parts of the world, where rail and in some cases road network facilities have been inadequate, the transportation shift has been directly monopolised by air travel. Travel by air has a lot of advantages that have captured the attention of travellers and tourists. These advantages include speed, comfort and convenience. The speed of air travel has increased the number of tourists, thereby forcing the tourists' industry to design new ways to meet the growing demands of the teeming population of tourists.

The world air transportation industry has achieved a rapid growth. It has grown from an estimate of nine million passengers in 1945 to about several billions a few years back. The same thing applies to the volume of freight which is up from a few thousand tons in 1945 to about millions of thousand tons today, and about 40 percent of the world manufactured exports are flown by air. The air transport industry has produced about twenty eight million jobs as far back as 1998. Now the average air traveller pays about 70 percent less than what he or she was paying twenty years ago, due to competition and deregulation.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- describe the importance and advantages of air travel
- discuss the impact air travel has on the hospitality and tourism industry.
- analyse the development of air travel through the years.

3.0 MAIN CONTENT

3.1 The Invention of the Airplane and the Development of Air Travel

The airplane was invented by the Wright brothers, who had enjoyed gliding as a hobby. They decided to develop their gliders by fitting a light engine to one of the gliders, and by 1903, they tested their first aircraft that lasted about twelve seconds and covered a distance of 120 feet. About six years later, that was around 1909, through more developments, an airplane was able to go across the English Channel. The development of the aircraft continued with each passing day with man intent on conquering the sky, and in 1919, the first passenger service on air began shuttling from London to Paris (Economic Research Highlights from World Tourism and Travel Council <http://www.wttc.org>)

Before the invention of the airplane, the ship was the only means of transportation between two continents and this was a very slow way to travel as travellers spent weeks and sometimes months on water before getting to their destinations. With the invention of the airplane, the growth of travel both on the Atlantic and the Pacific has been entirely on air and in the present times, almost all the transoceanic passenger travel is done by air. There has been a rapid development in air travel and currently airlines assume a major role in travel marketing. There has also been a lot of advertising on the part of airlines that exceed other travel industries.

3.2 The Impact of Air Travel on the Hospitality and Tourism Industry

The impact air travel had and is still having on the hospitality and travel industry has been really tremendous. One of the major impacts is the unbelievable speed with of aircraft. An example can be found in the first supersonic aircraft; the Concorde, which is believed to travel with the speed of light. The airplane is so fast and can carry a lot of people and

cargo at the same time that it became the most convenient means of transportation and most suitable for businessmen.

The first Boeing 707 that came into service in 1954 had a capacity to carry one hundred and eleven passengers over a range of about six thousand (6,000) miles at a cruising speed of about six hundred (600) miles per hour, while the Concorde had a cruising speed of one thousand four hundred and fifty (1,450) miles per hour, thereby greatly reducing time. An example is a comparison between the departure time and the arrival time from London to New York between the Boeing 747 and the Concorde. A 747 flight leaving at 11am London time will arrive at 1.40pm New York time. While on a Concorde, a flight leaving at 11am London time will arrive at 9:50am. New York time. This unbelievable speed in air travel has had a lot of impact in the travel business and has also thrown out challenges to the other sectors of the industry. That is why the rail system introduced the bullet train with the speed of about 250 miles per hour which is nowhere compared to a Boeing 707 of 1954. As noted in the concluding part of 3.1, there has been no sector in the travel industry that has assumed the role in which the airline has assumed in terms of travel marketing and travel advertising. The air transport has invested a lot in daily papers, billboards, internet, magazines and the electronic media. These investments in advertising and public relations exceed those of any travel institution (Mayo & Javis, 2001:11).

3.3 The Importance and Advantages of Air Travel

Air travel has enhanced almost all spheres of human activities in a lot of positive ways. It has also promoted a lot of activities from the hospitality industry, transport industry, education, careers and any kind of business entity one can think about. Also, air transport has reduced the cost per kilometer travel compared to what one would pay for the same kilometer on other modes of transport and this has enabled millions of people to become tourists. The impact of the growing number of tourists has affected the growth of the hospitality industry, thus hotels, restaurants, and other recreational attractions keep expanding to keep up with the demands of these tourists, see Aryear, (1998:28).

