

BECOMING A TOURIST

a guide to starting your travel journey

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A woman is lying on her back on a rocky shore, looking up at a large waterfall. She is wearing a dark tank top and patterned shorts. The water is splashing and creating a misty spray at the top of the falls. The scene is captured in a cinematic style with warm lighting.

YOUR DREAMS ARE VALID

INTRODUCTION

Have you dreamt of travelling around the world?
Have you ever felt jealous when you go online and see your favorite bloggers/celebrities post really pretty pictures from different locations and thought to yourself “I will someday love to live this life too”

My dear, why one wishful day when you can start right now, and right here after reading this guide.

before we proceed let me quickly share my travel journey with you and introduce myself .

OmoToke Fatoki is a travel Expert/ blogger and a travel tour guide, she believes in “Africanism”, and loves to learn about indigenous cultures and history.

Toke is passionate about travel, people, history and culture.

her voracious passion to change the narrative of Nigeria tourism and bringing Nigeria destinations to the limelight to the awareness Nigerians and the world in general which has motivated her to explore all 36 states of Nigeria. Within a year stint in the tourism industry, she has been nominated as Young tourism personality of the year and hosted the Jumia Awards in 2019

Toke is always planning her next adventure –she shares useful travel guides / tips gathered from her trips across the country to help others become better prepared.

One of her goals is to make travel seemingly easy, affordable and enjoyable for all.

Omotoke Fatoki
ALARINKÀ OF AFRIKA

Features



WHY DO I THINK I CAN IMPACT YOUR TRAVEL JOURNEY

Let me quickly share my journey with you; I am a young girl from an average family in an undeveloped part of Lagos. I have transitioned from being a rapper to an online store owner , a baker. I was an all around hustler but traveling wasn't part of the big picture.

I know I liked to be mobile alot but I never at anytime saw myself becoming a travel blogger/expert. I never imagined travel would be a big deal to me . At your convenience you can Read about my journey on the blog.

I started out as a novice with little or no knowledge about the travel space, I was a Lone ranger with no mentor, no community. I was a girl with a dream to travel and a few friends/family support. It's my 2nd year in the travel industry and I have been able to achieve the following

- ▶ Travel to all 36states in Nigeria +Fct
- ▶ Nominated as the best travel personality of the year for Nigeria travel in my first year
- ▶ Got my first sponsored trip to a foreign country
- ▶ Started my travel blog www.Alarinka.com
- ▶ Featured in Genevieve Magazine as young travel blogger of the year 2018
- ▶ Featured in Madinnas magazine
- ▶ Features on various websites ranging from Zikokomag, UnravellingNigeria , e.t.c
- ▶ Interviewed on Rubbing minds on Channels tv
- ▶ Got paid as an influencer on Instagram by various brands.

One of my missions is to inspire more people to take charge of their travel fantasy, to explore the world one destination at a time.

Hence this guide to help at least one person with no knowledge as to how to start or how to achieve their travel goals.

I want to help you achieve your travel goals and tap into the benefits in the travel space one tip/guide at a time

WELCOME TO THE BEGINNER LEVEL

This “BEGINNER GUIDE” will be concentrating on helping you start your travel from the ground up, we will be looking into;

Who is a tourist?

How to become a tourist?

Why do you want to become a tourist?

What is your type of adventure?

What is your style of travel?

