

## TOURISM

### PREAMBLE

The syllabus is designed to evaluate the candidates' knowledge and skills in the potentials available in the tourism industry. The syllabus is based on the assumption that not less than three teaching periods or 2 hours per week will be allocated to the subject during the senior secondary school course.

### AIM AND OBJECTIVES

The examination will test candidates' ability to:

- (i) explain the concepts associated with tourism activities such as tourism, tourist, tourist attraction, tour operation, excursion, travel agency etc;
- (ii) acquire knowledge of tourist attraction centres and their locations;
- (iii) understand the financial, social and developmental benefits of tourism to a nation;
- (iv) explain the tourism and cultural festivals of a nation;
- (v) acquire the basic knowledge of the operations of travel agency and tour businesses;
- (vi) understand the roles and functions of public and private agencies in tourism;
- (vii) develop skills in tourism entrepreneurship.

### FIELD WORK

The students should be exposed to field work through excursions to tourism industry sites such as airports, sea ports, beaches, landforms, game reserves, national parks, museums, hotels, tour agencies, etc on which they should be examined as part of their continuous assessment in schools. The scores for the field work should account for 40 per cent of the total continuous assessment scores of the students that will be forwarded to the examining body.

### SCHEME OF EXAMINATION

The subject will be examined as a composite paper made up of two papers-papers 1 & 2 to be answered in 2 hours 30 minutes.

**Paper 1:** will comprise 40 multiple choice questions drawn to cover the entire syllabus.

Candidates will be required to answer all the questions in 40 minutes for 40 marks.

**Paper 2:** will consist of two Sections, A and B.

**Section A:** will consist of ten restricted-response essay questions, all of which must be answered for 40 marks. Candidates are advised not to spend more than 50 minutes on this section.

**Section B:** will consist of 5 essay type questions of which candidates will be expected to answer any 3 questions only for 60 marks in one hour.

CONTENTS	NOTES
<b>CONCEPTS AND TOURISM RESOURCES</b>	
Concepts	Definition of tourism, tourist, visitor, tour, operation, excursion, recreation, leisure, hospitality, travel etc.
Scope	Scope of tourism
History of tourism	History of tourism
Types of tourism	Types of tourism( domestic, international)
Tourism and travel business	Forms of tourism: Incoming/inbound, out-coming /outbound, international, domestic, long haul, short haul, business, eco\environmental, cultural, religious/mistrial, sport, youth.
Components of tourism	Components: attraction, accessibility, amenities.
Tourist product	Definition of tourist product Characteristics of tourist products (heterogeneous, intangible, immovable)
Tourist attractions in a nation	Tourist attractions and their locations: <ul style="list-style-type: none"> <li>- natural(national parks, scenic features, beaches, coasts, landforms etc)</li> <li>- man-made( monuments, museums, palaces etc)</li> <li>- social cultural( historical monuments, festivals, carnivals, sports etc)</li> </ul>
Tourism statistics	Meaning of tourism statistics <ul style="list-style-type: none"> <li>- inflow(arrival)</li> <li>- outflow(departure)</li> <li>- expenditure pattern</li> <li>- data collection</li> <li>- importance of tourism statistics</li> </ul>
Benefits of tourism	Economic benefits: <ul style="list-style-type: none"> <li>- financial</li> <li>- taxes</li> <li>- levies</li> <li>- balance of payments</li> <li>- foreign exchange earnings etc</li> </ul> Social benefits: <ul style="list-style-type: none"> <li>- cultural understanding</li> <li>- job creation</li> <li>- international co-operation</li> </ul>

