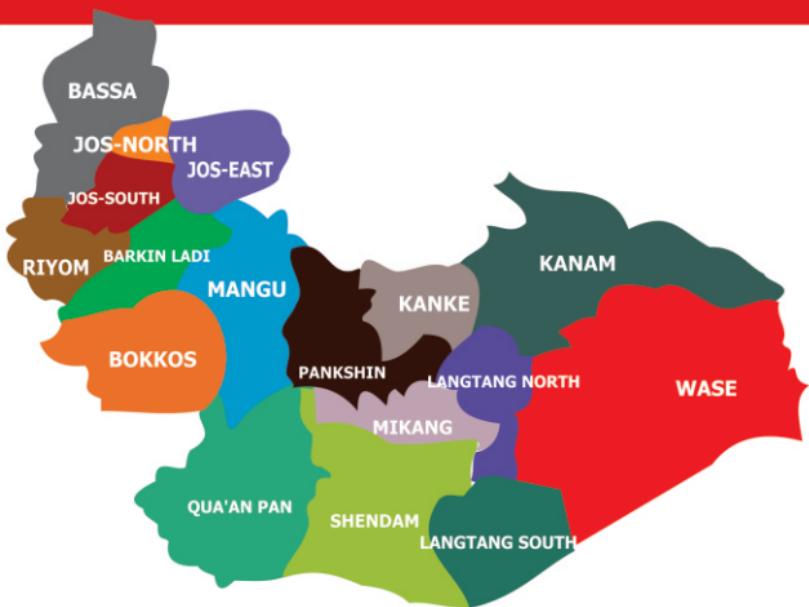




# TOURISM POLICY FOR PLATEAU STATE NIGERIA

---

*Home of Peace and Tourism*



## Local Government Areas in Plateau State

- |                  |                   |
|------------------|-------------------|
| 1.Barkin Ladi    | 10.Langtang South |
| 2.Bassa          | 11.Mangu          |
| 3.Bokkos         | 12.Mikang         |
| 4.Jos-East       | 13.Pankshin       |
| 5.Jos-North      | 14.Qua'an Pan     |
| 6.Jos-South      | 15.Riyom          |
| 7.Kanam          | 16.Shendam        |
| 8.Kanke          | 17.Wase           |
| 9.Langtang North |                   |





## FOREWORD



In our quest to ensure that Plateau State, reckoned to be Nigeria's **Home of Peace and Tourism**, a position bestowed on her by nature's comparative advantage over every other State in the Country in terms of Natural Tourism Endowments, this administration under my leadership is committed to, not only developing these potentials into the Nation's foremost Tourist destination but also the Tourism investor's most desired investment haven!

Government has taken this resolve in recognition of the industry's ability not only as a major source of employment or export earnings, but also with the enormous propensity to contribute to the State's **GDP**.

To take travel and Tourism to the "Next Level" therefore, it has become incumbent for us to adopt and develop Tourism to become the financing option in rebuilding a strong, sustainable and a balanced economic base for our dear State.

It is in the light of this that I led a high-powered official delegation on a fact finding mission to the World Travel Market, (WTM), London in 2017 to meet with key Stakeholders in the global industry under one roof to enable us adopt a workable strategy for the development of the industry in line with the global best practice.

This was quickly followed in 2018, with an International Tourism Conference under the theme: "**UNLOCKING THE VAST POTENTIALS OF TOURISM AS THE FINANCING OPTION FOR SOCIO-ECONOMIC DEVELOPMENT**" where a "**State of Emergency**" was declared on Tourism.

Not long after studying the conclusions drawn from this conference, I directed and approved the constitution of a high-powered Tourism Policy Drafting Committee with members drawn from the relevant MDAs, Professional Tourism Technocrats, (both Local and International), The Private Sector, General Tourism Practitioners, the Academia and other critical Stakeholders in the Tourism value chain among others, under the able leadership of the Commissioner of the Ministry of Tourism, Culture and Hospitality **Hon. Tamwakat Weli**.

It is therefore my singular honour to present to you the **First Tourism Policy** for the State which has been vetted and approved by the State's Executive Council as a panacea towards charting the road-map for the accelerated development of the Tourism industry in Plateau State.

With this, it has now become imperative that we adopt Tourism as the Key Driver of the State's Economy!

Thank you as we look forward to welcoming you to the "**Home of Peace and Tourism**" either as a tourist or an investor. Whichever is your vocation, I, on behalf of the peace-loving and hospitable people of Plateau State, wish to assure you that you will have a rewarding experience while on the **Jos Plateau**!

Thank you.

**Rt. Hon. Dr. Simon Bako Lalong**  
 Executive Governor Plateau State



## EXECUTIVE SUMMARY



I am delighted to present to you the first Plateau State Tourism Policy which was adopted by the State Executive Council on the 20<sup>th</sup> of May, 2019. The Policy is aimed at creating a roadmap for the orderly development of the Tourism Industry of the State. As noted by the United Nations World Tourism Organization (UNWTO), the business of Tourism surpasses that of oil export, food products or automobiles. Furthermore, Tourism as an Industry is known globally to be the driving force for the Socio-Economic Development of Tourism Countries and States such as Ours (Plateau State); therefore, we must not be left out.

In this light, the Government of Plateau State, under the able Leadership of His Excellency, **Rt. Hon. Dr. Simon Bako Lalong**, is determined to position Plateau State in its rightful place in accordance with its appellation "**Home of Peace and Tourism**". This distinction shared by no other in Nigeria, is derived from the State's enormous God given inspiring Natural and Man-made Tourism endowments, garnished with cultural uniqueness and beauty.

As demonstrated by this administration through the declaration of a **State of Emergency** on Tourism, this action is indeed a glaring sign of the Political will and commitment towards developing the Tourism Industry of the State.

I wish to sincerely appreciate and commend the Drafting Committee chaired by, the Permanent Secretary of the Ministry **Mrs. Martha Joseph Azi** who worked assiduously to ensure that this Policy came to fruition. My appreciation, also extends to all Professional Tourism Technocrats, the Private Sector, the Academia, all critical Stakeholders in the Tourism Value Chain and the entire patriotic Sons and Daughters of Plateau State who contributed in one way or the other to the development of this Policy. Posterity will forever remember you.

The Policy Thrust is to develop a Sustainable Tourism that capitalizes on the State's areas of comparative advantage namely; **pleasant weather, scenic beauty and cultural heritage** to promote Domestic and eventually International Tourism. This Policy therefore aims at opening the gateways of the State for both Domestic and International **conferences, seminars, conventions and summits** etc. These will be promoted in a secured environment to firmly establish Plateau State as the number one Tourism destination in Nigeria.

The objective of this policy is to increase growth in wealth accruing to the State through Tourism. This can be significantly enhanced through a coordinated and strategic approach to the industry's development between Public and Private Sectors.

- To generate and increase employment in the Tourism sector, enhance income and alleviate poverty.
- To meaningfully and beneficially involve the Rural Communities in the Tourism enterprise. The Communities where Tourist attractions are located are to be integrated in the development



process and value chain.

