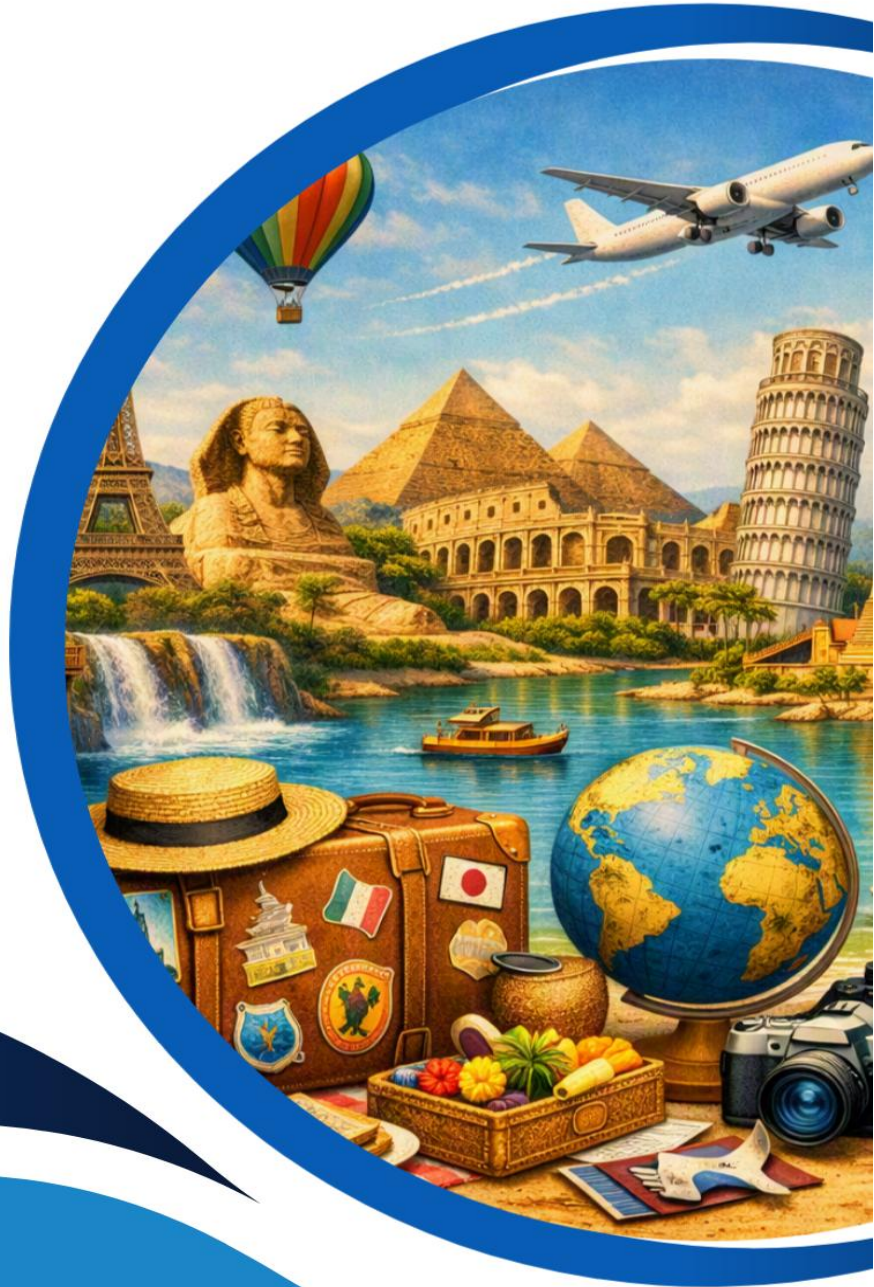


HTM210

INTRODUCTION TO TOURISM



Course video is available on our app

Course Title: Introduction to Tourism

Course Code: HTM210

Course Units: 2 Units

- **Historical Development of Tourism**
- **Tourists, Types, and Movement Patterns**
- **Significance of Tourism and Stakeholders**
- **Tourism in Nigeria and Planning Considerations**
- **Economic Dimensions and Multiplier Effects of Tourism**

Suggested Outline for Series 1: Historical Development of Tourism

- **1.1 Early Origins of Tourism**
 - Ancient travel motivations (religion, trade, exploration)
 - Early leisure and cultural exchanges
- **1.2 Key Historical Milestones in Tourism**
 - Medieval pilgrimages and fairs
 - Renaissance and Grand Tours
 - Industrial Revolution and modern transport
- **1.3 Growth of Organised Tourism**
 - Emergence of travel agencies and tour operators
 - Development of hospitality services
 - Rise of international tourism
- **1.4 Contemporary Historical Trends**
 - Post-World War II tourism expansion
 - Tourism in the digital age
 - Globalisation and cultural integration

Introduction

Tourism is one of the oldest human activities, deeply rooted in the desire to explore, trade, worship, and experience new cultures. From ancient journeys undertaken for religious pilgrimages and trade routes to the leisure travels of the wealthy during the Renaissance, tourism has always reflected the social and economic conditions of its time. Understanding how tourism



developed historically is essential, as it provides the foundation for appreciating its current role as a global industry and its significance in national development.

The aim of this Series is to trace the historical development of tourism, highlighting the major milestones that shaped its growth and examining how it evolved into an organised and influential sector of the economy.

We shall commence this Series by exploring the early origins of tourism, focusing on ancient motivations such as religion, trade, and cultural exchange. Next, we will examine key historical milestones, including medieval pilgrimages, Renaissance Grand Tours, and the impact of the Industrial Revolution. Following that, we will consider the growth of organised tourism, looking at the emergence of travel agencies, hospitality services, and international travel. Finally, we will conclude with contemporary historical trends, including post-war expansion, digital transformation, and the effects of globalisation on tourism.

Series Learning Outcomes

Upon completing this Series, you should be able to:

- **SLO 1.1 define** the early origins of tourism and explain the motivations behind ancient travel such as religion, trade, and cultural exchange.
- **SLO 1.2 analyse** key historical milestones in tourism, including medieval pilgrimages, Renaissance Grand Tours, and the impact of the Industrial Revolution.
- **SLO 1.3 evaluate** the growth of organised tourism by examining the emergence of travel agencies, tour operators, and hospitality services.
- **SLO 1.4 assess** contemporary historical trends in tourism, focusing on post-World War II expansion, digital transformation, and globalisation.

1.1 Early Origins of Tourism

Tourism in its earliest forms was closely tied to the fundamental needs and aspirations of human societies. People travelled for **religion**, which refers to journeys made to sacred places for worship and spiritual fulfilment. Others travelled for **trade**, meaning the exchange of goods and services across regions, which often led to cultural interactions. Exploration also played a role, as individuals sought new lands, knowledge, and experiences. These early motivations laid the foundation for tourism as both a social and economic activity.

In-text question: Early tourism was motivated by religion, trade, and _____.





Figure 1.1 Early motivations of tourism. Suggested

1.1.1 Religious Travel

Religious travel was one of the earliest forms of tourism. Pilgrimages to sacred sites such as temples, shrines, and holy cities attracted large numbers of people. These journeys were not only spiritual but also social, as they encouraged interaction among diverse groups.

In-text question: Pilgrimages to sacred sites were among the earliest forms of _____ travel.

1.1.2 Trade and Cultural Exchange

Trade routes such as the Silk Road facilitated movement across continents. Merchants travelled long distances to exchange goods, and in the process, they encountered new cultures, languages, and traditions. This form of travel contributed to the spread of ideas and cultural enrichment.

In-text question: Trade routes such as the Silk Road facilitated movement across continents for the exchange of _____.

1.1.3 Exploration and Discovery

Exploration was driven by curiosity and the desire to discover new lands. Ancient explorers expanded geographical knowledge and created opportunities for cultural contact. These journeys often combined adventure with learning, laying the groundwork for later forms of leisure travel.

In-text question: Exploration was driven by curiosity and the desire to discover new _____.



Pilot Questions 1.1

1. State one motivation behind early tourism.
2. Fill in the blank: Early tourism was motivated by religion, trade, and _____.
3. State one example of religious travel in early tourism.
4. Fill in the blank: Pilgrimages to sacred sites were among the earliest forms of _____ travel.
5. State one contribution of trade routes to tourism.

1.2 Key Historical Milestones in Tourism

Tourism did not remain static after its early origins. Over time, it developed through significant milestones that reflected broader social, cultural, and economic changes. These milestones include **medieval pilgrimages**, which were large-scale religious journeys, the **Renaissance Grand Tours**, which were educational and cultural travels for the elite, and the **Industrial Revolution**, which transformed tourism through advances in transport and communication.

In-text question: Key historical milestones in tourism include medieval pilgrimages, Renaissance Grand Tours, and the _____ Revolution.



Plate 1.2 Key historical milestones in tourism. Suggested

1.2.1 Medieval Pilgrimages and Fairs



During the medieval period, pilgrimages to holy sites such as Canterbury, Rome, and Mecca became widespread. These journeys were often long and challenging, yet they attracted large numbers of people seeking spiritual fulfilment. Alongside pilgrimages, fairs and festivals provided opportunities for travel, trade, and cultural exchange.

In-text question: Medieval pilgrimages were journeys to _____ sites for spiritual fulfilment.

1.2.2 Renaissance and Grand Tours

The Renaissance period marked a renewed interest in art, culture, and education. Wealthy young Europeans, particularly from Britain, undertook the Grand Tour, travelling across the continent to visit cultural centres such as Paris, Rome, and Florence. These journeys were seen as essential for personal development and social refinement.

In-text question: The Grand Tour was an educational and cultural journey undertaken by wealthy young _____.

1.2.3 Industrial Revolution and Modern Transport

The Industrial Revolution transformed tourism by introducing railways, steamships, and later automobiles. These innovations made travel faster, cheaper, and more accessible to wider sections of society. The growth of urban centres and improved communication also encouraged leisure travel.

In-text question: The Industrial Revolution transformed tourism through innovations such as _____ and steamships.

Pilot Questions 1.2

1. State one example of a medieval pilgrimage destination.
2. Fill in the blank: Medieval pilgrimages were journeys to _____ sites for spiritual fulfilment.
3. State one purpose of the Grand Tour during the Renaissance.
4. Fill in the blank: The Grand Tour was an educational and cultural journey undertaken by wealthy young _____.
5. State one transport innovation that transformed tourism during the Industrial Revolution.

1.3 Growth of Organised Tourism

As societies advanced, tourism began to take on a more organised form. The emergence of **travel agencies**, meaning businesses that planned and coordinated journeys, marked a turning point in making tourism accessible and structured. Alongside this, the development of



hospitality services, such as hotels and restaurants, provided comfort and convenience for travellers. Eventually, the rise of **international tourism** connected people across continents, transforming tourism into a global industry.

In-text question: The emergence of _____ agencies marked a turning point in making tourism accessible and structured.



Figure 1.3 Growth of organised tourism. Suggested

1.3.1 Emergence of Travel Agencies and Tour Operators

The nineteenth century saw the rise of travel agencies such as Thomas Cook, which organised tours, provided tickets, and offered packages. These agencies simplified travel arrangements and encouraged more people to participate in tourism.

In-text question: Travel agencies such as _____ Cook simplified travel arrangements and encouraged participation in tourism.

1.3.2 Development of Hospitality Services

Hotels, restaurants, and resorts expanded rapidly to meet the needs of travellers. Hospitality services provided accommodation, food, and leisure facilities, making tourism more comfortable and appealing.

In-text question: Hospitality services such as hotels and restaurants expanded to meet the needs of _____.



1.3.3 Rise of International Tourism

Advances in transport and communication enabled people to travel across borders more easily. International tourism grew as travellers sought cultural experiences, leisure, and adventure in foreign lands. This marked the beginning of tourism as a truly global phenomenon.

In-text question: Advances in transport and communication enabled the growth of _____ tourism.

Pilot Questions 1.3

1. State one role of travel agencies in organised tourism.
2. Fill in the blank: Travel agencies such as _____ Cook simplified travel arrangements and encouraged participation in tourism.
3. State one example of hospitality service that supports tourism.
4. Fill in the blank: Hospitality services such as hotels and restaurants expanded to meet the needs of _____.
5. State one factor that enabled the rise of international tourism.

1.4 Contemporary Historical Trends

Tourism in the modern era has been shaped by significant developments that reflect global changes in society, technology, and culture. After the devastation of the Second World War, tourism expanded rapidly as peace, prosperity, and improved transport encouraged international travel. Later, the digital age introduced new ways of planning and experiencing tourism, while globalisation connected people and cultures more closely than ever before.

In-text question: Contemporary historical trends in tourism include post-war expansion, the digital age, and _____.



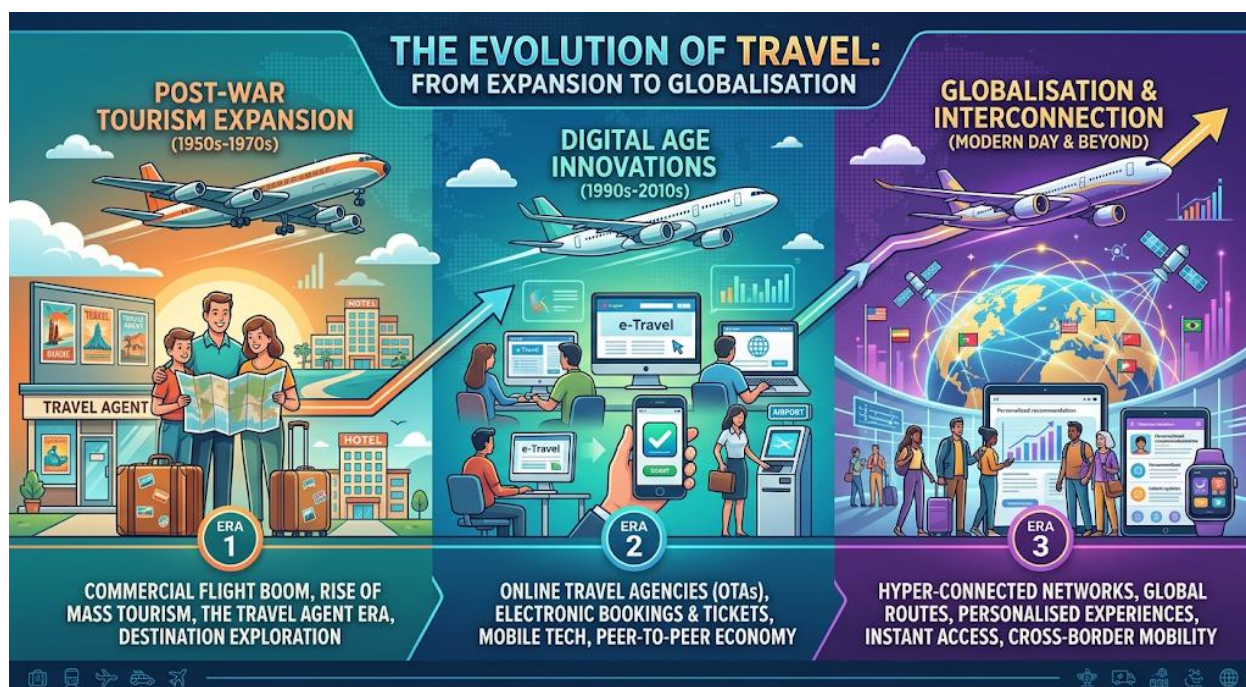


Figure 1.4 Contemporary historical trends in tourism. Suggested

1.4.1 Post-World War II Expansion

The period following the Second World War saw a surge in tourism. Economic recovery, rising incomes, and improved transport infrastructure enabled more people to travel for leisure. International organisations also promoted tourism as a means of fostering peace and cultural understanding.