Speed, comfort, efficiency and convenience have over the years been the major assets of air travel. These assets have attracted conglomerates, chief executives and the average businessman and woman to patronise air travel. It has also made their businesses easier and more profitable. The speed of air travel enables businessmen and women to embark on inter-continental trips for overnight business meetings, conferences and seminars without much ado. It has also made imports and exports easier

and faster, and thus has made technology reach even the remotest parts of the world (McDonald, 2003:30).

3.3.1 Air Travel and Safety

In air travel, it is important to know some facts that might seem unimportant but are still relevant to the development of air travel and its safety. In 1944, an international conference was held in Chicago, United States of America to establish international air routes and services. American and European delegates disagreed about how much to restrict competition. The Americans pushed for unrestricted competition. However, seventy airlines from forty nations rectified an important agreement of transportation rates which led to the creation of the International Air Transportation Association (IATA) as the major trade association of the world's airlines. Through international agreements on financial, legal, technical and traffic matters, the worldwide system of air travel became possible. In the year 1946, American and European representatives met again in Bermuda to work out a compromise. The Bermuda agreement, by which countries changed benefits, was to later become a model for bilateral negotiations. The six freedom of the air, agreed upon in Bermuda were as follows.

- The right to fly across another nation's territory;
- The right to land in another country for noncommercial purposes;
- The right to pick up passengers and cargo destined for the carriers' home country from a foreign country;
- The right to transport passengers and cargo from one foreign country to another;
- The right of an airplane to carry traffic from a foreign country to the home nation of that airline and beyond to another foreign nation.

SELF-ASSESSMENT EXERCISE

Trace the development of air travel and the main trade association of the world's airline.

4.0 CONCLUSION

In this unit, you are made aware of how air travel has transcended any other mode of transportation in the transport industry. It has enhanced the growth and profit margins of other business ventures, from conglomerates to entrepreneurs. It has also had an impact on tourists and hotels. Tourists have the opportunity to now travel to different destinations and farther distances in shorter times, and at less cost per kilometer, This has given the hospitality industry the choice to expand

its business with better innovations that will accommodate the growing number of tourists. Currently, airlines assume a major role in travel marketing. The money invested by the airline on travel advertisement exceeds that of any other institution in the travel industry. Magazines, television, billboards, radio, newspapers and direct mails are among advertising methods employed.

5.0 SUMMARY

In this unit, you have learnt how air travel has brought a great change into the activities of the transport business. Tourism, as the world's largest industry and employer of labour, has greatly been affected positively by air travel. Air travel has also revolutionised the hospitality and tourist industry by providing rapid, comfortable and economic transportation. It has also opened an avenue for long distances and international travels to the masses thereby enabling more people to patronise more tourists' destinations. Through expanded use of group tours and chartered flights, this trend will continue to be innovative and will record successful achievements.

6.0 TUTOR – MARKED ASSIGNMENT

1. Explain why people are motivated to travel by air.
2. What is the impact of air travel on the hotel and tourism industry?

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UNIT 3 VACATION OWNERSHIP TOURISM

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 The Growth of Vacation Ownership Tourism
 - 3.2 Maintenance Fees
 - 3.3 Advantages of Time-share Vacation
 - 3.3.1 Trends in Vacation Ownership Tourism
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

Vacation ownership tourism has become one of the fastest growing segments of travel and tourism industry, increasing in popularity at the rate of nearly 16 percent each year since 1993. Vacation ownership tourism can be seen politically as time-share. Essentially, vacation ownership tourism means a person can purchase the use of a unit similar to a condominium for weeks. Time-share or vacation ownership can be seen as a two bedroom suite that is owned, rather than a hotel room that is rented for transient nights. A vacation club is a “travel-and-use” product. Consumers do not buy a fixed week, unit-size, season, resort, or a number of days to vacation each year. Points are purchased. These points represent currency, which is used to access the club’s vacation benefits. An important advantage to this is the product’s flexibility, especially when tied to a point system. It is very important to note that vacation clubs are not involved with real-estate ownership in any way, thus the point system ties in well with the hotel marketing programmes, such as those that reward frequent flyers.