- To capitalize on the Nigeria's National Tourism Master Plan which identifies Jos as a Hub for Central Scenic Cluster and also encourage the development of range of hotels and other areas of investments and most importantly upgrading of the Jos Airport to International standard to attract more flights and promote Tourism.
- To encourage sustainable, inclusive and responsible Tourism by empowering women & youths through knowledge-building & skill development.
- To promote Plateau State as the desirable holiday destination. This will also promote geo-political integration amongst citizens and residents alike.
- To promote Public, Private Partnerships (PPP) in Tourism development in the State.
- To ensure environmental sustainability in the development of Tourism resources.
- To establish a robust collaborative partnership with the Peace Building Agency and to promote a stable and peaceful society upon which the Tourism Industry in Plateau State will thrive.
- To advocate and create awareness amongst Stakeholders on the impact of Travel & Tourism on the society.

Tourism can play an important role in the economic, social and political development of Plateau State. These roles will be focused on the objectives and goals set by the State.

- An overview of the Tourism Sector on the Plateau has indicated that the State is rich in Cultural Heritage, with impressive natural resources, attractive scenes, clement weather, similar to that of South Africa, Botswana, Swaziland, Kenya, Tanzania and parts of Uganda. Indeed Plateau State is the Europe of West Africa. The montane vegetation of the Jos Plateau, the abundant sunshine, waterfalls, the volcanic/inspiring rock formations, variety of handcrafts, friendly and hospitable People and many others call for an evidence based Policy that will place the State on the global map of Tourism.

**Economic:** Tourism in other places has assumed an enviable position as a component of National economy contributing to Gross Domestic Product (GDP) of Nations. On the Plateau therefore, Tourism will be fully tapped to serve as a major contributor to the State's economic growth. Tourism will help in the following:

To increase Internally Generated Revenue (IGR) through Tourists Spending, Taxes on Tourism products.

To gain more from explorers or visitors for both Public and Private Sectors through income multiplier effect.

To increase in Job creation capacities of both the Public and Private Sectors engaged in Tourism in the State, through direct and indirect engagements (Hotels, Airlines, Shuttle Buses, Construction Firms, Restaurant Suppliers etc.).

**Social:** Tourism Development contributes immensely to the development of the conscience of the Society as projects should not be left to Government alone. In order to carry the society along, this



Policy on Tourism Development will bring out the roles of individuals, Corporate Organizations etc; through robust participation, reaping of economic benefits and liberal but effective legal framework. This is to maximize the contributions of Tourism to the Social Development of the State.

**Political:** Tourism has a great potential of promoting the positive image of the State. Tourism will give first hand and credible information about the State. Therefore, a robust Policy on Tourism and diligent implementation of it will attract good reputation/image for the State locally and internationally, thus translating into rapid economic, social and infrastructural growth which Plateau State is in dire need of.

Hon. Tamwakat Weli

*Comm. Min. of Tourism, Culture and Hospitality*



# One People

United in our diversity



## ACKNOWLEDGMENT

The Plateau State Government would like to sincerely acknowledge and appreciate Ministries, Departments, Agencies, Professional Associations, Individuals, Corporate Organizations and Critical Stakeholders, whose support and contributions led to the development of the Policy.

***Worthy of mention are:-***

1. Federal Ministry of Information and Culture
2. Nigeria Council for Arts & Culture (NCAC)
3. Plateau State Ministry of Justice
4. Ministry of Tourism, Culture and Hospitality
5. Ministry of Information and Communication
6. Federal & States Ministries of Environment
7. Plateau State Ministry of Transport
8. Plateau State Ministry of Physical Planning and Urban Development
9. Plateau State Ministry of Information
10. Plateau State Ministry of Local Government and Chieftaincy Affairs
11. Plateau State Ministry of Agriculture and Rural Development
12. Plateau State Ministry of Mineral Development
13. Plateau State Ministry of Commerce and Industry
14. Plateau State Ministry of Health
15. Plateau State Ministry of Youths and Sports Development
16. Plateau State Ministry of Water Resources and Energy
17. Ministry of Lands, Survey and Town Planning
18. Plateau State Tourism Corporation
19. State Tourism Corporation Board
20. PLACCIMA
21. PLASMEDA
22. Plateau State House of Assembly
23. National Commission for Museums and Monuments, Jos
24. Federal Road Safety Corps – Plateau State Command
25. National Institute for Policy and Strategic Studies – Kuru
26. Nigerian Tourism Development Corporation (NTDC)
27. Nigerian Hotel Association Plateau State Chapter
28. Nigerian Union of Journalists Plateau State Chapter
29. Nigerian Film Institute
30. Civil Society Organization



31. Civil Service Union
32. Federation of Tourism Association of Nigeria (FTAN)
33. Nigerian Society of Arts, Plateau State Chapter
34. Nigerian Association of Tour Operators(NATOP)
35. Nigerian Labour Congress Plateau State Chapter
36. National Environmental Standards and Regulations Enforcement Agency (NESREA)
37. Industrial Training Fund, Jos (ITF)
38. Nigerian Film Corporation
39. Nigerian Security and Civil Defence Corps – Plateau State Command
40. Nigeria Police Force
41. Operation Safe Haven
42. Operation Rainbow Plateau State
43. Nigerian Immigration Service
44. Nigerian Customs Service
45. Plateau State Polytechnic (Department of Tourism)
46. University of Jos (Departments of Theatre Arts and Geography and Planning)
47. National Arts Gallery Plateau State
48. Plateau State Youth Council
49. Plateau Initiative for Development & Advancement of the Natives (PIDAN)
50. Nollywood Iconic Award and Sydney Peace more
51. Plateau State Disability Right Commission
52. Brics
53. Plateau State Traditional Council
54. Hotel Owners Association
55. Financial Institutions
56. Institute of Archeology
57. University of Jos American Corner
58. Naraguta Leather Works
59. Media Groups (PRTV, Silver Bird, Channels, NTA)
60. Jos Electricity Distribution (JED)
61. Mr. Benjamin Carey – MD. Dunira Tourism, Fellow & Director Tourism Society Scotland United Kingdom
62. Dr. Timothy Gontul (University of Jos, Department of Geography and Planning)
63. TAPSHAK Entertainment
64. Ms. Ladi Dakwo (JP)
65. Dr. Leonard Bombom (University of Jos, Department of Geography and Planning)
66. Mr. Godwin Goyang – (Rtd) Director of Tourism, Plateau State Ministry of Tourism, Culture and Hospitality
67. Mrs. Christiana Abu – Dean, School of Science and Technology, Plateau State Polytechnic.
68. Plateau Coalition of Business and Professional Associations (PLACOBPA)



## TABLE OF CONTENT

I.	FOREWARD - - - - -	2
II.	EXECUTIVE SUMMARY - - - - -	3
III.	ACKNOWLEDGEMENT - - - - -	7
1.0	BACKGROUND - - - - -	11
2.0	POLICY AIM - - - - -	12
2.1	VISION - - - - -	12
2.2	MISSION - - - - -	12
3.0	POLICY THRUST - - - - -	12
4.0	POLICY OBJECTIVES- - - - -	13
5.0	THE ROLE OF TOURISM IN PLATEAU STATE - - - - -	13
6.0	PIVOT AREAS - - - - -	14
7.0	ASPECTS OF TOURISM PRODUCTS ON FOCUS FOR DEVELOPMENT IN PLATEAU STATE - - - - -	16
8.0	CONFERENCES - - - - -	17
9.0	SPORTS/RECREATIONAL TOURISM - - - - -	18
10.0	FILM/ENTERTAINMENT - - - - -	18
11.0	NATURE/MAN-MADE TOURISM - - - - -	19
12.0	MEDICAL TOURISM - - - - -	20
13.0	TRANSPORTATION -- - - - -	20
14.0	HOSPITALITY - - - - -	21
14.1	PUBLIC-PRIVATE-PARTNERSHIP (PPP) IN TOURISM DEVELOPMENT - - - - -	21
14.2	ROLE OF THE PRIVATE SECTOR - - - - -	22
15.0	INCENTIVES FOR TOURISM INVESTORS - - - - -	23
16.0	HUMAN RESOURCE DEVELOPMENT - - - - -	24
17.0	COMMUNITY BASED TOURISM - - - - -	24
18.0	TOURISM STATISTICS/DOCUMENTATION - - - - -	25
19.0	FUNDING FOR TOURISM DEVELOPMENT-- - - - -	26
20.0	JOS CARNIVAL- - - - -	27
21.0	MARKETING- - - - -	27
22.0	EVALUATION/REVIEW OF POLICY- - - - -	27
23.0	INSTITUTIONAL FRAMEWORK - - - - -	27

