

TARABA STATE TOURISM DEVELOPMENT BOARD (TSTDB)

1.00 PREAMBLE:

1.01 The Taraba State Tourism Development Board (TSTDB) was established about one (1) year and four (4) months ago – precisely on November 28th, 2008, and therefore, one of the newest baby organizations in the State. The establishment of the Board by the present administration under Gov. Danbaba Danfulani Suntai, was the first of its kind in the State and was indeed, a big statement on the readiness of the State Government to fast track the development of Taraba’s tourism industry on an unprecedented scale. The potential role of the tourism sector as a major instrument for socio-economic development is much.

2.00 ACHIEVEMENTS:

2.01 *Successful take-off of the Board through the following;*

- a. Setting – up the office headquarters.
- b. Installation of internet and intra-net facilities in all the offices.
- c. Provision of conducive working environment for staff of the Board and visitors.

- All these (as mentioned earlier) were necessary for a tourism promoting institution.

2.02 *Setting – up Of Local Government Tourism Committees (LGTCs) with the following terms of reference:*

- a. Recognize, support and promote community ownership of tourism.
- b. involve community members from the start in every aspect.
- c. Promote community pride
- d. Improve the quality of life.
- e. Ensure environment sustainability.
- f. Preserve the unique character & culture of the local area.
- g. Foster cross –cultural learning.
- h. Respect cultural differences and human dignity.
- i. Contribute a fixed percentage of income to community.
- j. Promote the preservation of both cultural heritage which is irreplaceable sources of life and inspiration of our people.

2.03 *Successful staging of the 2009 Nwonyo International Fishing Festival, in Ibi, Ibi LGA;*

- Hosting the 2009 edition was the first time the annual fishing festival was celebrated under the supervision of a

body specifically created to handle matters relating to tourism. The impact of the Board was well-felt during the event based on the numerous innovations introduced in the aspects of promotion, branding, participation, attendance and marketing. Thus, the 2009 edition was adjudged as the best so far.

2.04 Marking of the *World Tourism Day*;

- The Board facilitated the marking of the World Tourism Day (Local Government Level) in Gembu, Sardauna LGA (Mambilla-Plateau) and participated in the national celebration in Kano, Kano State. In the national one specifically, the State's huge tourism endowments was well-marketed through the distribution of relevant fliers and handbills.

2.05 *Commencement of the registration of Hospitality and Travel Trade Enterprises in the State*;

- The registration of Hotels, Motels, Guest Inn/Houses Restaurants and Travel Agencies in the State by the Board in conjunction with the Nigeria Tourism Development

Corporation (NTDC), commenced in November, 2009, in Jalingo, the State Capital.

- The registration exercise had reached advanced stage of completion in the piloting LGA (Jalingo) and huge success has been recorded so far. It is also, a source of internally generated revenue for the State.

2.06 Promotion of Tourism both Locally and Internationally;

- Since its creation, the Board has been mounting aggressive promotion of Taraba's tourism assets at local and International levels through the following accomplishments and strategies;
 - a. Establishment of a Brand name; "Discover Taraba- the World's fastest- emerging tourist destination.
 - b. Creating a tourism- friendly environment.
 - c. Development of a website (www.discovertaraba.com)
 - d. Placement of adverts in the State and National Newspapers, Magazines, Journals, Radio and Television stations.
 - e. Established contacts with a lot of Embassies and foreign organizations.

- f. Strategic re-orientation of the State on the importance of leisure/recreation.

2.07 Development of a Tourism Masterplan;

- Planning and adoption of thoroughly worked-out and clearly defined strategies are the hallmarks of any purposeful, resourceful and result oriented organization. Hence the decision of the Board to develop a working document in the form of tourism master plan for the first time since the creation of the State in 1991.

2.08 *Successfully conducted sensitization seminars, workshops and production of tourism promotional materials through the following:*

- a. Street beautification in Jalingo.
- b. Organized tourism sensitization workshops and plays in Secondary Schools.
- c. distribution of flayers
- d. Constructed and mounted tourism billboards at strategic locations within the State capital – Jalingo and in some LGAs.

2.09 Identification, compilation and development of all the tourism sites and festivals in each of the Local Government Areas;

- The forthcoming 2010 Nwonyo International Fishing Festival in Ibi, Ibi LGA, and Miss Tourism Beauty pageant in Jalingo.
- a. The forthcoming “Green Trek Survival Series One” at “Chabbal Wade” (Mountain of Death) in Gashaka – Gumti National Park.
- b. The forthcoming mountain bike in some mountainous zones of the State in Gembu, Sardauna LGA – Mambilla Plateau.

3.00 CONCLUSION:

3.01 Taraba State is certainly a tourism giant not only in Nigeria, but in the whole of West Africa. It was in recognition of this, that the Tourism Development Board was established and mandated to inject life into this giant through the formulation and accomplishment of reliable and effective framework for the development of available tourism sites on a sustainable basis. In striving to achieve these honourable tasks, the Board has made some in-roads in tourism development via the preliminary achievements mentioned earlier, and more are about to be achieved in the course of time.

***Thank you and may I seize this opportunity to invite you to the
2010 Nwonyo International Fishing Festival- scheduled for 23rd –
24th April, 2010!***

Abdulrazaq Gidado Abubakar

Managing Director