

HARNESSING CULTURE AND TOURISM FOR NATIONAL DEVELOPMENT

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Abstract

Tourism has a vital role in development of different destinations all around the world. Accordingly, culture is assumed as one of the primary beneficiaries and is regarded as a key asset in tourism development by promoting both tangible (i.e. cultural attractions, like museums and heritage centers, natural assets like beach, sun and mountain) and intangible (i.e. promoting gastronomy cultural events and festivals and selling “atmosphere”) elements. However, the diversity of known definitions and a complex relationship, between culture and tourism underlines the problems of defining cultural tourism. For instance, considering culture as a component in every single aspect of human life, it is possible to assume that everything is cultural, therefore all tourism are somehow cultural tourism. However, this broad and holistic approach is not particularly useful in identifying these cultural values important in tourism and vice visa, or in other words, in defining cultural tourism. The aim of this paper is to harness culture and tourism for national corollary. Consequently, the development of tourism is often a strategy employed either by a non-governmental organization (NGO) or a government agency to promote a particular region for the purpose of increasing commerce through goods and services provided for tourists. The paper adopts a descriptive analysis in assessing culture and tourism for national development. This paper reiterates the fact that culture and tourism serves the dual purpose of re-enacting group sensitivity as well as yielding socio-economic benefits to the various stakeholders and the society. This paper

recommends that government has the responsibility to identify and demarcate potential tourism zones and their products from other usages.

Keywords: Harnessing, Culture, Tourism, National Development

Introduction

Tourism in recent years has become a popular worldwide leisure activity. Tourism is travel for recreational, leisure, or business purposes. Our different ways of lifestyle and background have been seen to motivate the minds of numerous people to seek out newness and experience different things. Tourism gives the opportunity for people to see other countries and see the beauty of nature, different climate and weather. Tourism is an attached combination of economic and socio-cultural issues bringing in huge amounts of income in purchase for goods and services in export and import, creating openings for employment, generating tax, revenue and stimulating transportation services, hospitality services and entertainment settings. The tourism industry is also important in increasing the economic base through its association with agricultural, industrial and service sectors. Its role has become particularly important in developing countries. (Edgell, Delmstro, Smith & Swanson, 2008:103 – 106).

Tourism stimulates a wide range of other creative economic segments. As the tourism economy develops, business openings for supplying the sector with goods and services advance accordingly. This process supports to spread the benefits of tourism more largely within the economy. Although such supply value-chains progress gradually, contributing to the economy growth as a whole, they can also be caused and reinforced through a diversity of involvements that targets at increasing the awareness of business opportunity and development market access to small local and medium sized enterprises (SMEs) in particulars. Such initiatives are still in their beginnings, but will begin to multiply once the growth rate of the hospitality economy speeds up following the injection of investment on a large scale. In fact, tourism creates meanings and authenticities, especially in those settings where its economic potentialities are highlighted as the only means of development. Tourism today has become one of the engine of growth for Nigeria economy with a contribution of 3.20 percent of national Gross Domestic Product (GDP) and promoting 2,70 percent of total employment in 2013 (WTTC, 2014) (Nana, 2017: 194). Tourism industry contribute to GSP, according to World

Travel and Tourism Council (WTTC) is envisage to rise by 1.7 percent in growing and it is capable of generating employment and earning large amount of foreign exchange that revealed agriculture and petroleum sector. Nana, 2017:194.

A major element therefore is culture which is inseparable from the society and provides the basis for social life, whether in the development or developing countries. In a multiethnic country like Nigeria each ethnic group has distinct long dated history and cultural heritage, which are often consciously preserved for societal continuity, and of recent, to promote tourism. Up till the end of colonialism, virtually all the foreigners that visited the Nigerian territory did not have leisure as their primary reason and commitment to package culturage heritage for tourism purpose was virtually non-existent until recently. For centuries, most societies were mainly subsistence and self-reliant, having minimal tourism infrastructures and limited knowledge of the world outside their immediate border. Customs and leisure time activities were usually observed communally while intra and inter-group recreational activities in the forms of moonlight plays, story-telling, traditional dance, wrestling, competitions, *nsa-ison* game and other periodic communal festivals were mainly intra-group activities. Even though Nigeria's contact with Europe dates from the fifteenth century, very little was known about Nigeria's artistic heritage until 1897 when a British Punitive Expedition did not sack the ancient city of Benin but also removed a "war" booty several thousand art works, mostly in bronze, from the Oba's Palace (Online Nigeria.com,2009).

