



ART AS A TOOL FOR PROMOTING CULTURE AND TOURISM IN NIGERIA

LAWANI SUNDAY

DEPARTMENT OF PAINTING, SCHOOL OF ART AND INDUSTRIAL DESIGN,
AUCHI POLYTECHNIC,

MUSA TIJANI

DEPARTMENT OF SCULPTURE, SCHOOL OF ART AND INDUSTRIAL DESIGN,
AUCHI POLYTECHNIC,

OSHIOKPEKHAI MARCELLUS ALEONOKHUA

DEPARTMENT OF SCULPTURE, SCHOOL OF ART AND INDUSTRIAL DESIGN,
AUCHI POLYTECHNIC.

&

SULE RABIATU EFUEOGHENA

DEPARTMENT OF SCULPTURE, GENERAL ART AND INDUSTRIAL DESIGN,
AUCHI POLYTECHNIC.

ABSTRACT

This paper titled “Art as a toll for promoting culture and tourism in Nigeria”, attempted to examine the role of Art and culture in the development of tourism in Nigeria as well as the effectual benefits of tourism in national development and major concepts were further concisely discussed in the paper. The paper sought to motivate experts in Arts, culture and tourism to fully embrace the promotion of art, culture and the development of tourism in Nigeria. Conclusions were also drawn and recommendations advanced, part of the recommendation was that art and culture should be firmly built into primary, secondary, and tertiary schools syllabi and curricula, Government and individuals should develop recreational and tourist attraction centers.

Key words: Art, Culture and Tourism

© GSJ

Introduction

Nigeria as a nation is endowed with enormous natural and human resources. It has diverse cultural values as well as artistic practices. These unquantifiable cultural and artistic skills are yet to be tapped and fully utilized for social, economic, religious and political well being of the country and her citizens.

In the most advanced countries of the world, religions and artistic practices have been used to attract tourists to these countries. This has earned the countries huge amount of revenue and enhanced the financial status of the citizens. United States, China, Saudi Arabia, Jerusalem, Dubai, Egypt to mention but a few are some of the countries which have benefited greatly from tourism development and its effective implementation. Nigeria with diverse cultural and artistic talents seems to be lacking behind in this display and her reflection on national gross domestic product for the upliftment of tourism development. This paper intends to rekindle the interest of the talented artists and those with culture related fields to bring their expertise to the world focus by exhibiting their knowledge and skill to the public in order to attract tourists to Nigeria for the encouragement of tourism development.

Art

According to Uzoagba (1982), art is not a subject with definite limits but rather it is an aspect of mental development which is all embracing. A common definition of art is that, it is a means of self expression, expressing the inner mind in order to satisfy our sense of beauty. This will enable us immediately meet with the need which is expected to take us to a new level in life. That is to improve our situation positively, socially, emotionally and psychologically.

Wangboje (1982), defined art as a language of communication through which the students can talk about himself, about life and the people. In this view, art can be seen as a body of field of study which centers on a cumulative field.

According to Uzoagba (200), there are various branches of art. The visual arts as a generic term can be further broken into applied arts and fine arts and the dramatic arts. Artists who express their feelings or ideas in drama, Poetry, playwriting, music and dancing are said to be practicing the dramatic or theatre arts. The applied arts are also called the functional arts or commercial arts. They include textiles, ceramics, graphics, photography and furniture.

Culture

Culture is the totality of socially transmitted behaviour, patterns, arts, beliefs, institution and other products of human work and thought. Culture also consists of patterns, explicit and implicit, of and for behavior acquired and

transmitted by symbols, constituting the distinctive achievement of human groups, including their embodiments in artifacts; the essential core of culture consists of traditional ideas and especially the one that are attached to values; culture systems may, on the one hand, be considered as products of action, on the other hand, as conditioning influences upon further action. American anthropology has two definition of culture which are:

The evolve human capacity to classify and represent experiences with symbols and to act imaginatively and creatively.

1. The distinct way that people lives in different part of the world classified and represented their experiences and acted creatively, culture is a way of life of people.

In daily life, art has two main function, Non-motivated function of art and motivated function of art which covers esthetic, cultural and educational purpose. They express the accumulated wealth and knowledge of the society and status of their owner. They may have spiritual significance when use in religion ceremonies. The presence of tourist usually have an impact on the local culture, the demands for souvenirs by the tourists may increase craft and skill which have fallen out of use.

Tourism / Tourism Development

Tourism is the business of providing services to tourists. Tourism, based on the principles and good practices honed through ecotourism, could be a powerful tool that would reduce the country's dependence on oil. A socially and environmentally responsible tourism could also reduce national instability by helping to create wealth, bridge cultural differences, foster peace among the different ethnic and religion groups, and develop rural communities Adeleke,(2010).

