Experimental

THE SIGNIFICANCE OF CULTURAL DIVERSIFICATION TO TOURISM DEVELOPMENT IN ILARO, OGUN STATE.

Solanke A. S.✉ & Tinuoye. O. I
Department of Tourism Management Technology, Federal Polytechnic Ilaro
✉solankeabayomisamuel@gmail.com

ABSTRACT

This research examines where cultural diversification is significant in tourism and analyzes how some cultural characteristics can be harnessed to leveraged development. Cultural tourism, spurred by changes in cultural awareness and visitor demands, though has seen substantial changes in recent years, conveying cultural values and fulfilling a diverse tourist population. The research used a descriptive survey methodology and a sample size of 70 people. The study's representative sample population of students, residents, government employees, interviews, and questionnaires were used to gather primary data. Tables were used to present the data so that the results could be understood at a glance. 45.7% of respondents agreed that culture adds to tourism development in Ilaro. In comparison, 14.3% strongly agreed, but lack of cultural awareness is most noticeable in the areas where the vast majorities are Yoruba tribe, Celebrations, festivals, customs, dressing, cuisines, and languages are the critical significance of cultural diversity, where history and values are essential to every culture and tourism. The study recommends that all cultural leaders and stakeholders should invest more in cultural tourism developments, sensitizing and educating people on the impact of culture on local and national development.

Keywords: Cultural, development, diversification, tourism

_____

1.0 INTRODUCTION

There needs to be more skepticism about the authenticity of the connection between the rapidly evolving culturally inspired motivations and the rapidly expanding culturally related destination activities and the original purpose and core notion of culture tourism (Hughes & Allen, 2005). Is the modern technical and civilized backdrop (caprice) or the classical principles of cultural convergence, interchange, and understanding that visitors and tourists use to plan their trips? There are a variety of strategies used by authors on the subject of cultural tourism to address these concerns. In addition, the analysis considers how cultural factors, such as improved image and social, affect the score points of tourism and the best strategies for boosting the attractiveness of building a comparative advantage in Nigeria's increasingly competitive tourism industry.

Different approaches have been taken to preserve local identity in the face of globalization and to promote tourism based on collected case studies in the field (OECD, 2009).
Themed opportunities and, in certain circumstances, opportunities in distinct locations bear fruit. Developing marketing consortia and fostering a sense of regional unity is essential due to the complexities of the culture and tourism sector. Cultural tourism is a type of tourism in which the primary goals of the trip are the appreciation and enjoyment of a destination's cultural offerings (both those that can be seen and those that can only be felt) (UNWTO, 2017).

The future of tourism in Nigeria is bright. A prosperous tourism industry is expected in a country with a wide variety of landscapes, scenic views, and historical sites to visit. This piece, however, shows serious issues plaguing Nigeria as a tourist destination, so, unfortunately that are not the case. Problems with infrastructure, terrorism, security, management, data collection, indigenous peoples' status, investment, budgeting, crime, political instability, health care, education, and awareness are just a few issues that plague the world today. The main goal of cultural tourism development in many countries is to ensure sustainable economic, social and cultural development combined with preservation and active enhancement of cultural resources through increased supply, diversity, quality and sale of possible cultural tourism services. In this light, this study aims to establish the relationship between cultures and tourism development in Nigeria, identify various cultures in the study area, and evaluate the effect of cultural components on tourism development in Nigeria.

The Diverse Cultures in Nigeria

Nigerian Culture is incredibly diverse. It is estimated that seven of Nigeria's 527 languages have died off (Babalobi, 2020). Moreover, Nigeria's 1150 recognized ethnic groups speak at least two of the country's many official languages. The Hausa, Fulani, Igbo, Yoruba, Efik - Ibibio, and Edo peoples are the six most prominent ethnic groups. The Hausa, Yoruba, and Igbo peoples comprise most of the population and are Nigeria's political and cultural powerhouses (pronounced ee-bo). The Fulani, Ijaw, Kanuri, Ibibio, Tiv, and Edo are among the many smaller ethnic groups in Nigeria. These peoples each had their unique history before being conquered by Europeans.

