

Importance of Safety in Sustainable Development of the Transportation and Tourism Industries



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To present the dynamic relationship between sustainable Transport and Tourism to economic development.

OBJECTIVES

This presentation will:

- a. Explain importance of road transportation in Tourism development;
- b. Highlight the potential of Tourism in economic development;
- c. Discuss the contribution of FRSC to sustainable Tourism development

Introduction

The Road is vital for economic development. For it to provide inclusive and sustainable growth, it has to embrace green or clean energy revolution and also be safe and secure.



Facts on Road Traffic Crashes



However, Road Traffic fatalities and injuries are among the most pressing issues faced by the transport sector, and this has led the world Bank making road safety one of its key priorities.

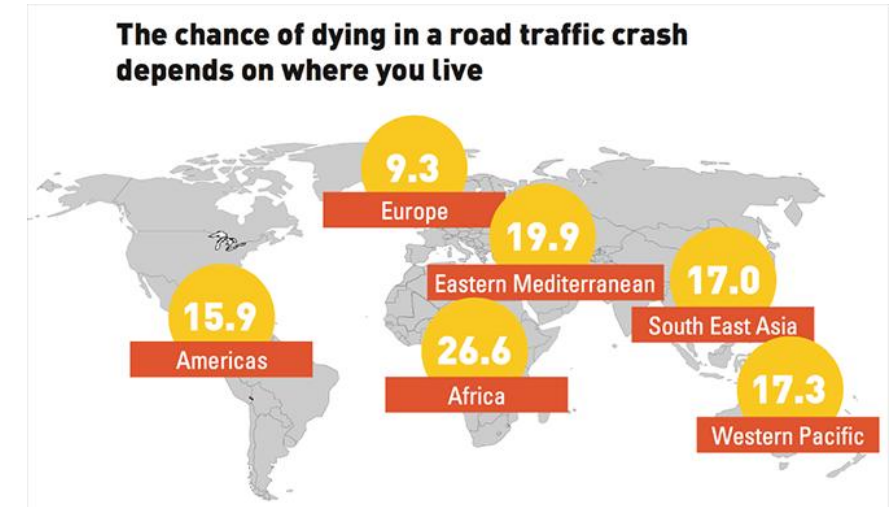
Unfortunately, Road Traffic Crashes is presently a leading cause of fatality globally and constitutes highest risk to travelers.

Facts on Road Traffic Crashes...ii

In 2010, the Foundation for the Automobile and Safety published a report highlighting International tourism and road deaths in the developing world.

Road Crashes were found to be the highest fatality risks that international tourist were likely to face in destination countries.

In addition, tourists were likely to face significantly higher road safety risks, compared with local residents in most popular tourist destinations, especially in developing countries.



Global target on RTC reduction



To bridge this public health - transport gap, Sustainable Development Goals 3⁶ and 11² plans to halve road fatalities and make cities and human settlements inclusive, safe, resilient and sustainable by year 2020.

This vision calls for urgent attention in all countries if it is to be achieved.

Global target on RTC reduction...ii

The UN Decade of Action for Road Safety 2011-2020 provides five (5) pillars (Road Safety Management, Safer Roads and Mobility, Safer Vehicle, Safer Road User and Post Crash response) for addressing road traffic crashes worldwide.



Under the context of road user, it is inevitable to address not only local road user but also unfamiliar users, particularly International tourists.

Tourist and Road safety

In many parts of the world, tourism had been under performing compared to the natural heritage the country is endowed with.

One of the things mentioned as reason for the under performance is poor transportation system and the biggest threat to tourists is death or injury as a result of a road crash.

Tourist and Road safety...ii

The fact that Nigeria with a population of over 180 million welcomes an average of 800,000 international visitors yearly shows that tourists are not well targeted and have been mostly ignored for their safe travel.

In 2016 alone a total of 5,068 deaths were recorded which translate to approximately one death per hour in Nigeria.