Peace and stability are important prerequisites to tourism development. The political instability, crime, and ethno-religious disputes in Nigeria have been a major impediment to tourism development.

Benefits of Tourism

Tourism has many economic benefits for rural areas, (Frederick (1992), postulated that Tourism can be an important source of jobs for communities, especially for those that are economically underdeveloped as obtainable in Nigeria. Because jobs in the tourist industry often do not require advanced training, local residents with few skills can readily work as food servers, retail clerks, and hospitality workers. Tourism do not only offers business opportunities to local residents, but it can serve as a vehicle for marketing a place to potential residents and firms, as today's tourist may return later to retire or start a business locally.

Tourism can also enhance the quality of life. For example, tourism can serve as an important source of tax revenues for local jurisdictions. Some rural areas may be more willing to levy higher taxes on tourists because they are transitory, and, hence, may be perceived by local authorities as being more captive to user fees and other forms of taxation. This can lead to higher quality public services and lower tax rates. Tourism can also support local culture in rural areas by encouraging restoration of local and regional historic sites. Tourism, which is generally considered to be a relatively clean industry, may foster local conservation efforts.

Benefits deriving from tourism development must be balanced against potential negative effects. Increased crowding and traffic congestion may result with an influx of tourists into an area. Greater demand for local arts and crafts can also potentially lead to a lowering of the quality of these products. Tourism risks degrading natural resources in rural areas unless environmental sustainability efforts are undertaken. Many of these risks, however, can be mitigated if proper planning is employed at the outset of tourism development.

Other potential positive impact of tourism includes:

- Tourism as force for peace and tranquility
- Strengthening communities relationship
- Facilities developed for tourism can benefit residents
- Revaluation of culture and traditions

- Encourages civic involvement and pride

Travelling brings people into contact with each other and, as tourism has an educational element, it can foster understanding between peoples and cultures and provide cultural exchange between hosts and guest.

In recent years, rural tourism has gone through significant changes. What was once an activity primarily focused on usage of national parks has evolved into an area of interest now deemed to have considerable potential for rural development.

Earnings from tourism have been very low, accounting for only about three percent of all international travel to all of Africa between 1998 and 2003. The majority of Nigeria's foreign arrivals are business travelers, officials on mission, and family visits, mostly came from Western Europe, North America, South-East Asia, and neighboring West African countries. On top of these challenges, Nigeria has been crippled by the lack of accurate statistics on arrivals and departures. For any country to create a substantial international tourism industry and measure its impacts there is need to have a reliable mechanism for keeping records of inbound and outbound traffic. As Alhaji Aliyu Akwe Doma Governor of Nasarawa State, presented a tourism workshop in 2008, "Our major challenges to my mind, is first and foremost to develop our domestic tourism which is largely un-organized. This is a pre-condition to attracting foreign tourists and investors in the sector." In

recent years educated, high income earners and students in Nigeria are an increasingly important source of domestic tourism (Fakiyesi, 2008).

A Presidential Council on Tourism was set up, chaired by Obasanjo and composed of the Vice President, several ministers, and state governors. Obasanjo's determined drive to promote tourism has opened a new era starting with the establishment of a new Tourism Policy and, in 2006, a National Tourism Master Plan. In order to promote Nigeria as a tourist destination, the Ministry of Culture and Tourism organized in 2005 the first Abuja Carnival. This annual festival was dubbed "The Mother of All Carnivals" and has quickly become a major event on Africa's cultural and tourism calendar.

The government's strategy is to develop tourism clusters in each of the country's six geopolitical zones and across the 36 states. This approach is designed to provide a holistic national tourism package while directing investment into flagship tourism products with cultural and wildlife features. The government is also encouraging public-private partnership arrangements, with the government investing in basic infrastructure such as roads, water, electricity, and communications and private companies investing in accommodations and other tourism projects. Under the new arrangements, local governments and local communities are to develop projects that would positively impact the lives and living conditions of the local people.

Art and tourism

Famous cultural artifacts, such as the Eiffel Tower in Paris, the Sydney Opera House, and the Statue of Liberty in United State of America, operate as central tourist attractions, which have becoming the symbols of their respective cities. There is, however, no statistical estimate dealing with the impact of a single large-scale cultural artifact and its contribution to tourism (Landry and Bianchini 1995).