# Plateau

— the —

## Beautiful

The Land of  
Beauty & Abundance



The Tourist / Investor Haven



## 1. BACKGROUND

Plateau State of Nigeria is located in the central region of Nigeria and is made up of 17 (Seventeen) Local Government Areas. Most parts of the State are located on the geographical Jos-Plateau at the average height of 1200metres with the highest peak of 1800metres above sea level with some rocky features and highland vegetation. This height gives it a cooler and more pleasant weather compared with other parts of the Country.

Similarly, the different types of vegetation support a diversity of natural heritage resources of both fauna and flora (including multiple endemic species) justifying the creation of some wildlife conservation areas by Government, namely: **Jos Wildlife Park, Pandam Wildlife Park, Wase Wildlife & Game Reserve**, and many gazetted Forest Reserves. All these protected areas have their different and individual themes as major Tourist attractions.

Plateau State is home to about 54 (Fifty-four) Indigenous Ethnic Nationalities with a variety of traditions and cultural heritage unique to each locality and tribe. These are easily recognized through their hospitality, languages, cuisines, music and dance, folktales, festivals, arts/crafts, and architecture among others. Most of such traditions have been preserved over time and integrated into contemporary cultural festivals, thereby, making them another variety of Tourist attractions.

Therefore, there is no doubt that the State is blessed with natural, cultural and man-made endowments which are yearning for further packaging or repackaging into significant Tourism products. The Plateau State Government has taken some notable steps to develop some of the attractions and to provide some Tourist facilities and services that when improved upon would consolidate the State as a leading Tourist destination in Nigeria. Similarly the current level of investments of Private Sector developers and suppliers in the Tourism industry is very appreciable even though there is still more to be done to confirm Tourism is a key driver of sustainable development in the State. It is in view of this that Government is partnering with some Private Investors to manage and redevelop some Government owned Tourism assets.

The State is therefore an island of pleasant weather and beauty in the surrounding hot tropical savannah. The Colonial Masters took advantage of this and developed Jos as a holiday town for their Officers serving in other parts of the Country. This led to the establishment of two Catering Rest Houses in the city which later transformed to Hill Station and Plateau Hotels as well as the Jos Museum "**the first purpose built**" in Nigeria. The discovery and mining of Tin and Columbite during this period gave Plateau a boost as more visitors were attracted to the Region including the Queen of England and her husband the Duke of Edinburgh who visited in 1956.

In addition to being a major source of employment, Tourism contributes trillion of dollars to the GDP of Countries across the globe. It is therefore an opportunity for Plateau State to diversify and control its revenue base to avoid the over dependence on Federal allocations which fluctuates as a result of changes in the global prices of crude oil.

Having reviewed the importance of Tourism to the State and the measures so far taken to



develop the industry, Government finds it very necessary to chart a more purposeful direction in the development of Tourism through a well articulated Tourism Policy. This is consistent with global best practices and particularly in line with The National Policy on Tourism for Nigeria. In putting up the Tourism Policy for Plateau State, we have involved the Private Sector in the process and this relationship will continue strongly in implementing the Policy.

In order to achieve the purpose of this Policy, Government of Plateau State shall prioritize Tourism as a major driver of the economy.

## **2.0 POLICY AIM**

To Position Plateau State as Nigeria's leading Tourism Destination for both Investors and Tourists

## **2.1 VISION**

*The “Home of Peace and Tourism”, Plateau State is recognized as the premier Tourism destination in Nigeria and a “Must See” destination for visitors to West Africa. Particularly popular with visitor from other Countries in West Africa and the Nigeria diaspora, it is known for understanding the needs of different market segment. With its world class “One-Stop-Shop” approach to investment, Plateau State attracts International investors and responsible capital, because its Government has a clear strategy for Tourism development and Private Sector enterprise with strong enforcement of social and environmental safeguards and efficient communication with local agencies. It has recognized Tourism as a priority sector that can deliver green growth and fulfill many of its statutory obligations. Responsive to market trends and changing demographics, the Government of Plateau State is committed to managing its heritage resources to combat climate change, and its ultimately concern with community benefit, biodiversity conservation and Sustainable Development.*

## **2.2 MISSION**

*To improve Plateau State's livelihood by embracing Plateau's Natural Heritage and associated Cultural Heritage through sustainable development of Tourism.*

## **3.0 POLICY THRUST**

The Policy Thrust is to develop a Sustainable Tourism that capitalizes on the State's areas of comparative advantage namely; pleasant weather, scenic beauty and cultural Heritage to promote Domestic and eventually International Tourism. This Policy therefore aims at opening the gateways of the State for both Domestic and International Conferences, Seminars, Conventions and Summits etc. These will be promoted in a secured environment to firmly establish Plateau State as the number one Tourism destination in Nigeria.

**4.0****POLICY OBJECTIVES**

- 4.1 To increase growth in wealth accruing to the State through Tourism. This can be significantly enhanced through a coordinated and strategic approach to the industry's development between Public and Private Sectors.
- 4.2 To generate and increase employment in the Tourism sector, enhance income and alleviate poverty.
- 4.3 To meaningfully and beneficially involve the Rural Communities in the Tourism enterprise. The Communities where Tourist attractions are located are to be integrated in the development process and value chain.
- 4.4 To capitalize on the Nigeria's National Tourism Master Plan which identifies Jos as a Hub for Central Scenic Cluster and also encourage the development of range of hotels and other areas of investments and most importantly upgrading of the Jos Airport to International standard to attract more flights and promote Tourism.
- 4.5 To encourage sustainable, inclusive and responsible Tourism by empowering women & youths through knowledge-building & skill development.
- 4.6 To promote Plateau State as the desirable holiday destination. This will also promote geo-political integration amongst citizens and residents alike.
- 4.7 To promote Public, Private Partnerships (PPP) in Tourism development in the State.
- 4.8 To ensure environmental sustainability in the development of Tourism resources.
- 4.9 To establish a robust collaborative partnership with the Peace Building Agency and to promote a stable and peaceful society upon which the Tourism Industry in Plateau State will thrive.
- 4.10 To advocate and create awareness amongst Stakeholders on the impact of Travel & Tourism on the society.

