

Chapter 2

Implications of the Inclusive Pro-Poor Tourism Planning in Uganda for Strategic Planning for Community-Based Tourism Development in Nigeria

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ABSTRACT

Many Nigerians are unemployed and live in extreme poverty. The Nigerian government has therefore identified tourism as one of the promising sectors in its efforts to diversify the economy from the oil sector. CBT which is a kind of tourism that encourages environmental, social, cultural, and economic sustainability in communities could be a good model for addressing the socio-economic challenges confronting Nigeria. Based on literature derived from JSTOR, Google Scholar, and Emerald, this chapter draws implications from the inclusive pro-poor tourism planning in Uganda for CBT development in Nigeria.

INTRODUCTION

Poverty is multi-faceted; hence, the millennium development goals (MDGs) focus on reducing the numbers of people living in abject poverty, that is, those living on less than 1USD per day. Many Nigerians are faced with poverty although, poverty reduction remains one of the Development Goals (Bassey & Egon, 2016; Fagbolu,

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2021; UNWTO, 2002; World Bank, 2000; Yang, & Hung, 2014). Disharmony, therefore, exists between the current situation in Nigeria and one of the MDGs, i.e., poverty reduction. Nonetheless, the Nigerian government has been making several concerted efforts towards diversifying her mono oil economic-based sector to multi-economic sectors including tourism.

Globally, tourism comprises the activities of persons travelling outside their usual environment for not more than one calendar year and whose main purpose of travel is other than the exercise of an activity remunerated from the place(s) visited (Giampiccoli & Mtapuri, 2020). Tourism as the science, art, and business of attracting and transporting visitors, fosters accommodating them and catering for their needs and wants throughout their stay. The industry has developed into a great industry worldwide comprising of various businesses in different sectors (Esu, 2015; World Tourism Organization (UNWTO), 2016).

Research agenda on tourism vary from one destination to another. Strategic planning research tends to focus on developing different forms of tourism and related issues depending on situations and needs (Burton & Steane, 2004; David, 2011; Getz, 2008; Gossling, 2009; Jennings, 2010; Ritchie, 2004; Veal, 2011). Nickols (2016, p.7) refers to strategy as “a complex web of thoughts, ideas, insights, experiences, goals, expertise, memories, perceptions, and expectations that provides general guidance for specific actions in pursuit of particular ends”. In a way, it describes, where we are, where we are going and, how to get there. It embraces the overall mission, vision and objectives of an organization. Strategy provides direction, takes cognizance of resources and opportunities, controls resistance and barriers in order to reach the affected.

As a result, strategic planning connotes a specific vision, mission, competencies and an articulated set of individuals with discrete actions capable of supporting strategic goals. Hence, the idea is choosing options that are unique and also deciding what not to do. Meanwhile, strategic planning is usually geared towards proffering solutions to problems in a process that engages different stakeholders. However, in recent years there have been calls for greater community-based tourism (CBT) development due to the emergence of alternative forms of tourism.

CBT fits into the MDGs as a form of tourism by which hosts extend an invitation to tourists to visit their communities to experience their local tourism products. CBT has become a pertinent and critical element with considerable potentials for improving the well-being of local communities and for poverty reduction. CBT can boost employment and incomes of local communities and has been found to be a good approach for developing sustainable tourism and local communities (Comerio & Strozzi, 2019; Mtapuri & Giampiccoli, 2016; Sène-Harper & Séye, 2019).

This chapter specifically focuses on strategic planning for CBT development in Nigeria. The chapter reviews literature retrieved from Emerald, JSTOR and Google

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