The Tourist who attends arts and cultural events tend to be motivated primarily by different factors. The choices people make about where they participate in arts and culture are influenced by their interests and personal characteristics as well as their motivations for participation. The positive impact of tourism can be linked with an increasing quality of art and number of artist for the standardization of National income. The artists hope to be able to stage exhibition and local shows, to make sales and increase their income. But it has a great effect and impact on national tourism development. Tourist who attend art exhibitions are been motivated to participate in art and culture by a desire to support organizations and events that are important to the community.

These activists also report that “cultural interest” reasons- such as wanting to experience the high quality of art learn about art and also culture. Their inclination to participates whether in art or culture, suggests that, this group is a

potential pool of active supports of arts and culture organizations. The people whose involvement can go beyond attending event such as volunteering for the organization or donating funds, e.g. grants and scholarship for artist needed to be involved with the development of tourism industries in Nigeria.

For the tourist, the artist is often what he seeks. They like the works of a specific artist and want to own a piece by him or her. Tourist in Diaspora especially those that think that is important to own paintings by an esteemed native artist. Prospective tourist is conservative in the respect that they rarely dare to buy art objects with connotative undertones, especially if it is meant as a gift. This is however appreciated if it is meant to be showcased in foreign museums.

Tourist influence on art and Culture

Influences tourists have had on art throughout the world is known and written about by many. Anthropologist, Christopher B Steiner (1994) has written on these influences on African art, the commodification and circulation of African objects in the international art market. Indigenous works of art could serve as a source for tourism attraction most especially the indigenous textile which meet could meet the need of tourist because of the because of the colours, design and motif, this has gone a long way to project Nigeria cultural heritage to the world. The tourist who attends arts and cultural events tend to be motivated primarily by different factors. The choice people make about where they participate in art and culture are

influenced by their interest and personal characteristics as well as their motivations for participation. The positive impact of tourism can be linked with an increased quality of the arts and the number of artists, and generally increase income. The artist hopes to be able to stage exhibition and local shows to make sales and increase their income.

Tourists who attend art exhibition are been motivated to participate in arts and culture by a desire to support organizations and events that are important to the community. These activists also report that “cultural interest” reasons- such as wanting to experience the high quality of the art, learn about art and culture. Their inclination to participate- whether in art and culture, suggests that this group is a potential pool of active supporters of arts and culture organizations. These are people, whose involvement can go beyond attending events to, for example, volunteering for organization of donating funds, e.g. grants and scholarship for artist

Adaptation to Tourist demands

Tourist want souvenirs, arts, crafts, and cultural manifestation, and in many tourist destinations, craftsmen have responded to the growing demand, and have changes in design of their products to bring them more in line with the new customers’

tastes. The interest shown by tourists also contributes to the sense of self-worth of artist, and help to conserve a cultural tradition, cultural erosion may occur due to the commoditization of cultural goods.

Culture and Tourism

Culture and tourism have a mutually beneficial relationship which can strengthen the attractiveness and competitiveness of destinations, regions and countries. Culture is increasingly an important element of the tourism product, which creates distinctiveness in a crowded global marketplace. At the same time, tourism provides an important means of enhancing culture and creating income which can support and strengthen cultural heritage, cultural production and creativity. Creating a strong relationship between tourism and culture can therefore help destinations to become more attractive as well as more competitive as locations to live, visit, work and invest in. Every place - community, city, state, region, or nation - should ask itself why anyone wants to live, relocate, visit, invest, or start or expand a business there. What does the place has that people need or want? What competitive advantage does this place offer that other do not? The Rio authorities used the high-profile summit between heads of state and government of Latin America and the Caribbean and the European Union Show off its new “*Favela-Bairro*” project, which brought basic city services into the “*favelas*”. As well as raising the city’s public profile, it lifted the spirits of the

carioca's (local people from Rio) living in the “*favelas*.” the city also used the event as an opportunity to undertake a major renovation of its tourist sites and waterfront. Instead of using a convention centre on the outskirts of town, Rio decided to put the summit in long-ignored Museum of Modern Art in heart of the city. The city renovated the museum, including painting a big colorful mural on the outside wall and restarting its long-disused fountain. Also, the well known Copacababa and Ipanema Beaches were returned to pristine condition. Rio's facelift attracted tourist and business interest, which brought money into the city. The renewed attitude to the city's poor, as well as the regeneration of their city, was not only well broadcast using the European Union summit as a spring board, but also engaged the local people with the authorities and raised pride and employment (OECD, 2008). Almost everything matters for competitiveness. The school, the roads, the financial markets, the customer sophistication, among many other aspects of a nation's circumstances, are deeply rooted in a nation's institutions, people and culture (Porter, 2002). However, intervention in the relationship between tourism and culture may be difficult for some destinations for numbers of reasons. For example, in the study of cultural tourism governance in Europe, small and medium-size localities generally lack the financial and strategic resources to implement good urban governance fro sustainable cultural tourism. Missing is a cohesive guidance on how to practically manage the sector that can

potentially create an array of positive impacts in the economy as well as on a range of assets, it is therefore important to investigate the unequal distribution of economic benefits of other heritage (Paskaleve-Shapira, 2004).

