

CULTURAL TOURISM IMPACT ON COMMUNITY DEVELOPMENT: A STUDY OF SELECTED COMMUNITIES IN AKWA IBOM STATE OF NIGERIA

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ABSTRACT	KEYWORDS
<p>This study examined the relationship between cultural tourism and community development of selected communities in Akwa Ibom State, Nigeria. The study adopted a cross-sectional survey of quasi-experimental research design. The study population considered were tourists that visits the attractions sites in the communities and the sample size of 384 was determined using Freund and William sample size determination method while statistical analysis was conducted with Pearson’s product moment correlation with the aid of SPSS. The study revealed that cultural tourism has a significant correlation with community development. The study recommended that communities should harness their cultural resources and package them for commercial purposes capable of attracting tourists to significantly contribute to both the economic and social development of their communities</p>	<p>Cultural Tourism, community development, economic development, social development, cultural festival, Ancient artefacts</p>

1. Introduction

Cultural tourism refers to the practice of travelling to a destination primarily to experience its cultural heritage and attractions. This type of tourism involves activities such as visiting museums, historical sites, festivals, and events that celebrate the culture and traditions of the destination (Richards, 2019). Cultural tourism is a rapidly growing sector of the tourism industry and has become an important source of income and employment for many destinations around the world (Getz & Page, 2016). Cultural tourism can have significant economic benefits for destinations, as it generates revenue through the sale of cultural products and services such as handicrafts, food, and souvenirs (Wearing & Neil, 2018). Furthermore, cultural tourism can create employment opportunities for local communities, as visitors often require guides, transportation services, and other support services during their travels (Richards, 2019). This, in turn, can help to stimulate local economies and promote sustainable development (Getz & Page, 2016).

Cultural tourism can also have important social and cultural benefits. It can help to promote intercultural understanding and appreciation, as visitors learn about the customs, traditions, and history of the destination (Richards, 2019). This can help to break down stereotypes and promote cultural exchange and dialogue (Wearing & Neil, 2018). Additionally, cultural tourism can contribute to the preservation and promotion of cultural heritage, as it provides a source of funding for the maintenance and restoration of historical sites and museums (Getz & Page, 2016).

However, there are also challenges associated with cultural tourism. One of the main challenges is the risk of over-commercialization and the loss of authenticity of cultural products and experiences (Richards, 2019). There is a fine balance between commercialization and preservation, and it is important for destinations to manage their cultural resources carefully to avoid damaging the very assets that attract visitors (Wearing & Neil, 2018). Additionally, cultural tourism can also have negative impacts on the environment and local communities if it is not managed responsibly (Getz & Page, 2016).

Cultural tourism is an important and growing sector of the tourism industry. It can have significant economic, social, and cultural benefits for destinations and communities, but also presents challenges that need to be managed carefully. To maximize the benefits and minimize the negative impacts of cultural tourism, it is important for destinations to adopt sustainable tourism practices and work with local communities to manage their cultural resources responsibly.

2. Theoretical and Literature Review

As a supplement to this line of research, the useful resource base view of the community Barney, (1991) contends that a community development is a characteristic on how they bundle their cultural merchandise to please the teeming travelers coming in. This theory explains that there should be a base or platform that development is built. When cultural resources are pulled together and given business color, it's going to assist form a base to attract cultural travelers for the development of the community and the community in flip will take gain of the financial, social advantages introduced in via travelers. For this reason, the proposition of aid primarily based view idea asserts that economic gain is derived from powerful and green corporation, presentation and utilization in their cultural assets or merchandise.

Cultural tourism is a subset of tourism concerned with a rustic's or regions culture, especially the existence style of the humans in that specific geographical region. The records of the people, their arts, structure, religion and other component in their existence style well-known shows what cultural tourism is all approximately - (en.m.wikipedia.org). Cultural tourism can be found out from museums and theatres in urban areas and rituals and festivals in rural regions. It's far a extra optimal aspect of popular tourism due to the fact the ones in cultural tourism are greater inclined to spend and for this reason becoming more famous and appropriate. It's far agreed that it plays a very good sized function in nearby development; (OECD 2009).

Ritchards (1996) defined it as the movement of humans to cultural points of interest faraway from their regular locations of residence with the motive of accumulating new records and enjoy to satisfy their cultural wishes which may additionally imply solidification of 1's cultural identity. Cultural tourism, consistent with Nwidum (2007), is expected to foster community financial growth via growth in community sales and, at a basic stage, foster development inside the people's well-being in the areas of activity creation, sales/profits distribution and balanced local development.