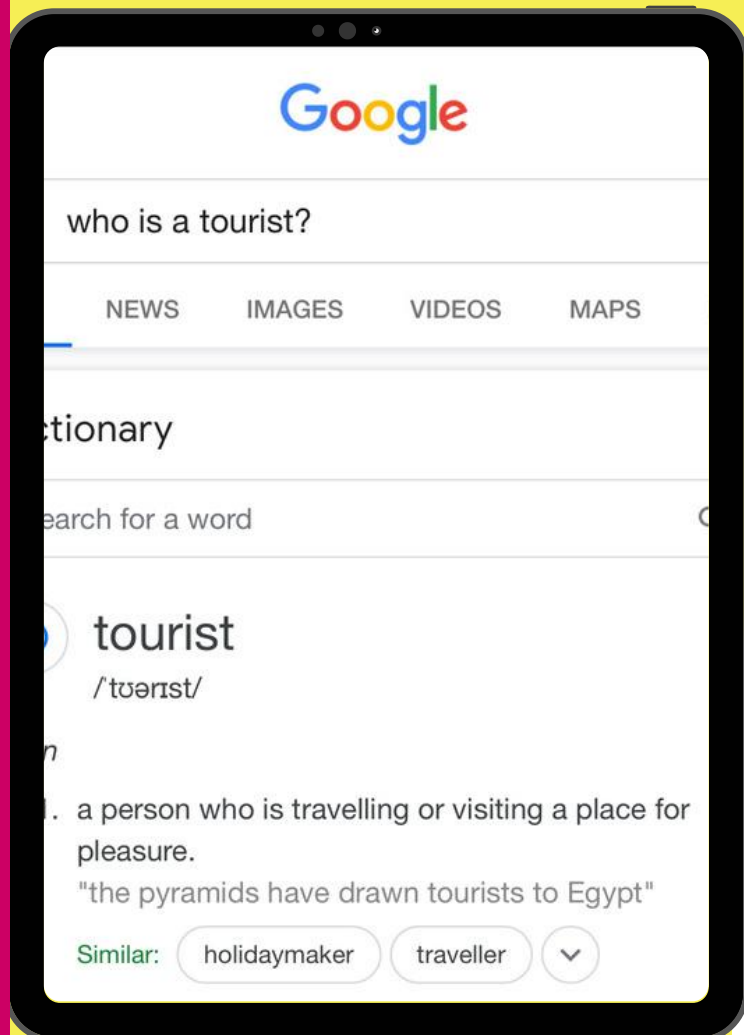
Where do you start from?

OBJECTIVES OF THE GUIDE

- **Change your orientation towards traveling.**
- **Help you start your travel journey**
- **Basic necessities to guide your travel decisions**
- **Taking your hobby to the next level;**
- **How to start documenting your travel**
- **Best platforms to explore**
- **How to build your online presence**
- **Identifying your Audience**
- **Building a strong community that ride for you.**

**TO
TRAVEL
IS TO BE
FREE**





Who is a Tourist?

A tourist is anyone who travels to places other than the one in which is his habitual residence, outside of their everyday environment, for a period of at least one night but not more than one year and whose usual purpose is different from the exercise of any remunerated activity in the place to which he goes

A Tourist

Simply means, someone who loves to travel, visit new places, experience diverse culture, enjoy nature, a vacation seeker.



HOW TO BECOME A TOURIST.

Some people are naturally born adventurers, they live for it. They thirst to experience new things, go to new places. This kind of people might fall sick or get depressed if they haven't traveled in a short while.

And there are some people that don't really fancy travelling as much. This kind of people falls into different categories;

Team travel is a waste of money.

The ones that think to travel is to be rich.

The ones that are scared of change or too comfortable in their space.

The ones that have phobia for really long trips.

**Which
one are
you?** 



“Traveling is not a waste of money, it is the coolest thing you can do with money”

By now, I am sure you've been able to identify which categories you belong to. If you are the “Tambolo” like myself, Congratulations! you just passed stage one of the becoming a tourist process.

If you fall in any of the second categories, let's look into getting your mind, body and soul into gradual process of “Becoming a tourist”

KEY ELEMENTS TO BECOMING A TOURIST

ORIENTATION IS KEY

1

“What you think,
you become”

What is your orientation towards traveling ?
Have you brainwashed yourself to think
traveling is for the rich, prim and proper, or
traveling is a total waste of money?

If this is your orientation, then it's fine, you
don't need to feel bad, I was once in your
shoes.

First! You need to change your orientation;
Travelling can be expensive no doubt but
again travelling can be relatively cheap.

TRAVELING ISN'T A WASTE OF MONEY



Let's look at it this way, what's that one thing you can spend money on without a thought that you just wasted few coins.

AN EXPENSIVE COLOGNE?
EXPENSIVE MOBILE DEVICE?
NEW MARY KAY LIPSTICKS?

Sometimes we spend money on things we don't necessarily need at the moment and we don't feel bad about it, how much more something that's beneficial to our mental health, can improve our daily life and perspectives in general.