**5.0 THE ROLE OF TOURISM IN PLATEAU STATE**

- Role here means the part Tourism can play in the economic, social and political development of Plateau State. These roles will be focused on the objectives and goals set by the State.
- An overview of the Tourism Sector on the Plateau has indicated that the State is rich in Cultural Heritage, with impressive natural resources, attractive scenes, clement weather, similar to that of South Africa, Botswana, Swaziland, Kenya, Tanzania and parts of Uganda. Indeed Plateau State is the Europe of West Africa. The montane vegetation of the Jos Plateau, the abundant sunshine, waterfalls, the volcanic/inspiring rock formations, variety of handcrafts, friendly and hospitable People and many others call for an evidence based Policy that will place the State on the global map of Tourism.



## **5.1.0**

### **Economic:**

Tourism in other places has assumed an enviable position as a component of National economy contributing to Gross Domestic Product (GDP) of Nations. On the Plateau therefore, Tourism will be fully tapped to serve as a major contributor to the State's economic growth. Tourism will help in the following:

- 5.1.1 To increase Internally Generated Revenue (IGR) through Tourists Spending, Taxes on Tourism products.
- 5.1.2 To gain more from explorers or visitors for both Public and Private Sectors through income multiplier effect.
- 5.1.3 To increase in Job creation capacities of both the Public and Private Sectors engaged in Tourism in the State, through direct and indirect engagements (Hotels, Airlines, Shuttle Buses, Construction Firms, Restaurant Suppliers etc.).

## **5.2**

### **Social**

Tourism Development contributes immensely to the development of the conscience of the Society as projects should not be left to Government alone. In order to carry the society along, this Policy on Tourism Development will bring out the roles of individuals, Corporate Organizations etc; through robust participation, reaping of economic benefits and liberal but effective legal framework. This is to maximize the contributions of Tourism to the Social Development of the State.

## **5.3.**

### **Political**

Tourism has a great potential of promoting the positive image of the State. Tourism will give first hand and credible information about the State. Therefore, a robust Policy on Tourism and diligent implementation of it will attract good reputation/image for the State locally and internationally, thus translating into rapid economic, social and infrastructural growth which Plateau State is in dire need of.

## **6.0**

### **PIVOT AREAS**

Peaceful Environment is the cardinal point on which Tourism thrives. For any Government or Private Organization to be successful in Tourism development, security provision is very important. Peace must be the prevailing and critical norm of the environment on areas of Security, Traditional Rulers, Cultural Calendars and Protection of Sites, People with Special Needs.

## **6.1**

### **SECURITY**

- 6.1.1 The provision of adequate security is central to Tourism Development. The Plateau State Government and her Residents must maintain a friendly environment for Tourists/Investors to



operate at all times. For example, since all the destinations are located in various Local Government Areas, Government should collaborate with all relevant security agencies to ensure free movement of Tourists and Security to all Tourist Sites.

#### **6.1.2 TRADITIONAL RULERS**

Traditional Rulers who are custodians of culture and land resources will be educated on the importance of safe-guarding such destinations within their domains. Traditional institutions will be sensitized on the relationship between safe and peaceful environment and economic development resulting from Tourism in their domains.

- 6.1.3** The Plateau State Government shall place Tourism on the priority list along security and economic development activities. Such will provide a conducive environment for Private Investors that will eventually pay off in adding value to existing natural endowments.
- 6.1.4** Policy directs Government to partner with the Federal Government as a catalyst to the success of Tourism in Plateau State by making her institutions like the Immigration/Custom Service, State and National Security Agencies and Ministry of Foreign Affairs more efficient and Tourist friendly.
- 6.1.5** For Longterm security solution, the State through suitable mechanisms shall create special security outfits (Tourism Police)to man the various Tourist destinations.

#### **6.1.6 PERSONS WITH SPECIAL NEEDS**

Policy directs that the design, construction and utilization of Tourists' infrastructure and facilities and all other aspects of Tourism Development should consider people with Special Needs.

- 6.1.7** Policy directs the Ministry of Tourism, Culture and Hospitality and Plateau State Tourism Corporation to liaise with the Disability Right Commission to provide Ramps and other Aids at Tourist Sites and facilities to assist Persons with Special Needs.

## **6.2 LOCAL GOVERNMENT TOURISM COMMITTEES(LGTC)**

- 6.2.1** A Tourism Committee shall be establish at each Local Government Council to oversee the affairs of Tourism and Tourism related activities as directed in the NTDC Act. The Committees will be headed by Professionals in Tourism and will be responsible for Identifying, Documenting and Promoting all the Tourism destinations found in each Local Government Area. Its responsibilities will be determine at the State level, but it will be empowered to make decisions locally.
- 6.2.2** The Committees will be responsible for organizing enlightenment campaigns to the Communities where these attractions exist. The Committees will also sensitize the Communities on the importance of Preservation and Conservation of both flora and fauna and cultural heritage that are of importance to Tourism. When the communities are educated and enlightened on the economic benefits of these Sites, they will jealously guard them from external and destructive forces.

**6.3****CULTURAL CALENDAR**

- 6.3.1 One of the cardinal points for economic sustainability (Tourism added-value economic development) in Plateau State is through the Preservation, Packaging and Presentation of its culture. The State Government through the Ministry of Tourism, Culture and Hospitality should liaise with the various Traditional Institutions to establish a Plateau State Cultural Festival Calendar in collaboration with Plateau Initiatives for the Development and Advancement of the Natives (PIDAN).
- 6.3.2 The State has various ethnic groups that stage their cultural events at various times of the year. The Cultural Calendar will help in harmonizing the dates of Cultural Festivals to avoid clashes and boost the socio-cultural aspect of the society.
- 6.3.3 The State must ensure that Cultural Festivals are held in the Communities of their origin, and are planned in full consultation with the relevant Community to ensure local ownership and leadership. This will not only ensure continuity for future generations, but also create an annual economic event for providers of services in the various Communities. The ultimate focus must be on creating Sustainable Community benefits.
- 6.3.4 Policy directs the immediate resuscitation of Plateau State Council for Arts and Culture to incorporate, regulate and coordinate all Festivals, Carnivals and all Road-Shows etc. and also collaborate with National Council for Arts and Culture (NCAC) for the establishment of a Zonal Office in Plateau State.

**6.4****PROTECTION OF SITES**

- 6.4.1 The State Government through the Ministry of Lands, Survey and Town Planning shall clearly mark and set out boundaries of designated and gazette Tourist Sites, including Monuments and Historical Landmarks, and issue Certificates of Occupancy (**C of O**) where necessary to stop encroachment and indiscriminate destruction by individuals. The Government shall give strong directives against destruction of all these and felling of Historical trees etc. All those found wanting in destroying or attempting to destroy Monuments, Historical items etc. must be penalized in accordance with extant laws.

**7.0. ASPECTS OF TOURISM PRODUCTS ON FOCUS FOR DEVELOPMENT IN PLATEAU STATE**

- 7.1 The State's vast natural and man-made Tourism endowments have earned it the recognition as the Nation's most endowed State in Tourism attractions which is why it has been labeled "**Nigeria's Home of Peace and Tourism!**"

These endowments recognized as the vital capital stock required for the development of viable Tourism products such as **Scenic Tours, Cultural Tourism, Silm/Entertainment Tourism, Mountain/Rock Climbing, Hiking, Biking, Walking and Treks, Eco/Safari Tourism, Religious/Spiritual Tourism, Family/Diaspora Visits, Camping Tours, Sports/Recreational**



**Tourism, Bird Watching, Health/Medical and Educational Tourism, Agricultural Tourism, Conferences, Seminars, Horticultural Tourism, Minerals & Mining Tourism** and many more products, in any setting be it at Local or State levels to attract International and Domestic Tourists to the State. The Policy therefore, shall focus on the development and promotion of these products where the State has nature's relative competitive advantage over other Tourist receiving and Tourist generating States in Nigeria and the world in general, taking into account the future trend of the Tourism industry globally.