One area where the Nigerian economy is not doing well is tourism, the importance of which in the twenty-first century cannot be overemphasized. Of late, tourism has become a vital part and fourth largest industry in the global economy delivery not only economic benefits to individuals, organizations and governments but also has the capacity to deliver peace and prosperity, especially in the developing countries (Honey and Gilpin, 2009:1; UNWTO, 2008). Of the diverse tourism possibilities and rich cultural heritage in Nigeria, not much of these have been mainstreamed and harnessed into the global tourism industry. The well-referenced definition of culture in anthropological and sociological studies was given by Tylor (1817) as the 'complex whole which includes knowledge, belief, art, morals, law, custom and any other capacities and habits acquired by man as a member of society'. According to Nana, 2019:321, culture defines the social

forces within a community involving its convention for behaviour, ranging from food preparation techniques, to forms of entertainment that keep the community together like music or dancing, to dating, rituals and so on.

Oke (1984:20), avers that culture is 'the distinctive way of life of a group of people, their complete design for living'. Culture, thus encompasses all man-made parts of the environment and a whole set of implicitly, widely shared beliefs, traditions, norms, values and expectations that functional purposes in the life of a group, guides social interactions and social relations, the material artifacts and constitutes the basic on which tourism industry is built. It manifests in arts, dance, language, literature, folklore, mores, music, governance, as well as the character of the environment acquired and transmitted through generations. As societies make attempt at cultural preservations past cultures have survived in contemporary forms and could certainly be observed and used to reconstruct the past.

Problems Of Tourism Development In Nigeria

One of the prevailing problems of tourism development in Nigeria stems from the ignorance of the citizenry about the cultural and economic values of tourism. While some of the identified factors are internal and located within the Nigerian system, others are external factors. Artefacts especially artworks of immense value have been vandalized or carted away by the foreigners, thus depleting our enviable museums and cultural stock, cenotaphs, great historical buildings, status, shrines which are of immense tourist values and being destroyed ignorantly. Similarly, man threatens the natural vegetation, which constitutes the habitat of wild life through various activities such as construction of roads, bridges, houses, and factory sites in some cases. Sonubi (2005:13 - 15) condemn the distraction of some portion of the 160 kilometer long natural deposit Sungo Eredo, by a group of persons caught scooping laterite from it for commercial purposes. These activities, have not only destroyed the ecology of the place, it succeeded in exposing its topsoil to erosion and destroyed the site's natural environment. Suffice to mention that years after UNESCO included Sungo Eredo in its list of World cultural heritage sites, the government through the various cultural agencies are yet to renovate and restore the lost glory of such a monument of international repute.

Closely related to the problem of ignorance of harnessing and preserving existing tourist sites, is the problem of incessant political instability, religious and inter-ethnic crises currently plaguing the national unity of Nigeria. The recent uprisings in the oil producing regions of Niger-Delta, agitations and clamour for resource control through which bloody clashes resulting in loss of several lives and properties have become the order of the day. These discourage forcing investors who may desire to venture into the sector of the economy. Kidnappings of foreign oil workers and other social vices such as murder, arson, robbery, etc are common phenomena in oil rich regions of the country presently, and these no doubt pose serious impediments to tourism development. Lack of inadequate capital required to preserve and effectively manage the tourist sites constitute a major challenge for the sector. In cases where new tourist potentials are discovered. It involves huge resources to put them into maximum use, thus the need for more private sector participation in the tourist industry.