Let's look into some Benefits of travelling;

BENEFITS OF TRAVELING

Traveling Improves Your Health

Taking time off to relax, unwind and refresh from your daily busy life lowers your chances of developing a heart disease, the health benefits of traveling are huge. Traveling has a tremendous impact on your mental well-being, especially if you're not used to going out of your comfort zone. Trust me: travel more and your doctor will be happy.

You'll discover a new purpose

Traveling is an amazingly underrated investment in yourself. As you travel you're exposed to new people, cultures, and lifestyles than you are living in your homeland all the time. With all the newness in your life, you're also opened to new insights, ways of seeing the world and living, which often gives people a new purpose for their lives.

Traveling Makes You Smarter

I can personally relate to this; how I react, handle things, the amount of things i've learnt on this road of travel has actually increased my brain capability.

Learning new words, understanding diverse culture makes you an open book.

Traveling Makes You More Interesting

Have you been to a gathering and you're talking to people about a particular topic they have little knowledge of, now imagine adding facts/gist from a just concluded trip, you'll attract so much attention to yourself and people will find you more see you interestinv6

A glass jar filled with coins and a stack of banknotes on a wooden table.

TRAVELING DOESN'T HAVE TO BE EXPENSIVE

Let's define traveling? An act of going from one place to another.

Not necessarily traveling abroad, but shaking up your rigid routine and giving room to explore new things.

To travel intentionally is to relax, have fun, learn something new, meet people.

You don't necessarily have to travel thousands of kilometers before you can experience all of these.

Start by exploring your immediate environment, that museum in your city, the beach resort for a weekend,

getaway, or go to that festival.

2

YOUR MIND IS YOUR WEAPON



As a new traveler, you will get cold feet and a lot of uncertainty, questions you can't really answer unless you take the trip, you will get anxiety and you will fear the unseen.

When I started traveling around Nigeria there were a lot of factors and challenges that could have broken me for not proceeding with my travel plans.

The media wasn't portraying the country right, a lot of misinformation and negative reviews about the Nigeria travel space.

This is where your mind comes into play, you need to be strong mentally, never allow outside forces to control your inner drive.

“Imagination is more important than knowledge, Imagination is the language of the soul, pay attention to your imagination and you'll discover all you need to be fulfilled

__Albert Einstein.

My imagination, my drive to go regardless is the result of this knowledge I have to share with you now.

“If you can imagine it, you can do it’

Moving forward, you need to brace your mind up. Determination is the fuel to your journey; you have to be determined to do it, with all the fear and doubt, you need to be determined to go for it all.

The worst that can happen is to let fear stop you from all the fun you could have had if you had taken the step.

A woman with her arms outstretched, standing on a paved road lined with palm trees. She is wearing a yellow shirt and red pants. The background shows a long, straight road stretching into the distance, flanked by tall palm trees and lush greenery under a cloudy sky.

3

YOUR INTEREST, YOUR PREFERENCES

This brings us to the question “What is your type of travel?”

What do you like to do, see, or experience? Do you like to read history books, do you love food(foodie), do you love exercising (hiking and adventures) do you like relaxing at the beach. Do you just love beautiful sceneries ?

This you need to figure out first because this will help shape your decision on which type of traveller you are.

There are different types of travellers, you just need to figure out what interests you and boom! You would have already created a niche for yourself.

HISTORY AND CULTURAL TRAVELLER

These type of travellers, travel to gather more information, experience new culture, gain more knowledge on a particular cultural value

ADVENTURER

These type of travellers are adventure seekers, always ready for one more adventurer. They are backpackers and hikers.

THE FOOD EXPLORER

A.K.A FOODIE

These type of travellers can travel to the moon just to enjoy new delicacies from different tribes and culture.

THE VACATIONIST

These type of travellers only travel for vacations, sightseeing, just to rest and take it all in.

THE RESORT HOPPERS

These type of travellers search for the best of the best resorts in the world. They search for resorts with the best views, beaches and nature.

THE PHOTOGRAPHERS

These type of travellers basically travel to capture beautiful places, people and capture great moments.

TYPE OF TRAVELLERS

I am a history and cultural traveller, I travel to learn more about the people and their stories and I am also an adventurer, the type that wants to see it and do it all.

NOTE

You can be more than one type of traveller, the good thing about traveling is that you get to have a taste of it all and sometimes you might not know you have an interest in a particular type of travel until you've experienced it.

