

FOSTERING ECONOMIC AND SOCIAL GROWTH IN NIGERIA THROUGH CULTURAL TOURISM DEVELOPMENT IN THE 21ST CENTURY

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Abstract

The work “Fostering Economic and Social Growth in Nigeria through Cultural Tourism Development in the 21st Century” is designed to examine the socio-economic benefits inherent in encouraging and promoting cultural tourism development in the 21st century. Cultural tourism which is the journey of people from their environment to specific destinations that offer cultural attractions, including historic sites, artistic and cultural events and shows with the aim of acquiring new knowledge and experience that meet the intellectual needs, social satisfaction and individual growth of the traveler, also promote economic development, employment creation, diversification of the economy and provision of infrastructure amongst others, with its attendant challenges such as smugglings, vandalism, looting of museum, improper maintenance occasioned by poor funding, corruption and insecurity; and the work concludes by advancing relevant recommendations to reposition the industry for higher productivity.

Keywords: Fostering, Economic, Social Growth, Cultural, Tourism, Development

Introduction

Every society has its own way of life, ways of dressing and cooking; eating and toileting; sacrificing and playing, showing hospitality and reverence, and of expressing political opinions. To study the diversity of these ways is to study culture, for a culture is a way of life.

The purpose of the study is to enhance common understanding and commitment about Sustainable Tourism and to demonstrate how it is a vehicle to foster economic and social growth, through the achievement of development imperatives, while minimizing negative social, cultural and environmental impacts.

The Concepts of Culture and Tourism

(a) What is Culture?

Linton (1936) states that ‘The Culture of a Society is the way of life of its members; the collection of ideas and habits which they learn, share and transmit from generation to generation’. In other words, culture is the totality of the way of life evolved by a people in their attempts to meet the challenges of living in their environment. In this definition, culture gives order and meaning to the social, political, economic, aesthetic, religious norms, values of people, and thus distinguishes them from other peoples. It comprises material, institutional, philosophical and creative aspects. The material aspect has to do with artifacts in their various forms, namely tools, clothing, food, medicine, utensils, housing, etc. The institutional aspect deals with the political, social, legal and economic objectives; while the philosophical aspect is concerned with ideas, beliefs and values. The creative aspect concerns a people’s

innovativeness in literature (oral or written) their visual and performing arts, and their scientific and technological endeavours. Culture is also related to the values of a society in terms of the society's conception of what is right or wrong (moral values), what is ugly or beautiful (aesthetic values). Okumagba, P; Arisi, R and Nwaezeapu, C. (1997).

The strategies for national development would thus depend on the understanding of culture, the adaptation of its elements for political, educational and economic development as well as the utilization of its strengths for social integration and development.

Generally, culture is defined by Ojo (2009) as a total way of life of a people. It is a legacy an individual acquires from a group. Culture is a sum total of all that has spontaneously arisen for an advancement of a material life and as an expression of both spiritual and moral aspects of life.

This includes, all social interaction, art, literature, science and technology. Culture comprises languages, habits, ideas, customs, norms, social organizations, inherited artifacts, morals, knowledge, implements, government and trade. It includes ways of building houses, ways of dressing, types of food, ways of worship, marriage, family, kinship, inheritance, sports, crafts and occupation.

(b) What is Tourism?

The online English dictionary defines tourism as the act of travelling or sightseeing, particularly away from one's home. Wikipedia (2014) explained that, travelling is one effective ways to see the world, experience new cultures and meet new people at the same time. For many tourists, however, travelling accomplishes many other purposes that do not have relationship with the joy of visiting a new place. This is why, there are many different types of tourism that explain why tourists choose a particular destination and things that they expect to do when they are there.

The likes of Donald (2013), Richards (2013) and Dorothy (2014) identified the following types of tourism.

(i) Cultural tourism (ii) Religious tourism (iii) Recreation tourism (iv) Nature tourism (v) Pleasure tourism (vi) Sport tourism and (vii) Adventure tourism. Others are (viii) Medical or health tourism (ix) Sex tourism and business tourism amongst others. We shall examine some of them briefly.