## 7.1.1 Cultural Heritage

Conservation, Preservation and Presentation of the State's Huge Cultural heritage, values and diversities is critical for the success of the State's Tourism industry. Steps shall be taken to develop Cultural Tourism for both Domestic and International consumption backed up with a systematic approach at every level.

- 7.1.2 In recognition of the fact that Plateau State has one of the largest concentrations of indigenous Ethnic Nationalities in Nigeria and the presence of other Ethnic Nationalities from other parts of the Country and the world, a suitable Festival Resort within the Jos Master Plan with replicas in the Local Government Headquarters, shall be established to accommodate multiple events focused on the rich Plateau Cultural Heritage and those of other National Ethnicities living in the State. These events shall be prominent annual events, which should be given immediate attention.
- 7.1.3 Calendar of Local Festivals and their grading or classification according to their popularity and organization shall be developed and distributed throughout the Nation. Details of various events shall be placed on the State's web site and marketed to International Tour Operators. The Plateau State Tourism Corporation in conjunction with Event Managers shall produce informative brochures on major events and distributed Locally, Nationally and Internationally.
- 7.1.4 The Policy recognizes the existence of the "Religious Culture" that has come to reshape the way of life of the Plateau State People. Investments in "Peace Tourism" will be encouraged by harnessing the values that promote Peace and Peaceful co-existence in the religions and shall be celebrated to affirm Tourism's contribution to Peace and explore how Peace guarantees the accelerated development of Tourism to firmly establish the State as the "Home of Peace and Tourism". This will inculcate the ethics of the peaceful traveller.

## 8.0 CONFERENCES

The State Policy recognizes the immense contributions that conferences can make in the development of Tourism as an economic venture in a Tourism destination such as ours. Conferences at International, National and Local levels have the potential of bringing in revenue for the state. The State will be developed into the **Conference Hub** of Nigeria to take advantage of the State's clement weather in particular and her other numerous attractions that



combine to make it the Country's best destination for Conferences. The Policy directs the State Government to invest in building an International Conference Centre through PPP.

## **9.0 SPORTS/RECREATIONAL TOURISM:**

To date, Sports and Active Recreation have become very large and successful industries worldwide. Sports Tourism has become a multi-billion-dollar business, one of the fastest growing areas of the \$4.5 trillion global travel and Tourism industry. It has become a vast international business attracting media coverage, investment, political interest, travelling participants and spectators. The economies of cities, regions and even countries around the world are increasingly reliant on the visiting Golfer or the Travelling Football, Rugby or Cricket Supporter. In some Countries, Sports can account for as much as 25 percent of all Tourism receipts. Trends in Tourism over the last decade have shown that Sports Tourism is emerging as a very significant segment of the global Tourist market.

- 9.1 In the light of this, this Policy stresses the need for the Government to as a matter of urgency complete the construction of the multipurpose Zaria Road International Stadium and advocate for the completion of the Mountain Training Facility being developed by the Federal Ministry of Youths and Sports in Rayfield to facilitate the promotion of this key Tourism segment.
- 9.2 The Policy also directs the up grading to an International Golf Resort from the existing ones to take advantage of the State's unique landscape and weather.
- 9.3 Organised Sports of various types such as Mountain Climbing, Biking, Hiking, Marathons, and Rock Climbing etc, at both National and International levels shall be promoted through sponsorship by Corporate bodies as part of their Corporate Social Responsibility, (CSR). Sports Organizers shall collaborate with Private Tourism Organisations to harness the full potential of Sports Tourism.

## **10.0 FILM/ENTERTAINMENT**

- 10.1.1 That the Socio-Cultural derivatives, Films and various Entertainment Industries will be identified and encouraged by making Plateau State the Film Village/Entertainment Hub of the Nation.
- 10.1.2 To firmly establish Plateau State as Nigeria's Film Village considering her comparative advantage in terms of Natural and Man-made Tourism attractions.
- 10.1.3 Policy directs the Government to take maximum advantage of the already established National Film Institute in the State to facilitate the take-off of the proposed Plateau Film Village to promote the Film Industry in the State.

## **10.2 SAFARI/ECO-TOURISM.**

- 10.2.1 While acknowledging the importance and the present world focus on Eco-Tourism, Plateau State shall exploit her potentials in this direction through conservation and promotion of the environment for aesthetics and scientific purposes. The protection of the State's wildlife,



discouragement of degradation of the State's environment, water bodies such as mining lakes, ponds, rivers, and the general bio-diversities (Plants & Animals) must be pursued with vigour.

- 10.2.2 Wildlife Parks and Game Reserves are of great importance to the State's Tourism industry. It is required that the documents establishing them be reviewed with the sole aim of upgrading them to meet International standards for the promotion of Safari Tourism. Some of them may be franchised out for proper development and management to Internationally Reputable Organizations. In the interim, it is directed that the Jos and Pandam Wildlife Parks be fenced immediately to check-mate the activities of land speculators. An Executive bill be sent to the House of Assembly to enact laws to protect all natural endowments, against bush burning, illegal mining, grazing, logging, poaching, Agricultural activities and all irrelevant activities within the protected/gazetted areas.

## **11.0 NATURE/MAN-MADE TOURISM**

- 11.1 Policy directs the State Government to acknowledge and publicise nature's gift to the State such as the **Ampidong Crater Lake** (the only perennial volcanic crater lake in West Africa), the **Khawang Basalt Columns**, one of the most famous explicit Columnar Rock Formation (after the giant cause-way in Northern Ireland), the **Wase Rock** (one of the only five breeding Sites), for the migratory and endangered **White Pelican Birds** in Africa and AP Leventis Ornithological Research Institute famous for the discovery of the **Indigo** and the **African Fire Finch Bird Species** Indigenous to Plateau State.
- 11.2 Policy directs the State Government to complete, Sustain and Publicize the Jos Wildlife Park, the only largest Man-made Wildlife park in Nigeria.
- 11.3 Policy directs the harnessing of existing abandoned mining ponds for Tourism and Agricultural purposes. Policy also directs Government as a matter of urgency, to take possession of the Rayfield Resort for development.

### **11.4 AGRO/CRAFT TOURISM**

A State Council for Arts and Culture shall be established if necessary, as a Parastatal of the Ministry of Tourism, Culture and Hospitality with the mandate to implement cultural activities including the completion of the Prof. Luka Bentu Indoor Theatre.

The policy shall focus and encourage the development of a State Agro Tourism in view of the conducive and rich soil for exotic crops and vegetables.

- 11.5 Policy directs the relevant Cultural bodies to organize Craftsmen/Artists to produce and sell items/souvenirs to Tourists at Tourist Sites.
- 11.6 Policy directs Establishment of Craft Centres/Markets at all Local Government Areas for guidance on maintaining a good quality level of crafts.
- 11.7 Policy directs that Government takes advantage of the mining activities/Gem Stone Cutting and Polishing Industry to boost Tourism.
- 11.8 Policy directs that Food and Beverage Vendors should be encouraged to come out, produce and Sell at Tourist Sites.