Emi (2006) opined that “the general attitude of government, the private sector and a few wealthy individuals who have invested in tourism in certain part of the country has been that of the entrepreneur takes all the profit”. The implication is that, the host community is further impoverished and consequently the aggrieved local people as a result of a feeling of alienation, tend to sabotage investors efforts at developing tourist sites.

Corruption of government officials, unnecessary bureaucracy associated with obtaining a license for operating tourist sites and most especially, the politics involved in appointment of key personnel to head parastatals such as Ministry of Culture and Tourism impede the development of the industry in Nigeria.

Some Tourist attraction area in Nigeria

- **Ibeno Beach**

This is a blissful tourist destination for tourists, and the beach stretched over 245km. Here is the Sank bank in Ibeno, which lies this exotic beach, a little heaven is Ibeno Beach for leisure seekers. The Ibeno Beach is characterized with roaring

waves, and spots for sunbathing and unpolluted foliage there at the mangrove forest, and cool wind coming from Ocean water, as well as a lush surrounding, all of these give Ibeno Beach a n unimaginable allure for every tourist who visit the beach. It is located in AkwaIbom State.

- **Obudu Cattle Ranch**

This is located in Cross River State above the sea level. The Obudu Mountain, Resort is here and it sit on the Oshie Ridge, which is the famous Sankwala Mountains. The ranch is characterized with temperature climate, and breathtaking views, and Idyllic tranquility, as well as beautify scenery. This features here has made Obudu Cattle Ranch a famous tourists' site for tourists.

- **Ngwo Pine Forest**

Ngwo pine is one of the unique forest dynasties. The forest is in Ngwo pine, and is attracted by tourist. It is a forest romantically built by nature; it has sharp twists, which are desirable by adventure seekers. The tourist centre is built with beautifully set pine trees, including gently flowing stream for tourists and lovers, as well as, the loud splashing of the water found inside a dark cleft and a cave, which actually blown ovidation's imagination. This tourist attraction centre is located in Enugu State.

- **Awhum -Waterfalls**

Awhum-waterfalls is made up of various immaculate lakes, and waterfall as well as, a monastery. Its beautify scenery is as a result of the waterfalls, where the water actually cascades over its top, whereby forming a stream. Awhum, which is close to the Awhum Monastery, is a religious tourist site, and is located in Enugu State.

- **The Arochukwu Long Juju**

This is a sacred altar that has six foot gully which lead people to the temple and also the waterfalls in Arochukwu Long Juju slave route. Tourists usually explore the alter (shrine) called, Ibn Ukpabi as well as, the cult monument that are found in Kamula. It is located in Abia State.

- **Giant Foot of Ukhuse Oke**

At the sacred grove, meet prehistory and the modern and this is between a village named Ukhuse-oke and Ukhuseosi. This is where this distinct footprints of a prehistoric giant lies, and they are embedded eternally on flat granite rocks, located in Edo State.

- **The Port Harcourt Tourist Beach:**
Port Harcourt Beach is built on an artificial sand beach. This is a leisure centre which is along Kolabi Creek in River State.
- **The Gashaki- Grumpti National Park**
This park is located around the Chappal Wadi and mountain and Chappal Hands and the mountain of wind, in Taraba State, and it offers a fascinating insight with regards to how life was during medieval times in Nigeria.
- **The Alok Keom Monoliths**
This is where you find 300 carved stones, which actually stand upright in a circle form. These stones faced each other, and are in groups with texts inscribed on it. Located in Cross River Park
- **The Isaac Boro Garden Park**
This is a tourist site where games are played and it is a trade fairs and live entertainment centre. Major Isaac Boro tomb, a soldier who was killed during Nigerian Civil War lies in this park.
- **Tinapa Free Zone and Resort**
Tinapa Free Zone and Resort has a magnificent scenario. Its exotic ambience usually mesmerizes tourists who visit there. It is 860,000 sq. ft. Located in Cross River State.
- **The Osun-Osogbo Grove**
This Grove has sacred shrines and sanctuaries, and sculptures, as well as, art works created in the honour of a certain goddess of fertility. Located in Osun State.
- **Emotan status**
Emotan status is majestically erected, and it is clad in her fine traditional wrapper, as well as, with a headgear, and is said to be associated with the Benin kingdom royalty. Location in Edo State.
- **Royal Palace of Oba of Benin**
This was listed by UNESCO as a heritage site, which is located near the Oba's square. A huge collection of sculptural pieces are found here. Located in Benin, Edo State.
- **The Sukur Cultural Landscape**