In-text question: Rising incomes and improved transport infrastructure enabled more people to travel for _____ after the Second World War.

1.4.2 Tourism in the Digital Age

The advent of computers, the internet, and mobile technologies transformed tourism. Online booking systems, digital maps, and social media platforms made travel easier to plan and share. Virtual reality and augmented reality now offer immersive experiences, expanding the scope of leisure and tourism.

In-text question: Online booking systems and digital maps are examples of tourism in the _____ age.

1.4.3 Globalisation and Cultural Integration

Globalisation has connected societies across continents, making international tourism more accessible. Travellers now seek diverse cultural experiences, and destinations promote their



heritage to attract visitors. This integration has enriched tourism but also raised questions about sustainability and cultural preservation.

In-text question: Globalisation has made international tourism more _____ and enriched cultural experiences.

Pilot Questions 1.4

1. State one factor that encouraged tourism expansion after the Second World War.
2. Fill in the blank: Rising incomes and improved transport infrastructure enabled more people to travel for _____ after the Second World War.
3. State one technological innovation that transformed tourism in the digital age.
4. Fill in the blank: Online booking systems and digital maps are examples of tourism in the _____ age.
5. State one way globalisation has influenced tourism.

Series Summary

This Series has traced the historical development of tourism, showing how it evolved from simple journeys motivated by religion, trade, and exploration into a structured global industry. We began with the early origins of tourism, then examined key milestones such as medieval pilgrimages, Renaissance Grand Tours, and the Industrial Revolution. Following that, we explored the growth of organised tourism through travel agencies, hospitality services, and international travel. Finally, we considered contemporary historical trends, including post-World War II expansion, the digital age, and globalisation.

By engaging with these topics, you should now be able to **define** the early origins of tourism (SLO 1.1), **analyse** major historical milestones (SLO 1.2), **evaluate** the growth of organised tourism (SLO 1.3), and **assess** contemporary historical trends (SLO 1.4). These outcomes provide you with a solid foundation for understanding tourism as both a historical phenomenon and a modern industry, preparing you for deeper exploration in the subsequent Series.

Glossary of Terms

- **Religion:** A system of beliefs and practices often centred on worship of a higher power. In tourism, religion motivated early travel through pilgrimages to sacred sites.
- **Trade:** The exchange of goods and services between individuals or regions. Trade routes such as the Silk Road encouraged travel and cultural interaction.
- **Exploration:** Journeys undertaken to discover new lands, knowledge, or experiences. Exploration expanded geographical understanding and laid the foundation for leisure travel.



- **Pilgrimage:** A journey to a sacred site for spiritual fulfilment. Pilgrimages were among the earliest forms of tourism in medieval times.
- **Grand Tour:** An extended journey across Europe undertaken by wealthy young men during the Renaissance to gain cultural and educational refinement.
- **Industrial Revolution:** A period of rapid industrial growth beginning in the eighteenth century, marked by innovations such as railways and steamships that transformed tourism.
- **Travel Agency:** A business that organises and coordinates journeys, providing tickets, packages, and itineraries. Agencies such as Thomas Cook made tourism more accessible.
- **Hospitality Services:** Facilities such as hotels, restaurants, and resorts that provide accommodation, food, and leisure for travellers.
- **International Tourism:** Travel across national borders for leisure, culture, or adventure, made possible by advances in transport and communication.
- **Digital Age:** The modern era characterised by computers, the internet, and mobile technologies. In tourism, it introduced online booking, digital maps, and virtual experiences.
- **Globalisation:** The process of increasing interconnectedness among societies worldwide. In tourism, it has expanded access to diverse cultural experiences and international destinations.

Concept Check Questions 1

Objective Questions

1. (Linked to SLO 1.1) Fill in the blank: Early tourism was motivated by religion, trade, and _____.
2. (Linked to SLO 1.2) The Grand Tour during the Renaissance was primarily undertaken by: a) Merchants b) Wealthy young Europeans c) Pilgrims d) Industrial workers
3. (Linked to SLO 1.3) Which of the following was a major travel agency that simplified tourism in the nineteenth century? a) Hilton b) Thomas Cook c) Expedia d) Marriott
4. (Linked to SLO 1.4) Online booking systems and digital maps are examples of tourism in the _____ age.

Short-Answer Questions

5. (Linked to SLO 1.1) Define exploration in the context of early tourism and state one of its contributions.
6. (Linked to SLO 1.2) Briefly explain the significance of medieval pilgrimages in shaping tourism.
7. (Linked to SLO 1.3) State one role of hospitality services in supporting organised tourism.
8. (Linked to SLO 1.4) Identify one factor that encouraged tourism expansion after the Second World War.



Long-Answer Questions

9. (Linked to SLO 1.2) Analyse the impact of the Industrial Revolution on tourism, focusing on transport innovations.
10. (Linked to SLO 1.4) Assess how globalisation has influenced tourism, highlighting both opportunities and challenges.

Answers to Concept Check Questions [Series 1]

Objective Questions

1. Exploration
2. b) Wealthy young Europeans
3. b) Thomas Cook
4. Digital

Short-Answer Questions

5. Exploration refers to journeys undertaken to discover new lands, knowledge, or experiences. It contributed to expanding geographical understanding and cultural contact.
6. Medieval pilgrimages were journeys to sacred sites for spiritual fulfilment. They shaped tourism by encouraging large-scale travel and cultural exchange.
7. Hospitality services such as hotels and restaurants provided accommodation, food, and leisure facilities, making tourism more comfortable and appealing.
8. Rising incomes and improved transport infrastructure encouraged tourism expansion after the Second World War.

Long-Answer Questions

9. *Basic response:* The Industrial Revolution introduced railways and steamships, which made travel faster, cheaper, and more accessible. This expanded tourism beyond the elite to wider sections of society. *Value-added response:* In addition to transport innovations, the Industrial Revolution fostered urbanisation and improved communication systems, which created new destinations and increased demand for leisure travel. It also laid the groundwork for modern tourism infrastructure.
10. *Basic response:* Globalisation has made international tourism more accessible, allowing travellers to experience diverse cultures and destinations. *Value-added response:* Beyond accessibility, globalisation has created opportunities for cultural integration, economic growth, and international cooperation. However, it also presents challenges such as cultural homogenisation, sustainability concerns, and the risk of over-tourism in popular destinations.

Answers to Pilot Questions [Series 1]



Pilot Questions 1.1 – Early Origins of Tourism

1. One motivation behind early tourism was religion.
2. Early tourism was motivated by religion, trade, and exploration.
3. An example of religious travel in early tourism is pilgrimages to sacred sites such as Mecca.
4. Pilgrimages to sacred sites were among the earliest forms of religious travel.
5. Trade routes contributed to tourism by facilitating the exchange of goods and cultural interaction.

Pilot Questions 1.2 – Key Historical Milestones in Tourism

1. One example of a medieval pilgrimage destination is Canterbury.
2. Medieval pilgrimages were journeys to sacred sites for spiritual fulfilment.
3. The Grand Tour during the Renaissance was undertaken for cultural and educational refinement.
4. The Grand Tour was an educational and cultural journey undertaken by wealthy young Europeans.
5. One transport innovation that transformed tourism during the Industrial Revolution was the railway.

Pilot Questions 1.3 – Growth of Organised Tourism

1. Travel agencies organised tours, provided tickets, and offered packages.
2. Travel agencies such as Thomas Cook simplified travel arrangements and encouraged participation in tourism.
3. An example of hospitality service that supports tourism is hotels.
4. Hospitality services such as hotels and restaurants expanded to meet the needs of travellers.
5. Advances in transport and communication enabled the rise of international tourism.

Pilot Questions 1.4 – Contemporary Historical Trends

1. One factor that encouraged tourism expansion after the Second World War was rising incomes.
2. Rising incomes and improved transport infrastructure enabled more people to travel for leisure after the Second World War.
3. One technological innovation that transformed tourism in the digital age was online booking systems.
4. Online booking systems and digital maps are examples of tourism in the digital age.
5. Globalisation has influenced tourism by making international travel more accessible and enriching cultural experiences.

References and Attributions [Series 1]



- **General Content:** The instructional material for Series 1 was developed using open educational resources (OERs) and standard references in tourism history, adapted into self-learning format for independent study.
- **Figures and Plates:**
 - *Figure 1.1 Early motivations of tourism:* AI-generated illustration prompt, “Diagram showing ancient travel motivations: religion, trade, exploration.”
 - *Plate 1.2 Key historical milestones in tourism:* AI-generated illustration prompt, “Illustration showing medieval pilgrimages, Renaissance Grand Tours, and Industrial Revolution transport.”
 - *Figure 1.3 Growth of organised tourism:* AI-generated illustration prompt, “Diagram showing travel agencies, hospitality services, and international tourism.”
 - *Figure 1.4 Contemporary historical trends in tourism:* AI-generated illustration prompt, “Timeline illustration showing post-war tourism expansion, digital age innovations, and globalisation.”
- **Open Educational Resources (OERs):**
 - Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2008). *Tourism: Principles and Practice* (4th ed.). Pearson Education.
 - Holloway, J. C., & Humphreys, C. (2019). *The Business of Tourism* (11th ed.). Pearson Education.
 - Tribe, J. (2011). *The Economics of Recreation, Leisure and Tourism* (4th ed.). Routledge.
- **Institutional Style:** References are presented in APA format, consistent with academic standards.

Course Title: Introduction to Tourism

Course Code: HTM210

Course Units: 2 Units

- **Historical Development of Tourism**
- **Tourists, Types, and Movement Patterns**
- **Significance of Tourism and Stakeholders**
- **Tourism in Nigeria and Planning Considerations**
- **Economic Dimensions and Multiplier Effects of Tourism**

Suggested Outline for Series 2: Tourists, Types, and Movement Patterns

- **2.1 Defining Tourists and Tourism Activities**



- Meaning of a tourist
- Distinction between tourism and travel
- Categories of tourism activities
- **2.2 Types of Tourists**
 - Domestic vs. international tourists
 - Leisure, business, and special-interest tourists
 - Demographic and psychographic classifications
- **2.3 Tourist Movement Patterns**
 - Local, regional, and international flows
 - Seasonal and temporal patterns
 - Push and pull factors influencing movement
- **2.4 Contemporary Trends in Tourist Behaviour**
 - Impact of technology on tourist choices
 - Sustainable and responsible tourism movements
 - Emerging preferences in global tourism

Introduction

In the last Series, we explored the historical development of tourism, tracing its journey from ancient motivations to contemporary global trends. Having understood how tourism evolved over time, it is now important to focus on the people at the centre of this activity: the tourists themselves. Tourists are the driving force of the industry, and their types, behaviours, and movement patterns determine how destinations grow and how services are designed.

The aim of this Series is to introduce you to the concept of tourists, classify them into different types, and examine their movement patterns and behavioural trends. By doing so, you will gain insight into how tourism demand is shaped and how it influences the organisation of the industry.

We shall commence this Series by defining tourists and tourism activities, clarifying the distinction between tourism and general travel. Next, we will explore the different types of tourists, including domestic, international, leisure, business, and special-interest categories. Following that, we will examine tourist movement patterns, looking at local, regional, and international flows as well as seasonal and temporal variations. Finally, we will wrap up by considering contemporary trends in tourist behaviour, including the impact of technology, sustainability, and emerging global preferences.

Series Learning Outcomes

Upon completing this Series, you should be able to:

- **SLO 2.1 define** what constitutes a tourist and distinguish between tourism and general travel activities.



- **SLO 2.2 classify** different types of tourists, including domestic, international, leisure, business, and special-interest categories.
- **SLO 2.3 analyse** tourist movement patterns, focusing on local, regional, and international flows as well as seasonal and temporal variations.
- **SLO 2.4 evaluate** contemporary trends in tourist behaviour, including the influence of technology, sustainability, and global preferences.

2.1 Defining Tourists and Tourism Activities

Tourism begins with the people who travel, and understanding who qualifies as a **tourist** is essential. A tourist is generally defined as someone who travels away from their usual environment for leisure, business, or other purposes, and stays for at least twenty-four hours but less than one year. It is important to distinguish tourism from general travel, as not all journeys count as tourism. For example, commuting to work or permanent migration does not fall under tourism. Tourism activities, therefore, include leisure, cultural, business, and special-interest pursuits that take place during travel.

In-text question: A tourist is someone who travels away from their usual environment for at least _____ hours but less than one year.

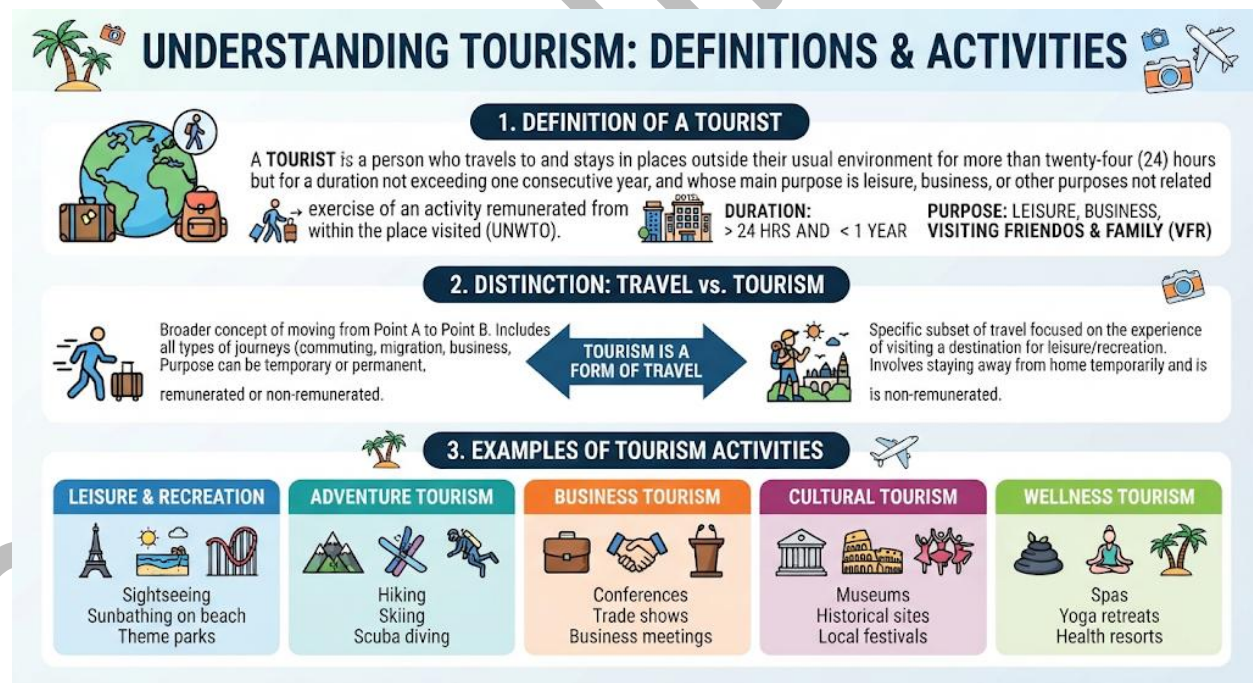


Figure 2.1 Defining tourists and tourism activities. Suggested

2.1.1 Meaning of a Tourist



The term tourist refers to individuals who travel temporarily outside their normal place of residence. Their purpose may vary, but the defining feature is that the travel is not permanent. Tourists may be motivated by leisure, business, education, or cultural interests.