2.1 Cultural Festival

Cultural festival is an event typically set through a nearby community. It centers on a few unique aspects of that community. It's far a set of activities and practices designed to create and sell peace & harmony and to entertain the humans of host community and invited guests from other communities. Among many faiths, a feast is a set of party in honour of God or gods. A banquet and festival are traditionally inter-related. Cultural gala's of many sorts serve to fulfill precise desires in addition to to offer entertainment. These types of celebration offer a feel of belonging to spiritual, social, or geographic agencies. Cultural fairs additionally remind people of their traditions and in recent times also help in uniting households and groups, Odunayo (2011). There are various kinds of cultural fairs in the Akwa Ibom, though a few might also have non secular origin, others have a few cultural importance. Also, certain human beings celebrate their very own fairs to mark a few good-sized events in their records.

2.2 Ancient Artifacts

A few of the folks that live in Nigeria are the Yoruba, the Ibibio, the Ogoni, the Edo, the Benin, the Ekoi, the Ighala, the mumuye, and the Igbo. Every organization produces a extraordinary artwork form. Possibly the maximum well-known bureaucracy from Nigeria are the ones produced by way of the ancient Nigerian Ife and Benin civilizations, however that Ibibio's are famously acknowledged. Cultural artefact are tangible attributes of a set or society that are inherited from past generations, maintained in the gift and bestowed for the gain of future generations. Artifacts are part of the look at of human history because they provide a concrete basis for ideas, and can validate them. Their maintenance demonstrates reputation of the necessity of the past and of the things that tell its story. (Thomas, 1998). Telfer (2009) found that preserved cultural items also validate reminiscences and festive instances are the times to show case these cultural objects and divulge their community culture to the traveller and to the sector at massive with the assist of awareness advent via various media.

2.2 Community Development

The idea of community development is explored in phrases of participation, empowerment and community capacity as they associated with tourism development (Telfer & Sharpley, 2008). Community development can be visible as constructing social capital for collective advantages. community development goals to growth citizens' participation in their community. In community development, emphasis is located on community as a social machine, bounded by way of geographical place or common hobby (Weaver, (2010). community development is connected to community capability constructing through a shared cognizance to a collective participatory force (Williams, 2004). Community development is undertaken to strengthen or construct community courting and give a boost to systems which have become fragmented (Yan, 2004). According to Timothy (2002) community development helps local community citizens to pick out unmet wishes. It seeks to build ability with the aid of enhancing ability and knowledge for individuals and the community as an entire (Timothy, 2002).

2.2.1 Economic Development

Economic development through tourism refers to the use of tourism as a means of boosting economic growth in a region or country. Tourism has been recognized as one of the fastest-growing industries in

the world, with the potential to contribute significantly to a country's economy (World Tourism Organization, 2019). This essay will explore the economic benefits of tourism, including job creation, foreign exchange earnings, and diversification of the economy.

One of the most significant economic benefits of tourism is job creation. The tourism industry is labor-intensive and requires a range of skills, from hospitality to transportation. According to the World Travel and Tourism Council (2019), the tourism industry supports 330 million jobs globally, accounting for 1 in 10 jobs worldwide. In developing countries, tourism has been shown to create jobs for people with limited education and skills (Blanke & Chiesa, 2013). This can help reduce poverty and increase the standard of living for local communities.

Another economic benefit of tourism is foreign exchange earnings. Tourism is a major source of foreign exchange earnings for many countries, particularly those with attractive tourist destinations. According to the United Nations World Tourism Organization (2019), international tourism receipts amounted to US\$1.5 trillion in 2018, representing 7% of global exports. This revenue can be used to fund critical infrastructure projects, such as roads, airports, and public services, which can further boost economic development.

Furthermore, tourism can contribute to the diversification of a country's economy. Over-reliance on a single industry, such as oil or agriculture, can make a country vulnerable to external shocks and economic downturns. By developing the tourism industry, countries can diversify their economies and reduce their dependence on a single industry (Blanke & Chiesa, 2013). This can lead to more stable economic growth and increased resilience to external shocks.