So don't be too rigid, let it flow naturally and with time you will know what really interests you and it is okay if there is a shift in interest or you develop a new one.

At the beginning level it's important you have few things that interest you, from the top of your hobby list create your preferences and plan your first trip around that.

WHAT TYPE OF TRAVELLER ARE YOU



4

WHAT IS YOUR WHY?

This is the most crucial part of becoming a tourist, why do you want to become a tourist? What exactly are you searching for? What do you want to derive in return?

There are different reasons why people travel, and every reason is valid.

Here I will share my own story and hope you'd be honest with yourself and you will also be able to identify your "WHY"

I started traveling in July 2018 in search for an escape , I honestly needed a break to figure myself out and what next to do with this thing called “Adulthood”. So I packed my bag and traveled to states I’m familiar with and have friends to accommodate me.

My Why!

Simply for an escape, a getaway, to find a new hobby and maybe I might just find my purpose and what to do next.

And here I am today, a travel blogger who has travelled to every state in this beautiful country.

Why do people travel

- To Visit Family
- To Spend Time With friends
- To Discover New Cultures
- To Find Themselves (This is my Why)
- To Find Love
- Wanderlust
- To Relax

If you can figure out why you want to travel then you’ve passed another stage in this process of becoming a tourist. Now I can teach you “how”

**IDENTIFY YOUR WHY
BEFORE ASKING HOW.**

WHY?



5

YOUR MONEY EQUATE YOUR CHOICES

This is where we get to answer the question “What is your style of travel”?

It is true that money is a great determinant in travelling, without money you can't. But also it shouldn't limit you from going.

Knowing how much you can spend on a trip can also be a determinant of your style of travel.

Knowing your financial status and determining your style

The Budget traveller;

These type of travellers know they don't have much money to throw around, they cut their coats according to their sizes. They cut down on expenses and manage their funds. This type of traveller would rather stay with a friend than stay in a 5star hotel

Luxurious Traveller: These

type of travellers have quite a few bucks to throw around. They'd prefer to travel by air when they can easily go by road, they'd pick a 5star hotel over a hostel. They travel in grand style.

Mind they might not necessarily be the Rich gang but some can take a whole year to save towards a weekend trip just to have the best of the best.

Everyone knows me to be the queen of budget traveling, I can explore a couple of states/countries with a ridiculous amount of money. Could my choice of travel may have been determined by my financial status?

Absolutely yes! but the good news is, I can be a budget traveller and still enjoy the best of the best experiences traveling has to offer.

This is to say, don't let money be a roadblock as to why you wouldn't even dare to give it a try.

**JUDGING BY YOUR RECENT ACCOUNT
BALANCE; WHAT IS YOUR STYLE OF
TRAVEL?**



STARTING YOUR TRAVEL JOURNEY

C O N G R A T S

AND THE JOURNEY BEGINS

Your mind is now made, you believe you can do it, you've had a shift of mindset and you're finally convinced that traveling is not for the rich only and you're ready to give travelling a trial, nothing can stop you now.

Congratulations, Welcome to the life of a Tourist.

Before you pack your bags, let's dive right into the process of traveling as a tourist.

STARTING YOUR TRAVEL JOURNEY

Becoming a tourist is one of the amazing decisions you've made and trust me you'll be glad you did.

Traveling can be fun but it has its ups and down.

It will make you more than it will break you if you let yourself see the beauty in it.

Before you jump right into this section these are few questions it will be providing answers to;

Where do I go?

How do I get there?

How can I finance my trip?

How do I document my trips?

Can I become a travel blogger too?

What platform is best to explore?

How can I build an online audience for myself?

Can I get paid for travelling?

Bucket List

Have a list of Destinations



Do you have a travel Bucket list?

This gives an answer to the question “where do I go”? as a person you’ve seen numerous pictures in magazines, movies, on social media or heard about and you’ve imagined yourself someday cruising on a yacht in Greece, or rock climbing in Abuja.

Having a travel wishlist helps guide your travel journey. As we discussed on page (19) about knowing your interest will help you tailor down the destinations/ countries that give the best experience for what interests you.

Don't be scared of your dreams don't let that destination make you feel tensioned because you think it's far from being achievable considering whatever your situation might be e.g insufficient funds.