The Sukur cultural landscape is housed by Madegeli, in Adamawa State. The Landscape is made up of traditional cemeteries and also ritual terraced areas. One of the UNESCO World Heritage sites.

- **The Queen Amina's Wall**
This is Zazzau City found in Zaria, and here was where a well-fortified walls was built by Queen Amina of Zaria to protect the ancient city. In the modern city of Zaria is this majestic wall still standing. Located in Zaria, Kaduna State.
- **The Surame Cultural Landscape**
This is where you find wonders of human creativity, and ingenuity, including civilization. This is what makes surname cultural landscape unique. Located in surname, Sokoto State.
- **The Oban Hills.**
Korup National Park found in Cameroon is one park that shares the same border with the Nigeria's Oban Hills, located in Cross River State. It is known for wildlife and some certain plants
- **The Oke-Idanre Hills**
Here is known for its spectacular valleys and these valleys actually interspersed with both inselbelgs and high plain almost at the sea level. Known as one of the UNESCO World Heritage sites, found in Ondo State.
- **The Ogbunike Caves.**
This is one of the tourist attractions, considered and ideal tourist destination. The cave has historical and at the game time spiritual significance, and is one of the UNESCO Heritage sites. Located in Ogbunike, Anambra State.

Harnessing Culture and Tourism for National Development

The most important cultural heritage attracting tourists from within and outside Nigeria include the Leboku New yam festival, one of the agro-cultural festivals of Cross River State, Nigeria is a three week long activity in July celebrated by Ugep Community of Yakurr. The festival honours the earth goddess and the bountiful harvest. A three week celebration is the culmination of many events; the beginning of the yam harvest, a time to appease the gods and ancestors. This period of celebration will witnessed a lot of

people from far and wide trooping to witness the celebration of new yam festival in Ugep, Yakurr Local Government Area of Cross River State. It is also a tourist attraction to so many people, most especially the foreigners who comes into the country to enjoy this festival and also see various cultural display in the area.

Ekpo Masquerade is no doubt one of the cultural activities that has promoted cultural art in Ibibio. Its high social and economy value has in its way promoted the people over the years. It is a cultural display that hits the streets during festive periods, important occasions, cultural occasions fun times and on demand. Ekpo Masquerades is a society play that originated from the Ibibio, Arochukwu and Annang people in Akwa Ibom State of south South Nigeria. The Ekpo Masquerade emphasizes socio-economic solidarity in the sense that major events in Ibibio, Annang and Arochukwu cannot be complete without the display of the Ekpo Masquerade. Ekpo plays a major role during Ikeji ARO festival, the new yam festival and the biggest festivals in Arochukwu Kingdom. People travel from different places all over the world to come watch the Ekpo performance during Ikeji festival. Ekpo Masquerade stresses the need for the young youths to be active participators in the developmental process of the community, through preserving its cultural arts and heritage. Having understood the socio-economical values of Ekpo Masquerade in Arochukwu, Ibibio and Annang respectively, and its roles in community building, which include tourism development, culture promotion, employment, social values, livelihood, harmony, entertainment etc. There is need for all the Ibibio's, Arochukwu indigenes and leaders respectively to fashion out ways of bringing this residue to the forefront and be proud to showcase our culture in a light that has been down played. However, since the value of a thing can be accessed in its functions, then Ekpo Masquerade has played and will continue to play a major role in the aspect of culture and tourism for national development. The symbolic appearance, coded language, signs, music, dance, etc, gives value both to performers and admirers.