Cultural Practices of the Yoruba

The Europeans of the early nineteenth century mispronounced the term "Yoruba" (referring to the Oyo Empire) as "Yoruba," and this is where the name "Yoruba" comes from. Philosophy, religion, and folklore all play essential roles in Yoruba society. They are the threefold book of illumination in Yoruba land and its diaspora embodied in Ifa divination. There were two eras in the development of Yoruba cultural theory (Prince, 2018). Cosmogony and cosmology can be traced back to the first era. In contrast, "m Káàár-ojire," which means "The People who question 'Good morning, did you wake up well?'" in Yoruba, is the origin of the Yoruba language within Yoruba culture. The customs of greeting prevalent in Yoruba society are discussed (Falola & Akinyemi, 2016).

Yoruba people use many cultural references and practices to establish a feeling of group identification that is shared by members of the group both within and outside their sphere of influence. According to ancient Yoruba beliefs, everyone is subject to Ayanmo, also known as fate. The ultimate goal is for all people to realize Olodumare, where they merge with the divine creator and ultimate source of all energy ((Falola & Akinyemi, 2016; Prince, 2018). The Yoruba people are the most populous indigenous people in Nigeria and Western Africa. The Yoruba people are known for their outgoing nature and ability to express themselves through elaborate festivals and celebrations. Celebrations of all kinds, from nuptials to farewells to anniversaries, are marked by pomp and ceremony. Many still adhere to the original religion, which has a vast pantheon of deities, and the ancient lifestyle of living in agricultural compounds. The Yoruba have also become well-known for their music, characterized by one of the world's most intricate drumming cultures (Prince, 2018).

Igbo Society

According to the Igbo people, who live in southeastern Nigeria, Igbo Culture (Igbo: mental and Igbo) consists of their conventions, rituals, and traditions (Nwabude, 2022). Both traditional Igbo customs and more modern ideas have been incorporated over time. Igbo people live mainly in Nigeria's southeast and are known for their rich cultural heritage. They are one of Nigeria's largest and most prominent groups, accounting for a fifth of the country's total population. Igbos are also widely recognized as pioneering businesspeople in Nigeria and beyond.

Soups, including locally cultivated fruits, vegetables, and seeds, are the Igbo people's specialty. Oh, nsala, akwu, and okapi of Owerri are some of the best-known soups in Igboland. The Igbo people also traditionally hold that there is one creator, known to them as "Chineke" or "Chukwu," who was either an outside influence or a deity. Community, family, respect for elders, life, and hospitality are central to Igbo customs. Western influence through globalization, however, forces these cultural norms into direct conflict.

The Hausa Culture

Most Hausa people strongly believe in Allah and accept Muhammad as his prophet. They hope to one day undertake the pilgrimage (hajj) to the Muslim holy place in Mecca, pray the five daily prayers, read the Koran (Holy Scriptures), and fast throughout Ramadan. The Hausa people historically resided in both rural areas and larger settlements before European colonization. There, they farmed, kept cattle, and traded goods across Africa. The Hausa people use the Afro-Asian language Hausa, which is part of the Chadic family of languages.

The Edo Culture

The antique treasures of bronze, brass, wooden, and terracotta are safely stored in Edo state, Nigeria's stronghold and citadel of Culture. Most of these bronze and ivory artifacts were stolen during the British expedition in 1897. Benin City is home to numerous galleries and studios for the creative community. The Edo Kingdom of Benin is one of the best-known pre-colonial kingdoms on the Guinea Coast of West Africa.

It is famous for its brass and ivory art and complicated governmental organization. One of Africa's great medieval dynasties had its capital in Benin. For much of the 13th century, the native Edo population was governed by powerful clan heads. One oba, or monarch, had consolidated power by the 15th century.

The Impact of Culture on Tourism

It examines the policies and procedures of entire nations or regions whose cultural assets draw tourists. It also looks at how cultural resources are used in tourism, from product creation to distribution, to pinpoint the most critical aspects and policy actions that can boost a region's appeal to tourists, residents, and investors. The study's findings support the idea that cultural tourism enhances the allure and competitiveness of tourist hotspots and regional and national economies. Adding cultural experiences to a tourism package is a great way to stand out in a global market where competition is fierce. Culture, heritage, cultural production, and creativity can all benefit significantly from the revenue and publicity generated by the tourism industry (OECD, 2008). Destinations may improve their appeal as places to visit, live, work, and invest in by forging connections between their cultural offerings and the tourism industry. The authors examined how cultural factors contribute to a location's allure and competitiveness as a tourist hotspot. This book surveys the policies and procedures of many national and regional tourist hotspots, which rely heavily on their cultural offerings to draw visitors. The evolution of cultural resource generation and dissemination in the tourism industry is also analyzed.

