Tourism Development Approaches
(Lessons From Singapore)
INTRODUCTION

BACKGROUND/TRIP OBJECTIVE

The Savannah Accelerated Development Authority, (SADA) has made giant strides by way of developing a 25 Master Plan to develop the Northern Savannah Ecological Zone. The strategy phenomenally identifies a huge growth potential in the area of tourism, pivoted on a rich diverse culture, creative arts, strategic collaborations and best practices around the world. Owing to this background, the Singapore exposure trip, forms part of a larger effort to understudy top notch destinations and also build strategic alliances towards the implementation of the plan.

It is worthy of note that the trip was highly fruitful in the following respects:

• It provided the team an opportunity to learn about how Singapore out of a humble beginning just like Ghana, speedily metamorphosed into one of the best and model tourist destinations across the world;
• Provided the team an opportunity to carry out a study tours to selected attractions and training institute;
• It offered a sound opportunity to exchange ideas with international tourism consultants.
• It offered an opportunity for the team to market the rich tourism attractions in Ghana and the SADA zone to the Host company (SJ) through the distribution of brochures from some of these tourists sites;

Facilitators for the various sessions of the trip were senior personnel of Surbana Jurong (SJ), the international consulting firm that collaborated with SADA and NDPC to develop the SADA 25 Year Master Plan.
BRIEF ON SINGAPORE

• A terrific clean city built in a garden.
• Tourism is integrated in urban planning.
• Sector well developed and a major contributor to the country's GDP
• Tourism sector records 300 billion dollars annually, contributing 7% to GDP.
• City has a population of 5.4 million people, but receives 17 million tourists yearly.
• 70% of hotels are star rated.
SINGAPORE-CITY
IN A GARDEN
Lessons Learnt/Take-Aways

- Attractions are developed with an integrated approach, such that every tourist facility is complemented with supporting facilities and services to offer total experience to tourists. (ie shopping malls, eateries, boat cruising, souvenir shops, theatre & cinema halls, free wifi service at eateries, super structures etc)
- Domestic tourism is impressively strong and heavily patronized by all the socio-demographics.
- Students undertaking hospitality and tourism related courses are linked to industry for hands-on training.
- Efficient tour guiding services by means of electronic voice narrations that are really engaging.
Lessons Learnt/Take-Aways Cont.

• Greening of hotel premises. a value addition to the beautification of the environment.
• Optimal use of signage to foster movement of tourists.
• Effective marketing and promotion. (Established liaison offices in most countries)
• “We do not wait for tourists, but we go after the tourists by leveraging on international exhibitions and liaison offices to package tours”.
• Effective use of technology to enhance service delivery
• Development of Theme parks to satisfy demands of different market segments.
• Good road accessibility to tourists sites.
• Well coordinated transport system and standardized fares; providing convenient and transparent services to tourists.
Study Tour at the Training Institute

Catering & Hospitality Students Receiving Hands-on Training
Study Tour at the Training Institute Cont.
Recommendations

Based on these experiences, SADA will collaborate with the line Ministry and industry players in Ghana to:

• Package and promote the unique culture of the SADA zone as niche to develop tourism in this part of Ghana;
• Collaborate with the Ministry of Tourism, Arts & Culture, Ghana Tourism Authority, and Managers of Tourism Award schemes to introduce an award category for green environment;
• Liaise with TOUGHA and tourism oriented media outlets to package grand tours to the zone;
• Collaborate with industry players to embark on aggressive promotional campaign via the following avenues. (Television, newspaper, radio, social media, brochures, airports, deposit promotional materials at international offices of development partners.)
• Replicate the concept of linking hospitality and tourism students to industry.
VISIT TO PARK AVIARA
VISIT TO THE ZOO
GROUP VISIT TO SENTOSA ISLAND
PROMOTING THE NORTHERN SMOCK AT THE INTERNATIONAL LEVEL
Organizations and individuals who are interested to enquire about our upcoming tourism events and existing business opportunities should contact:

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