Time-share resort developers today include many of the world’s leading hoteliers, publicly held corporations, and independent companies. Properties that combine vacation ownership resorts with hotels, adventure resorts, and gaming resorts, are among the emerging time-share trends. The reasons for purchasing most frequently cited by current time-share owners are the high standards of quality accommodations and service at the resorts, the flexibility offered through the vacation exchange opportunities, and the cost effectiveness of vacation ownership tourism. Nearly one-third of vacation owners purchase additional intervals after experiencing ownership.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- discuss the vacation ownership tourism
- explain the maintenance fees of condominiums
- enumerate some advantages of vacation ownership.

3.0 MAIN CONTENT

3.1 The Growth of Vacation Ownership Tourism

Vacation ownership tourism offers consumers the opportunity of having fully furnished vacation accommodations in a variety of forms, such as weekly intervals or points in points-based systems, for a percentage of the cost of full ownership. For a one-time purchase price and payment of a yearly maintenance fee, buyers purchase their vacation in perpetuity, i.e. the property will be there until the day they decide to make use of it. Buyers can also purchase their vacation for a predetermined number of years. Vacation owners share both the use and costs of upkeep of their units and the common grounds of the resort property. Vacation ownership purchases are typically financed through consumer loans of five to ten years duration, with terms dependent upon the purchase price and the amount of the buyer's down payment.

The world tourism organisation has said time-share is one of the fastest growing sectors of the travel, hospitality, and tourism industry. Hospitality companies have started adding brand power to the concept with corporations like Marriot Vacation Club International, the Walt Disney Company (World) in Miami Florida, USA, Hilton Hotels, Hyatt Hotels, and other top hospitality organisations are participating in an industry that has grown nearly 900 percent from the late 1970s till date. Wolchuk (2001:10) in his article "World Largest Hotels" stressed the importance of those major hotels in the promotion of vacation ownership tourism. Today, more than 3 million households own vacation intervals at nearly 4,500 resorts located in more than a hundred countries. Vacationers around the world are turning to vacation ownership resorts as their preferred travel destinations, with vacation owners or time-share owners coming from more than 174 countries. Time-share resorts are found around the globe in popular vacation areas near rivers, lakes, and mountains. By being able to purchase a vacation area today for future use, vacation ownership tourism helps ensure future vacations at today's prices (Parets, 1997: 18).

3.2 Maintenance Fees

Condominiums of a vacation ownership resort are divided into intervals, either by the week or by points' equivalent, which are sold separately. Once a majority or other preset percentage is sold to vacation owners, the management of the resort is usually turned over to a resort Property Owners Association (POA), or Home Owners Association (HOA). The vacation owners elect officers that take control of expenses, upkeep, and the future of their resort property, including the selection of a management company. Yearly maintenance fees are paid each year to a Home Owners Association (HOA) for the maintenance of the resort. Just like taking care of a home, resort maintenance fees help to maintain the quality and future value of the resort property. Maintenance costs are shared by all owners. They pay for on-site management, unit upkeep and refurbishing amenities, such as pools, tennis courts, and golf courses. Residential condominiums owners determine the fees through their HOA board of directors. The amount of the yearly maintenance fees typically depend on the size, location, and amenities of the resort. Maintenance fees are assessed and paid annually by each vacation owner (Baily, 2001: 60)

There are several types of time-share programmes from which to choose. This enables consumers purchase the type of vacation ownership that suits their lifestyle. Time-sharing or vacation ownership describes a method of use and ownership. It denotes the exclusive use of accommodations for a particular number of days each year. The purchase of a time-share interval can take various legal forms. It can be under a fixed unit or a fixed week agreement, the purchase receives a deed allowing the use of a specific condominium or unit at a particular time every year for a life time, just like buying a house. Benefits may include the tax advantages of ownership, plus a voice in the management of the resort. Under this agreement, the owner may rent, sell, exchange or bequeath the vacation intervals.