Write that destination down and believe that sooner or later, you will travel there regardless.

Maybe, You've dreamt of being on a beautiful beach in Maldives but somewhere in your mind, you know you can't afford it. Write it down on a wishlist and work towards achieving it.

Are you an adventurer and you love to hike, then you know quite alright that Lagos won't give you that satisfaction, you need to RESEARCH what state will give you what you want, e.g Hiking Olumo-rock in Ogun state or Ado-awaye at Oyo state.

Also don't be too scared to DREAM BIG.

When I started traveling I never pictured myself really traveling outside of the country, I had no travel wishlist because it seemed beyond my standards. How can a broke girl like me afford destinations like that.

Now I have been to a few other countries and I'm still in awe of that achievement

IF YOU WANT IT , GO FOR IT





RESEARCH

Asking the Question, “how do I get there?”
RESEARCH is the answer.

Now that you have a bucket list of destinations you want to see before 20,30 or before you get old, how do you get there, things to do there, how much it would likely cost you. You want to do a proper, well detailed research about each destination on your bucket list and here are viable ways to get such information.

BEST PLACES TO GET THE RIGHT INFORMATION

Google is the best friend of a traveller, wandering around the internet looking for where next to go.

E.g you can type on google which city makes the best Amala in Nigeria? Or which country can you go for Skydiving?

Research anything and everything that interests you, food, history, country, or any place you've seen on the media that you'll love to visit. Research everything..

SOCIAL MEDIA: The good thing about traveling and social media is that you'll definitely find one person that has been to that desired destination of yours.

Someone would definitely have been there and will have information that can help make your trip easier.

How do you find them

Using hashtags: search for a particular hashtag; for example; if you're planning to explore Kenya, search for the Kenya hashtag on Instagram, explore the options of people suggested by Instagram that have posted pictures about the destination and connect with them.

Mind you , you want to be polite enough. Complimenting their page, pictures or something that interests you on that page always work like magic.

IF YOU WANT IT , GO FOR IT





SAVINGS

Frequently asked questions to every traveller out there is “how do you get to fund your trip”? I’m sure a lot of people are tired of hearing this question over and over again.

Some will go as far as saying “I want to travel for a living too, how do I travel for free”?

There’s a saying that “To be able to get investors you need to invest in yourself first”

In travel terms; to be able to get all expense paid trips, weekend getaways you need to pay for all this first with your hard earned money. It doesn’t come any easier than that.

Before I learnt the trick of saving to travel, I used to travel with all the money that I have, hoping when I get back I will survive one way or another. This is one of the biggest mistakes of my travel journey.

The survival doesn’t come easier at all, I went hungry and broke so let me share my trick with you.

THE TRICK TO SAVING TOWARDS YOUR TRIP

The save a penny trick

This simply means, saving as little as you can.

I started saving 200naira on a daily with an app called “cowrywise” the app allows you to choose how you want to save and how much.

If you want an automatic reduction from your bank account on a daily, weekly or monthly or you choose to save manually.

I will advise you to go for the automatic savings but be honest with the amount you'd like to save based on your income.

Saving 200naira with the automatic saving features was the next best thing after sliced bread to me. So I will advise you to consider this too.

Save the excess trick.

On some days my finances seem to be blooming and putting a big smile on my face with 1000&1 ideas on my mind of unnecessary things to purchase or to do with money. I think of Travel. What if I save this excess and I can afford a little shopping and a getaway on an island?

How do you know you have excess;
After your basic calculations of your finances and you have successfully allocated enough money to cover expenditures such as food, housing, transportation and regular savings and you still have little cash left you can decide to save this for your future travel plans.

The good thing about using the cowrywise app or other online savings platforms is that you can create savings plans.

I have a savings plan for Kenya that is yet to be completed lol, just so you get my point. You can open a plan to save towards a particular Save the excess trick.

Tip: You can set your savings maturity date on the app until a week to your set date of traveling this will help you to;

- 1: Don't withdraw/spend the money on something else
- 2: Make necessary plans before the due date of trip.

Try this out and let me know how it goes.

Remember “You need to be intentional about this to make this work”

IF YOU WANT IT , GO FOR IT





PLANNING

Planning a trip is as important as saving for a trip, you want to make sure that every little is planned out.