CONTENTS	NOTES
<p>Festivals and heritages in a nation</p> <p><b>BUSINESS AND ENTREPRENEURIAL SKILLS IN TOURISM</b></p> <p>Reasons for travel</p>	<p>Developmental benefits:</p> <p>(a) infrastructure</p> <ul style="list-style-type: none"> <li>- road</li> <li>- light</li> <li>- water</li> <li>- communication</li> </ul> <p>(b) superstructure</p> <ul style="list-style-type: none"> <li>- buildings</li> <li>- flyovers</li> </ul> <p>(c) rural development</p> <ul style="list-style-type: none"> <li>- preserves nature</li> <li>- use of land</li> </ul> <p>Festivals in Nigeria:</p> <ul style="list-style-type: none"> <li>- Argungu International Fishing Festival</li> <li>- Oshogbo International Festival</li> <li>- New yam festival</li> <li>- Shao mass wedding</li> <li>- Sharo festival</li> <li>- Fare Wrestling Festival etc</li> </ul> <p>Heritages in a nation</p> <ul style="list-style-type: none"> <li>- Sakur world heritage site</li> <li>- Museums and monument</li> <li>- Art galleries</li> <li>- Museums</li> <li>- Palaces</li> <li>- Gidan Makama</li> <li>- Shrines</li> </ul> <p>Why people travel</p> <p>Physiological factors:</p> <ul style="list-style-type: none"> <li>- visit to friends and relations</li> <li>- holidays</li> <li>- health</li> </ul> <p>Economic factors:</p> <ul style="list-style-type: none"> <li>- business\shopping</li> <li>- conference\meetings</li> <li>- trade fare\exhibition</li> </ul> <p>Social factors:</p> <ul style="list-style-type: none"> <li>- religion</li> <li>- sports</li> <li>- beautiful natural sceneries</li> </ul>

CONTENTS	NOTES
Travel agency business	<ul style="list-style-type: none"> <li>- fashion fare</li> <li>- education</li> <li>- self esteem</li> </ul> <p>Meaning of travel agency/agent</p> <p>The roles/functions of a travel agent</p> <ul style="list-style-type: none"> <li>- reservation</li> <li>- ticketing</li> <li>- visa procurement</li> <li>- foreign exchange procurement etc</li> </ul> <p>Qualities of a travel agent</p> <ul style="list-style-type: none"> <li>- resourcefulness</li> <li>- marketing skills</li> <li>- honesty /integrity</li> <li>- good communication skills</li> <li>- timeliness</li> <li>- vision</li> <li>- managerial ability</li> <li>- good understanding of ICT</li> <li>- creativity etc</li> </ul>
Tour operating business	<p>Definition/ meaning of tour operator</p> <p>Roles of a tour operator</p> <ul style="list-style-type: none"> <li>- packaging</li> <li>- marketing</li> <li>- executing</li> </ul> <p>Qualities of a tour operator</p> <ul style="list-style-type: none"> <li>- honesty</li> <li>- good public relations</li> <li>- good marketing skills</li> <li>- good financial standing</li> <li>- good knowledge of the environment</li> <li>- innovativeness</li> <li>- good understanding of ICT etc</li> </ul>
Support services	<p>Support groups in travel business:</p> <ul style="list-style-type: none"> <li>(i) financial support <ul style="list-style-type: none"> <li>insurance, banking, bureau de change</li> </ul> </li> <li>(ii) transport facilities/ <ul style="list-style-type: none"> <li>car hire services</li> </ul> </li> <li>(iii) souvenir shops e.g. local crafts etc</li> <li>(iv) accommodation\hotel and catering services</li> <li>(v) health services e.g. first aid, clinics, hospitals etc</li> <li>(vi) security services</li> </ul>