However, it is important to note that the benefits of tourism are not automatic and depend on a range of factors, including the level of investment in the industry, the quality of infrastructure and services, and the effectiveness of policies and regulations (WTTC, 2019). In addition, tourism can also have negative impacts, such as environmental degradation and cultural commodification (Blanke & Chiesa, 2013). Therefore, it is important to develop sustainable tourism practices that minimize negative impacts and maximize economic benefits (United Nations, 2015).

In conclusion, tourism can be a powerful tool for economic development, creating jobs, generating foreign exchange earnings, and diversifying the economy. However, it is important to implement policies and practices that ensure the benefits of tourism are distributed equitably and that negative impacts are minimized. By doing so, countries can harness the potential of tourism to drive sustainable economic development.

Social Development

Social development through tourism refers to the positive impact that tourism has on the social and cultural aspects of a destination. This impact can be seen in various areas, including economic development, infrastructure development, preservation of cultural heritage, and improvement of local communities' quality of life. In recent years, social development through tourism has become an increasingly popular area of research as scholars and practitioners have recognized the importance of tourism as a tool for sustainable development.

One of the primary ways that tourism contributes to social development is by generating economic benefits for local communities. According to Gursoy et al. (2019), tourism can create jobs, increase income, and stimulate economic growth in destinations. This can have a significant impact on the quality of life of local residents, as it provides them with new opportunities for employment and

income. In addition, tourism can help to diversify the local economy, reducing dependence on a single industry and creating more stable and sustainable economic growth (Gursoy et al., 2019).

Tourism also has the potential to contribute to infrastructure development in destinations. As visitors demand better facilities and amenities, local governments and businesses may invest in infrastructure upgrades such as transportation, water supply, and waste management (Zhang et al., 2020). This not only improves the quality of life for local residents but also makes the destination more attractive to tourists, leading to a positive feedback loop of economic and social development.

Another way that tourism contributes to social development is through the preservation of cultural heritage. As visitors come to appreciate the unique cultural traditions and historical landmarks of a destination, they may help to support their preservation and restoration (Poria et al., 2019). This can include the protection of cultural sites, the promotion of local art and craft industries, and the development of cultural tourism products that showcase the destination's heritage. By preserving cultural heritage, tourism can help to strengthen local identity and promote community pride.

Finally, tourism can contribute to the improvement of local communities' quality of life. This can take many forms, such as the creation of public spaces, parks, and recreational facilities that are accessible to all residents (Zhang et al., 2020). Tourism can also contribute to social and cultural events, which provide opportunities for community members to interact and share their experiences with visitors. These interactions can foster a sense of community and promote mutual understanding between residents and tourists.

Social development through tourism is a multifaceted process that can have significant positive impacts on local communities. By generating economic benefits, contributing to infrastructure development, preserving cultural heritage, and improving local residents' quality of life, tourism can play an essential role in sustainable development. As such, policymakers, practitioners, and researchers should continue to explore ways to maximize the positive social impacts of tourism while minimizing any negative effects.

2.3 The Relationship Between Cultural Tourism and Community Development

Brownson (2022) tested innovative tourism and enterprise development in Akwa Ibom country. A total of 192 entrepreneurs have been investigated. The findings found out that creative tourism dimensions consisting of traditional events give rise to monetary increase inside the nation.

Okonkwo and Oguamanam (2013) investigated traditional crafts and tourism development and promoting in Etim Ekpo nearby government in Akwa Ibom, Nigeria. The study pattern 123 traditional craft makers. The findings of the look at showed a high-quality and good sized relationship among conventional crafts and monetary performance of groups in the state

Zadel and Bodgan (2013) investigated the economic impact of cultural tourism. The students recognized cultural events and commercialization of conventional arts as a catalyst of enjoying monetary profits of cultural tourism

Borg et al did a observe at the impacts of cultural events on the economic development of nearby communities. The become a conceptual investigation that sought to study cultural tourism attributes and how they could translate to sustainable monetary growth. The researchers concluded that tradition and its attributes can be packaged, branded and positioned as a visitor product and thereby permitting groups to earn from tourists expenditures

Doglas and Rizzo (2017) performed a observe on economics of cultural tourism and that they asserted that cultural activities, ancient artefact, historic monuments and other cultural properties of tourism can be used as financial tool to initiate social and monetary prosperity