Another important cultural attracting tourists from within and outside Nigeria include the slave trade relies in Badagry's Museums and monuments reflecting specific historical and cultural experiences of the Nigerian people spread across the country (for example, national museum of colonial History and National War Museum in Abia State; the unique architecture of the emirate socio-political life in the northern Nigeria, Osun-Osogbo

sacred Grove, long juju of Arochukwu, Eyo Masquerade and festivals in Lagos, indigenous textile /cloth making industry, boating and fishing-related sports as the Argungu fishing and cultural in Kebbi State, Durbar festival in Northern Nigeria among others (Bankole, 2013:127).

The Federal government however remains the major promoter, financier and manager of mega cultural events such as the Annual Abuja Carnival. Government's dominance in the economy accounts for the limited participation of the private sector. (Bankole, 2013:129). Similarly, most of the festivals have their origins in the history of the people concerned. For instance, Argungu fishing festival, an annual four-day festival in Kebbi State, north-western Nigeria, began in 1934 as a mark of the end of the centuries-old hostility between sokoto caliphate and Kebbi Kingdom. The final day of the festival usually witness a competition in which thousands of men and women line up along the river, and at the sound of gunshot, all of them jump into the river with the target of discovering who catches within an hour the biggest and largest fish using traditional fishing tools and by hand. The festival provides the medium to showcase prowess and it also attracts tourist who troop in large number to witness the festival. . Tourism is an industry that generate books, photographs and training of expert in guided tours to visit sites. Natural and cultural resources can on their own will not generate employment unless they are developed and announced to the world beside anchoring them to tourism, which in turn will depend on uninterrupted electricity supply and good roads. Nature and cultural values can be commercialized in positive ways. Many are very well connected to the tourism industry, very many others to daily practices. In Bahia, Brazil, Ile-Aye, a training ground for carnivals, is a school, a club, an apprenticeship and many more providing jobs for hundreds of people. Culture is powerful and its impact can be seen in all sphere and center of society, and that change will come only when africans create a distance with their older traditions and believes. Rather than throw away the country's heritage and other enduring aspect of its nature and culture, it is more fruitful to preserve them and to seek the means to adapt them to contemporary demands and circumstances. Indeed, what takes place on a daily basis is a creative adaptation to local and global changes, the invention of new ideas and values to meet new challenges, the acquisitions and multiple uses of islamic and western education for self-empowerment. Our country's heritage will continue to serve as powerful reminders of the country's contribution to civilization. More importantly heritage and culture has been the main source of constructing identity,

reinventing ourselves in the face of external imposition and the subsequent changes that followed. Sustainable development requires the ability to relate nature with the economy and politics. Cities and villages should promote natural history, setup societies that will keep record of plants and plant use, fungi, birds, insect and animal. There is a need to train more heritage professionals who in turn would teach people at the grassroot level as well as enhance capacity in research and heritage values and create new forms of natural and cultural entrepreneurship. Constant reminder to those who manage museum and borders that selling pieces of treasure hunters and raiders is like selling ones birth right and heritage one's sold they may never be recovered

Trends of Tourism and Factors Promoting Tourism in Nigeria

Tourism is a principal industry in the service sector at the global level as well as a major source of Jobs and a significant generator of foreign exchange at the national level. Tourism has become one of the leading and fastest growing industries in the global economy. The urge of tourist to travel is based on different attractions that exist in a particular destination. The tourism industry gives the tourist the opportunity to view and have food memories. Planning and managing attraction is what makes the differences and makes the visitor to stay longer or repeat visitation. Nigerian has many factors and trends to promote tourism such as ecotourism, mountain tourism, sport-tourism and cultural heritage that make it captivating destinations.