Tourist and Road safety...iii

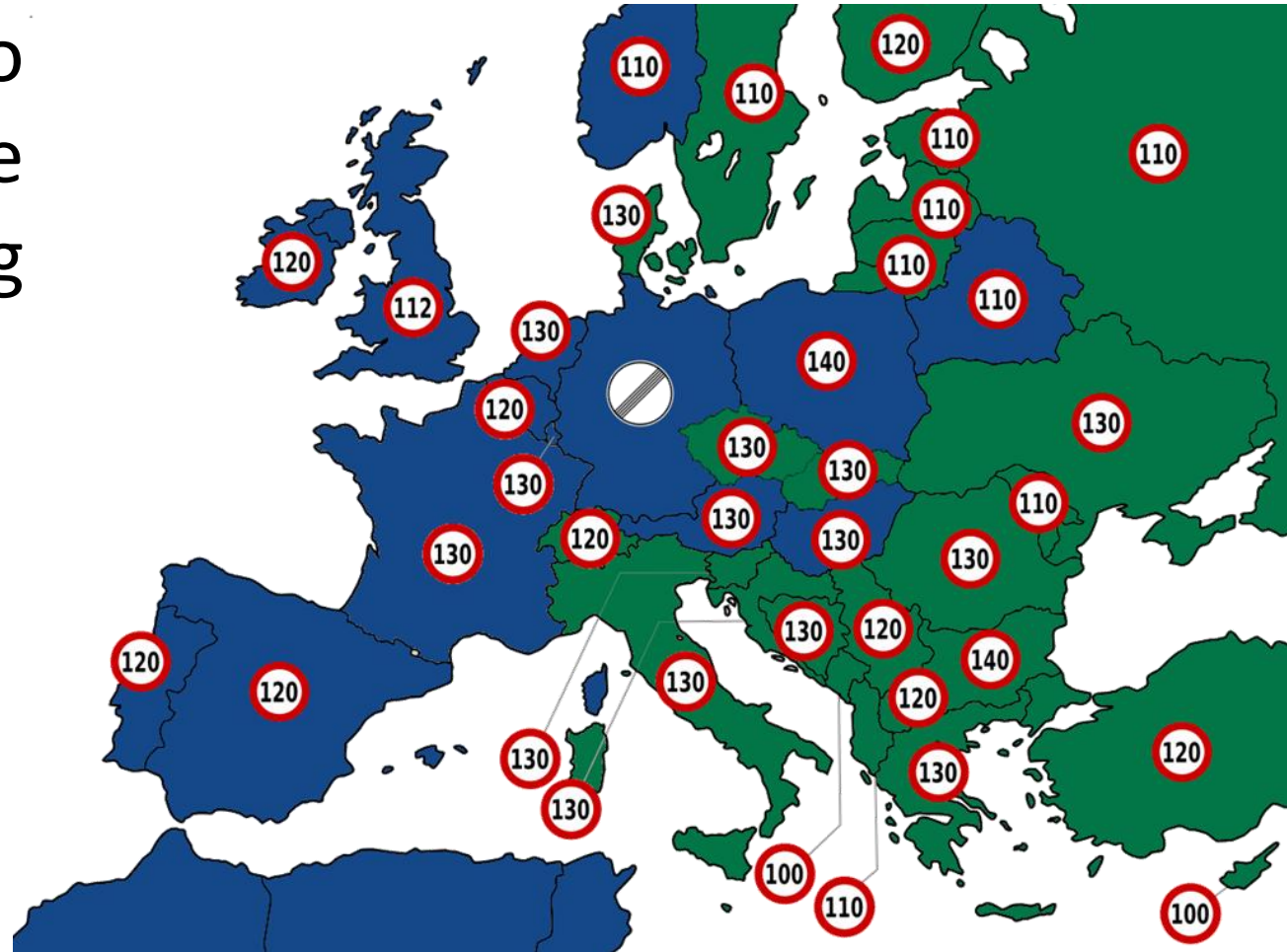
It is common for travelers to ignore or to be lax about road safety rules they uphold back home. The instinct is to do as the locals do, but this can get one into trouble. These behaviors potentially leads to road crash.