- i. **Cultural Tourism:** If the objective of one's visit to a particular place is to know its history and culture, then this type of tourism is known as cultural tourism. Tourists may visit different landmarks of a particular country or they may simply opt to, focus on just one area. They may also attend festivals and ceremonies in order to gain a better understanding of the people, their beliefs and their practices.
- ii. **Religious Tourism:** This is the type of tourism where people go to a religious location or locations to follow the footsteps of their founder or to attend a religious ceremony. Christians (Catholics, Anglican, Pentecostals, etc) for example, go on pilgrimages in the Holy Land in Israel to experience the parts where Jesus walked. The Muslims on their part, embark on pilgrimages to the Holy Land of Mecca in Saudi Arabia to experience where prophet Mohammed lived and did his works.
- iii. **Recreation Tourism:** Perhaps the most common type of tourism is what most people associate with travelling. This is when people go to a place that is very different from their regular day – to – day life to relax and have fun. Beaches, theme parks and camp ground are often the most common places frequented by recreational tourists.

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- iv. **Nature Tourism:** For tourists who want to see wild life or bask in the joy of just being in the midst of nature, nature tourism is the answer. Ecotourism and nature treks are all part of this kind of tourism. Bird watching, for example, is one activity that nature tourists are fond of doing. What marks this kind of tourism is that, it is environmentally responsible, has low impact and advantageous to the local community.
 - v. **Pleasure Tourism:** Many today are stressed out in the corporate rat race and in need of rejuvenation. Thus, they go on trips that refresh their souls and spirits. This is called pleasure tourism and usually includes yoga workshops and detox vacation, among others.
 - vi. **Sports Tourism:** It has however been noted that other who are stressed out, de-stress by engaging in a particular sports. Sports tourism therefore implies a situation where travelers here target places which are known for a particular sporting facility. Skinning for example, is a type of sports tourism. Also included in this category are those who travel to a destination to experience a sports spectacle. Such as Olympics, FIFA world cup and others.

It should be noted that there are no strict delineations when tourists go on trips. These kinds of tourism often overlap, so it is not unusual for travelers to experience more than one type of tourism in one vacation.

1.3. An overview of Cultural Tourism Services

Cultural tourism as earlier stated, is the journey of people to specific destinations that offer cultural attractions, including historic sites and artistic and cultural events and shows with the aim of acquiring new knowledge and experience that meet the intellectual needs and individual growth of the traveler. Wikipedia (2014).

Wikipedia (2014) wrote that, tourism and travel related services includes services provided by hotels and restaurants (including catering) travel agencies and tour operator services, tourist guide services and other related services. One of the most crucial aspect of international tourism, is the cross-border movement of consumers. We may consider some of the cultural tourism- services in details

1. **Hotel Services:** Typically, the basic hotel services include, Reception of guests, Room service, food and drink service, including restaurant service, laundry service, swimming pool service, car wash service and security service. For example, in the family hotel, clients are offered services of child care and game rooms. In the hotel for the newlyweds, there is a special service for weddings. Then those on honey moon are also specially treated as served.
2. **Eatery/Restaurant Services:** This is another vital area in cultural tourism services. For a memorable meal, the quality of the service is something that guest often remember as much as the food and drink served. That means, restaurants servers must show extensive knowledge of all types of cuisine and dishes, especially the ingredients and cooking style of the dishes on an a la carte menu. They will need to know and understand the methods of preparation and serving along with the tools used. Regardless of whether it is a self-service cafeteria or a five star hotel restaurant, good manners, a smart appearance, and impeccable personal hygiene are equally essential.
3. **Rendering of Catering Services:** Caterers could be recruited and detailed to cook and supply food to tourists in a specific location where there may be no hotels and restaurants. Tourism requires catering services a great deal. A caterer is someone who

arranges the delivery, preparation and presentation of food for clients. If one has ever attended a bridal shower, fund raising event, rehearsal dinner, wedding reception or a relaxation bar that had beautifully prepared and presented food, chances are that the event was catered. Such atmosphere also serves as learning ground to tourists.