In-text question: The defining feature of a tourist is that the travel is not _____.

2.1.2 Distinction between Tourism and Travel

While all tourism involves travel, not all travel qualifies as tourism. Tourism requires a temporary stay away from home, usually involving accommodation and activities. Travel such as commuting, migration, or military service does not count as tourism.

In-text question: Not all travel qualifies as tourism because tourism requires a temporary _____ away from home.

2.1.3 Categories of Tourism Activities

Tourism activities can be grouped into leisure (such as holidays and recreation), cultural (such as visiting heritage sites), business (such as conferences and meetings), and special-interest tourism (such as eco-tourism or adventure travel). These categories highlight the diversity of tourism experiences.

In-text question: Visiting heritage sites is an example of _____ tourism activity.

Pilot Questions 2.1

1. Define a tourist in your own words.
2. Fill in the blank: A tourist is someone who travels away from their usual environment for at least _____ hours but less than one year.
3. State one distinction between tourism and general travel.
4. Fill in the blank: The defining feature of a tourist is that the travel is not _____.
5. State one example of a tourism activity.

2.2 Types of Tourists

Tourists can be classified into different categories based on their purpose, origin, and preferences. These classifications help destinations and service providers to design appropriate products and experiences. Broadly, tourists may be domestic or international, leisure or business,



and may also fall into special-interest groups such as eco-tourists or adventure travellers. Demographic and psychographic classifications further highlight differences in age, income, lifestyle, and motivations.

In-text question: Tourists can be classified into domestic, international, leisure, business, and _____-interest categories.

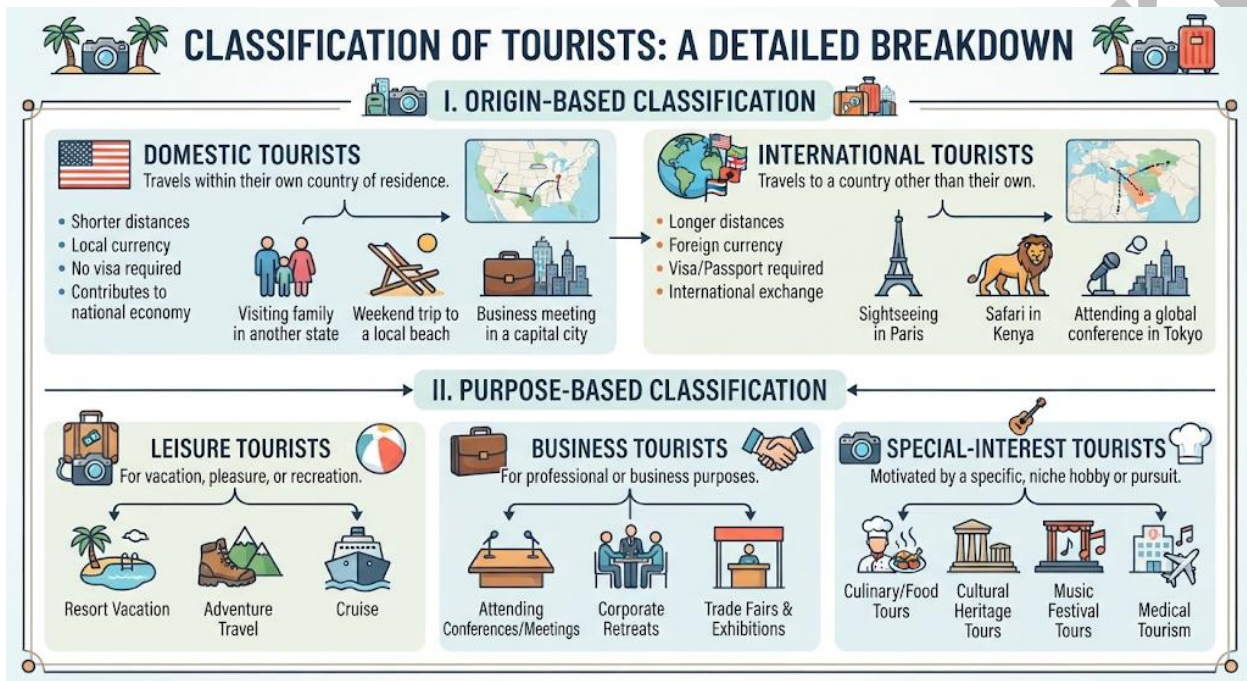


Figure 2.2 Types of tourists. Suggested

2.2.1 Domestic vs. International Tourists

Domestic tourists travel within their own country, while international tourists cross national borders. Domestic tourism often supports local economies, whereas international tourism fosters cultural exchange and global connectivity.

In-text question: Domestic tourists travel within their own _____.

2.2.2 Leisure, Business, and Special-Interest Tourists

Leisure tourists travel for relaxation, holidays, and recreation. Business tourists travel for work-related purposes such as meetings or conferences. Special-interest tourists pursue specific passions such as eco-tourism, adventure travel, or cultural heritage exploration.

In-text question: Business tourists travel for _____-related purposes such as meetings or conferences.



2.2.3 Demographic and Psychographic Classifications

Tourists can also be classified by demographic factors such as age, income, and education, or by psychographic factors such as lifestyle, interests, and values. These classifications help marketers and planners to understand and predict tourist behaviour.

In-text question: Tourists can be classified by demographic factors such as age, income, and _____.

Pilot Questions 2.2

1. Define domestic tourism.
2. Fill in the blank: Domestic tourists travel within their own _____.
3. State one purpose of leisure tourism.
4. Fill in the blank: Business tourists travel for _____-related purposes such as meetings or conferences.
5. State one example of special-interest tourism.
6. Fill in the blank: Tourists can be classified by demographic factors such as age, income, and _____.

2.3 Tourist Movement Patterns

Tourist movement refers to the way people travel from their place of origin to destinations, and the patterns that emerge from these flows. Understanding these patterns helps planners, businesses, and governments to anticipate demand and manage resources effectively. Movement can be local, regional, or international, and is influenced by seasonal variations as well as push and pull factors.

In-text question: Tourist movement can be local, regional, or _____.





Figure 2.3 Tourist movement patterns. Suggested

2.3.1 Local, Regional, and International Flows

Local tourism involves short trips within a city or nearby area. Regional tourism covers travel within a wider geographical zone, such as a state or neighbouring countries. International tourism involves crossing national borders, often requiring passports and visas.

In-text question: International tourism involves crossing national _____.

2.3.2 Seasonal and Temporal Patterns

Tourist flows often vary by season. For example, beach destinations attract visitors in summer, while ski resorts thrive in winter. Temporal patterns also include peak travel times such as holidays and festivals.

In-text question: Ski resorts thrive during the _____ season.

2.3.3 Push and Pull Factors Influencing Movement

Push factors are conditions that drive people away from their usual environment, such as stress, climate, or lack of leisure opportunities. Pull factors are attractions that draw tourists to a destination, such as natural beauty, cultural heritage, or entertainment.

In-text question: Natural beauty and cultural heritage are examples of _____ factors in tourism.



Pilot Questions 2.3

1. Define local tourism.
2. Fill in the blank: International tourism involves crossing national _____.
3. State one example of seasonal tourism.
4. Fill in the blank: Ski resorts thrive during the _____ season.
5. State one push factor and one pull factor influencing tourist movement.

2.4 Contemporary Trends in Tourist Behaviour

Tourist behaviour is constantly evolving, shaped by changes in technology, society, and global priorities. In recent years, travellers have become more informed, more connected, and more conscious of their impact on destinations. Understanding these trends helps the tourism industry to adapt and remain relevant.

In-text question: Contemporary trends in tourist behaviour include technology, sustainability, and emerging global _____.

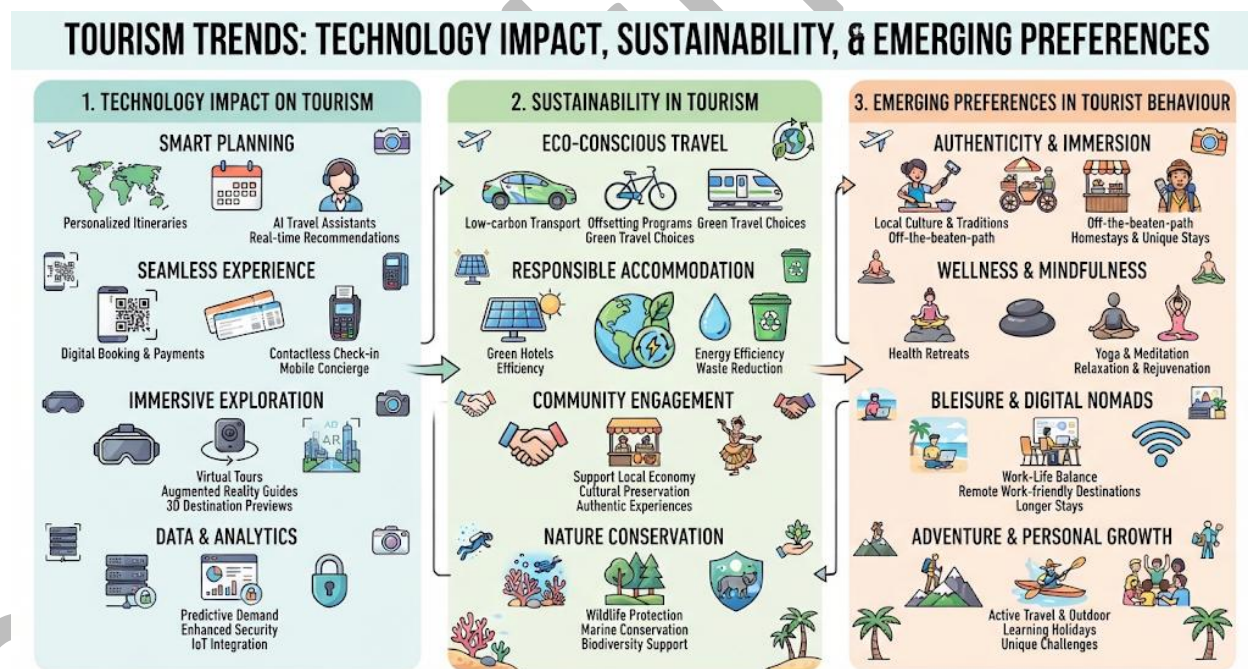


Figure 2.4 Contemporary trends in tourist behaviour. Suggested

2.4.1 Impact of Technology on Tourist Choices



Technology has transformed how tourists plan, book, and experience travel. Online booking platforms, mobile apps, and social media influence destination choices. Virtual reality and augmented reality now offer immersive previews of attractions.

In-text question: Online booking platforms and mobile apps influence tourist _____.

2.4.2 Sustainable and Responsible Tourism Movements

Tourists are increasingly aware of environmental and social impacts. Sustainable tourism promotes practices that protect natural resources and respect local communities. Responsible tourism encourages travellers to minimise negative impacts and support local economies.

In-text question: Sustainable tourism promotes practices that protect natural _____ and respect local communities.

2.4.3 Emerging Preferences in Global Tourism

New preferences are shaping tourism demand. These include wellness tourism, adventure travel, and cultural immersion experiences. Tourists seek authenticity, personal growth, and meaningful connections with destinations.

In-text question: Wellness tourism and adventure travel are examples of emerging tourist _____.

Pilot Questions 2.4

1. State one way technology has influenced tourist behaviour.
2. Fill in the blank: Online booking platforms and mobile apps influence tourist _____.
3. State one principle of sustainable tourism.
4. Fill in the blank: Sustainable tourism promotes practices that protect natural _____ and respect local communities.
5. State one example of an emerging preference in global tourism.

Series Summary

This Series has focused on tourists, their classifications, and the patterns of their movement, highlighting their central role in shaping the tourism industry. We began by defining what constitutes a tourist and distinguishing tourism from general travel. Then we examined different types of tourists, including domestic, international, leisure, business, and special-interest categories, before moving on to explore tourist movement patterns such as local, regional, and international flows, seasonal variations, and push-pull factors. Finally, we considered contemporary trends in tourist behaviour, including the influence of technology, sustainability, and emerging global preferences.



By engaging with these topics, you should now be able to **define** tourists and tourism activities (SLO 2.1), **classify** tourists into various categories (SLO 2.2), **analyse** movement patterns across different scales and seasons (SLO 2.3), and **evaluate** contemporary behavioural trends (SLO 2.4). These outcomes equip you with the ability to understand the diversity of tourists and anticipate their needs, thereby strengthening your grasp of tourism as a dynamic and evolving industry.

Glossary of Terms

- **Tourist:** An individual who travels temporarily outside their usual environment for leisure, business, or other purposes, staying at least twenty-four hours but less than one year.
- **Tourism Activities:** Actions undertaken during travel, including leisure, cultural, business, and special-interest pursuits.
- **Domestic Tourist:** A traveller who undertakes tourism within their own country.
- **International Tourist:** A traveller who crosses national borders to engage in tourism activities.
- **Leisure Tourist:** A person travelling for relaxation, holidays, or recreation.
- **Business Tourist:** A traveller whose primary purpose is work-related, such as attending meetings or conferences.
- **Special-Interest Tourist:** A traveller motivated by specific passions such as eco-tourism, adventure travel, or cultural heritage.
- **Demographic Classification:** Categorisation of tourists based on measurable factors such as age, income, and education.
- **Psychographic Classification:** Categorisation of tourists based on lifestyle, interests, values, and motivations.
- **Tourist Movement Patterns:** The flows of tourists across local, regional, and international destinations, often influenced by seasonal and temporal variations.
- **Push Factors:** Conditions that drive people away from their usual environment, such as stress or unfavourable climate.
- **Pull Factors:** Attractions that draw tourists to a destination, such as natural beauty, cultural heritage, or entertainment.
- **Sustainable Tourism:** Tourism that promotes practices protecting natural resources and respecting local communities.
- **Responsible Tourism:** Tourism that encourages travellers to minimise negative impacts and support local economies.
- **Emerging Preferences:** New trends in tourism demand, such as wellness tourism, adventure travel, and cultural immersion experiences.