Seeing as locals are the lifeblood of every tourist destination's cultural and creative offerings, winning them over to the cause of tourism development is becoming ever more critical (Baixinho et al., 2020). In addition to the positive effects that immigration has on the local economy, the cultural ties that immigrants maintain with their home countries can be powerful draws for tourists. Long-term, localities will need to get creative with how they foster, oversee, and promote their cultural offerings and tourist attractions. This is especially important if the people who visit, live, work, and invest in the area are to reap the full benefits of this connection.

2.0   METHODOLOGY

To avoid influencing or modifying the research's subject, we opted for a descriptive survey method for data collection. The study's representative sample population is local students, residents, and government employees. The sample size for this study, determined using a simple sampling procedure, was 70. Questionnaires, interviews, and presentations were utilized to gather information. The data was gathered via interviews, surveys, and interviews with experts (secondary sources). Questionnaires and interviews were used to gather primary data, while journals, completed projects, and the internet was mined for secondary data. In order to ensure the validity and reliability of the research instrument, 70 questionnaires were used in a pilot study. The questionnaire was revised based on responses to improve its accuracy and usefulness. In order to analyze the data, we employed a case study and cross-sectional design, and we relied on the basic descriptive statistics of frequencies and percentages.

3.0   RESULTS AND DISCUSSION
SECTION A: The Demographic Characteristics of the Respondents
Gender
Table 1 below suggests that 60% of the respondents are female, and 40% are male. This show that the questionnaire cut across both gender. Meaning more females loves cultural tourism compared to male.
Marital Status

The table shows that 45.7% of the respondents are single, 42.9% are married, 7.1% are divorced, and 4.3 are widows, meaning that single and married respondents cherish cultural tourism more.

Age of Respondents
Figure 3 shows that 20% of the respondents fall between the age of 20 years, 52.9% fall between the ages of 20-30, 17.1% are between the ages of 31-40, while 10% falls between 50 years and above.
Relationship between Culture and Tourism Development in Nigeria
Table 1 below shows that 2.9% of the respondent disagree that there is a relationship between culture and tourism, while 5.7% were undecided, 44.3% agreed and 47.1% strongly agreed

.
Table 1: Relationship between and culture and tourism

Variables	Frequency	Percent
Disagree	2	2.9
Undecided	4	5.7
Agree	31	44.3
Strongly agree	33	47.1
Total	70	100

Table 2 below shows that 1.4% of the respondent strongly disagreed that culture adds to tourism development, 1.4% disagreed, 8.6% were undecided, 47.1% agreed, and 41.4% strongly agreed

Table 2: Culture adds to tourism development

Variable	Frequency	Percent
Strongly disagree	1	1.4
Disagree	1	1.4
Undecided	6	8.6
Agree	33	47.1
Strongly agree	29	41.4
Total	70	100

4.3.0 Identify various cultures in the study areas
Table 3 below shows that 4.3% of the respondent strongly disagreed that there are diverse culture in Ilaro, 21.4% disagreed, 20% were undecided, 40% agreed, and 14.3% strongly agreed.

Table 3: **There is diverse culture in Ilaro**

Variables	Frequency	Percent
Strongly disagree	3	4.3
Disagree	15	21.4
Undecided	14	20.0
Agree	28	40.0
Strongly agreed	10	14.3
Total	70	100.0

Evaluate the effect of the cultural component of tourism development in Nigeria
Table 9 below shows that 4.3% of the respondent strongly disagreed that religion affects tourism development positively, 20% disagreed, 15.7% were undecided, 45.7% agreed, and 14.3% strongly agreed

Table 4 Religion affects tourism development positively

Variables	Frequency	Percent
Strongly disagree	3	4.3
Disagree	14	20.0
Undecided	11	15.7
Agree	32	45.7
Strongly agree	10	14.3
Total	70	100.0

Table 5 below shows that 4.3% of the respondent strongly disagree that language makes effective social interaction possible, 8.6% disagreed, 18.6% were undecided, 41.4% agreed, and 27.1% strongly agreed.