a. Ecotourism

Nigeria is characterized by a variety of ecosystems which offer her the possibility of developing her ecosystem. Coastal and marine ecosystems for a main part made of mangrove swamps; multifaceted forests ecosystems made up of various national parks and reserves which are fit for ecotourism for example watching of animals, birds, and flora. In these ecosystems, there are also pygmies who are mainly ancient people of the forest with habits and customs peculiar to them. Moreover, mountain ecosystems with a variety of wildlife, flora and population are characterized by Crater Lakes and wonderful waterfalls. There is a paucity of information and data with respect to ecotourism in national parks and game reserves in Nigeria, despite several research, studies and tried addressing ecotourism dynamics in national parks around the planet (Oluwakemi and Jonathan, 2017; 21 - 31).

b. Cultural Tourism

Cultural Tourism is the experience of arts, festivals, rituals and dance performance of people that transforms the participants; both the people performing and the tourists. These festivals, rituals and dance performance are, first performed by the people and for the people as part of their way of life, and they to a very large extent, determine the prosperity of the people and the ability to surround the challenges that they would face. It is this same festivals, rituals and dance performances that endears tourists, and motivate them to be part of the process. It is a medium where the cultural identities of a people interface with the tourists, leading to share culture and acknowledgment of the people are. This might change a prejudice of some foreign tourists, and also lead to an education of who a people is. According to the United Nation World Tourism Organization, cultural tourism is described as:

Cultural tourism is a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attraction/ products in a tourism destination. This attraction/products relate to a set of distinctive materials, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and tradition.

c. Beach Tourism

Nigeria enjoys vast coastal plains in its Southwest and southeast regions. Naturally, such areas constitute beaches, which make for relaxation spots and tourist attraction sites to be enjoyed by visitors. Nigeria's beaches largely cover six of its states and we have rounded up some of the country's most beautiful ones can hope to visit. Calabar beach is quite popular for its combination of adventure, sweet solitude and breathtaking views. To garner maximum enjoyment, visitors are encouraged to restrict the majority of their activities to the oceans. A view of the monument set up at Calabar Beach in memory of the victims of the slave trade also gives visitors a taste of the country's history. Also Ibeno Beach is the longest sand Beach in West Africa, with its lovely white sands stretching from James Town, through a number of riverine

communities, to the Atlantic Ocean. The beauty of the beach has its pros and cons, as it tends to attract lots of visitors, which makes it difficult to enjoy the views or spend a quiet afternoon there. Nigeria has what it takes to attract lovers of the sea and the beach. The country is blessed with a conducive terrain and natural sandy beaches. Nigeria is a peaceful country that is the envy of many other countries.

d. Walking Tourism

Walking tourism is now one of the most popular ways to experience a destination. It allows tourists to better engage with local people, nature and culture. It also meets the growing demand of travelers of outdoor activities in general, including when they travel. Walking tourism can be developed anywhere as a sustainable tourism offer with a relatively small investment. It can bring about social and economic benefits to residents and communities if properly developed and managed.

e. Sport Tourism

Sport tourism refers to travel which involves either observing or participating in a sporting event staying apart from their usual environment. Sport tourism is a fast-growing sector of the global travel industry and equates to \$7.68 billion.

Sport tourism is travelling from one region, country, state, etc. to another in order to watch a sports competition or game. While sports tourism has not always been extremely popular, during the recent decade the amount of people attending out of area sporting events has drastically increased. People are now travelling far and wide just to attend their favorite events, and it is no wonder as to what has encouraged the sudden spike in popularity.

What is Sports Tourism? It is simply a means to see a competition up close and personal at a location that is not considered home. While sports tourism has gained popularity in recent years, one must stop and consider what it really is and why it has become so

popular among the sports fan crowds. Not only has it managed to steadily increase each year, but it has also taken a spot among the top reasons for travelling and vacationing. It appears as though more and more people are using their well-earned vacations to see their favourite players in action.

f. Pilgrimage Tourism

This involves pilgrimages to ancient holy places or religious sites such as churches, Mosques, Shrines, etc. The annual pilgrimages of some Catholics to Rome, the Muslims to Mecca, Christians to Jerusalem etc are special forms of tourism.

g. Educational Tourism

It may involves travelling to an educational institution or some other destination in order to make personal interest classes, such as looking classes with a famous chef or craft classes.