Tourist and Road safety...iv

A Tourist therefore, have to contend with difference in the safety laws. (Seat belt wearing BAC limit and phones use laws)

Many tourists are unfamiliar with the driving and pedestrian rules in the country of destination.



State of roads and tourism

The road condition is a very important element in sustainable tourism.

Most roads in developing economies have poor / inadequate road furniture (lighting, uneven surfaces, lack shoulders, lack traffic warnings signs and have unprotected contours).



Good roads will enhance tourism and lead to economic development when their safety components are given a high priority.

Transport and Tourism In Economic Development

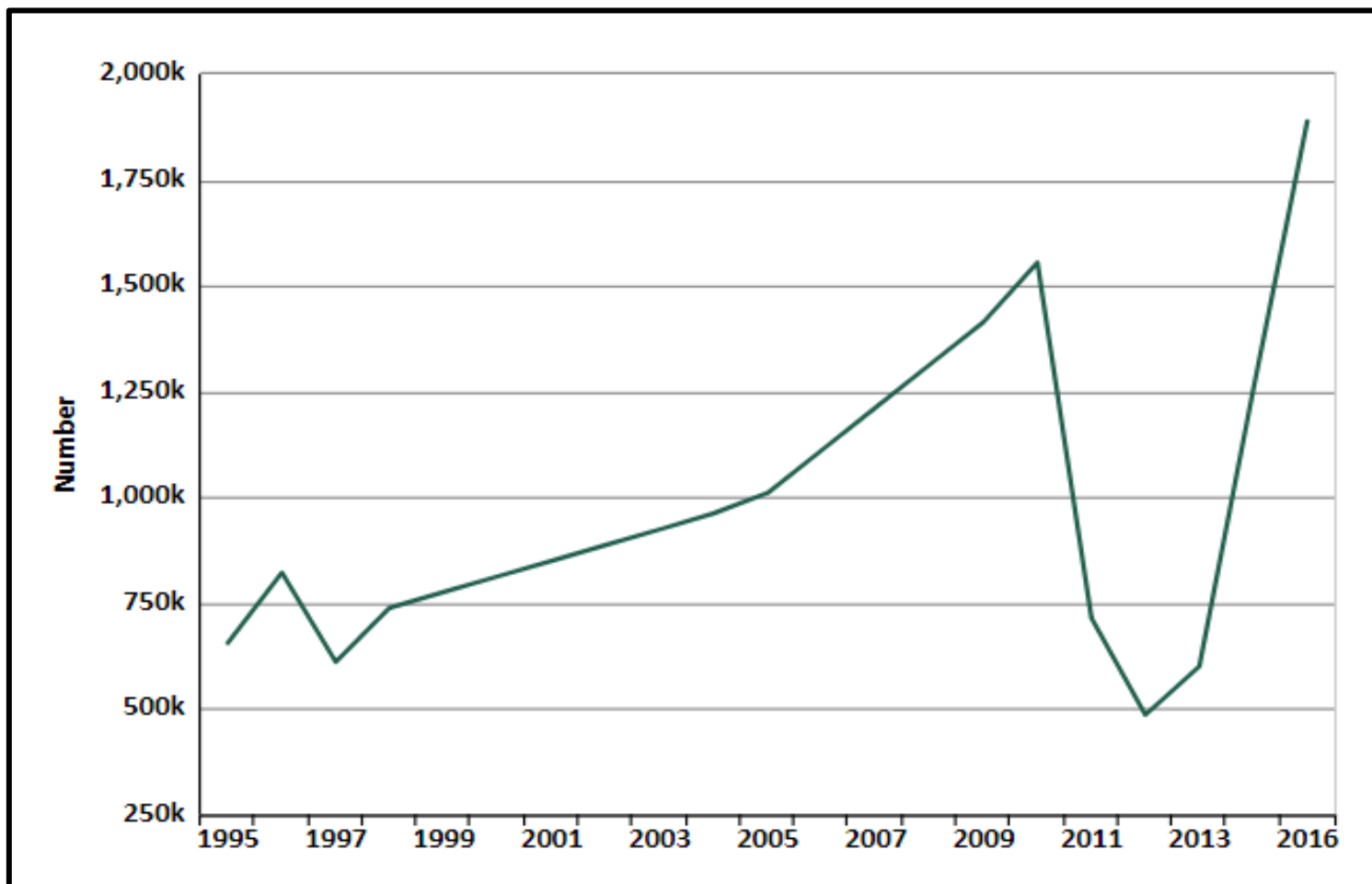
Tourism is a key element to promoting national and regional economy.