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<p>Public agencies in tourism</p>	<p>Identification and roles of public agencies in tourism</p> <ul style="list-style-type: none"> <li>(a) (i) Federal Ministry of Tourism, Culture and National Orientation</li> <li>(b) State Tourism Boards</li> <li>(c) Local Government Tourism Committees</li> <li>(d) Parastatals             <ul style="list-style-type: none"> <li>- Nigerian Tourism Development Corporation (NTDC)- policy implementation</li> <li>- National Institute for Hospitality and Tourism (NIHOTOUR) Manpower development</li> <li>- National Commission for Museums and Monuments (NCMM) Preservation of heritages</li> </ul> </li> </ul>
<p>Private agencies in tourism</p>	<p>Identification and roles of private tourism agencies in Nigeria</p> <ul style="list-style-type: none"> <li>(a) Federation of Tourism Association of Nigeria (FTAN)- umbrella body for all private tourism agencies in Nigeria</li> <li>(b) National Association of Nigeria Travel Agencies (NANTA)- regulates travel agencies</li> <li>(c) Association of Nigerian Journalists and Writers on Tourism (ANTWT)- writes on tourism issues in national dailies and tourism magazines</li> <li>(d) National Association of Tour Operators (NATOP)- regulates tour operating businesses</li> <li>(e) Nigerian Hotels Association (NHA)</li> <li>(f) Hospitality and Tourism Management Association of Nigeria (HATMAN)- umbrella body for all hospitality and tourism practitioners</li> </ul>
<p>Tourism marketing</p>	<p>Meaning of tourism marketing</p> <p>Tourism marketing strategies:</p> <ul style="list-style-type: none"> <li>- segmentation</li> <li>- mass marketing</li> <li>- niche marketing (new emerging markets)</li> </ul> <p>Marketing tools in tourism</p> <ul style="list-style-type: none"> <li>(a) electronic media             <ul style="list-style-type: none"> <li>- television</li> <li>- radio</li> </ul> </li> <li>(b) print media             <ul style="list-style-type: none"> <li>- newspapers</li> <li>- magazines</li> <li>- journals</li> <li>- publications</li> </ul> </li> <li>(c) fairs and exhibitions             <ul style="list-style-type: none"> <li>- local fairs</li> <li>- international fairs</li> </ul> </li> <li>(d) e-tourism             <ul style="list-style-type: none"> <li>- internet services</li> <li>- e-banking</li> <li>- e-reservation</li> <li>- electronic billboard</li> </ul> </li> </ul>

CONTENTS	NOTES
Entrepreneurship in tourism	Meaning of entrepreneurship Meaning of cottage industries Examples of cottage industries: Leather works, ceramics and pottery, bread making, tie and dye, hair weaving, painting, cloth weaving, raffia weaving etc Items produced in cottage industries: <ul style="list-style-type: none"> <li>- shoes, bags, wallet, belts etc.</li> <li>- water pots, cooking pots, wall tiles, floor tiles etc.</li> <li>- beads, ornaments, earrings etc.</li> <li>- clothes, adire, kampalla etc.</li> <li>- Jamaica beads, Ghana beads, chuku etc.</li> <li>- Akwa-ocha, aso ofi, aso oke, akwete etc.</li> <li>- Cane chairs, broom, raffia beds etc.</li> </ul>
Service delivery in tourism	Meaning of service delivery Service delivery in tourism: <ul style="list-style-type: none"> <li>- tour guards, ticket retailers, cooks waiters, photographers, cultural dancers, drivers, game guards, reservation officers etc.</li> <li>-</li> </ul>
Skill acquisition	Definition of skills Skill acquisition centres in a nation: <ul style="list-style-type: none"> <li>- Small and Medium Enterprise Development Agency of Nigeria(SMEDAN)</li> <li>- National Directorate of Employment(NDE)</li> <li>- National Institute for Hospitality and Tourism (NIHOTOUR)</li> <li>- National Institute for Cultural Orientation (NICO)</li> <li>- Ushafa Pottery Centre etc</li> <li>-</li> </ul>

### SUGGESTED READING LIST

Brian Boniface and Christopher Cooper (2001) *The Geography of Travel and Tourism*, 3<sup>rd</sup> Edition, Published by Butterworth-Henneiman. London

Clins Cooper, John Fletcher, Alam Fyall, David Gilbert and Stephen Wallhill (2009) *Tourism Principle and Practice*, 2<sup>nd</sup> Edition, Published by Pehentice Hall.London.

Jeanne Semer Purzycki (2000) *Travel Vision: A Practical Guide for the Travel, Tourism and Hospitality Industry*, Published by Prechentice Hall.

John Hibbs (2000) *An Introduction to Transport Studies*, 3<sup>rd</sup> Edition, Published by Kogan Yak.