Where would you like to visit? A beach on the Island or an art gallery?
Traveling to your hometown for a festival or going to a new city for rock climbing?
Plan everything.

Like I always say: A traveler has to be spontaneous, flexible and a go-getter.
Plan but don't overthink it. Being spontaneous and flexible helps decision making faster.
Put everything into prospective

There are essential things you need to put in place before hitting the road after making a thorough research about where you are exploring and knowing fully well, why you're going there.

Make sure you check all the list below before leaving your comfort zone, once all that is in place then you're good to go.

Check list

- Accommodation(staying over at a friends or relatives, couchsurfing or lodging)
- Transportation: by air or by road
- Budget: how much it will cost you after you've made your research
- Itinerary; A comprehensive to do list of what you'll be doing, when you'll be doing time and where you'll be visiting.
- What you need on the trip: Clothings, shoes, toiletries..
- Google Map

Make all necessary plans.





TRAVEL BLOGGING

Have you thought to yourself
“If I love to travel I can be a
travel blogger too”

Oh, absolutely by all means
go ahead and pursue that
path, but first you need to ask
yourself these questions;

**Am I passionate
enough about
blogging?
Why do I think this
is next step to take?
Do I have the time
and dedication it
requires?**

If your answer is Yes.
Then you can proceed to the next
stage.



BEST MEDIA TO EXPLORE

Page 38

www.alarinka.com

CHOOSING YOUR MEDIA PLATFORM

The truth is, the media is not a one fits all and you can't really predict which platform will do the magic for you.

If you're going into this journey to become a travel blogger or you would love to document your travels. Knowing the medium you're strong at or you will love to grow on, so as to be able to document your trips and make yourself known in the industry is the next thing to do.

First is understanding the various platforms and knowing which one is best for you.

Being a travel blogger doesn't necessarily mean you having a website at the early stage. Any social media platform you document your travel journey on is your blog.

IF YOU WANT IT , GO FOR IT



There are other platforms to explore but as a beginner in the travel and tourism sector, I will advise you to narrow it down to two of these. Instagram and any other one of your choice because honestly, Instagram is a great platform to explore.

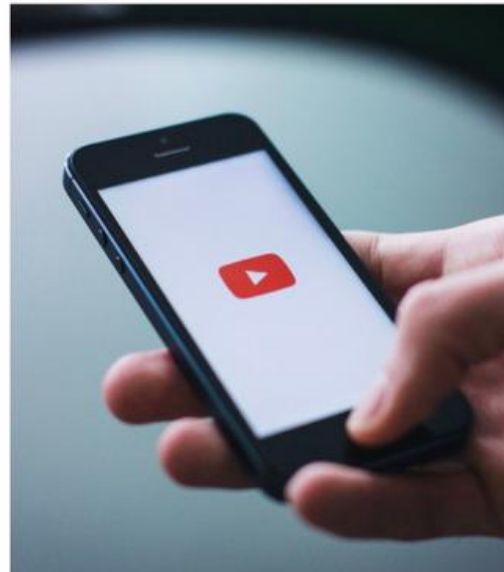


FACEBOOK

Oldie but Golden.

I know must of us migrated from facebook to other platforms, But trust me, it is still one of the best platform to be on.

www.Alarinka.com



YOUTUBE

is basically for video content. The truth is to grow on YouTube you need an already existing contacts on other platform to drive traffic to the platform.

www.Alarinka.com



INSTAGRAM

is known to be the wave for so many people. It's one of the easiest platforms to grow on, posting quality pictures, and relatable contents will easily get you the attention you're looking for.



TWITTER

Twitter is for the writers, if writing is your strength and you are bit sarcastic then and good with words take it to Twitter.

Once all these are sorted out, you already know why and where to start from, whichever platform to choose, either Instagram, Twitter or Facebook.



GET PAID TO TRAVEL

**DID YOU
KNOW YOU
CAN GET
PAID FOR
TRAVELING?**

I can see the excitement on your face and how much this slide interests you. CALM DOWN

Of course you can get paid to go have yourself taken care of in Ibiza but that won't happen overnight dear but it can happen overtime.

Let's use a mother for an example, there are stages where: she gets pregnant, delivers, she nurtures and takes care of the baby throughout from watching them crawl, to walking, to first day in school.....till the baby is now grown to take care of the mother.