Concept Check Questions 2

Objective Questions



1. (Linked to SLO 2.1) Fill in the blank: A tourist is someone who travels away from their usual environment for at least _____ hours but less than one year.
2. (Linked to SLO 2.2) Domestic tourists travel within their own _____.
3. (Linked to SLO 2.3) Ski resorts thrive during the _____ season.
4. (Linked to SLO 2.4) Online booking platforms and mobile apps influence tourist _____.

Short-Answer Questions

5. (Linked to SLO 2.1) Define tourism activities and give one example.
6. (Linked to SLO 2.2) State one difference between leisure and business tourists.
7. (Linked to SLO 2.3) Identify one push factor and one pull factor influencing tourist movement.
8. (Linked to SLO 2.4) State one principle of sustainable tourism.

Long-Answer Questions

9. (Linked to SLO 2.3) Analyse the importance of seasonal and temporal patterns in shaping tourist flows.
10. (Linked to SLO 2.4) Evaluate how emerging preferences such as wellness tourism and cultural immersion are influencing global tourism demand.

Answers to Concept Check Questions [Series 2]

Objective Questions

1. 24
2. Country
3. Winter
4. Choices

Short-Answer Questions

5. Tourism activities are actions undertaken during travel, such as leisure, cultural, business, or special-interest pursuits. Example: visiting a heritage site.
6. Leisure tourists travel for relaxation and recreation, while business tourists travel for work-related purposes such as meetings or conferences.
7. Push factor: stress or unfavourable climate. Pull factor: natural beauty or cultural heritage.
8. Sustainable tourism promotes practices that protect natural resources and respect local communities.

Long-Answer Questions

9. *Basic response:* Seasonal and temporal patterns determine when and where tourists travel, such as beaches in summer and ski resorts in winter. They help destinations plan for peak and off-peak periods. *Value-added response:* Beyond basic seasonality, these



patterns influence employment, infrastructure investment, and marketing strategies. They also highlight the need for diversification to reduce dependency on peak seasons and ensure sustainable year-round tourism.

10. *Basic response*: Emerging preferences such as wellness tourism and cultural immersion are attracting tourists who seek personal growth and authentic experiences. *Value-added response*: These preferences are reshaping global tourism by encouraging destinations to diversify offerings, integrate local culture, and promote health and wellbeing. They also create opportunities for niche markets while challenging destinations to balance authenticity with commercialisation.

Answers to Pilot Questions [Series 2]

Pilot Questions 2.1 – Defining Tourists and Tourism Activities

1. A tourist is someone who travels temporarily outside their usual environment for leisure, business, or other purposes, staying at least twenty-four hours but less than one year.
2. 24 hours.
3. Tourism requires a temporary stay away from home, while general travel such as commuting or migration does not.
4. Permanent.
5. Example: Visiting a heritage site is a tourism activity.

Pilot Questions 2.2 – Types of Tourists

1. Domestic tourism refers to travel within one's own country.
2. Country.
3. Leisure tourism is for relaxation and recreation, while business tourism is for work-related purposes.
4. Work.
5. Example: Eco-tourism is a type of special-interest tourism.
6. Education.

Pilot Questions 2.3 – Tourist Movement Patterns

1. Local tourism involves short trips within a city or nearby area.
2. Borders.
3. Example: Beach tourism in summer.
4. Winter.
5. Push factor: Stress or unfavourable climate. Pull factor: Natural beauty or cultural heritage.

Pilot Questions 2.4 – Contemporary Trends in Tourist Behaviour



1. Technology has influenced tourist behaviour through online booking platforms and mobile apps.
2. Choices.
3. Protecting natural resources and respecting local communities.
4. Resources.
5. Example: Wellness tourism.

References and Attributions [Series 2]

- **General Content:** The instructional material for Series 2 was developed using open educational resources (OERs) and adapted into structured self-learning content.
- **Figures and Plates:**
 - *Figure 2.1 Defining tourists and tourism activities:* AI-generated illustration prompt, “Diagram showing definition of tourist, distinction between tourism and travel, and examples of tourism activities.”
 - *Figure 2.2 Types of tourists:* AI-generated illustration prompt, “Diagram showing domestic, international, leisure, business, and special-interest tourists.”
 - *Figure 2.3 Tourist movement patterns:* AI-generated illustration prompt, “Diagram showing local, regional, and international tourist flows with seasonal variations and push-pull factors.”
 - *Figure 2.4 Contemporary trends in tourist behaviour:* AI-generated illustration prompt, “Diagram showing technology impact, sustainability, and emerging preferences in tourist behaviour.”
- **Open Educational Resources (OERs):**
 - Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2008). *Tourism: Principles and Practice* (4th ed.). Pearson Education.
 - Holloway, J. C., & Humphreys, C. (2019). *The Business of Tourism* (11th ed.). Pearson Education.
 - Tribe, J. (2011). *The Economics of Recreation, Leisure and Tourism* (4th ed.). Routledge.
 - World Tourism Organization (UNWTO). (2019). *International Tourism Highlights*. Madrid: UNWTO.
- **Institutional Style:** References are presented in APA format, consistent with academic standards.

Course Title: Introduction to Tourism

Course Code: HTM210

Course Units: 2 Units

• Historical Development of Tourism



- **Tourists, Types, and Movement Patterns**
- **Significance of Tourism and Stakeholders**
- **Tourism in Nigeria and Planning Considerations**
- **Economic Dimensions and Multiplier Effects of Tourism**

Suggested Outline for Series 3: Significance of Tourism and Stakeholders

- **3.1 The Importance of Tourism**
 - Economic significance (employment, revenue, foreign exchange earnings)
 - Social and cultural significance (cultural exchange, preservation, identity)
 - Environmental significance (conservation, sustainability, impacts)
- **3.2 Key Stakeholders in Tourism**
 - Tourists as consumers of experiences
 - Host communities and their role in tourism development
 - Government and policy makers
 - Private sector operators (hospitality, transport, travel agencies)
- **3.3 Interactions and Relationships among Stakeholders**
 - Collaboration and partnerships in tourism development
 - Conflicts and challenges among stakeholders
 - Case examples of stakeholder cooperation
- **3.4 Contemporary Issues in Tourism Significance and Stakeholders**
 - Globalisation and its effects on stakeholders
 - Technology and digital platforms shaping stakeholder roles
 - Sustainability and responsible tourism practices

Introduction

Tourism is more than just travel; it is a powerful force that shapes economies, societies, and environments. It creates jobs, generates income, fosters cultural exchange, and influences how communities interact with visitors. At the same time, tourism depends on a wide range of stakeholders whose roles and relationships determine its success. Understanding both the significance of tourism and the people involved is essential for anyone studying the industry.

The aim of this Series is to help you appreciate the importance of tourism and to introduce you to the key stakeholders who drive and sustain it. By the end, you will be able to recognise how tourism contributes to development and explain the roles and interactions of those engaged in the sector.



We shall commence this Series by examining the importance of tourism, focusing on its economic, social, cultural, and environmental significance. Next, we will explore the key stakeholders, including tourists, host communities, government, and private sector operators. Following that, we will consider how these stakeholders interact, highlighting both cooperation and challenges. Finally, we will wrap up by discussing contemporary issues such as globalisation, technology, and sustainability, bringing the Series to a close with insights into how tourism continues to evolve in today's world.

Series Learning Outcomes – Series 3: Significance of Tourism and Stakeholders

Upon completing this Series, you should be able to:

- **SLO 3.1 describe** the importance of tourism, including its economic, social, cultural, and environmental significance.
- **SLO 3.2 identify** the key stakeholders in tourism, such as tourists, host communities, government, and private sector operators.
- **SLO 3.3 explain** the interactions and relationships among stakeholders, highlighting both cooperation and challenges.
- **SLO 3.4 evaluate** contemporary issues affecting tourism and stakeholders, including globalisation, technology, and sustainability.

3.1 The Importance of Tourism

Tourism is a dynamic industry that contributes significantly to the development of nations. It generates employment, stimulates investment, and enhances cultural exchange. For Nigeria and many other countries, tourism is not only an economic driver but also a means of strengthening identity and promoting international recognition. Understanding its importance helps us appreciate why tourism is considered a vital sector globally.

In-text question: Tourism generates employment, stimulates investment, and enhances cultural
_____.





Figure 3.1 The importance of tourism. Suggested

3.1.1 Economic Significance

Tourism contributes to national income through foreign exchange earnings, job creation, and infrastructure development. It supports industries such as hospitality, transport, and retail, making it a major source of revenue.

In-text question: Tourism contributes to national income through foreign exchange earnings, job creation, and _____ development.

3.1.2 Social and Cultural Significance

Tourism fosters cultural exchange, promotes understanding among people, and helps preserve traditions. It strengthens community pride and provides opportunities for showcasing cultural heritage.

In-text question: Tourism fosters cultural exchange and helps preserve _____.

3.1.3 Environmental Significance

Tourism can encourage conservation of natural resources and promote sustainable practices. National parks, wildlife reserves, and eco-tourism initiatives highlight the role of tourism in environmental protection.

In-text question: Tourism can encourage conservation of natural _____.



Pilot Questions 3.1

1. State one way tourism contributes to national income.
2. Fill in the blank: Tourism contributes to national income through foreign exchange earnings, job creation, and _____ development.
3. State one social or cultural benefit of tourism.
4. Fill in the blank: Tourism fosters cultural exchange and helps preserve _____.
5. State one environmental benefit of tourism.
6. Fill in the blank: Tourism can encourage conservation of natural _____.

3.2 Key Stakeholders in Tourism

Tourism thrives because of the contributions of different groups of people and organisations. Each stakeholder plays a unique role in shaping the experiences of visitors and ensuring the industry's sustainability. Understanding these stakeholders helps us see how tourism operates as a system rather than as isolated activities.

In-text question: Tourism thrives because of the contributions of different groups of people and _____.



Figure 3.2 Key stakeholders in tourism. Suggested

3.2.1 Tourists as Consumers of Experiences



Tourists are central to the industry, as they consume services and experiences. Their preferences and behaviours influence the types of products and services offered.

In-text question: Tourists are central to the industry because they consume services and _____.

3.2.2 Host Communities

Host communities provide the cultural, social, and environmental context for tourism. They preserve traditions, welcome visitors, and benefit from tourism through income and development.

In-text question: Host communities provide the cultural, social, and _____ context for tourism.

3.2.3 Government and Policy Makers

Governments regulate tourism, create policies, and invest in infrastructure. They also promote destinations nationally and internationally, ensuring standards and safety.

In-text question: Governments regulate tourism, create policies, and invest in _____.

3.2.4 Private Sector Operators

Hotels, airlines, tour companies, and restaurants form the backbone of tourism services. They provide accommodation, transport, and leisure activities that make tourism possible.

In-text question: Hotels, airlines, and tour companies are examples of private sector _____ in tourism.

Pilot Questions 3.2

1. State one role of tourists in the tourism industry.
2. Fill in the blank: Tourists are central to the industry because they consume services and _____.
3. State one contribution of host communities to tourism.
4. Fill in the blank: Host communities provide the cultural, social, and _____ context for tourism.
5. State one role of government in tourism.
6. Fill in the blank: Governments regulate tourism, create policies, and invest in _____.
7. State one example of a private sector operator in tourism.
8. Fill in the blank: Hotels, airlines, and tour companies are examples of private sector _____ in tourism.

3.3 Interactions and Relationships among Stakeholders



Tourism stakeholders do not operate in isolation. Their roles and responsibilities often overlap, requiring cooperation and coordination. At the same time, differences in interests can lead to challenges. Understanding these interactions helps us see how tourism functions as a network of relationships rather than separate entities.

In-text question: Tourism stakeholders do not operate in isolation; their roles and responsibilities often ____.

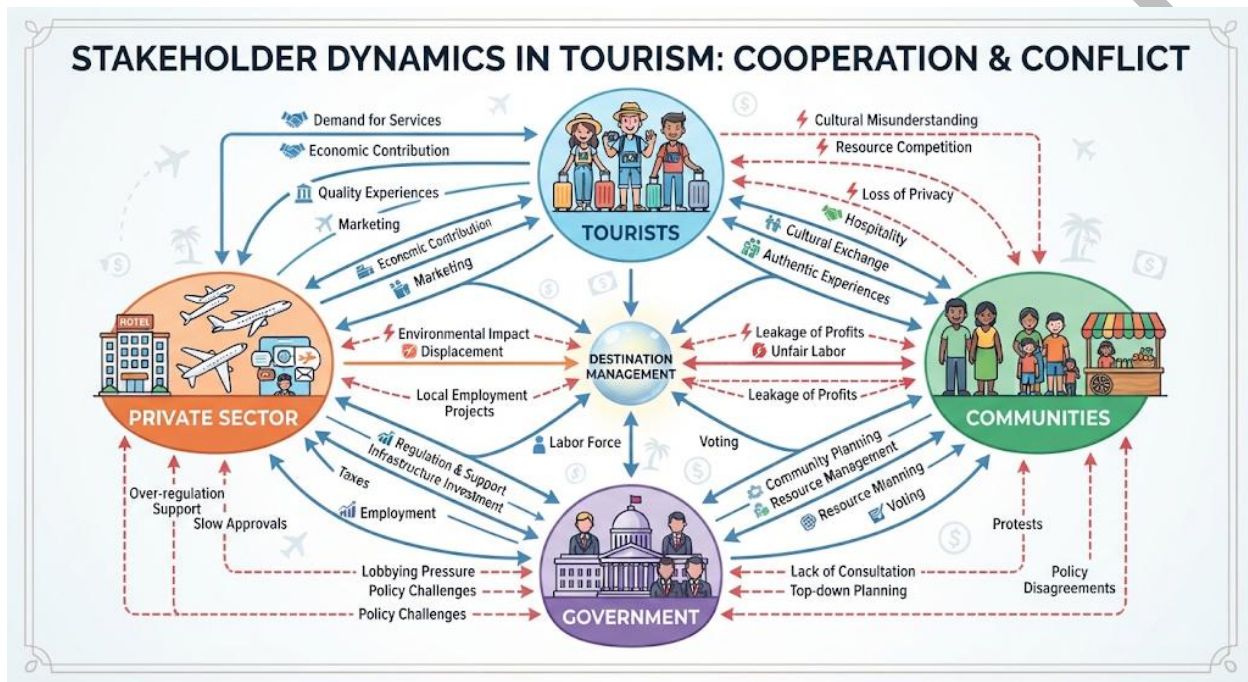


Figure 3.3 Interactions and relationships among tourism stakeholders. Suggested

3.3.1 Collaboration and Partnerships

Collaboration among stakeholders leads to shared benefits. For example, governments may partner with private operators to develop infrastructure, while communities work with tour companies to showcase cultural heritage.

In-text question: Collaboration among stakeholders leads to shared ____.