Socio-Cultural Function of Art in Tourism Development

Work of art give form to fundamental beliefs and feelings they serve as conduits for culture; they are in effect culture carriers. Such works make a significant contribution to transmitted ideas, values and attitudes from person to person and from generation to generation. Examples of these dynamic roles for art range from pre-colonial or “traditional” art from Africa to Gothic cathedrals. Beliefs in the mystical; and all powerful role of natural forces or in the possibility of an immortal existence in paradise would be extremely difficult to communicate without such works. Art forms are essential to engaging in the rituals that serve as the ingredients required to nature and sustain any society. Works of art are significant players in the evolution of culture since they contribute both to cultural continuity, through innovations in forms and techniques to cultural change. An excellent example of this phenomenon is the bent plywood chair developed by Charles Eames in the 1940’s. However, to benefit from its many functions and to participate fruitfully either in producing art or in responding to its complexities, skills, and sensibilities must be cultivated.

How Does Art Contribute to Learning about the Past and other Cultures?

It is becoming highly historical and cultural that literacy is greatly facilitated by studying the art of the world, cutting across both cultures and time. By being exposed to images associated with various cultural contexts and period of history, our understanding is maximized. Concepts and phrases as diverse as Paleolithic and Neolithic societies, tribal's, Pharaonic culture, classical ideals. Moslem and Christian values, medieval spirituality, Eastern monasticism asceticism, royalty and aristocracy would be vague indeed without the existence of relevant images that convey something of their character and substance. Such images are embodied in works of art that have been created within almost every known human society covering a span of some 50,000 years. Our understanding of ancient civilizations and tribal societies, as well as historical periods in the East and west, such as Dynastic China, Medieval Europe and the Renaissance, is greatly facilitated through the images present in relevant works of art. Significant works of art not only reveal something of the physical character and the dominant social values of the period or culture in which they were produced, they also convey or transmit a “feeling” for the culture or period.

Recommendations

- Tourism based subjects in the primary and secondary schools are strongly recommended.
- Ministry of culture and tourism should take a cue from established tourist conglomerates around the world and consolidate on local successes such as that of Tinapa in Calabar.
- Sensitization and enlightenment program should be initiated by corporate organization both governmental and non-governmental on best tourism global practices such as basic foreign etiquettes.
- Standard pricing techniques for art works should be imbibed by practicing artist.
- Attractive packaging should be established as this greatly increases marketability of such products.
- International laws on customs viability of some materials used for making artifact must be at the finger tips of all stake holders e.g. products based on endangered species are prohibited by law and in most cases repugnant to potential tourist.
- Language being an integral part of the indigenous peoples culture, should be promoted but with great consideration for those of other tongue.

Conclusion

This paper highlights the positive effects art and artists bestow on tourism and subsequently on the national gross domestic product (GDP) and benefits of enlightenment of the Nigerian people and government in this direction. These benefits, however, extend beyond monetary gains and reflect on pride of mother land.

© GSJ

Reference

- Adeleke, B.O. (2010). *Article on Peace and Tourism in Nigeria*. Retrieve 21 June 2010. (Center for Responsible travel Washington DC and Standard University publisher)
- American Heritage Science Web Dictionary. Retrieve 20 June 2010 Available: (www.infors-ht.com/multifors)
- Awantefe, (2008). *Tourist Characteristics*. Retrieve 21 June 2010 Available: (http://www.responsibletravel.org/resources/documents/reports/TPhil_Conference_Nigeria.pdf)
- Egonwa, O.D (1991). *African Art A Contemporary Source Book: Benin City*. Osasu publisher.
- Fakiyesi, (2008). *Economic Acceleration*. Retrieve 21 June 2010 Available: (http://www.responsibletravel.org/resources/documents/reports/TPhil_ConferenceNigeria.pdf)
- Journal of Aesthetic Education, Vol. 1, No. 1. Retrieve 20 June 2010 Available: (<http://www.jstor.org>).
- Uzoagba, I.N (2000). *Understanding Art in General Education the importance of Art Education African- Fep Publisher (Nig) Limited*
- Wangboje, S.I (1989). *A Text on Art For Junior Secondary Schools. Value of Art*. Evans Brothers. (Nigeria Publisher Limited).
- World Tourism Organization. Retrieve 19 June 2010 Available: (www.anpad.org.br/bar).