The Challenges Facing Tourism in Nigeria

The challenges affecting the development of tourism industry are northern submersible.

National Institute for Hospitality and Tourism Studies (NIHTOUR) as a research institute on Tourism has also be relegated to the background and are not consulted when appointment are made into Tourism activities by the government, both in the Local, State and the Federal. The certificate awarded by this lame institute is rejected by some government owned institute in Nigeria, nevertheless the bill establishing the institute is under the Ministry f Labour, recently to tourism and culture, instead of Education as an institute. The NUC has not taken time to visit the institute for upgrade as it is done is other countries where Nigeria go to study in their institute and are awarded certificate for Masters, and Doctorate and these are accepted and upheld in the systems in Nigeria.

The greatest challenge Tourism is having in Nigeria now is not merging or scrapping but it is wrong management and administration through quackery and educational system misjudgment, mismanagement of the tourism programs and its related course from BUSINESS management to Agricultural Science Department, as such the government would lack ideas and advice as what and where Tourism belong!

All professionals should advice the government to strengthen the tourism parastatals with tourism and Hospitality management graduates. Let it be on note that a professional in the tourism, hospitality and its activities having school home and aboard, tourism is not an Agricultural program, NUC should take note, food manufacturing, processing is different from production (cooking) food eating, any graduate of this must know the aspect of food science as it relates to food.

Tourism will thrive in Nigeria when given the due and adequate attention needed in the hand of professional through empowerment, consultation and committee. Hospitality and Tourism Management Association of Nigeria (HATMAN) should stand up to their call and direct Tourism in the hands of the professionals.

Indigenization of the Nigerian Tourism is another challenge in the Tourism industry, for the leader in the Tourism should package Nigeria Tourism to showcase Nigerian heritage and borrowed activities or ideas, as much as our tourism policies should support indigenes for investing in Tourism., Most, the answer to the unanswered questions on Tourism is in the policies, to which no professional has been past. Indigenizes the Nigerian Tourism Policies.

Solutions to Problems in Tourism

The measures to solve the problems of tourism in our country are as follows:

- i. The infrastructural development should be equally distribute in every tourism destinations to make the service accessible for the tourists who admires to visit there
- ii. Conservation of old and ancient cultural heritage sites should be done and they should be renovate in their own original style to attract the large number of tourists.
- iii. The needed facilities as well as security should be provided in all the tourist destinations.
- iv. Cleanliness program should be launched in those areas which have been polluted.
- v. Publicity should be increased of the tourism destination about the beautiful places of Nepal, so that there will be increament in the number of tourists.
- vi. Number of entertainment facilities should be increased and made available in all tourism destinations.
- vii Good required for tourists should be produced in the country using local materials.
- viii Banking facilities, marketing and other tourists centre should be increased.

Conclusion

Nigeria is bless with tourism potential in abundance. Tourism is regarded as activity that is vibrant to the life of a nation because of its direct effects on the cultural, social, educational and economic sectors of the country. Tourism in theory brings about significant economic benefits into a country. It is vibrant and competition driven industry that continuously adapts to customs, fluctuating desires and needs to meet the people's satisfaction, enjoyment and safety which are the spotlights for tourism business. Cultural tourism is the domain where the ingenuity, creativity and originality of the people are on display. The current wide gap between these assets and the potential contributions of tourism to Nigeria's national income make envitable the need for stronger commitment that will enable the sector assume it much anticipated developmental role. Along the global trend of using tourism for revenue generation, the Nigerian government would

need to consciously translate the potentials of our cultural heritage like the new yam festival, Argungu festival, Ekpo cultural festival, revitalizing and resuscitating our tourists attraction centres for revenue generation.

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