4. **Travel Agencies and Tour Operators Services:** This is another major services requires in cultural tourism. Before a special tour could be undertaken some, basic arrangement are required, and this is done typically by travel agents. The travel agents arrange travel for business and vacation customers, book reservations for travel hotels, rental cars, and special events, such as tours and excursions. Tell clients about what their trip will be like, including giving details on required documents, such as passports or visas. They also arrange for flight ticket as the case may be, It means they arrange travel services from suppliers such as airlines, steamship companies, railways, bus companies, car rentals firms, hotels and sightseeing operators.
5. **Tour Guide Services:** Tour guides are referred to as tourist guides in some country. A tour guide is a person who guides the visitors in the language of their choice. He leads a group of people around the museum, town and important venue. Guides are representative of the cities for which they are qualified and they interpret the culture and heritage of the area, Guide helps travelers to understand the culture of the region and the ways of life of its inhabitants. On one hand, their role is to promote the cultural and natural heritage, and on other hand, making the visitors aware of its importance.

Guide provides full information about the features and history of the location, as the importance of places is known by the guide. He will educate and narrates to you all the local stories, history and culture as well as the location one has visited. The importance is placed on the guide's knowledge, he will try his best to explain to you in language you know. While travelling to next location, guide entertain you and gives you relevant information about the place where you will land up next.

Motivating Factors Responsible For Cultural Tourism

So many reasons have been advanced for why people embark on cultural tourism. Some of these reasons are chronicled as followed:

1. **Education and learning:** Looking at the specific motivations for visits to cultural attractions , it is clear in the words of Richards (2013) that the desire to be educated and learn continues to be the most important reason for cultural tourists to travel. The scholar added that, almost 70% of visitors agreed with the statement on interaction that "I want to learn new things". Cultural tourists are particularly keen to learn about the history and local culture of the places they visit.
2. **Relaxation:** Although education and learning constitute the prime factor, the leisure function of cultural attractions cannot be overloaded. Therefore, relaxation according to Richard (2013) takes 64% of the reasons for embarking on cultural tourism, but it should however been noted "post modern" style of tourism is characterized by cultural "Omnivores" that is tourists who move easily between culture, tourism and leisure (relaxation) in their consumption patterns.
3. **Entertainment:** One of the central idea of tourism is entertainment. After being educated about the history and culture of the places visited, the tourists will now be properly relaxed to enjoy other features of the places such as food, drinks and their

local delicacies. The new stage of the leisure is the entertainment, such as the performing arts like music and dance as well as their festivals.

4. **Atmosphere and Destination:** Another important consideration is the role of the “atmosphere” in stimulating people to visit a particular attraction or destination. Over 60% of the visitors according to Richard (2013) indicated that “atmosphere” was an important motivation for their visit. This proportion increased to nearly 70% for cultural tourists. This supports the argument put forward by Goedhart (1997), that the choice of a cultural destination often depends on a combination of the cultural attractions available and the perceived atmosphere of the place.

For example, in Europe cultural tourism consumption is dominated by the built environment, such as museums and monuments. Museums are undoubtedly the most popular form of cultural attraction for cultural tourists in Europe. Richard (2013) writing about his experience and his team during their stay in a research location in Europe in one of their field work, stated that in your 2000, more than 50% of the tourist visited a museum, 41% visited monuments and 20% visited galleries.

The Benefits of Cultural Tourism Services to Nigerians and Africans

Karsims (2013) Kasozi (2013) and Donald (2014) identified the following as the benefits of cultural tourism to the Africans.

1. **Economic Development and Poverty Alleviation:** Tourism is great not just for individual travelers, but it boost local economies. Primarily, it is a fantastic source of income, because it is money that wouldn't have been earned if the tourists are not there, by this, poverty is alleviated.

Tourism also allows wealth to be injected into a community in a variety of ways. The great benefits of this industry is that, it is extremely labour intensive and many of the businesses are micro-operators. This means every dollars coming into the industry is felt quickly by business owners and staff, and is directly related to a boost in local spending. This will no doubt boost local economies as well as national economy, through the logistics of visas, tickets and car hiring services.

2. **Employment Creation:** One of the easiest advantages to identify is the employment creation and jobs that tourism brings. This ranges from directly influenced positions like tour guides, hotel staff, coach services and restaurants. What is great about all these businesses is that they do not only pay wages to their staff, but source goods and products locally, giving a boost to local industries. What is great about tourism is that, the supporting industries like retail and food production also benefit.