Table 5. Language makes effective social interaction possible

Variables	Frequency	Percent
Strongly disagree	3	4.3
Disagree	6	8.6
Undecided	13	18.6
Agree	29	41.4
Strongly agree	19	27.1
Total	70	100.0

4.0   CONCLUSION
Travelers interested in Culture have visited Nigeria's cities and villages since ancient times. Celebrations, customs, cuisines, and languages from all across the world. History and values are essential to every culture, but most contribute little to the local economy (Ogundiran, 2021). This research has examined the role that highlighting rural areas' distinctive features and working to enhance their residents' standard of life and

economic growth can have in luring more visitors to Nigeria's rural towns. The findings show that Ilaro and Nigeria can benefit significantly from increased tourism development due to the country's rich cultural diversity.

The many directions that empirical studies of the connections between cultural engagement, heritage, and tourism point to are intriguing. This coincides with the result found in Noonan & Rizzo's (2017) research on the monetary aspects of cultural tourism. Furthermore, Peacock (2006) has claimed that technology developments are likely to promote a 'globalization of culture,' functioning as advertisement and, thus, encouraging tourism flows rather than having a replacement effect on actual cultural attendance. However, the research produces intriguing findings with real-world consequences for city and tourist officials who are constantly assessing the efficacy of cultural tourism projects (Cecil et al., 2010). Because of this, the success of cultural tourism rests mainly on how thoroughly government agencies research all cultural tourism resources (existing and undeveloped) in each town, but with the knowledge of the inhabitants to make it simpler for them to participate.

Based on our findings, it is recommended that Government should provide good infrastructure to aid the growth of cultural tourism, all stakeholders should invest more in cultural tourism development, sensitization and educating people on the impact of culture on tourism.

5.0   REFERENCES

Babalobi, B. (2020, January 13). Nigeria's local languages as endangered species. *Punch*. Retrieved from https://punchng.com/nigerias-local-languages-as-endangered-species/

Baixinho, A., Santos, C., Couto, G., de Albergaria, I. S., da Silva, L. S., Medeiros, P. D. & Simas, R-M., N. (2020). Creative tourism on Islands: A review of literature. Sustainability, 12(4), 10313. Retrieved from https://doi.org/10.3390/su122410313

Cecil A.K., Fu, Y.Y., Wang, S., & Avgoustis, S. (2010). Cultural tourism and quality of life: Results of a longitudinal study. *European Journal of Tourism Research,* 3(1), pp. 54-66

Falola, T. & Akinyemi, A. (2016). *Encyclopedia of the Yoruba. Indiana University Press*, Bloomington

Hughes, H.L., & Allen, D. (2005). Cultural tourism in Central and Eastern Europe: The views of 'induced image formation agents. Tourism Management 26:173–183. Retrieved from https://doi.org/10.1016/j.tourman.2003.08.021

Noonan, D.S. & Rizzo, I. (2017). Economics of cultural tourism: issues and perspectives. *Journal of Cultural Economics,* 41, pp. 95-105.

Nwabude, A. A. R. (2022). Traditional African (the Igbo) Marriage Customs & the Influence of the Western Culture: Marxist Approach. *Open Journal of Social Sciences*, 10(2), 224-239. Retrieved from https://www.scirp.org/journal/paperinformation.aspx?paperid=115398

OECD (2008), "Part 1: Introduction", *in the Impact of Culture on Tourism*, OECD Publishing, Paris. Retrieved from https://doi.org/10.1787/9789264040731-3-en.

OECD, (2009). Impact of Culture on Tourism. *OECD*. Retrieved from https://www.mlit.go.jp/kankocho/naratourismstatisticsweek/statistical/pdf/2009_The_Impact.pdf

Ogundiran, A. (2021, June 27). A long view sheds fresh light on the history of the Yoruba people in West Africa. *The Conversation*. Retrieved from https://theconversation.com/a-long-view-sheds-fresh-light-on-the-history-of-the-yoruba-people-in-west-africa-162776

Peacock, A. T. (2006). The arts and economic policy. In V. Ginsburgh & D. Throsby (Eds.), *Handbook of the economics of art and culture* (pp. 1124–1140). Amsterdam: Elsevier.

Prince, Y. D. (2018). *Yoruba philosophy and the seeds of enlightenment: Advancing Yoruba philosophy*. Vernon Press, Delaware.

UNWTO, 2017. Tourism and Culture. *UNWTO*. Retrieved from https://www.unwto.org/tourism-and-culture