It is called a factory without chimney because it is often relied upon to balance deficit in countries.

Today, there are over one billion International tourist arrivals world wide per year with a forecast to rise to 1.5 billion per year by 2020 particularly in developing economies.



Nigeria - International tourism, number of arrivals (1995-2016)



Date	Number	Change(%)
2016	1,889,000	50.52%
2015	1,255,000	109.17%
2013	600,000	23.46%
2012	486,000	-32.03%
2011	715,000	-54.02%
2010	1,555,000	9.97%
2009	1,414,000	7.69%
2008	1,313,000	8.33%
2007	1,212,000	9.09%
2006	1,111,000	10.00%
2005	1,010,000	4.99%
2004	962,000	4.11%
2003	924,000	4.17%
2002	887,000	4.35%
2001	850,000	4.55%
2000	813,000	4.77%
1999	776,000	5.01%
1998	739,000	20.95%
1997	611,000	-25.67%
1996	822,000	25.30%
1995	656,000	

Source: <https://knoema.com/atlas/Nigeria/topics/Tourism/Key-Tourism-Indicators/Number-of-arrivals>

Tourism and Gross Domestic Product

Nigeria has over 7,000 tourist centers, and with the concerted efforts of government, tourism is becoming an essential part of the country's economy.

In Nigeria, it is a major industry that contributes significantly to the national income and has become one of the engines of growth for the economy.



Dynamic of Sustainable Transport Tourism



Transportation provides connection between regions; domestically and internationally and connecting attractions, accommodation and commercial services at destinations.

The transportation sector plays an essential role in global economy. However, transportation as both a heritage and contemporary attraction has been under-valued by tourism and leisure promoters.

Dynamic of Sustainable Transport Tourism...ii

It is increasingly being recognized that transport has significant potential to drive the economy both in its own right and in combination with others.



Dynamic of Sustainable Transport Tourism...iii

The transport experience can be the primary reason if not exclusive tourism experience, embracing qualities of heritage nostalgia, education, uniqueness, added value and entertainment.

Also, certain form of transportation offers a unique transport experience thereby increasing the demand for such mode of transport.