3.3.2 Conflicts and Challenges

Conflicts can arise when stakeholders have competing interests. For instance, communities may prioritise cultural preservation while private operators focus on profit. Balancing these interests is a key challenge in tourism management.

In-text question: Conflicts can arise when stakeholders have ____ interests.



3.3.3 Case Examples of Stakeholder Cooperation

Examples of cooperation include community-based tourism projects where locals host visitors, supported by government policies and private investment. Such initiatives demonstrate how collaboration can enhance sustainability and inclusivity.

In-text question: Community-based tourism projects are examples of stakeholder _____.

Pilot Questions 3.3

1. State one example of collaboration among tourism stakeholders.
2. Fill in the blank: Collaboration among stakeholders leads to shared _____.
3. State one reason conflicts may arise among stakeholders.
4. Fill in the blank: Conflicts can arise when stakeholders have _____ interests.
5. Give one example of stakeholder cooperation in tourism.
6. Fill in the blank: Community-based tourism projects are examples of stakeholder _____.

3.4 Contemporary Issues in Tourism Significance and Stakeholders

Tourism today is shaped by global trends and modern challenges. Stakeholders must adapt to changes in technology, globalisation, and sustainability demands. These issues influence how tourism is managed and highlight the need for innovation and collaboration across the industry.

In-text question: Tourism today is shaped by global trends and modern _____.



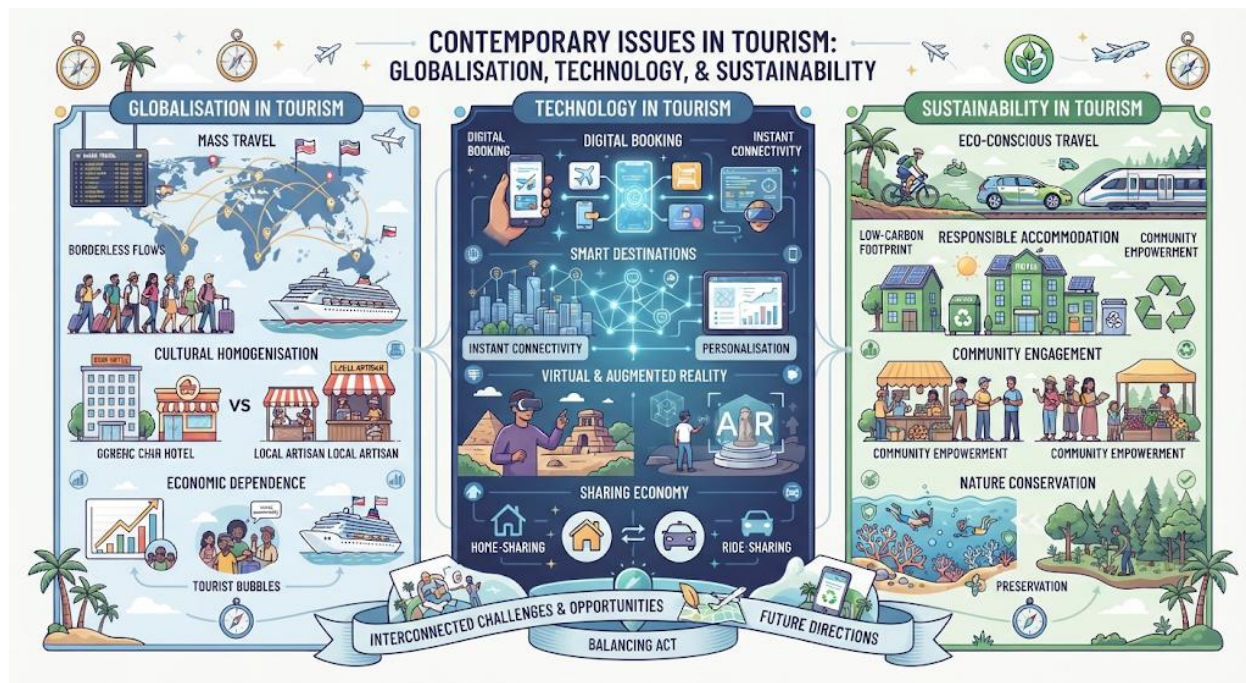


Figure 3.4 Contemporary issues in tourism significance and stakeholders. Suggested

3.4.1 Globalisation and Its Effects on Stakeholders

Globalisation has expanded tourism markets, connecting destinations to international visitors. It creates opportunities for cultural exchange but also increases competition among destinations.

In-text question: Globalisation has expanded tourism _____, connecting destinations to international visitors.

3.4.2 Technology and Digital Platforms

Technology has transformed tourism through online booking systems, digital marketing, and social media. Tourists now rely on digital platforms to plan, book, and share their experiences.

In-text question: Technology has transformed tourism through online booking systems and digital _____.

3.4.3 Sustainability and Responsible Tourism Practices

Sustainability is a growing priority, requiring stakeholders to balance economic benefits with environmental and cultural preservation. Responsible tourism practices ensure long-term viability of destinations.

In-text question: Sustainability requires stakeholders to balance economic benefits with environmental and cultural _____.



Pilot Questions 3.4

1. State one effect of globalisation on tourism.
2. Fill in the blank: Globalisation has expanded tourism _____, connecting destinations to international visitors.
3. State one way technology has transformed tourism.
4. Fill in the blank: Technology has transformed tourism through online booking systems and digital _____.
5. State one principle of responsible tourism.
6. Fill in the blank: Sustainability requires stakeholders to balance economic benefits with environmental and cultural _____.

Series Summary

This Series has explored the significance of tourism and the roles of its stakeholders, showing how the industry contributes to economic growth, cultural exchange, and environmental conservation. We began by examining the importance of tourism, highlighting its economic, social, cultural, and environmental dimensions. We then identified the key stakeholders, including tourists, host communities, government, and private sector operators. Following that, we considered how these stakeholders interact, looking at both collaboration and challenges, and finally we discussed contemporary issues such as globalisation, technology, and sustainability.

By engaging with these topics, you should now be able to **describe** the importance of tourism (SLO 3.1), **identify** the key stakeholders (SLO 3.2), **explain** their interactions and relationships (SLO 3.3), and **evaluate** contemporary issues affecting tourism and stakeholders (SLO 3.4). These outcomes equip you with a clear understanding of why tourism matters and how different actors shape its development and sustainability.

Glossary of Terms

- **Tourism Significance:** The importance of tourism in contributing to economic, social, cultural, and environmental development.
- **Economic Significance:** The role of tourism in generating income, creating jobs, and supporting industries such as hospitality and transport.
- **Social and Cultural Significance:** The way tourism fosters cultural exchange, preserves traditions, and strengthens community identity.
- **Environmental Significance:** The contribution of tourism to conservation and sustainable use of natural resources.
- **Tourists:** Individuals who travel to destinations for leisure, business, or cultural experiences, consuming services and products.
- **Host Communities:** Local populations that provide cultural, social, and environmental contexts for tourism, benefiting from its development.



- **Government and Policy Makers:** Authorities responsible for regulating tourism, creating policies, and investing in infrastructure.
- **Private Sector Operators:** Businesses such as hotels, airlines, restaurants, and tour companies that deliver essential tourism services.
- **Stakeholder Interactions:** The relationships among different tourism actors, involving cooperation, partnerships, and sometimes conflicts.
- **Collaboration:** Joint efforts among stakeholders to achieve shared benefits, such as community-based tourism projects.
- **Conflicts:** Situations where stakeholders have competing interests, for example between cultural preservation and profit motives.
- **Globalisation:** The process of connecting tourism markets internationally, expanding opportunities but also increasing competition.
- **Technology in Tourism:** Digital tools such as online booking systems, social media, and marketing platforms that shape tourist behaviour.
- **Sustainability:** Practices that balance economic benefits with environmental and cultural preservation to ensure long-term viability.
- **Responsible Tourism:** Tourism that minimises negative impacts and maximises benefits for communities, environments, and economies.

Concept Check Questions [Series 3]

Objective Questions

1. (Linked to SLO 3.1) Tourism contributes to national income through foreign exchange earnings, job creation, and _____ development.
2. (Linked to SLO 3.2) Tourists are central to the industry because they consume services and _____.
3. (Linked to SLO 3.3) Collaboration among stakeholders leads to shared _____.
4. (Linked to SLO 3.4) Technology has transformed tourism through online booking systems and digital _____.

Short-Answer Questions

5. (Linked to SLO 3.1) Explain one way tourism supports economic development.
6. (Linked to SLO 3.2) Identify one contribution of host communities to tourism.
7. (Linked to SLO 3.3) Describe one reason conflicts may arise among stakeholders.
8. (Linked to SLO 3.4) State one principle of responsible tourism that promotes sustainability.

Long-Answer Questions

9. (Linked to SLO 3.1) Analyse the importance of tourism by discussing its economic, social, cultural, and environmental significance.



10. (Linked to SLO 3.4) Evaluate contemporary issues affecting tourism stakeholders, including globalisation, technology, and sustainability, and suggest how stakeholders can respond to these challenges.

Answers to Concept Check Questions [Series 3]

Objective Questions

1. Infrastructure
2. Experiences
3. Benefits
4. Marketing

Short-Answer Questions

5. Tourism generates income through foreign exchange earnings and creates jobs in hospitality and transport.
6. Host communities preserve traditions, welcome visitors, and provide authentic cultural experiences.
7. Conflicts may arise when stakeholders have competing interests, such as profit versus cultural preservation.
8. Responsible tourism ensures that economic benefits are balanced with environmental and cultural preservation.

Long-Answer Questions

9. *Basic response:* Tourism is important because it generates income, creates jobs, fosters cultural exchange, and encourages conservation. *Value-added response:* Economically, tourism supports industries and foreign exchange earnings. Socially and culturally, it promotes understanding and preserves traditions. Environmentally, it encourages conservation and sustainable practices. Together, these dimensions show tourism's broad significance and its role in national development.
10. *Basic response:* Contemporary issues include globalisation, technology, and sustainability. *Value-added response:* Globalisation expands tourism markets but increases competition among destinations. Technology transforms how tourists plan, book, and share experiences, requiring stakeholders to adapt to digital platforms. Sustainability demands balancing economic growth with environmental and cultural preservation. Stakeholders can respond by fostering innovation, strengthening partnerships, and adopting responsible practices to ensure long-term viability.

Answers to Pilot Questions [Series 3]

Pilot Questions 3.1 – The Importance of Tourism



1. One way tourism contributes to national income is through foreign exchange earnings.
2. Tourism contributes to national income through foreign exchange earnings, job creation, and **infrastructure** development.
3. One social or cultural benefit of tourism is fostering cultural exchange.
4. Tourism fosters cultural exchange and helps preserve **traditions**.
5. One environmental benefit of tourism is encouraging conservation of natural resources.
6. Tourism can encourage conservation of natural **resources**.

Pilot Questions 3.2 – Key Stakeholders in Tourism

1. Tourists play a role by consuming services and experiences.
2. Tourists are central to the industry because they consume services and **experiences**.
3. Host communities contribute by preserving traditions and welcoming visitors.
4. Host communities provide the cultural, social, and **environmental** context for tourism.
5. Governments regulate tourism, create policies, and invest in infrastructure.
6. Governments regulate tourism, create policies, and invest in **infrastructure**.
7. Hotels, airlines, and tour companies are examples of private sector operators.
8. Hotels, airlines, and tour companies are examples of private sector **operators** in tourism.

Pilot Questions 3.3 – Interactions and Relationships among Stakeholders

1. An example of collaboration among stakeholders is governments partnering with private operators to develop infrastructure.
2. Collaboration among stakeholders leads to shared **benefits**.
3. Conflicts may arise when stakeholders have competing interests.
4. Conflicts can arise when stakeholders have **competing** interests.
5. Community-based tourism projects are examples of stakeholder cooperation.
6. Community-based tourism projects are examples of stakeholder **cooperation**.

Pilot Questions 3.4 – Contemporary Issues in Tourism Significance and Stakeholders

1. One effect of globalisation on tourism is expanding markets and connecting destinations to international visitors.
2. Globalisation has expanded tourism **markets**, connecting destinations to international visitors.
3. Technology has transformed tourism through online booking systems and digital marketing.
4. Technology has transformed tourism through online booking systems and digital **marketing**.
5. One principle of responsible tourism is balancing economic benefits with environmental and cultural preservation.
6. Sustainability requires stakeholders to balance economic benefits with environmental and cultural **preservation**.

References and Attributions [Series 3]



- **General Content:** The instructional material for Series 3 was developed using open educational resources (OERs) and adapted into structured self-learning content for HTM210: *Introduction to Tourism*.
- **Figures and Plates:**
 - *Figure 3.1 The importance of tourism:* AI-generated illustration prompt, “Illustration showing tourism benefits: economy, culture, environment, and society.”
 - *Figure 3.2 Key stakeholders in tourism:* AI-generated illustration prompt, “Diagram showing tourists, host communities, government, and private sector as tourism stakeholders.”
 - *Figure 3.3 Interactions and relationships among tourism stakeholders:* AI-generated illustration prompt, “Diagram showing cooperation and conflict among tourism stakeholders with arrows linking tourists, communities, government, and private sector.”
 - *Figure 3.4 Contemporary issues in tourism significance and stakeholders:* AI-generated illustration prompt, “Illustration showing globalisation, technology, and sustainability as contemporary tourism issues.”
- **Open Educational Resources (OERs):**
 - Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2008). *Tourism: Principles and Practice*. Harlow: Pearson Education.
 - Sharpley, R. (2018). *Tourism, Tourists and Society*. London: Routledge.
 - Nigerian Tourism Development Corporation (NTDC). (2020). *National Tourism Policy of Nigeria*. Abuja: NTDC.
 - World Tourism Organization (UNWTO). (2019). *International Tourism Highlights*. Madrid: UNWTO.
- **Institutional Style:** References are presented in APA format, consistent with academic standards.



Course Title: Introduction to Tourism

Course Code: HTM210

Course Units: 2 Units

- **Historical Development of Tourism**
- **Tourists, Types, and Movement Patterns**
- **Significance of Tourism and Stakeholders**
- **Tourism in Nigeria and Planning Considerations**
- **Economic Dimensions and Multiplier Effects of Tourism**

Suggested Outline for Series 4: Tourism in Nigeria and Planning Considerations

- **4.1 Overview of Tourism in Nigeria**
 - Historical background of tourism development in Nigeria
 - Current state of tourism and key statistics
 - Major challenges facing tourism growth
- **4.2 Tourism Destinations and Attractions in Nigeria**
 - Natural attractions (national parks, waterfalls, beaches)
 - Cultural and historical attractions (festivals, heritage sites, monuments)
 - Urban attractions (cities, entertainment centres, modern facilities)
- **4.3 Stakeholders and Policy Framework in Nigerian Tourism**
 - Role of government and regulatory bodies
 - Contributions of private sector and local communities
 - National tourism policies and institutional frameworks
- **4.4 Planning Considerations for Tourism Development**
 - Infrastructure and accessibility
 - Sustainability and environmental management
 - Security and safety issues
 - Strategic planning for future growth



Introduction

Nigeria is a country blessed with diverse landscapes, rich cultural heritage, and vibrant communities, making it a unique destination for tourism. From natural wonders such as waterfalls and national parks to cultural festivals and historical monuments, the nation offers a wide range of attractions. Yet, despite this potential, tourism in Nigeria faces challenges that require careful planning and strategic development. This Series will help you understand both the opportunities and the considerations necessary for sustainable growth in the sector.