3.3 Advantages of Time-share Vacation

Unlike the hotel room or rental cottage that requires payment for each use, with rates that usually increase each year, ownership at a time-share property enables vacationers to enjoy a resort, year after year, for the duration of their ownership for only a one-time purchase price. Time-share ownership offers vacationers an opportunity to save on the escalating costs of vacation accommodations over the long term, while enjoying all the comforts of a home in a resort setting. Truly a home away from home, vacation ownership provides the space and flexibility to meet the needs of any family size or group. Most vacation ownership condominiums have two bedrooms and two baths, but there are unit

sizes that range from studios of three, or more bedrooms. Unlike hotel rooms, there are no charges for additional requests. Most units also include a fully equipped kitchen with a dining area, which cannot be found in a hotel. Also, most units have washer and dryer, and more.

Time-share resort amenities rival those of other top-rated resort properties. For example, a large golf course, boating and surfing, ski lifts and horse facilities. Most time-share resorts offer a full schedule of on-site or nearby sporting, recreational, and social activities for adults and children. The resorts are staffed with well-trained hospitality professionals, with many resorts offering concierge services for assistance in visiting the local area attractions. Vacation ownership offers unparalleled flexibility and the opportunity for affordable worldwide travel through vacation ownership exchange. Through the international vacation exchange networks, owners can trade their time-share intervals for vacation time at comparable resorts around the world. Most resorts are affiliated with an exchange company that administers the exchange service for its members. To exchange, the owner places his or her interval into the exchange company's pool of resorts and weeks available for exchange and in turn, choose an available resort and week from that pool (Justus, 2001: 40). The exchange companies charge an exchange fee, in addition to an annual membership fee, to complete an exchange. Exchange companies and resorts frequently offer their members the additional benefit of savings or banking vacation time in a reserve programme for use in a different year.

3.3.1 Trends in Vacation Ownership Tourism

Some factors that have influenced the vacation ownership tourism are as follows.

- **Capacity control.** This enables vacationers to enjoy a resort, year after year for the duration of their ownership for only a one-time purchase price and the payment of yearly maintenance fees.
- **Safety and security:** Most of these time-shared tourism destinations are located in less populated and remote areas and islands. This makes these locations less vulnerable to terrorism, infrastructural problems and health issues.
- **Technology:** An example of the growing use of "expert systems" (Computer Reservation Systems), make standard operating procedures available on-line, twenty four hours a day and also establishing yield management systems designed to make pricing decisions. Satellite television and G.P.R.S. telephones also make these remote destinations accessible to the world.
- **New Management:** As a result of the complex forces of capacity control, safety and security, capital movement, and technology

issues will require a future management cadre that is able to adapt to rapid-paced change across all the traditional functions of management.

- **Consolidation:** This has seen a maturing industry being either acquired or being merged with each other. The rapid growth in vacation ownerships, which is the fastest growing segment of the lodging industry, is likely to continue growing. An increase in the number of spas and the treatments offered is being recorded as guests seek release from the stresses of the doldrums of life. Lastly, resorts and time-shared tourism destinations that are related to the gaming industry like skiing, golf, boating and equestrian facilities (horse riding facilities) are increasing in number.

SELF-ASSESSMENT EXERCISE

Why has vacation ownership tourism become popular in recent years?

4.0 CONCLUSION

In this unit, you are conversant with the fact that vacation ownership tourism helps ensure future vacations at today's prices. Today, more than 3 million households own vacation intervals at nearly 4,500 resorts located in more than eighty one countries. Time-share resort developers today include many of the world's leading hoteliers, publicly held corporations and independent companies. Yearly maintenance fees are paid each year to a Home Owners Association (HOA) for maintenance of the resort. The maintenance costs are shared by all owners of the vacation ownership resort. Each condominium or unit of a vacation ownership resort is divided into intervals, either by the week or by points' equivalent. Unlike hotels that require payment for each use, with prices that usually increase each year, time-share properties enable vacationers to enjoy a resort for the duration of their ownership and for only a one-time purchase price.

5.0 SUMMARY

In this unit, you have learnt that vacation ownership tourism, which is also known as time-share tourism is when a person purchases the use of a unit similar to a condominium for blocks of time. An important advantage to this is the flexibility of the product. Vacation ownership tourism offers its users the opportunity to buy fully furnished vacation accommodations in a variety of forms. Vacation ownership tourism provides the space and flexibility to meet the needs of families of any size. Unlike hotel rooms, there are no extra charges for additional guests. Also, most units include equipped kitchens with dining area.