3. **Increased Spending in the Local Community:** This comes in twofold. First you have the money that is spent directly by tourists in the economy. Not just on tourism, but there are a huge range of basic human requirements that need to be purchased, like food, clothing, hairdressing, medical services, and transportation needs that all need to be filled, along with souvenirs and amusements. In its own way, tourism supports global trade.

In addition to what is spent by tourists, the tourism dollars that are earned, by both businesses and individuals is often re-injected into the local economy. So more money is being earned locally, which is then spent in the local economy as well. This is why tourism revenues are often referred to as having a multiplier effect, because a large percentage of every tourist dollar earned is reintroduced back into the economy, again and again. This is the multiplier effect. Ultimately, the more tourist dollars coming in, the larger the economic benefit for everyone.

4. **Diversification:** In addition to bringing prosperity to an economy, it also allows an economy to develop a new form of income. This acts as an insurance policy in case of hard times, because the additional dollars coming in can help support traditional industries in case they come under financial pressure. This is especially important for communities that rely on a single industry, or where there is a concentration of industry that is environmentally damaging such as mining or manufacturing. It's also important for rural communities, where there is significant risk based on the farming conditions and global commodity prices. Tourism allows a community to diversify their sources of income, and rely less on a single industry.
5. **Infrastructure:** The additional revenue that comes into a community also benefits the local council or governments. It means more tax dollars, which allows public projects to be launched or developed. This means the infrastructure improves, with new roads being built, parks developed and public spaces improved. The better facilities brings in more visitors, but is a fantastic benefit to local residents, especially when there is enough revenue to build new airports, schools and hospitals, which all support the economic development even further. Without a good infrastructure, the flow of goods and services is impossible, and tourism revenues allow this to be supported.
6. **Opportunities:** Bringing tourists into a community gives it new life, and creates opportunities for entrepreneurs to establish new services and products, or facilities that would not be sustainable based on the local population of residents alone. Tourists are all potential customers, and with the right approach can be targeted in a business strategy that allows for fantastic success.

The Future Challenges Facing Cultural Tourism development in Nigeria

While the future challenges facing cultural tourism may not be the same in all places and countries in Africa, some fundamental ones in Nigeria are chronicled as follows:

1. **Smuggling, Theft, Vandalism and Looting of Museums:** African cultural heritage/tourism, are faced with a lot of challenges such as the influence of modernity, smuggling, theft, vandalism and looting of museums. It is on record according to Edokpolor (2010) that most of our monuments and relics have been destroyed or carted away. Some years ago, it was alleged that some of the remnants of Benin artifacts in Nigeria that were looted during the Benin in famous British expedition kept under the management of national commission for museums and monuments, have been systematically looted by top personnel saddled with their preservation. This prompted petitions by the Benin national congress against the agency, and it was climaxed by a law suit at the federal high court, Benin. Such practices and related ones abound in the whole of Africa.
2. **Religious Dogmatism and Fanatism:** Another most threatening challenges facing Nigerian cultural heritage and tourism, is religious dogmatism and iconoclasm. Eluyemi (2002) refers to them as die-hard suffering from colonial hangover; they are the religious zealots who burn cultural objects in the name of deliverance.
3. **Improper Maintenance Occasioned by Poor Funding:** Apart from human activities, in West Africa, the soils are generally acidic and the vagaries of weather as well as the destructive nature of termites, militates against good preservation of cultural heritages for tourism Ogundele, (2000). In spite of the above, in Nigeria for example, the National Antiquities Commission (NAC) now National Commission for Museums and Monuments(NCMM) has taken bold steps in preserving these threatened heritages. But the efforts by (NCMM) have often been frustrated by some