## 12.0

## MEDICAL TOURISM

Health and Wellness services and also Medical Tourism, are ideal services to be promoted in Jos Plateau State given the role of Tourism in the development process of the State. The State's clement weather conditions, scenery and altitude are some of the state's natural endowments that make it an ideal location for the development of Medical Tourism. It is an established fact that the capital flight for Medical Tourism from Nigeria is among the highest in the world. Towards reducing this:-

- 11.1 The policy directs the State Government as a matter of urgency to commission studies for the development and promotion of Medical Tourism in the State.
- 11.2 The policy directs that Government pursues the upgrade of medical facilities and personnel in Medical Establishments located in the State for the sole purpose of providing medical care to curtail the need to travel outside the country for medical purposes.
- 11.3 Health Resorts will be developed in places such as the Kerang Volcanic Hills and Ampidong Crater Lake along with others as Retreats for Wellness and Alternative medical care.

## 13.0 TRANSPORTATION

Tourists need to move from one site to another, therefore:

- 13.1 Policy shall take cognizance of the Greater Jos Master Plan on Transportation with the aim of integrating Tourism within an overall transport implementation strategy (Land, Rail and Air).
- 13.2 The Policy directs proper road signage and furniture to give direction to Tourists and visitors to the State.
- 13.3 Policy directs that the design and construction of new roads, maintenance of bad existing ones are provided with stopovers/fatigue breakers for Tourists on sight-seeing to rest. Also the opening of roads to Tourist Sites that have been blocked for security challenges should be encouraged.
- 13.4 Policy directs development of both Electronic and Manual Road Maps and Indicators to various Tourist Sites and locations using Global Positioning System (GPS) and other modern Information Technologies (IT). This can be done by creating a mobile App to connect or receive a form of signal that can be installed on mobile phones to be used in tracing Tourists Sites in the state.
- 13.5 Policy directs that planning and construction of new roads and routes in Plateau State be carried out to connect them to Tourist Sites and locations.
- 13.6 Policy directs the State Government to liaise with Nigerian Railway Corporation on the need to revive and restore rail transport to the state to ease transportation, as this will promote inclusive access to Plateau State, provide low carbon new transport product for visitors and at the same time mitigate the negative environmental impacts of Tourism growth.
- 13.7 Policy encourages Air Service Providers to patronize the Yakubu Gowon Airport in Jos. Investors shall be encouraged in the development of Airstrips and Helipads. This will help to facilitate the State to become a Hub of Tourism in the Country.



13.8 Policy directs the evolution of a planned Tourism Activity Guide and Network to all Tourist Sites and locations such that economic benefits of Tourism will be widespread geographically throughout the State.

13.9 Policy directs the acquisition, provision and maintenance of Tourist Shuttle Buses through Public-Private-Partnerships(PPP) to take care of the local transportation needs of Tourists.

## **14.0 HOSPITALITY**

Policy directs that a complete and comprehensive registration, grading, listing of all Hotels, Motels, Hostels, Guest Houses, Restaurants/Eateries, Pubs/Bars, Night Clubs, Taxis and Shuttle Buses to guarantee the comfort and security of Tourists by the Plateau State Tourism Corporation (PSTC).

## **14.1 PUBLIC-PRIVATE-PARTNERSHIP(PPP) IN TOURISM DEVELOPMENT**

The development of Tourism in emerging economies have been shaped by many factors among which are Public-Private-Partnerships as they bring together Government Agencies and the Public Sector with representatives of the whole Tourism value chain under the same umbrella for promoting socio-economic development, sustainability, job creation and international competitiveness through Tourism.

### **ROLE OF THE PUBLIC SECTOR**

14.1.1

Government shall provide the enabling environment for the provision of relevant Infrastructure/Facilities, e.g. Water, Power, Communication etc.,and ensure that Environmental Impact Assessments (EIA) are carried out prior to any development within and around Tourist/Reserved Sites. The introduction of any new utility for the benefit of visitors, should also be extended to benefit the local destination Community, where such infrastructure is not already in place.

14.1.2

Government shall initiate and put in place laws to protect Local and Foreign Investments and Tourists.

14.1.4

Government shall maintain control over standards and development of the Tourism industry, observing strictly the provision of development strategies as may be stipulated in the Master Plan.

14.1.5

Sports Administrators shall consistently collaborate with the Tourism, Public and Private Sectors as a means of harnessing the full benefits of Sports Tourism and other Tourism Products.

14.1.6

Policy directs Government to regularly review projects to determine their viability before completing all Tourism abandoned projects like Luka Bentu Indoor Theatre, Jos Zaria Road Stadium etc. to increase wealth generation.

14.1.7

Government shall ensure appointments to key Tourism establishments are given to professionals



in the Industry to guarantee efficiency and desired results.

- 14.1.8 Government shall through the Ministry of Tourism, Culture and Hospitality regulate/control, endorse/approve and charge fees where applicable on all Carnivals, Festivals, Pageantries, Road-Shows, Film and Video Shootings etc. carried out on Tourist Sites and locations within the State to boost revenue.
- 14.1.9 Deliberate step is to be taken to place funding of the sector on **First line charge** of the State's annual Budget for the First five years through:
- Early release of budget to the Ministry of Tourism, Culture and Hospitality and her Agencies.
  - Reduction on land processing period.
  - A committee be constituted to identify, acquire and allocate such lands for Tourism.
  - To encourage the Private Sector, Government shall acquire directly all lands within Tourism Priority areas and sub-lease such lands to prospective National and International Investors at nominal charge. A fix rate which will be agreed upon as royalty on gross income on a project per annum could be paid into the resuscitated Plateau State Tourism Endowment Fund to be managed by a Board of Trustees.

## **14.2 ROLE OF THE PRIVATE SECTOR**

- 14.2.1 The Private Sector shall basically be the executor of Tourism programs. It will be encouraged to provide necessary Super-Structures and Material on technical basis, such as, good standard Tourist Accommodations, Holiday Resorts, Amusement Parks, Restaurants, and Casinos etc. It shall be actively involved in Tour Operations, Tour Guiding, provision of facilities for Conferences such as Public Address Systems, Interpreters, transportation, travel arrangements, Frontier receptions for organized Tourism packages etc. The Private Sector shall further be encouraged to market Plateau State as a Tourist destination abroad, licensed to organize (cruise, land & air) Charters, make a choice of products it wishes to market in order to obtain the required market standard; organize events in collaboration with National and State Tourism Organisations, Non-Governmental Organisations (NGOs) to Package Festivals, and develop excellent standard Souvenir entrepreneurship at Tourist Destinations.
- 14.2.2 The Private Sector shall be involved in creating environmental awareness on Eco-Tourism, Wildlife and Game Parks, Urban and Rural Hygiene at Tourist Centres.
- 14.2.3 The Private Sector shall organize itself to a standard acceptable to Government which shall, from time to time be engaged in dialogues. Every Tour Operator shall obtain a Certificate of Operation from the State Government having satisfied all requirements before being allowed to operate.
- 14.2.4 While encouraging Foreign Tour Operators to operate from abroad, such must be affiliated with a licensed Tour Operator in Nigeria on equal basis with such foreign partners before it can be allowed to carry out businesses in the Country. All prepaid packages abroad shall have a



percentage of the local cost paid in Nigeria before the commencement of such packages.