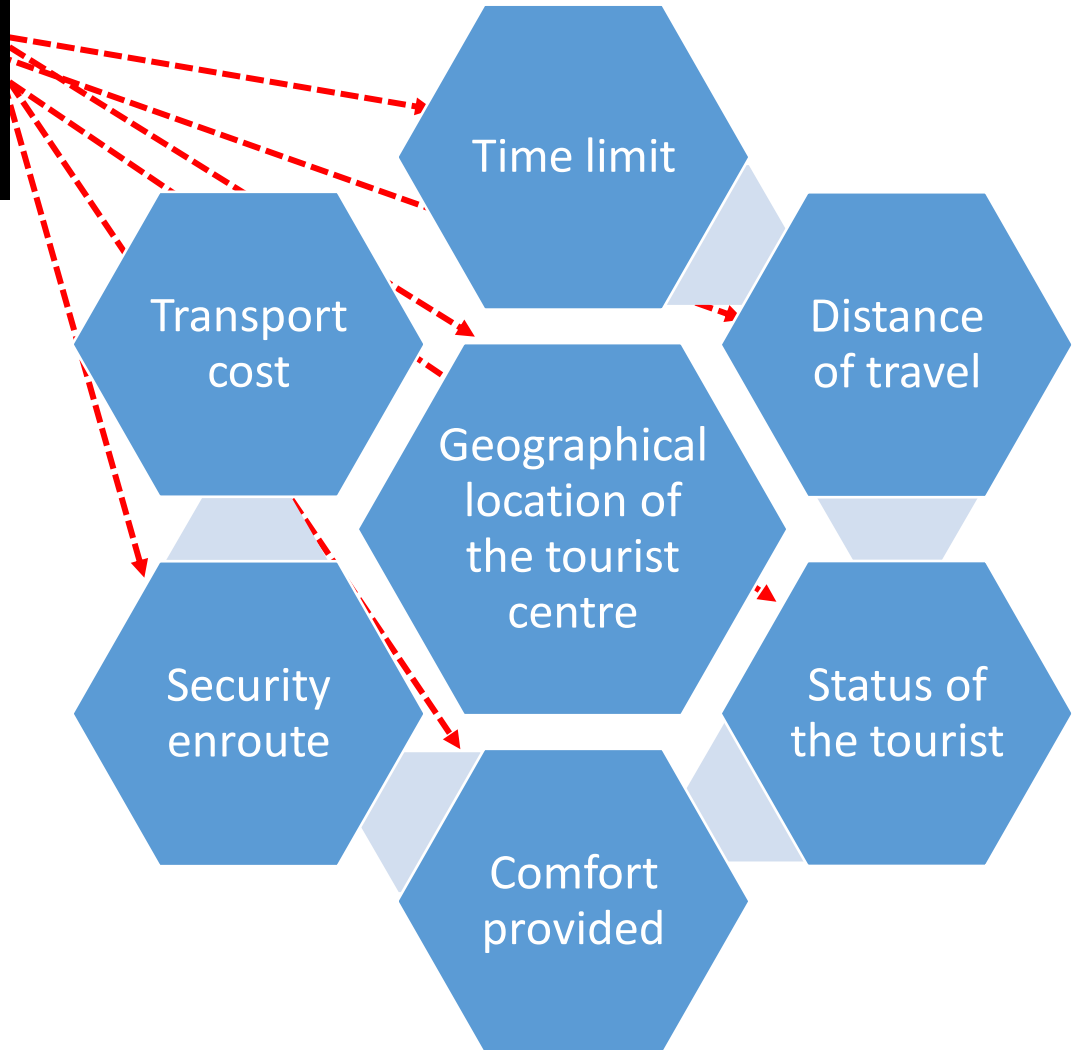


Choice of mode of transport

The choice of transport mode made by a Tourist may be influenced by:

...And the competitive advantage of the mode and other benefits given to the traveler for using the mode.

In short distances, automobile transportation comes first before other modes. It presents great flexibility and cost effectiveness in contrast to other modes but the main advantage of automobile over other modes are time and distance.



Transport Connectivity and Tourism experience

Ensuring an effective mix between the modern and traditional transport services for intercity travel is fundamental to encouraging a sustainable and also a pleasant experience.



Transport Connectivity and Tourism experience...ii

Travel management companies, especially in the business sector, are trying to bring forward the concept of smart travel in order to reconcile sustainability and customer satisfaction.

This concept includes, for example, trip avoidance through the promotion of video- conferencing solutions or reducing the stress of travelling when not strictly-required. It also includes awareness and information provision of sustainable transport solution in both ends for business travelers.