GROW YOUR BRAND

That exactly applies here.

You need to see your brand as your baby that needs daily nourishment to grow so that it when it matures enough it can take care of you.

by learning: Read books, Invest in courses, ask people in your Niche for advice.

AND HOW DO YOU NOURISH IT;

Find your unique creativity; A style peculiar to you. Your personality will take you farther than your legs could.

Consistency: Any plant you don't water dies. Your business is the plants, your consistency is the water (you're the water) you will determine if your brand is going to grow or die.
Show up and Stay Up!!

Tell your story: Stories sell faster, relatable and genuine story will buy you real supporters that money can't. Invite us into your world, share with us your lows, highs and middle ground of melt down. We want to connect with you on a deeper level, let us in.

Invest: Invest in your brand, you have to travel more with your own money, before any brand can decide to sponsor your trip.
They need to see your investment, your dedication in this field, they need to be sure you're the right candidate for the job and you can only show them the portfolios you've built for yourself by yourself.

Collaborate: Reach out to people, expand your network, work with other people in your niche, stay connected and active.

Fuel your passion: There are days you will feel like you're putting too much and getting little or no results. Those trying times will come, every business faces this and you will too but your passion will wake you up every morning and it will cause you to take a step towards achieving your goals.

WHEN YOU GET TIRED, REST BUT NEVER GIVE UP



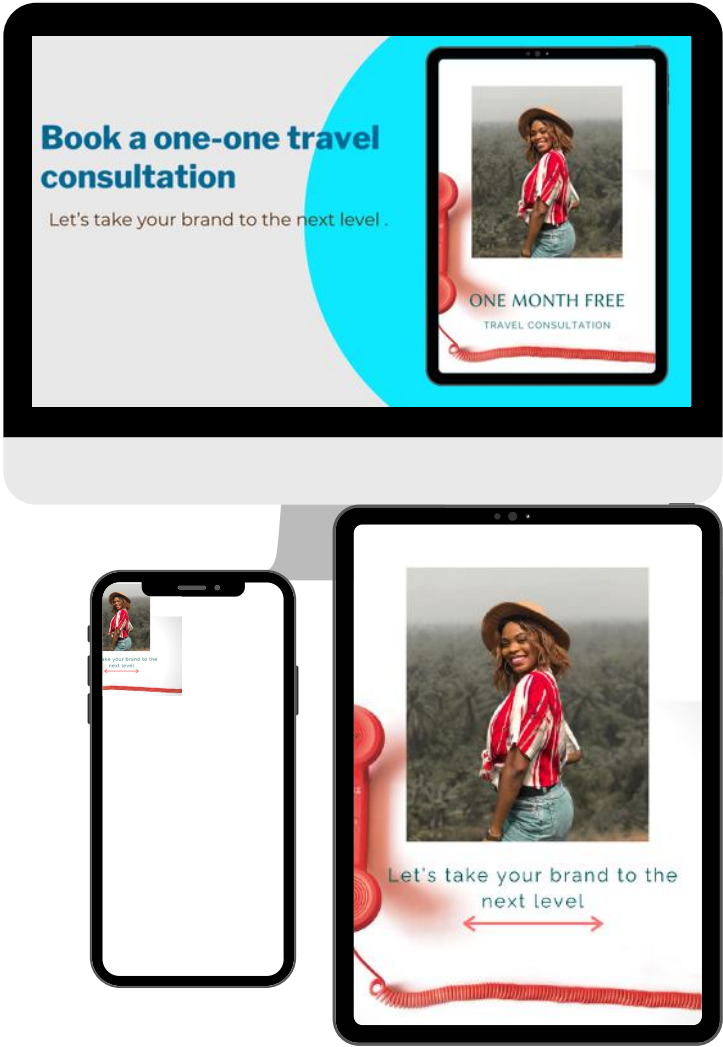
REMEMBER

You can be whoever
you want to be, even
a tourist.