6.0 TUTOR-MARKED ASSIGNMENT

1. What are yearly maintenance fees?
2. What is another name for vacation ownership?
3. List 5 advantages of vacation ownership
4. Name two associations responsible for governing the activities of vacation ownership.

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UNIT 4 STRATEGIC PLANNING AND THE TOURISM INDUSTRY

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 The Concept and Importance of Strategic Planning
 - 3.2 Components of Strategic Planning
 - 3.2.1 Goals and Business Mission
 - 3.2.2 Objectives
 - 3.2.3 Budgeting, Monitoring and the Planning Process
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
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1.0 INTRODUCTION

Every organisation is held together and projected by a set of systems. These systems are the guiding principles on which the organisation functions and thrives, and therein lies the essence of strategic planning. Over the years, strategic planning has been known by different names; however, the principle has remained the same– the ultimate survival of a business organisation. Strategic planning can be said to be the soul of, or reason for the existence of an organisation. Strategic planning is the basis on which predictions about the organisation are made and on which the organisation will be assessed eventually. It is one important tool that determines what goals are set, what policies are made and how they are achieved, at the same time avoiding conflicting interests within the system.

An organisation's survival is of course anchored on its success. On the contrary when success is ignored, failure is certain. The success stories of major hotel chains, for example, are testimonies of their well articulated, well utilised and well implemented strategic planning. Furthermore, strategic planning can be understood as the goals and mission of a business organisation which takes into consideration its Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis very seriously. Accordingly, one of the major features of strategic planning is its focus on assessing changing destinations and their facilities as applicable to the hospitality and travel industry being perhaps the world's largest industry and where competition is very stiff.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- explain the concept and importance of strategic planning
- describe the components of strategic planning and their roles in the tourism industry
- describe the various processes involved in budgeting and planning.

3.0 MAIN CONTENT

3.1 The Concept and Importance of Strategic Planning

The concept of strategic planning simply implies an adventure into the future of a business organisation in terms of its success or failure which takes the form of current decisions that will impact on the future of the organisation, particularly in terms of the nature of its business and in the face of competition. Strategic planning is about the goals or the objectives of the organisation. It is a process that provides the framework on which all decisions affecting the direction of the organisation are made. It is the basis on which an organisation's decisions are predicated; decisions such as market segments, products, pricing, package, promotion, capital allocation, human resources and performance in the face of competition (Coffman & Reckinage, 2001:19).

A well thought out strategic planning ensures that decisions made and taken can move the organisation towards a common set of objectives. Without the guidance of strategic planning, the affairs and direction of an organisation can be uncoordinated and in conflict with other departments' decision. Consequently, failure to provide a strategic framework for decisions can be disastrous to an organisation now and in the future. As pointed out by Ross & Kamie (1993 :280), the importance of a strategy for an organisation cannot be overemphasised when they stated as follows.

“We can say beyond any reasonable doubt that a well-directed effort by the top management of an organisation can make it at a rate faster than the competitive firms in the industry: the real basis for this effort by top management. Without it, failure is a matter of time”.

However, for strategies and objectives to be effective, especially in the management of a hospitality and tourism business, a set of control measures must be in place. This is the subject of the next sub-topic.

3.2 Components of Strategic Planning

3.2.1 Goals and Business Mission

Every economic or business concern such as the tourist industry must have reasons and incentives for being in existence. This calls for goal setting which is an important step in strategic planning. It takes the form of a statement which points to the direction in which an organisation should go, and the purpose for which it should work towards achieving its set goals. A goal could be an answer to questions as the followings. “What products should be produced?” “For whom should they be produced?” “How should they be distributed?” A goal can be a statement that communicates the salient points of an organisation’s purposes and the reason why the organisation is in business (Brown, 1999: 28).