POSITION OF FRSC IN TOURISM DEVELOPMENT

The Federal Road Safety Corps (FRSC) was established in 1988 vide FRSC Establishment Act, 2007. Saddled with; function which directly facilitate sustainable tourism development such as;

1

Making the highway safe for motorists and other road users

2

Clear obstructions on the public highways

3

Recommending works and devices designed to eliminate or minimize accidents on the highways and advising the Federal and State Governments including the Federal Capital Territory Administration and relevant governmental agencies on the localities where such works and devices are required

4

Educating motorists and members of the public on the importance of discipline on the highway

5

Design and produce the NDL to be used by various categories of vehicle

6

Determine from time to time, the requirements to be satisfied by an applicant for a NDL

7

Establish and maintain a Central Data Bank for vehicles and Drivers for the Federation

8

Determine and enforce speed limits to all categories of vehicles according to the classes of roads

9

Cooperate with Bodies, Agencies, and Groups engaged with road safety management locally and internationally

10

Any other duties that the Federal Government may assign from time to time

Corps Manpower Structure

The Corps has adopted a three tier structure comprising the Regular Marshal, Special Marshals, and Road Safety clubs in other to effectively reach out to all road users.

Regular Marshals



Special Marshals



Road Safety Clubs



Challenges while carrying out Corps mandates

While carrying out the mandate, particularly those that promote tourism, the Corps has had to contend with challenges of:

a. High vehicular density in major cities of Lagos (i.e Lagos with 0.4% of Nigerian land mass accommodates up to 25% of national vehicle traffic).

b. Dominance of low capacity vehicles on the road thus creating parking problems.

c. Improper land use (market, parks, banks etc) hindering free movement of vehicle.

Challenges while carrying out Corps mandates...ii

d. Frequent breakdown of vehicles (many vehicles are the over aged and dumped enroute but resurrected in Africa).

e. Low road network capacity, poor infrastructure and road condition.

f. Traffic law violations and other general indiscipline.

Challenges while carrying out Corps mandates...iii

g. Preponderance of poorly trained or unschooled reckless drivers on the road.

h. Coordinating activities of the driving schools.

i. Bringing integrity to licensing procedure.

Challenges while carrying out Corps mandates...iv

j. Changing the mentality of road users to obeying safety rules with regard to traffic light/signs, use of seat belt, use of phone while driving etc.

k. Ensuring effective patrol along all the 18 road corridors in the country (i.e Ojota-Oyo, Sagamu- Enugu, G/lada-Zaria, Nyanya – Hong, FCT –Kano, Mokola-Kaduna, Oyo-Edo and Edo-Rivers etc).


l. The menace of hawkers and beggars, truck/tanker/commercial drivers.

Challenges while carrying out Corps mandates...v

m. Willful violation of road traffic light/sign/rules


n. Inappropriate and indiscriminate overtaking.


o. Preponderance of potholes on the roads which sometimes have poor geometry and so on.

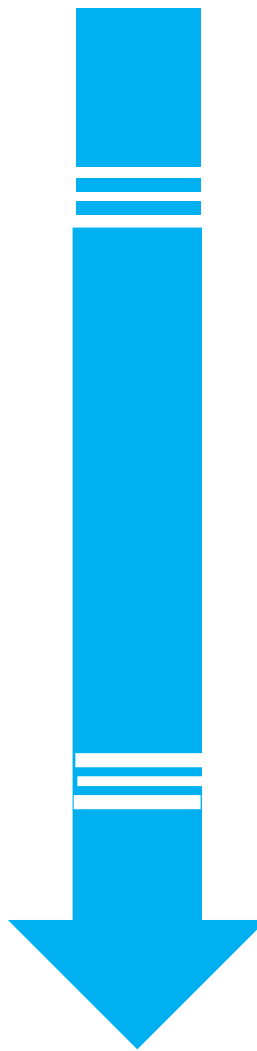


The FRSC has adopted and implemented Strategies and Policies since inception. The challenges which are militating factors to tourism attraction are being addressed.

The Corps adopted Accra declaration (2007) centered on reduction of road crash fatalities by 50% by 2015 and the UN Decade of Action for Road Safety focused on halving global traffic fatalities by the year 2020.