**TRAVELING IS
ONE THING,
BUIDLING A
PAYABLE BRAND
IS ANOTHER.**

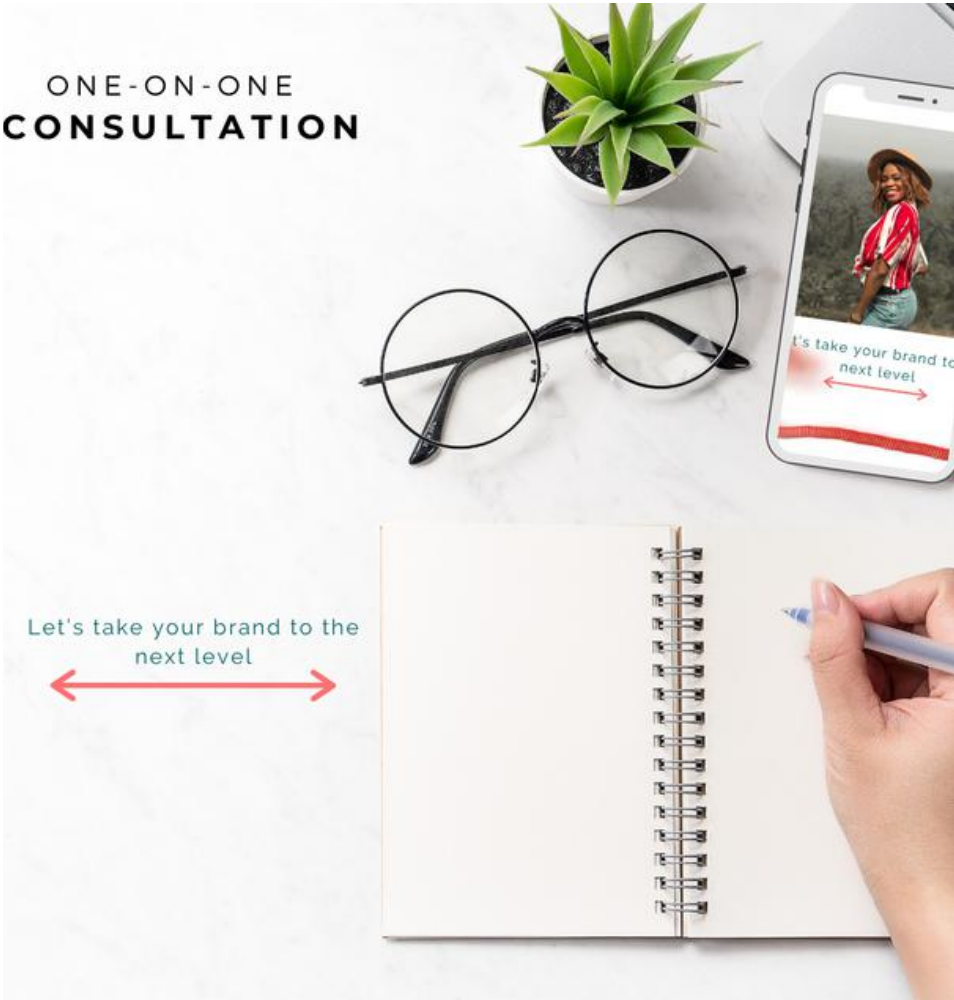
The exciting thing about starting something new is that there is enough room for growth and learning from people who have passed through the early stage can make the journey easier for you and maybe you might just be getting paid earlier than expected.

I will love to walk the walk with you, help you every step of the way, teaching you how and what has worked for me over the years to equip you with every necessary knowledge, tools, tips and tricks to get the brand growing.



BOOK A SPOT

CLICK HERE





Welcome to the Tourist Life.

I want to believe you found this guide helpful and you enjoyed reading it as much as I enjoyed putting it together .

If you do kindly share the next slide with your friends and network. This will be your little giveback to the 774 Movement. Thank you for doing so.

Name: _____

Ig handle: _____

I JUST GOT A FREE GUIDE IN A GUIDE.

I just got free guide from @thattokelady and it was so insightful and educative.

You can also get this free gift by purchasing her new E-book on 101 travel destinations in Nigeria and support the #774 Local Government Areas movement.



Go get yours.....



“

Remember:
You have to be intentional about
traveling
Traveling doesn't have to be
expensive
Traveling is not about traveling to a
new city or country alone
Traveling starts from within

I hope with this guide you are
convinced to start your travel
journey.

Need more clarity or help. Feel
free to reach out to me
anytime



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