The aim of this Series is to provide you with an overview of tourism in Nigeria, highlight its destinations and stakeholders, and equip you with knowledge of planning considerations that can support effective and responsible tourism development.

We shall commence this Series by examining the historical background and current state of tourism in Nigeria. Next, we will explore the country's diverse destinations and attractions, ranging from natural to cultural and urban sites. Following that, we will consider the roles of stakeholders and the policy framework guiding tourism development. Finally, we will wrap up by discussing planning considerations such as infrastructure, sustainability, security, and strategic growth, bringing the Series to a close with practical insights into how tourism can be strengthened in Nigeria.

Series Learning Outcomes for Series 4: Tourism in Nigeria and Planning Considerations

Upon completing this Series, you should be able to:

- **SLO 4.1 describe** the historical background and current state of tourism in Nigeria, including key challenges and opportunities.
- **SLO 4.2 identify** major tourism destinations and attractions in Nigeria, covering natural, cultural, historical, and urban sites.
- **SLO 4.3 explain** the roles of stakeholders in Nigerian tourism, including government, private sector, and local communities, as well as the policy framework guiding development.
- **SLO 4.4 evaluate** planning considerations for tourism development in Nigeria, focusing on infrastructure, sustainability, security, and strategic growth.



4.1 Overview of Tourism in Nigeria

Tourism in Nigeria is shaped by its diverse geography, rich cultural heritage, and vibrant communities. From the savannahs of the north to the coastal beaches of the south, Nigeria offers a wide range of attractions. Historically, tourism has been influenced by colonial legacies, cultural festivals, and natural landmarks. Today, the industry contributes to economic growth, cultural exchange, and national identity, though challenges such as infrastructure, security, and policy gaps remain.

In-text question: Tourism in Nigeria is shaped by its diverse _____, rich cultural heritage, and vibrant communities.

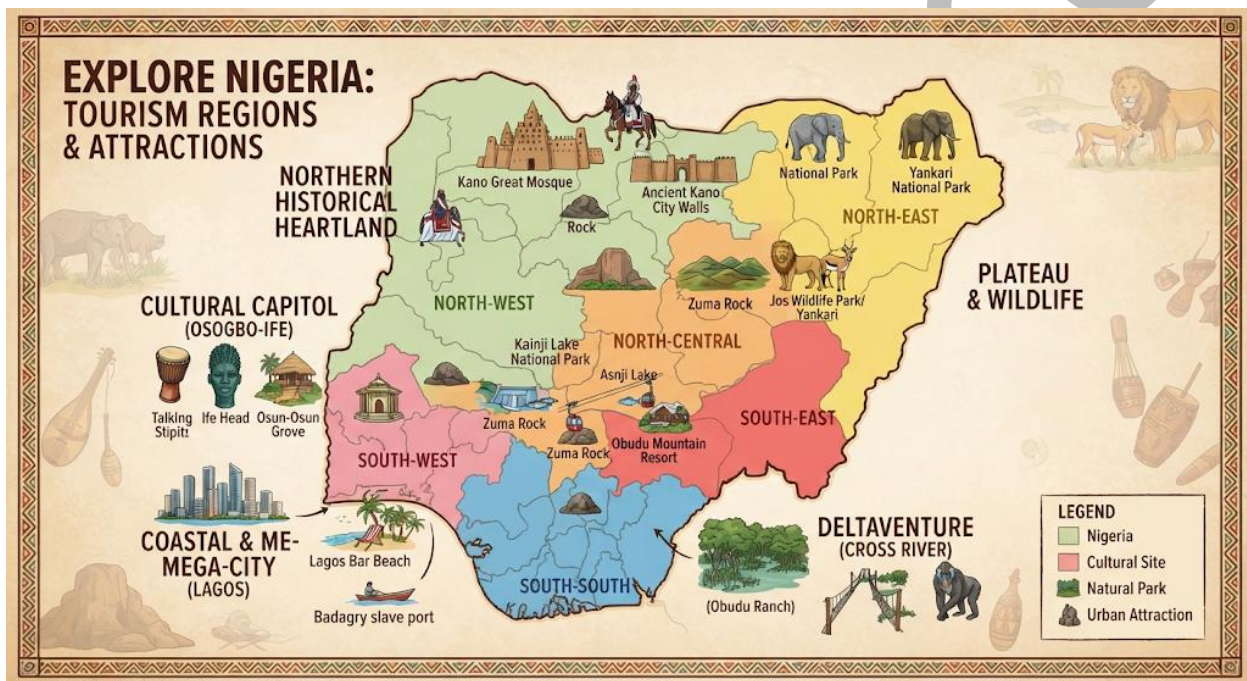


Figure 4.1 Overview of tourism in Nigeria. Suggested

4.1.1 Historical Background of Tourism in Nigeria

Tourism in Nigeria has roots in traditional festivals, cultural practices, and colonial-era developments. Early tourism activities were centred on cultural displays, heritage sites, and natural attractions. Over time, the industry expanded to include modern hospitality and entertainment sectors.

In-text question: Early tourism activities in Nigeria were centred on cultural displays, heritage sites, and _____ attractions.

4.1.2 Current State of Tourism in Nigeria



Nigeria's tourism sector is growing, with destinations such as Obudu Mountain Resort, Yankari National Park, and Lagos beaches attracting both domestic and international visitors. However, the industry faces challenges including inadequate infrastructure, limited investment, and security concerns.

In-text question: Obudu Mountain Resort and Yankari National Park are examples of Nigerian tourism _____.

4.1.3 Challenges Facing Tourism Growth

Despite its potential, tourism in Nigeria is hindered by poor infrastructure, inconsistent policies, and safety concerns. Addressing these challenges requires coordinated efforts from government, private sector, and local communities.

In-text question: One major challenge facing tourism growth in Nigeria is inadequate _____.

Pilot Questions 4.1

1. State one factor that shapes tourism in Nigeria.
2. Fill in the blank: Early tourism activities in Nigeria were centred on cultural displays, heritage sites, and _____ attractions.
3. Name two current tourism destinations in Nigeria.
4. Fill in the blank: Obudu Mountain Resort and Yankari National Park are examples of Nigerian tourism _____.
5. State one challenge facing tourism growth in Nigeria.

4.2 Tourism Destinations and Attractions in Nigeria

Nigeria is home to a wide variety of destinations that reflect its natural beauty, cultural richness, and modern urban life. These attractions are spread across the country and provide opportunities for both domestic and international tourism. They include natural wonders, cultural and historical sites, and vibrant urban centres that showcase Nigeria's diversity.

In-text question: Nigeria's tourism destinations include natural wonders, cultural sites, and modern _____ centres.





Figure 4.2 Tourism destinations and attractions in Nigeria. Suggested

4.2.1 Natural Attractions

Nigeria's natural attractions include national parks such as Yankari and Gashaka Gumti, waterfalls like Erin Ijesha, and scenic landscapes such as Obudu Mountain Resort. These sites highlight the country's biodiversity and natural beauty.

In-text question: Erin Ijesha is an example of a Nigerian _____ attraction.

4.2.2 Cultural and Historical Attractions

Cultural attractions include festivals such as the Osun-Osogbo Festival and Durbar celebrations, while historical sites include monuments, museums, and heritage centres. These destinations preserve Nigeria's traditions and history.

In-text question: The Osun-Osogbo Festival is an example of a Nigerian _____ attraction.

4.2.3 Urban Attractions



Nigeria's cities, particularly Lagos and Abuja, offer modern attractions such as entertainment centres, shopping malls, beaches, and nightlife. These urban destinations appeal to tourists seeking contemporary experiences.

In-text question: Lagos and Abuja are examples of Nigerian _____ destinations.

Pilot Questions 4.2

1. State one example of a natural attraction in Nigeria.
2. Fill in the blank: Erin Ijesha is an example of a Nigerian _____ attraction.
3. State one example of a cultural festival in Nigeria.
4. Fill in the blank: The Osun-Osogbo Festival is an example of a Nigerian _____ attraction.
5. Name one urban attraction in Lagos or Abuja.
6. Fill in the blank: Lagos and Abuja are examples of Nigerian _____ destinations.

4.3 Stakeholders and Policy Framework in Nigerian Tourism

Tourism in Nigeria involves a wide range of stakeholders who play vital roles in shaping the industry. These include government agencies, private sector operators, and local communities, all working together to promote destinations and manage resources. A strong policy framework is essential to guide development, ensure sustainability, and address challenges such as infrastructure and security.

In-text question: Tourism in Nigeria involves government agencies, private sector operators, and local _____.





Figure 4.3 Stakeholders and policy framework in Nigerian tourism. Suggested

4.3.1 Role of Government and Regulatory Bodies

The government plays a central role in tourism through policy formulation, regulation, and infrastructure development. Agencies such as the Nigerian Tourism Development Corporation (NTDC) are responsible for promoting tourism and ensuring standards.

In-text question: The Nigerian Tourism Development Corporation (NTDC) is responsible for promoting _____ in Nigeria.

4.3.2 Contributions of Private Sector and Local Communities

Private sector operators, including hotels, airlines, and tour companies, provide essential services that make tourism possible. Local communities contribute by preserving culture, hosting festivals, and offering authentic experiences.

In-text question: Hotels, airlines, and tour companies are examples of private sector _____ in tourism.

4.3.3 National Tourism Policies and Institutional Frameworks

Nigeria has developed policies to guide tourism growth, focusing on sustainability, investment, and international promotion. Institutional frameworks aim to coordinate stakeholders and ensure tourism contributes to national development.



In-text question: National tourism policies in Nigeria focus on sustainability, investment, and international _____.

Pilot Questions 4.3

1. State one role of government in Nigerian tourism.
2. Fill in the blank: The Nigerian Tourism Development Corporation (NTDC) is responsible for promoting _____ in Nigeria.
3. State one contribution of the private sector to tourism.
4. Fill in the blank: Hotels, airlines, and tour companies are examples of private sector _____ in tourism.
5. State one focus of Nigeria's national tourism policies.
6. Fill in the blank: National tourism policies in Nigeria focus on sustainability, investment, and international _____.

4.4 Planning Considerations for Tourism Development

Tourism development in Nigeria requires careful planning to ensure sustainability, safety, and long-term growth. Effective planning addresses infrastructure, environmental management, and strategic policies that balance economic benefits with social and cultural preservation. By considering these factors, Nigeria can strengthen its tourism industry and compete globally.

In-text question: Effective tourism planning in Nigeria addresses infrastructure, environmental management, and strategic _____.



4.4 Planning considerations for tourism development in Nigeria. Suggested

4.4.1 Infrastructure and Accessibility

Infrastructure such as roads, airports, and accommodation facilities is essential for tourism growth. Accessibility to destinations determines how easily tourists can travel and enjoy attractions.

In-text question: Roads, airports, and accommodation facilities are examples of tourism _____.

4.4.2 Sustainability and Environmental Management

Sustainable tourism ensures that natural resources and cultural heritage are preserved for future generations. Environmental management practices reduce negative impacts and promote responsible tourism.

In-text question: Sustainable tourism ensures that natural resources and cultural _____ are preserved for future generations.

4.4.3 Security and Safety Issues

Tourists are more likely to visit destinations where they feel safe. Addressing security concerns, providing reliable information, and ensuring emergency services are vital for tourism development.

In-text question: Tourists are more likely to visit destinations where they feel _____.

4.4.4 Strategic Planning for Future Growth

Strategic planning involves setting long-term goals, investing in infrastructure, and promoting Nigeria internationally. It also requires collaboration among stakeholders to ensure tourism contributes to national development.

In-text question: Strategic planning involves setting long-term _____ for tourism development.

Pilot Questions 4.4

1. State one example of infrastructure needed for tourism growth.
2. Fill in the blank: Roads, airports, and accommodation facilities are examples of tourism _____.
3. State one principle of sustainable tourism.
4. Fill in the blank: Sustainable tourism ensures that natural resources and cultural _____ are preserved for future generations.
5. State one reason why security is important in tourism.
6. Fill in the blank: Tourists are more likely to visit destinations where they feel _____.
7. State one element of strategic planning for tourism growth.



8. Fill in the blank: Strategic planning involves setting long-term _____ for tourism development.

Series Summary

This Series has examined tourism in Nigeria, highlighting its significance, destinations, stakeholders, and planning considerations. We began with an overview of the historical background and current state of tourism, identifying both opportunities and challenges. We then explored Nigeria's diverse destinations, including natural attractions such as waterfalls and national parks, cultural and historical sites like festivals and monuments, and modern urban centres such as Lagos and Abuja. Following that, we considered the roles of government, private sector, and local communities, as well as the national policy framework guiding tourism development. Finally, we discussed planning considerations, focusing on infrastructure, sustainability, security, and strategies for future growth.

By engaging with these topics, you should now be able to **describe** the historical background and current state of tourism in Nigeria (SLO 4.1), **identify** major destinations and attractions (SLO 4.2), **explain** the roles of stakeholders and policy frameworks (SLO 4.3), and **evaluate** planning considerations for tourism development (SLO 4.4). These outcomes equip you with the knowledge to understand Nigeria's tourism potential and the practical measures needed to strengthen and sustain its growth.

Glossary of Terms

- **Tourism in Nigeria:** The collection of activities, destinations, and services that attract domestic and international visitors to Nigeria.
- **Historical Background:** The origins and early development of tourism in Nigeria, shaped by cultural festivals, colonial influences, and natural landmarks.
- **Current State of Tourism:** The present condition of Nigeria's tourism industry, including destinations such as Obudu Mountain Resort, Yankari National Park, and Lagos beaches.
- **Tourism Destinations:** Locations within Nigeria that attract visitors, including natural, cultural, historical, and urban sites.
- **Natural Attractions:** Features such as waterfalls, mountains, and national parks that showcase Nigeria's biodiversity and landscapes.
- **Cultural Attractions:** Festivals, traditions, and heritage sites that reflect Nigeria's diverse cultural identity.
- **Urban Attractions:** Modern facilities in cities like Lagos and Abuja, including entertainment centres, shopping malls, and nightlife.
- **Stakeholders in Tourism:** Groups involved in tourism development, including government agencies, private sector operators, and local communities.
- **Nigerian Tourism Development Corporation (NTDC):** The government agency responsible for promoting and regulating tourism in Nigeria.