14.2.5 This Policy directs that for communicating more effectively with the world in which Tourism operates, Private Operators will engage in getting input from Travel &Tourism umbrella Organizations to Government through membership subscriptions to: United Nations World Tourism Organization (UNWTO), World Travel &Tourism Council (WTTC), International Institute for Peace Through Tourism(IIPT), World Federation of Tourist Guide Association (WFTGA) and the World Wildlife Foundation (WWF); etc.

Locally, Government Councils should pay membership subscription to relevant Professional Tourism Associations in close collaboration with local agencies to consolidate the PPP being advocated.

## **15.0 INCENTIVES FOR TOURISM INVESTORS**

Incentives in the sense of Tourism Development means actions or interventions put in place to encourage Tourism Development in Plateau State. There are many incentives opened to the State that can attract potential investors in the Tourism industry. These include, but not limited to the following:

- 15.1 Having a robust and effective legal framework in place. Such legal document spells out the requirements needed for potential investors in the Industry. The Legal framework is to ensure all loopholes that encourage corruption are blocked to attract and strengthen/protect investments in the industry.
- 15.2 The State Government is to provide infrastructure and amenities which encourage investment and attract Tourists to Tourism destinations. Such infrastructure and amenities should compete favorably with other Tourist destinations in the Country and Continent at large.
- 15.3 The marketing and promotion of Tourism in the State is to be spearheaded by the State, Local Government Councils, Traditional Institutions and individuals. Such promotion and marketing will center on Tourism Sites, artefacts, customs, cultures, dances etc. that Plateau State is known for.
- 15.4 Provision of efficient Transport and Communication services at Tourism Sites/Destinations and gateways to the State.
- 15.5 Identification of the Cultural and Natural Resources of the Local Government Areas in the State are key to the development of Tourism. These resources can be comprehensively published and placed in established Hotels in the Country, the National Museum, Plateau State Tourism Corporation, State Gallery of Arts, Cultural Centres, and Arts and Crafts villages, Higher Institutions and State Ministry of Culture and Tourism. These will serve as a barometer to both local and International Tourists.
- 15.6 Conservation and Protection of the environment, through the discouragement of the degradation of the flora and fauna of the various Tourism Sites in the State. This will be carried out in conjunction with the State's Ministry of Environment and its Agencies. Special attention is to be paid to sanitation of the City and suburbs in the State as they are gateways to Tourist Sites or



locations.

- 15.7 Policy directs that Government should ensure the provision of public conveniences at all Tourist Sites, Routes and City Centres to guarantee Tourists' and Travellers' comfort and convenience.
- 15.8 Establishment of Tourism clusters in strategic locations in the State to bring together small Operators of Restaurants, Crafts, Arts, Music, Dance and other cultural performances. This will be replicated in the 17 Local Government Areas of the State. The operation of such clusters will attract Tourists all year round.
- 15.9 Provision of an efficient and effective security system and synergizing with all relevant security agencies, to protect Tourists, Tourism Sites and locations.

## **16.0 HUMAN RESOURCE DEVELOPMENT**

Human Resource Development is key to Tourism growth, therefore the policy emphasizes:

- 16.1 The integration of Tourism into the Educational Curricula from Primary through Secondary and Tertiary stages to develop Tourism Education Policy that will nurture a Tourism culture among the youths and by extension the entire Community. As a succession plan, Foreign Investors are to offer training/apprentice schemes to local staff with a view to promoting them to management positions.
- 16.2 Professional training for Tourism, Cultural/Museologists and Community Tourism Officers in the State to meet the current trend in the Tourism Profession and generally broaden the horizon of understanding Tourism practices.
- 16.3 The development of a Curriculum to capture all the areas of Human Resource Development.
- 16.4 That Professional bodies in Tourism and Tourist related bodies to regulate, train and certify Tourism Practitioners.
- 16.5 That Human Resource Development and Research shall be carried out by the University of Jos, Plateau State University Bokkos, Plateau State Polytechnic and Colleges of Education Gindiri and Pankshin, Industrial Training Fund (ITF) and all other relevant Institutions.
- 16.6. The participation of the Ministry Tourism, Culture and Hospitality/Tourism Personnel to National and International Tourism Events to keep abreast with the latest Tourism trends so as to compete favorably in the Global Tourism Market.

## **17.0 COMMUNITY BASED TOURISM**

Since Tourist Sites are located within Communities, if they are involved in the planning, execution, maintaining and sustaining these Sites it will be easier, more secured and cost effective as they will feel a sense of belonging and ownership. They will protect these Sites in order to gain the economic benefits. To achieve this;

- 17.1 Policy directs the involvement of all Traditional Institutions and Ethnic Nationalities in the State being the custodians of culture and hosts to Tourist Sites. This will be achieved through aggressive campaigns and enlightenment programmes on the importance of Heritage/Tourist



Sites and locations in their domains and the need to Maintain, Preserve and Protect them and the visitors.

- 17.2 Policy directs the involvement of other stakeholders like the Local Government Councils, Cultural Officers, Leadership of the various Ethnic Nationalities and the Security Agencies that man the Tourist/Cultural Sites in the enlightenment campaign on the need to be Tourists/Tourism friendly.
- 17.3 Policy directs the funding and establishment of Palace Museums, mount Exhibitions at all Local Government Headquarters of their various Arts and Crafts and a Photo/Painting Exhibition titled "**PLATEAU THE BEAUTIFUL**" or "**PLATEAU A TOURIST HAVEN**" or any similar title to be mounted either at the Governor's waiting room or any convenient hall at the Government House showcasing the scenic beauty and Tourism potentials of the State.
- 17.4 The Policy directs periodic advocacy sessions with Traditional Rulers, Community/Religious Leaders to provide a congenial environment for understanding, trust and confidence building on Government plans and actions on Tourism.
- 17.5 Policy directs that legislation on Tourism investors provide and preserve employment opportunities to the Local Community where Sites and Projects are located to ensure a sense of co-ownership. This will help secure both the Sites and investment on one hand and the Tourists on the other. Percentage figures for employment will be determined from time to time by Government for both total employment and across management roles, specifically to promote career path for employees from the Local Community.
- 17.6 Policy directs all Ethnic Nationalities that have replicas of Traditional Architectural Structures at the Museum of Traditional Nigerian Architecture [MOTNA] at the National Museum Jos to maintain them while those whose structures are not completed to endeavor to complete, maintain and sustain them.
- 17.7 Policy directs the establishment and recognition of Tourism events centered on our Tangible and Intangible Heritage to be brought to focus like the International Museum Day (IMD) celebrated on 18<sup>th</sup> of May each year by the National Museum Jos which has evolved into the largest cultural crowd gathering in Plateau State. Likewise, Cultural Festivals like the Pusdung, Puuskat, Bit Gamai, Ikoos Izere, Nzem Berom, Ilum Otaroh the Jos Carnival and others should be encouraged to be tied to specific dates for patronage and packaging into marketable products.

## **18.0 TOURISM STATISTICS/DOCUMENTATION**

- 18.1 Policy directs the production of a compendium of all Tourist Sites from each Local Government Area to ascertain the number of destinations for planning. There shall be proper and up-to-date record and list of all Tourism destinations based on their nature i.e. Historical, Cultural, Traditional etc. Accurate and up to date data of Tourist Sites will enable authorities plan properly and create awareness towards attracting investors.