- 
- a. Developed Nigeria Road Safety Strategy (NRSS) 2014-2018.
 - b. Adopted numerous operational strategies and Interventions for enforcing traffic rules such as Total War on Critical Offences (TOWCO), Safe-To-Load programme in Tank Farms, Operation ACOA (Speed Control, Overloading & Alcohol), mobile court sessions, use of flying ticket etc.
 - c. Encouraged the establishment of State Road Traffic Management Agencies at state level.

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- d. Engaged free medical outreaches, free eye test for drivers, free vehicle safety checks on highways.
 - e. Committed to quality service delivery through ISO 9001:2015 certification the first of its kind in sub Sahara Africa.
 - f. Wide operational spread through its installations: 12 Zonal, 37 Sector and 208 Units, 43 Zebra locations 27 Roadside Clinics nationwide for effective service delivery.
 - g. Enshrined provisions guiding licensing and movement of tourists in the Nigeria Highway code.

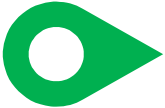
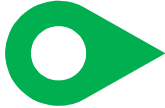


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- h. Brought professionalism into the activities of fleet operators through 'Road Transport Safety Standardization Scheme' (RTSSS).
 - i. Reduced response time to crash scene from 20 minutes to 15 minutes and established a toll free national emergency line (122).

Tips for Road Safety during travel

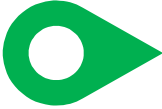
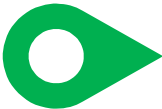



In addition to observing the safety rules in the tourist destination, it is important to note the following:





Tips for Road Safety during travel...ii

-  a. Avoid night movements.
-  b. Always rent car from reputable companies and use marked vehicles only.
-  c. Get travel health or vacation Insurance.
-  d. Do not forget to register with your Embassy

Tips for Road Safety during travel...ii

-  e. Maneuver vehicle to near highway where assistance can be given.
-  f. Ensure you follow the FRSC ICE advise.
-  g. Install software on your smart phones that instantaneously send alert to rescue centers when involved in crash.

Tips for Road Safety during travel...iii

-  h. Install Early warning alert software on the vehicle to alert if there is unauthorized movement of the vehicle.
-  i. Activate the Real time monitoring of vehicle in your phone.
-  j. GPS pinpoint technology enables your family to view the exact location of your vehicle on a map via smart phone or Computer.
-  k. Geo-fencing technology also helps to set up personal safety zones that indicate whether you are driving in a dangerous area or not.

In order to continually ensure safe and sustainable transport of tourists in the country, attention should be given to the following:

- a. The transportation modes specific to the region must be developed.
- b. The passengers must be attracted to sea and railway mode of transportation.
- c. Smart city options should be embraced, smart energy, inclusive transport, smart mobility etc.

- d. There should be greater financial commitment by both government and private sectors.
- e. Evolve tourism friendly laws.
- f. Maintenance of transport infrastructure i.e motorable roads.
- g. Involvement of P-P-P in many service areas.
- h. There should be stoppage of vandalisation of transport infrastructure by local residents.
- i. Security of tourist sites should be enhanced.

CONCLUSION



The foregoing shows how relevant highway safety is in sustainable development of the Transportation and Tourism Industry.

The relationship is symbiotic because a sustainable tourism development comes with economic prosperity needed to fund numerous safety interventions on the highway.



The Federal Road Safety Corps is an agent in the micro-economic interplay and as highlighted in this presentation, nothing is being spared in aligning Nigeria with world best practices in Road Safety administration with a view to ensuring safety on our highways.



While we patiently wait for the coming revolution in transportation with the advent of smart city options which may eventually remove the human factor as the major cause of road traffic crash, we call on all road users to understand this position and cooperate with FRSC operatives.



Safety starts with
you

Thank you

Phone Only



SMS Only



Call toll free on: 122
0700 - CALL - FRSC
0700 - 2255 - 3772

080 7769 0362

www.frsc.gov.ng

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