- **Policy Framework:** National tourism policies and institutional structures designed to guide sustainable tourism development.
- **Infrastructure:** Physical facilities such as roads, airports, and accommodation that support tourism growth.
- **Sustainability:** Practices that ensure natural resources and cultural heritage are preserved for future generations.
- **Security and Safety:** Measures taken to protect tourists and ensure destinations are safe and welcoming.
- **Strategic Planning:** Long-term planning for tourism growth, including investment, promotion, and collaboration among stakeholders.

Concept Check Questions 4

Objective Questions

1. (Linked to SLO 4.1) Tourism in Nigeria is shaped by its diverse _____, rich cultural heritage, and vibrant communities.
2. (Linked to SLO 4.2) Erin Ijesha is an example of a Nigerian _____ attraction.
3. (Linked to SLO 4.3) The Nigerian Tourism Development Corporation (NTDC) is responsible for promoting _____ in Nigeria.
4. (Linked to SLO 4.4) Roads, airports, and accommodation facilities are examples of tourism _____.

Short-Answer Questions

5. (Linked to SLO 4.1) State one challenge facing tourism growth in Nigeria.
6. (Linked to SLO 4.2) Name one cultural festival that attracts tourists in Nigeria.
7. (Linked to SLO 4.3) Identify one contribution of local communities to tourism development.
8. (Linked to SLO 4.4) State one principle of sustainable tourism.

Long-Answer Questions

9. (Linked to SLO 4.1) Describe the historical background and current state of tourism in Nigeria, highlighting opportunities and challenges.
10. (Linked to SLO 4.4) Evaluate the importance of planning considerations such as infrastructure, sustainability, security, and strategic growth in strengthening Nigeria's tourism industry.

Answers to Concept Check Questions [Series 4]

Objective Questions

1. Geography



2. Natural
3. Tourism
4. Infrastructure

Short-Answer Questions

5. Poor infrastructure, inconsistent policies, or security concerns.
6. The Osun-Osogbo Festival.
7. Preserving culture, hosting festivals, and offering authentic experiences.
8. Ensuring natural resources and cultural heritage are preserved for future generations.

Long-Answer Questions

9. *Basic response:* Tourism in Nigeria began with cultural festivals and heritage sites, later expanding to modern hospitality and entertainment. Currently, destinations such as Obudu Mountain Resort and Lagos beaches attract visitors, though challenges include poor infrastructure and security issues. *Value-added response:* Nigeria's tourism history reflects its cultural richness and natural diversity. Today, the industry contributes to economic growth and cultural exchange, but faces challenges requiring coordinated stakeholder action. Opportunities lie in leveraging Nigeria's unique attractions and addressing gaps in infrastructure and policy.
10. *Basic response:* Planning considerations such as infrastructure, sustainability, security, and strategic growth are essential for tourism development. *Value-added response:* Infrastructure improves accessibility, sustainability ensures long-term preservation, security builds tourist confidence, and strategic planning sets clear goals for growth. Together, these considerations create a foundation for Nigeria to strengthen its tourism industry and compete globally.

Answers to Pilot Questions [Series 4]

Pilot Questions 4.1 – Overview of Tourism in Nigeria

1. One factor that shapes tourism in Nigeria is its diverse geography.
2. Early tourism activities in Nigeria were centred on cultural displays, heritage sites, and **natural** attractions.
3. Two current tourism destinations in Nigeria are Obudu Mountain Resort and Yankari National Park.
4. Obudu Mountain Resort and Yankari National Park are examples of Nigerian tourism **destinations**.
5. One challenge facing tourism growth in Nigeria is inadequate infrastructure.

Pilot Questions 4.2 – Tourism Destinations and Attractions

1. One example of a natural attraction in Nigeria is Erin Ijesha Waterfall.



2. Erin Ijesha is an example of a Nigerian **natural** attraction.
3. One example of a cultural festival in Nigeria is the Osun-Osogbo Festival.
4. The Osun-Osogbo Festival is an example of a Nigerian **cultural** attraction.
5. One urban attraction in Lagos is its beaches and nightlife.
6. Lagos and Abuja are examples of Nigerian **urban** destinations.

Pilot Questions 4.3 – Stakeholders and Policy Framework

1. One role of government in Nigerian tourism is policy formulation and regulation.
2. The Nigerian Tourism Development Corporation (NTDC) is responsible for promoting **tourism** in Nigeria.
3. One contribution of the private sector to tourism is providing accommodation and transport services.
4. Hotels, airlines, and tour companies are examples of private sector **operators** in tourism.
5. One focus of Nigeria’s national tourism policies is sustainability.
6. National tourism policies in Nigeria focus on sustainability, investment, and international **promotion**.

Pilot Questions 4.4 – Planning Considerations for Tourism Development

1. One example of infrastructure needed for tourism growth is airports.
2. Roads, airports, and accommodation facilities are examples of tourism **infrastructure**.
3. One principle of sustainable tourism is preserving cultural heritage.
4. Sustainable tourism ensures that natural resources and cultural **heritage** are preserved for future generations.
5. Security is important in tourism because tourists are more likely to visit destinations where they feel safe.
6. Tourists are more likely to visit destinations where they feel **safe**.
7. One element of strategic planning for tourism growth is setting long-term goals.
8. Strategic planning involves setting long-term **goals** for tourism development.

References and Attributions [Series 4]

- **General Content:** The instructional material for Series 4 was developed using open educational resources (OERs) and adapted into structured self-learning content for HTM210: *Introduction to Tourism*.
- **Figures and Plates:**
 - *Figure 4.1 Overview of tourism in Nigeria:* AI-generated illustration prompt, “Map of Nigeria highlighting tourism regions and attractions with cultural and natural icons.”
 - *Figure 4.2 Tourism destinations and attractions in Nigeria:* AI-generated illustration prompt, “Collage of Nigerian tourism attractions including waterfalls, cultural festivals, heritage sites, and Lagos city skyline.”



- *Figure 4.3 Stakeholders and policy framework in Nigerian tourism:* AI-generated illustration prompt, “Diagram showing Nigerian tourism stakeholders including government, private sector, communities, and policy framework.”
- *Figure 4.4 Planning considerations for tourism development in Nigeria:* AI-generated illustration prompt, “Diagram showing infrastructure, sustainability, security, and strategic growth in Nigerian tourism planning.”
- **Open Educational Resources (OERs):**
 - Aremu, I. A. (2017). *Tourism Development in Nigeria: Challenges and Prospects*. Ibadan: Spectrum Books.
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 - World Tourism Organization (UNWTO). (2019). *International Tourism Highlights*. Madrid: UNWTO.
 - Nigerian Tourism Development Corporation (NTDC). (2020). *National Tourism Policy of Nigeria*. Abuja: NTDC.
- **Institutional Style:** References are presented in APA format, consistent with academic standards.

Course Title: Introduction to Tourism

Course Code: HTM210

Course Units: 2 Units

- **Historical Development of Tourism**
- **Tourists, Types, and Movement Patterns**
- **Significance of Tourism and Stakeholders**
- **Tourism in Nigeria and Planning Considerations**
- **Economic Dimensions and Multiplier Effects of Tourism**

Suggested Outline for Series 5: Economic Dimensions and Multiplier Effects of Tourism

- **5.1 Direct Economic Contributions of Tourism**
 - Employment generation in hospitality and transport
 - Revenue from accommodation, food services, and attractions
 - Foreign exchange earnings and government revenue



- **5.2 Indirect and Induced Effects of Tourism**
 - Linkages with agriculture, manufacturing, and retail
 - Induced spending by employees in tourism-related sectors
 - Examples of multiplier effects in local economies
- **5.3 Tourism Multiplier Concept and Measurement**
 - Definition and explanation of the tourism multiplier
 - Types of multipliers (income, employment, output)
 - Methods of measuring multiplier effects
- **5.4 Challenges and Policy Implications**
 - Leakages and limitations of tourism's economic impact
 - Balancing economic growth with sustainability
 - Policy strategies to maximise multiplier effects

Introduction

Tourism is often celebrated for its cultural and social contributions, but its economic impact is equally profound. From creating jobs to stimulating investment, tourism acts as a catalyst for growth in many sectors of the economy. The ripple effects of tourism spending extend far beyond hotels and attractions, influencing industries such as agriculture, manufacturing, and retail. Understanding these economic dimensions and the multiplier effects of tourism is essential for appreciating its role in national development.

The aim of this Series is to examine how tourism contributes to economic growth, both directly and indirectly, and to explain the concept of the tourism multiplier. By the end, you will be able to recognise the economic significance of tourism, describe its multiplier effects, and evaluate the challenges and policy implications associated with maximising its benefits.

We shall commence this Series by exploring the direct economic contributions of tourism, including employment generation, revenue, and foreign exchange earnings. Next, we will consider the indirect and induced effects, focusing on how tourism spending stimulates other sectors of the economy. Following that, we will explain the tourism multiplier concept and discuss different types and methods of measurement. Finally, we will wrap up by examining challenges such as leakages and sustainability, and highlight policy strategies designed to maximise the positive economic impacts of tourism.

Series Learning Outcomes – Series 5: Economic Dimensions and Multiplier Effects of Tourism

Upon completing this Series, you should be able to:

- **SLO 5.1 explain** the direct economic contributions of tourism, including employment generation, revenue, and foreign exchange earnings.



- **SLO 5.2 analyse** the indirect and induced effects of tourism, showing how tourism spending stimulates other sectors of the economy.
- **SLO 5.3 describe** the concept of the tourism multiplier, identify its types, and outline methods of measurement.
- **SLO 5.4 evaluate** the challenges and policy implications of tourism's economic impact, including leakages, sustainability, and strategies to maximise multiplier effects.

5.1 Direct Economic Contributions of Tourism

Tourism makes a direct impact on economies by generating jobs, revenue, and foreign exchange earnings. These contributions are visible in sectors such as hospitality, transport, and food services, where tourists spend money on accommodation, meals, and travel. Governments also benefit through taxes and fees, making tourism a vital source of national income.

In-text question: Tourism makes a direct impact on economies by generating jobs, revenue, and foreign exchange ____.



Figure 5.1 Direct economic contributions of tourism. Suggested

5.1.1 Employment Generation

Tourism creates jobs in hotels, restaurants, airlines, and attractions. These jobs range from skilled positions such as managers and tour guides to unskilled roles such as cleaners and drivers.



In-text question: Tourism creates jobs in hotels, restaurants, airlines, and _____.

5.1.2 Revenue from Services

Tourists spend money on accommodation, food, transport, and leisure activities. This spending generates revenue for businesses and contributes to government income through taxes.

In-text question: Tourists spend money on accommodation, food, transport, and leisure _____.

5.1.3 Foreign Exchange Earnings

International tourism brings foreign currency into a country. This strengthens the balance of payments and supports economic stability.

In-text question: International tourism brings foreign _____ into a country.

Pilot Questions 5.1

1. State one way tourism generates employment.
2. Fill in the blank: Tourism creates jobs in hotels, restaurants, airlines, and _____.
3. State one example of revenue generated from tourism services.
4. Fill in the blank: Tourists spend money on accommodation, food, transport, and leisure _____.
5. State one benefit of foreign exchange earnings from tourism.
6. Fill in the blank: International tourism brings foreign _____ into a country.

5.2 Indirect and Induced Effects of Tourism

Tourism's economic impact goes beyond the direct spending of visitors. When tourists pay for hotels, meals, and transport, these businesses in turn purchase goods and services from other sectors such as agriculture, manufacturing, and retail. This creates indirect effects. Induced effects occur when employees in tourism-related industries spend their wages on housing, food, and other needs, further stimulating the economy. Together, these ripple effects illustrate the multiplier nature of tourism.

In-text question: Indirect effects occur when tourism businesses purchase goods and services from other _____.



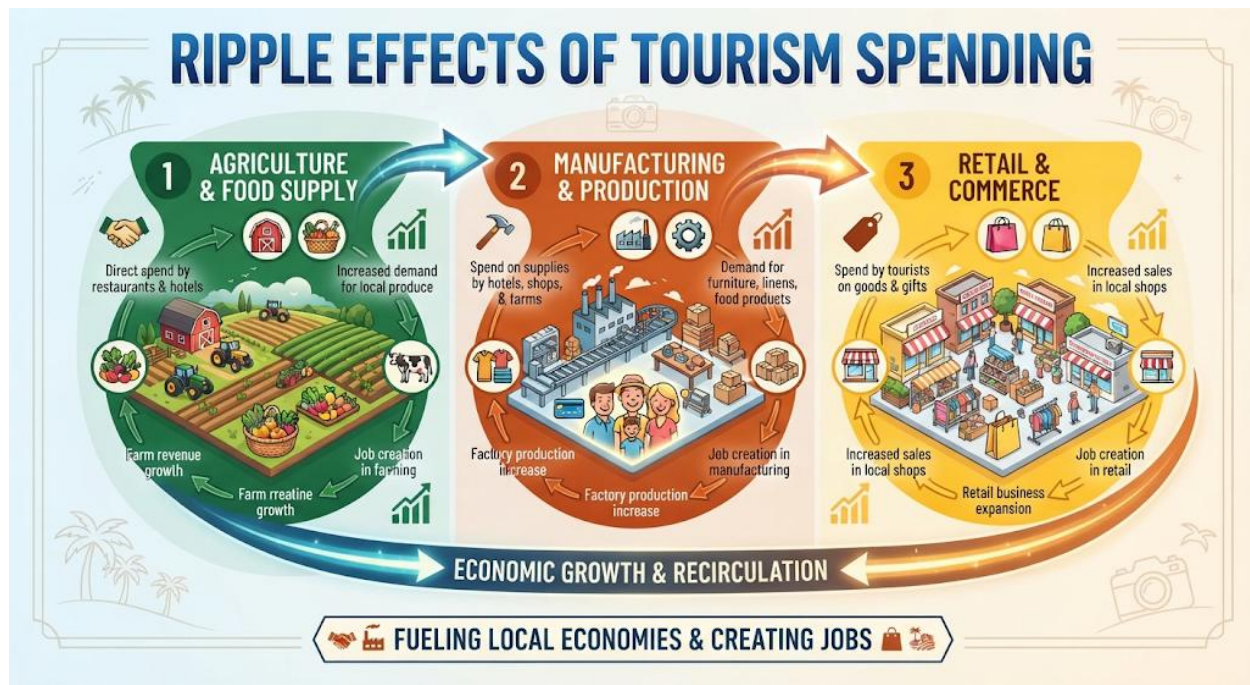


Figure 5.2 Indirect and induced effects of tourism. Suggested

5.2.1 Linkages with Other Industries

Tourism stimulates demand in agriculture (food supply for hotels and restaurants), manufacturing (production of souvenirs and equipment), and retail (shopping by tourists). These linkages strengthen the wider economy.

In-text question: Tourism stimulates demand in agriculture, manufacturing, and _____.

5.2.2 Induced Spending by Employees

Employees in tourism-related sectors spend their wages on goods and services, creating further demand in the economy. This spending supports local businesses and enhances community development.

In-text question: Induced effects occur when employees spend their _____ on goods and services.

5.2.3 Examples of Multiplier Effects

A hotel purchasing vegetables from local farmers or a tour company buying buses from manufacturers are examples of indirect effects. When hotel staff spend their salaries in local shops, this represents induced effects.