- challenges ranging from low subventions and poor funding from government to carry out their statutory responsibility of maintenance and preservation.
4. **Modernization, Social Change and Moral Failure:** Social change implies an alterations, modification or shift in behaviour, attitude, social institutions and social structure. Most African social institutions and structures such as a family, marriage and kinship systems are threatened by the wave of modernization, globalization and social change. For instance, Onyima (2015) posited that the value system has gradually been eroded as issues like respect for elders, chastity, integrity and morality are considered archaic, while wrong values like disrespect, disobedience, nudity, fraud, kidnapping and hired assassination are entrenched in the society due to the influence of globalization. To the Africans and Nigerian in particular the constant influx of tourists to the continent and the country respectively in the name of tourism will further debased the moral status of the region, hence so many Africans are aversive to African tourism.
 5. **Insecurity:** Another major threat to the future of African cultural tourism is insecurity. The fear of kidnapping or hostage taking and terrorism occasioned by youth restiveness, religious riots, Boko Haram insurgence and cattle rustlings among others, have not helped matters. It is in view of this Erhuvwujefe (2002) and Rotich (2012) react “The hosting right of miss world Beauty Peagent which was given to Nigerian in 2002 was sabotaged by religious fanatists who initiated riot in Kaduna and Abuja and visitors, guests and beauty queens of different nations that were already landing in Abuja the venue of the event were scared away by Muslim fanatist Erhuvuwjefe (2002). Also insecurity is rampant in the cultural site destination in Kenya according to Rotich (2012). The scholar explained that in early 2007 and 2008 Mt. Elgon forest, Turkana and Samburu areas in Northern Kenya experienced a lot of insecurity and the areas are rich in cultural tourism activities, but are prone to cattle rustling among others.
 6. **Corruption:** The issue of corruption is extremely rampant across Africa in general and Nigeria in particular as money or fund appropriated by government for the provision and maintenance of tourism infrastructures, are either misappropriated or diverted, thus jeopardizing tourism development in Africa. for example Rotich (2012) reported that, one government minister in Kenya hijacked a stadium project and built his own home. These are not healthy developments for African tourism.
 7. **Conflicts and War:** Conflict is a situation of misunderstanding or disagreement between two or more persons, with the intention to inflict more pain on the rivals. In Africa, conflicts and war abound intermittently. The various natural and cultural heritages both in Nigeria and across Africa such as monuments, museums, games reserves, wildlife, sanctuaries and national parks are the most affected as they are targets for destruction during conflicts.
 8. **Developmental Projects:** Developmental projects like road constructions, buildings and large – scale agriculture, destroys cultural heritages and tourism potentials, artifacts and historical relics. Most times construction engineers do not embark on cultural or environment impact assessment (EIA) before carrying out any construction Onyima (2005). This to a great extent has endangers African cultural tourism now and in the future.

1.7 Conclusion

In conclusion therefore, it must be realized that the enormous benefits inherent in the tourism development of any African country, especially Nigeria is a major impetus not only in boosting its socio-economic status, self-reliance and self-sufficiency, but in enhancing social integration and national development. Consequent upon this, the government, communities, corporate bodies, well meaning individuals and the entire citizens, should take it as a clarion call and as a point of duty to protect and preserve the tourism potentials that abound in their environment.

Recommendations

Considering the benefits inherent in cultural tourism services to the Africans in general and Nigeria in particular against the background of its challenges, the work advanced the following recommendations to reposition it for higher productivity.

1. The government should be more pro-active by instituting higher sanctions on those found culpable in smuggling, stealing, vandalization and looting of museums to serve as deterrent to others.
2. Nigerians and Africans in general, should be re-oriented on the values of its cultural heritage and the need to preserve and protect them at all times.
3. Government and organizations in charge of fundings and maintenance of tourism facilities, should endeavour to improve its funding and also ensure that it is appropriately utilized to attract voluntary donors.
4. Religious bigots, should be sensitized and educated by their leaders to draw a distinction between cultural objects and religious objects during deliverance session to prevent the destruction of cultural object ignorantly.
5. The government should be up and doing in improving the security situations across the continent in order to boost patronage for the tourism industries.
6. Those found to be corrupt by either misappropriating or diverting fund meant for the development and maintenance of tourism facilities, should not only been jailed, but have all their properties confiscated and sold by the government, and the money realized be used to develop tourism and part used as cash transfer to the less privilege.
7. Henceforth, construction engineers should and must embark on cultural or environmental impact assessment before carrying out any infrastructural construction like roads, building etc to prevent the destruction of cultural heritages and tourism potentials.

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