- 18.2 Policy directs that Local Government Tourism Committees be established to be solely responsible for identifying, classifying and documenting their Tourist products.
- 18.3 Policy directs the Plateau State Tourism Corporation in conjunction with Plateau Bureau of Statistics to be responsible for providing up to date statistics of Tourists flow into all destinations based on Domestic and Foreign Index in line with global practices as stipulated in the Tourism Satellite Account (TSA). These should be carried out in synergy with relevant Security Agencies in the State.
- 18.4 Policy directs the Documentation to include: update, naming, listing and comprehensive details of the Sites e.g; name of site, geographic allocation, history of Site, Coordinates, Cultural/Economic importance, Special/Unique features, best season to visit the site, best route to site, photographs, description etc.
- 18.5 Policy directs that a Tourism website be created, maintained and sustained, post cards, fliers, pamphlets, magazines on Tourism and a Calendar of cultural festivals of the State be made available to Tourists at entry and exit points like Airports, Hotels, Bus/Train Terminals and also at the Sites. Technical advancement and electronic innovations should be recognized and harnessed for effective and efficient administration and marketing of Tourism in Plateau State.
- 18.6 The policy requires that the National Union of Road Transport Workers (NURTW), Road Transport Employees Association of Nigeria (RTEAN) and Hospitality outfits within the State and Local Government Areas to furnish the Government with Statistics of all travelers and visitors/guests to the Parks and Hotels respectively.
- 18.7 Policy directs the training of all licensed commercial Vehicle Operators to be Tourist friendly and the painting of their vehicles in the approved colours of the State. Policy also directs the outright ban on the use of Private cars for commercial purposes to guarantee the safety of all Commuters/Tourists and their properties.

## **19.0 FUNDING FOR TOURISM DEVELOPMENT**

The lack of funds for the development of the Tourism industry in Plateau State has been identified as one of the major factors that has greatly slowed down the development of the industry in the State. This Policy directs the following steps to be taken in finding solutions to this problem.

- 19.1 Commence the immediate resuscitation of the Plateau State Tourism Endowment Fund set up by Edict No.2 of 14<sup>th</sup> August, 1997 as the source of funds for the development of Tourism in the State and to look into the possibility of upgrading it into a Tourism Development Bank or a Micro Finance Bank in the interim. Prepare another Fund-Raising event to enlarge the Fund's purse as a way of encouraging the involvement of the Public in the development of the industry.
- 19.2 Appoint a Consultant with International experience in sourcing for development funds.
- 19.3 Lobby the Federal Government for special allocation of funds for the development of Tourism as a financing option to reduce the over dependence on meagre Federal allocations.



- 19.4 The Government should issue Tourism Development Bonds to the Public with high yielding rates to encourage participation and investments.
- 19.5 With the apparent lack of a "Holiday Culture" in the general populace particularly the workforce, the Policy advocates that all the citizenry be encouraged to take annual holidays, by the establishment of a pool of holiday funds where leave grants will be paid into by both Government and Private Companies to be accessed by their Staff due to take their holidays. This fund is to be managed by a Consortium of Tourism Experts subject to a periodic review of five (5) years to guarantee sustainability and effectiveness. This strategy is aimed at boosting and encouraging Domestic Tourism.
- 19.6 This Policy directs Government to seek for sponsorship from the Private Sector through the Corporate Social Responsibility (**CSR**) law as financing option for Tourism Projects.

## **20.0 JOS CARNIVAL**

- 20.1 Policy directs Government to establish a Commission to source for Funding for the Jos Carnival through **PPP** as a gradual disengagement and preparation for its Privatization.
- 20.2 Policy directs the outright Privatization of the Jos Carnival into a Limited Liability Company for efficiency and sustainability.

## **21.0 MARKETING**

- 21.1 Policy directs Government to liaise with the Private Sector to organize annual Familiarizations/Educational/Marketing trips to all Tourist Sites and Products and Tourist/Investment generating locations for Journalists, Tour Operators, Travel Agents and the general public to create awareness of the Tourism potentials of the State so as to boost Tourism activities.
- 21.2 Policy directs Government to embrace the Plateau Diaspora as a credible Marketer and Investment Driver to promote the Plateau State Tourism Project.
- 21.3 Policy directs Government to respond to negative social media campaigns against the State by working in close collaboration with the Media by setting up a Dedicated Tourism Website and maximally explore the positive use of the Social Media.
- 21.4 Policy directs Government to organize annual Tourism Expo and general Conferences to help market the State and help woo investors.
- 21.5 Policy directs Government to establish a One-Stop-Shop for Tourism Products to make it easier for responsible investors to get first-hand information.

## **22.0 EVALUATION/REVIEW OF POLICY**

This Policy shall be evaluated and reviewed after five (5) years.



## **23.0 INSTITUTIONAL FRAMEWORK**

**23.1** The primary Custodians and Executors of this Policy shall be:

- A. The Tourism Advisory Council
- B. The Ministry of Tourism, Culture and Hospitality
- C. Plateau State Tourism Corporation
- D. Plateau State Tourism Endowment Fund (**PLATEF**)
- E. Plateau State Council for Arts and Culture

**23.2** The Policy directs the setting up of a high powered Tourism and Allied matters Advisory Council which shall be the highest decision making organ on matters affecting the industry in the State under the Chairmanship/Patronage of the State Governor with all relevant Ministries, Agencies and Organized Private Sector Associations as members. The Commissioner in consultation with the Governor will decide which Ministry and Agency is relevant at any given time of implementation.

**23.3** Policy directs Government to restructure the Plateau State Tourism Corporation by reviewing the laws establishing it to reflect current trends in involving the Private Sector for effective management and service delivery.

## AFIZERE - ASHA RUWA DANCERS



## NGAS DANCERS



## BEROM CULTURAL DANCERS



## GAMAI DANCERS



## SOLOMON LAR AMUSEMENT PARK



## MWAGHAVUL CULTURAL DANCERS



## VEGETABLES



## SOLID MINERALS



TIN

ZINC/LEAD

GEM STONES

## TUBERS

## TOURISM POLICY FOR PLATEAU STATE NIGERIA



WASE ROCK



KAHWANG BASALT ROCK



SHERE HILLS



ASSOP FALLS



PANDAM GAME RESERVE



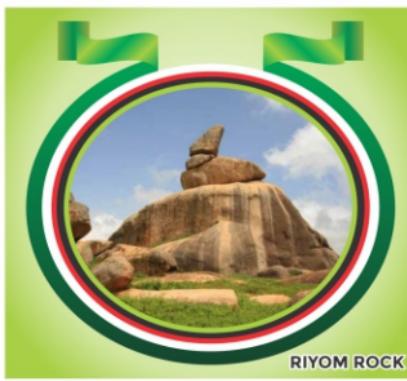
RAYFIELD RESORT



POLO CLUB



PLATEAU UNITED



RIYOM ROCK



LAMINGO GOLF CLUB



HIKERS



ZOO



RED FIRE FINCH



CYCAD



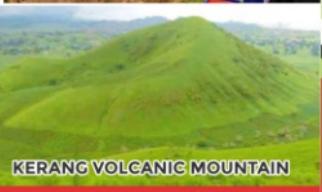
JOS WILDLIFE PARK



ZUL-GIBANG MOUNTAIN RANGE



AMPIDONG CRATER LAKE



KERANG VOLCANIC MOUNTAIN

The Land of Beauty & Abundance!