A business mission, on the other hand, is a statement describing the identity and underlying design or thrust of a business in clear terms, including its long-term development. Any business without a mission statement is subject to drift into other ventures not initially planned for. This development can create distractions and divergence or conflict within the organisation thus leading to failure. Lane and Hartsesvelt (1993:285) have suggested a mission statement that is appropriate to a hotel with a travel business as follows: “To be recognised as the industry leader in quality hotel development, ownership, and operations by providing first class accommodations that present prestige and value to the up-scale business and pleasure-travel markets throughout ...” A good mission statement presents a clear picture of what a business is involved in, a clear idea of its products and market thrust. This is what has given rise to the success stories of major hotel chains such as Holiday Inn, Hilton and Sheraton, (see Coffman & Recknage, 2001:111).

3.2.2 Objectives

The objectives of a business organisation are simply the results that it seeks to achieve in the process of doing business. Here, two cardinal elements top any objective setting which are critical. These are: a number and a date. These imply that objectives are measurable and rightly so because it is only through measures that there could be a basis or yardstick for a comparison between the desired objective and the achieved objective, which could simply, be translated into success or failure. For example, a marketing manager for a traveling agency can have the objective of increasing his market share by 10 percent within 12 months. By setting such an objective, it implies that the manager’s performance can be measured in terms of success or failure. Objectives

are necessary in every organisational structure. These structures or areas are commonly referred to as key result areas– marketing, innovation, human organisation, financial resources, physical resources, productivity, social responsibility and profit requirement. Objectives can be set earlier in the planning process or developed later on, through research as the organisation progresses (Brown, 1999: 26).

3.2.3 Budgeting, Monitoring and the Planning Process

Budgeting can be understood as a detailed analysis of functions or activities that are to be performed by a business organisation, with associated costs involved in executing the organisation's various tasks. In preparing a budget, a business organisation considers the following steps:

- i. Marketing: which defines specific market share increases and the associated pricing considerations,
- ii. income budget: this consists of a combination of the sales projections and associated costs,
- iii. capital budget: which defines investment needs,
- iv. non-financial objectives: these identify specific accomplishments that will be completed which are necessary to carry out the long-term strategies,
- v. cost reduction analysis: which is a continuous review and improvement of the application of resources in operation including staff departments,
- vi. contingency plans: that consider proposed reactions to possible changes in the environment and facilities being used, particularly in the face of stiff competition

Monitoring of the activities of a business organisation is the confirmation that all plans are progressing as expected. For example, if things are not working as they should, then either the programme or tactic is not appropriate and should be re-visited. Operational changes must be effected to correct the situation. A critical aspect of monitoring is timely accounting and operations analysis reports. Equally important to consider are the assumptions that form the basis of the plans in terms of their validity or otherwise in the planning process. This is an orderly process in which relevant facts are collated and then organised into options from which few strategic decisions can be made for a long-term consideration. However, the actual planning process takes the form of an in-depth look at the business, its environment and the future. As aptly pointed out by Jones, (2002), "A number of contemporary issues, including those related to health, environment and ecological matters, are in the ascendancy which the tourism industry will have to confront in future". By implication, this means that those who ignore these will

do so at their own risk– if not from a social perspective then obviously from a commercial one. The planning process seeks to answer the primary questions: “Where are we? and “Where do we want to go?” Will we need to make operating changes in response to a changing environment? What are the strategic choices that will get us where we want to go and be?

SELF-ASSESSMENT EXERCISE

What is the importance of strategic planning in an industry such as tourism?

4.0 CONCLUSION

In this final unit, you are now conversant with the history of the tourism industry which success is anchored on destinations and the sustainability of its facilities. You are given excellent examples of how proper planning linked with effective and efficient implementation has resulted in success stories of hotel chains such as Holiday Inn, Hilton and Sheraton. Throughout the world, strategic planning has proved to be a very essential part of establishing and running businesses. It has been the reason behind the success stories of both small and large businesses. Conversely, a lack of it has led to multinational companies’ bankruptcy.

5.0 SUMMARY

In this unit, you have learnt that strategic planning is critically significant to all business organisations including the tourism industry. Although its concept varies from one business organisation to another, the objective is the same – adventure in predicting the future of the organisation while taking into cognizance its Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis vis-à-vis competitors.

6.0 TUTOR-MARKED ASSIGNMENT

1. Why is strategic planning critical to the survival or failure of a business organisation?
2. Discuss, by giving examples, the success stories of two major hotels in Nigeria.

7.0 REFERENCES/FURTHER READING

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