In-text question: When hotel staff spend their salaries in local shops, this represents _____ effects.

Pilot Questions 5.2

1. State one example of tourism's linkage with agriculture.
2. Fill in the blank: Tourism stimulates demand in agriculture, manufacturing, and _____.
3. State one example of induced spending by employees.
4. Fill in the blank: Induced effects occur when employees spend their _____ on goods and services.
5. State one example of an indirect effect of tourism.
6. Fill in the blank: When hotel staff spend their salaries in local shops, this represents _____ effects.

5.3 Tourism Multiplier Concept and Measurement

The tourism multiplier explains how initial spending by tourists generates further rounds of economic activity. When money is spent in hotels, restaurants, or attractions, it circulates through the economy, creating additional income and employment. This concept helps us understand why tourism is often described as having a ripple effect that extends well beyond the immediate sector.

In-text question: The tourism multiplier explains how initial spending by tourists generates further rounds of economic _____.



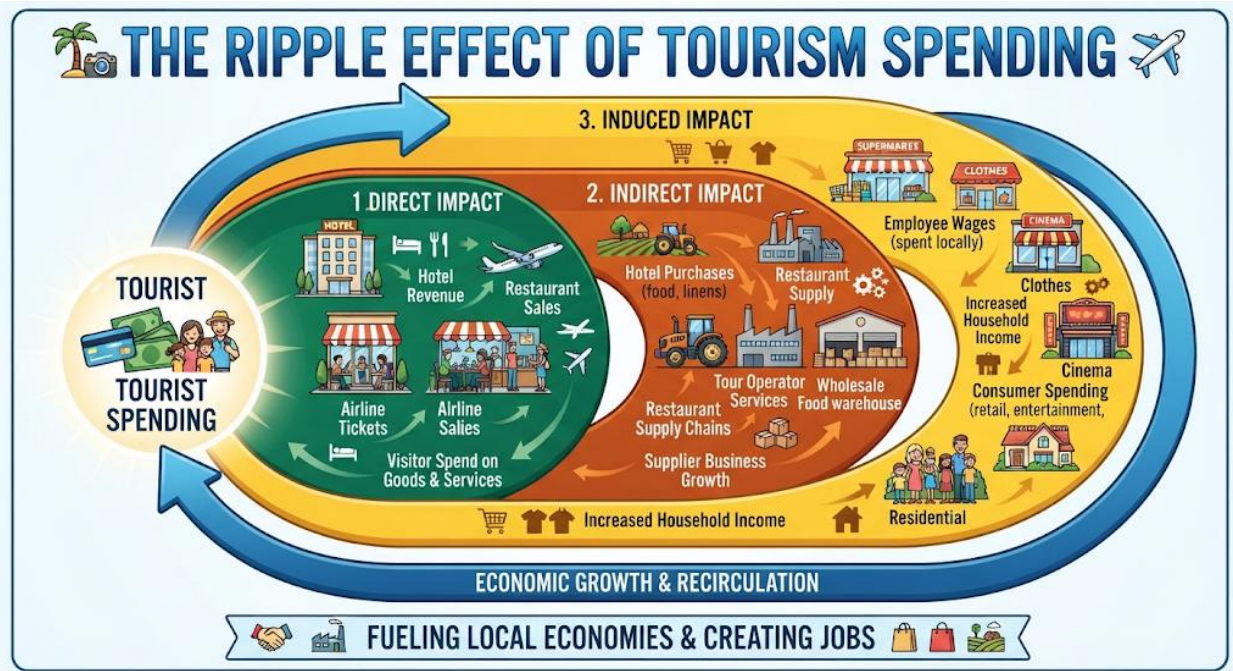


Figure 5.3 Tourism multiplier concept. Suggested

5.3.1 Definition and Explanation

The tourism multiplier refers to the process by which direct spending leads to indirect and induced effects, amplifying the overall economic impact.

In-text question: The tourism multiplier refers to the process by which direct spending leads to indirect and _____ effects.

5.3.2 Types of Multipliers

There are different types of multipliers:

- **Income multiplier:** Measures how tourism spending increases household income.
- **Employment multiplier:** Shows how tourism creates jobs beyond the immediate sector.
- **Output multiplier:** Reflects the total increase in production across industries.

In-text question: The employment multiplier shows how tourism creates _____ beyond the immediate sector.

5.3.3 Methods of Measurement

Multipliers can be measured using input-output models, social accounting matrices, or econometric techniques. These methods trace how spending flows through the economy.



In-text question: Multipliers can be measured using input-output models, social accounting matrices, or _____ techniques.

Pilot Questions 5.3

1. Define the tourism multiplier.
2. Fill in the blank: The tourism multiplier refers to the process by which direct spending leads to indirect and _____ effects.
3. State one type of tourism multiplier.
4. Fill in the blank: The employment multiplier shows how tourism creates _____ beyond the immediate sector.
5. State one method used to measure multipliers.
6. Fill in the blank: Multipliers can be measured using input-output models, social accounting matrices, or _____ techniques.

5.4 Challenges and Policy Implications

While tourism brings significant economic benefits, it also faces challenges that can reduce its overall impact. One major issue is **leakages**, where money spent by tourists leaves the local economy, for example when profits are repatriated to foreign owners or when imported goods are used instead of local products. Sustainability is another challenge, as unchecked growth can harm the environment and communities. Policymakers must therefore design strategies that maximise multiplier effects while minimising negative outcomes.

In-text question: One major challenge in tourism economics is _____, where money spent by tourists leaves the local economy.





Figure 5.4 Challenges and policy implications in tourism economics. Suggested

5.4.1 Leagues and Limitations

Leakages occur when tourism revenue does not stay within the destination. This reduces the multiplier effect and limits local benefits.

In-text question: Leakages occur when tourism revenue does not stay within the _____.

5.4.2 Balancing Growth with Sustainability

Tourism must balance economic growth with environmental and cultural preservation. Sustainable practices ensure that destinations remain viable for future generations.

In-text question: Tourism must balance economic growth with environmental and cultural _____.

5.4.3 Policy Strategies to Maximise Benefits

Governments can reduce leakages by encouraging local sourcing, supporting community-based tourism, and investing in infrastructure. Policies that promote responsible tourism help maximise multiplier effects.

In-text question: Governments can reduce leakages by encouraging local _____ and supporting community-based tourism.



Pilot Questions 5.4

1. State one example of leakage in tourism.
2. Fill in the blank: Leakages occur when tourism revenue does not stay within the _____.
3. State one way tourism can balance growth with sustainability.
4. Fill in the blank: Tourism must balance economic growth with environmental and cultural _____.
5. State one policy strategy to maximise tourism's economic benefits.
6. Fill in the blank: Governments can reduce leakages by encouraging local _____ and supporting community-based tourism.

Series Summary

This Series has examined the economic dimensions of tourism and the multiplier effects that make its impact far-reaching. We began by looking at the direct contributions of tourism, such as employment generation, revenue from services, and foreign exchange earnings. We then moved on to the indirect and induced effects, showing how tourism stimulates other industries and creates ripple effects in local economies. Following that, we explored the tourism multiplier concept, identifying its types and methods of measurement. Finally, we considered challenges such as leakages and sustainability, and discussed policy strategies to maximise tourism's economic benefits.

By engaging with these topics, you should now be able to **explain** the direct contributions of tourism (SLO 5.1), **analyse** its indirect and induced effects (SLO 5.2), **describe** the tourism multiplier and its measurement (SLO 5.3), and **evaluate** challenges and policy implications (SLO 5.4). These outcomes equip you with a clear understanding of how tourism drives economic growth and how policies can enhance its multiplier effects for sustainable development.

Glossary of Terms

- **Direct Economic Contributions:** The immediate financial benefits of tourism, such as jobs, revenue from services, and foreign exchange earnings.
- **Employment Generation:** The creation of jobs in tourism sectors like hospitality, transport, and attractions.
- **Revenue from Services:** Income earned by businesses through tourist spending on accommodation, food, transport, and leisure activities.



- **Foreign Exchange Earnings:** The inflow of foreign currency from international tourists, strengthening a country's balance of payments.
- **Indirect Effects:** Economic impacts that occur when tourism businesses purchase goods and services from other industries such as agriculture and manufacturing.
- **Induced Effects:** Economic impacts created when employees in tourism-related sectors spend their wages on goods and services.
- **Multiplier Effect:** The process by which initial tourism spending generates further rounds of economic activity, amplifying its impact.
- **Income Multiplier:** A measure of how tourism spending increases household income.
- **Employment Multiplier:** A measure of how tourism creates jobs beyond the immediate sector.
- **Output Multiplier:** A measure of the total increase in production across industries due to tourism.
- **Leakages:** Situations where tourism revenue leaves the local economy, reducing its benefits.
- **Sustainability in Tourism Economics:** Balancing economic growth with environmental and cultural preservation to ensure long-term viability.
- **Policy Strategies:** Government actions designed to maximise tourism's economic benefits, such as encouraging local sourcing and supporting community-based tourism.

Concept Check Questions [Series 5]

Objective Questions

1. (Linked to SLO 5.1) Tourism contributes directly to the economy through employment, revenue, and foreign _____ earnings.
2. (Linked to SLO 5.2) Indirect effects occur when tourism businesses purchase goods and services from other _____.
3. (Linked to SLO 5.3) The employment multiplier shows how tourism creates _____ beyond the immediate sector.
4. (Linked to SLO 5.4) One major challenge in tourism economics is _____, where money spent by tourists leaves the local economy.

Short-Answer Questions

5. (Linked to SLO 5.1) Explain one way tourism generates employment.
6. (Linked to SLO 5.2) Identify one example of induced spending by employees in tourism-related sectors.
7. (Linked to SLO 5.3) State one type of tourism multiplier and briefly describe it.
8. (Linked to SLO 5.4) Suggest one policy strategy that governments can use to reduce leakages.

Long-Answer Questions



9. (Linked to SLO 5.1) Analyse the direct economic contributions of tourism, focusing on employment, revenue, and foreign exchange earnings.
10. (Linked to SLO 5.4) Evaluate the challenges of leakages and sustainability in tourism economics, and propose strategies to maximise multiplier effects.

Answers to Concept Check Questions [Series 5]

Objective Questions

1. Foreign exchange
2. Industries
3. Jobs
4. Leakages

Short-Answer Questions

5. Tourism generates employment by creating jobs in hotels, restaurants, airlines, and attractions.
6. Employees spend their wages on housing, food, and local services, stimulating further demand in the economy.
7. The income multiplier measures how tourism spending increases household income.
8. Governments can reduce leakages by encouraging local sourcing and supporting community-based tourism.

Long-Answer Questions

9. *Basic response:* Tourism contributes directly to the economy by creating jobs, generating revenue from services, and bringing in foreign exchange. *Value-added response:* Employment is generated across hospitality, transport, and attractions. Revenue flows from tourist spending on accommodation, food, and leisure activities, while governments benefit from taxes. Foreign exchange earnings strengthen the balance of payments and support national economic stability. Together, these contributions highlight tourism's role as a driver of growth.
10. *Basic response:* Challenges include leakages, where revenue leaves the local economy, and sustainability, which requires balancing growth with preservation. *Value-added response:* Leakages reduce the multiplier effect when profits are repatriated or imports replace local goods. Sustainability challenges arise when rapid tourism growth harms the environment and culture. Strategies to address these issues include promoting local sourcing, investing in community-based tourism, and implementing policies that balance economic benefits with long-term environmental and cultural preservation. These approaches maximise multiplier effects and ensure tourism remains a sustainable contributor to development.

Answers to Pilot Questions [Series 5]



Pilot Questions 5.1 – Direct Economic Contributions of Tourism

1. Tourism generates employment by creating jobs in hotels, restaurants, airlines, and attractions.
2. Tourism creates jobs in hotels, restaurants, airlines, and **attractions**.
3. Revenue is generated when tourists spend on accommodation, food, transport, and leisure activities.
4. Tourists spend money on accommodation, food, transport, and leisure **activities**.
5. Foreign exchange earnings strengthen the balance of payments and support economic stability.
6. International tourism brings foreign **currency** into a country.

Pilot Questions 5.2 – Indirect and Induced Effects of Tourism

1. Tourism's linkage with agriculture includes hotels purchasing vegetables and food supplies from local farmers.
2. Tourism stimulates demand in agriculture, manufacturing, and **retail**.
3. Induced spending occurs when employees use their wages to buy housing, food, and local services.
4. Induced effects occur when employees spend their **wages** on goods and services.
5. An indirect effect of tourism is a tour company buying buses from manufacturers.
6. When hotel staff spend their salaries in local shops, this represents **induced** effects.

Pilot Questions 5.3 – Tourism Multiplier Concept and Measurement

1. The tourism multiplier is the process by which direct spending leads to indirect and induced effects, amplifying economic impact.
2. The tourism multiplier refers to the process by which direct spending leads to indirect and **induced** effects.
3. One type of tourism multiplier is the **income multiplier**, which measures how tourism spending increases household income.
4. The employment multiplier shows how tourism creates **jobs** beyond the immediate sector.
5. Multipliers can be measured using input-output models.
6. Multipliers can be measured using input-output models, social accounting matrices, or **econometric** techniques.

Pilot Questions 5.4 – Challenges and Policy Implications

1. An example of leakage is when profits from hotels owned by foreign companies are repatriated abroad.
2. Leakages occur when tourism revenue does not stay within the **destination**.
3. Tourism can balance growth with sustainability by promoting eco-friendly practices and cultural preservation.
4. Tourism must balance economic growth with environmental and cultural **preservation**.
5. One policy strategy is encouraging local sourcing of goods and services.



6. Governments can reduce leakages by encouraging local **sourcing** and supporting community-based tourism.

References and Attributions [Series 5]

- **General Content:** The instructional material for Series 5 was developed using open educational resources (OERs) and adapted into structured self-learning content for HTM210: *Introduction to Tourism*.
- **Figures and Plates:**
 - *Figure 5.1 Direct economic contributions of tourism:* AI-generated illustration prompt, “Illustration showing hotels, restaurants, transport, and foreign exchange as direct tourism contributions.”
 - *Figure 5.2 Indirect and induced effects of tourism:* AI-generated illustration prompt, “Diagram showing ripple effects of tourism spending across agriculture, manufacturing, and retail.”
 - *Figure 5.3 Tourism multiplier concept:* AI-generated illustration prompt, “Diagram showing ripple effect of tourism spending through direct, indirect, and induced impacts.”
 - *Figure 5.4 Challenges and policy implications in tourism economics:* AI-generated illustration prompt, “Diagram showing leakages, sustainability issues, and policy strategies in tourism economics.”
- **Open Educational Resources (OERs):**
 - Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2008). *Tourism: Principles and Practice*. Harlow: Pearson Education.
 - Sharpley, R. (2018). *Tourism, Tourists and Society*. London: Routledge.
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- **Institutional Style:** References are presented in APA format, consistent with academic standards.