3. Methodology

The research design adopted for this study is the cross-sectional type of quasi-experimental design. The survey research design was adopted because of the nature of the study which required to elicit audience responses with a purpose to determine their stage of information on cultural tourism. The questionnaire contained a breakdown of the fundamental studies questions, which in flip, generated records computed to test the research hypotheses. The population of the study is unknown. A sample size of 384 was obtained by the use of Freund and Williams (1986). A convenience sampling approach became adopted. The based questionnaire become adopted to acquire records from the respondents inside the Uyo city. The questionnaire became made from four points Likert scale (SA-SD). For each variable, there had been(items/factors) which were deployed maintaining in view the questionnaire filling tradition and understanding of the population. A complete of 384 copies of questionnaire were distributed to the travelers in Uyo metropolis. Hypotheses testing was accomplished by the use of Pearson's product coefficient and analysed using SPSS imaginative and prescient 22.0 version. The reliability coefficient of questionnaire used was .94% and this changed into measured the usage of Coefficient of Reprehensibility.

Results and Discussion of Findings

4. Test of Hypotheses and Discussion of Findings

HO₁ There is no significant relationship between Cultural Festival and Economic Development

HA₁: There is significant relationship between Cultural Festival and Economic Development

The Pearson Correlation Coefficient is zero.838, and the P. Fee (2-tailed) is zero.000, as seen in the

		Cultural Festival	Economic Development
Cultural Festival	Pearson Correlation	1.000	.838**
	Sig. (2tailed)	.	.001
	N	300	300
Economic Development	Pearson Correlation	.838**	1.000
	Sig. (2-tailed)	.001	.
	N	300	300

**. Correlation is significant at the 0.01 level (2-tailed).

above result. We reject the null hypothesis and be given the alternative speculation because the P-value of zero.000 is much less than 0.05. This shows that Cultural pageant and financial development have a sizable hyperlink. The coefficient of dedication ($r^2 = 0.70$) indicates that the cultural festival debts for 70% of economic development, leaving 30% to different factors. A significant hyperlink is found out by way of the widespread fee of 0.000 ($p < 0.05$). This finding has the same opinion with the findings

of Brownson (2022) whose examine showed an innovative tourism dimensions which includes traditional activities supply upward thrust to financial growth in the nation

HO₂ There is no significant relationship between Cultural Festival and Social Development

HA₂: There is significant relationship between Cultural Festival and Social Development

The Pearson Correlation Coefficient is 0.807, and the P value (2-tailed) is 0.000, as seen in the above result. We reject the null hypothesis and accept the alternate hypothesis since the P-value of 0.000 is less than 0.05. This suggests that Cultural Festival and social development are linked in some way. According to the coefficient of determination ($r^2 = 0.50$), Cultural Festival of service providers

Correlations

		Cultural Festival	Social Development
Cultural Festival	Pearson Correlation	1	.807**
	Sig. (2-tailed)		.000
	N	300	300
Social Development	Pearson Correlation	.807**	1
	Sig. (2-tailed)	.000	
	N	300	300

**. Correlation is significant at the 0.01 level (2-tailed).

accounts for 50 percent of social development, leaving 50% to other factors. A substantial link is revealed by the significance value of 0.000 ($p < 0.05$). Based on that, the null hypothesis was rejected. This finding agrees with the findings of Zadel and Bodgan (2013) whose study showed a direct significant impact of Cultural Festival on social development.

HO₃. There is no significant relationship between Ancient Artefacts and Economic Development

HA₃. There is significant relationship between Ancient Artefacts and Economic Development.

Correlations

		Ancient Artefacts	Economic Development
Ancient Artefacts	Pearson Correlation	1	.840**
	Sig. (2-tailed)		.000
	N	300	300
Economic Development	Pearson Correlation	.840**	1
	Sig. (2-tailed)	.000	
	N	300	300

**. Correlation is significant at the 0.01 level (2-tailed).

From the result above, Pearson Correlation Co-efficient is 0.291 while P. value (2-tailed) is 0.000. Since P-value of 0.000 is less than 0.05, we therefore reject the null hypothesis and accept the alternative hypothesis. This implies that there is weak relationship between Ancient Artefacts and

economic Development. The coefficient of determination ($r^2 = 0.70$) indicates that 70% of Economic Development can be explained through Ancient Artefacts from host communities, leaving 30% to other factors. The results of hypothesis two contradicted those of Borg et al, (2018) who claimed in his thesis that there is a substantial relationship between Ancient Artefacts and societal developments.

H_{04} There is no significant relationship between Ancient Artefacts and Social Development

HA_3 There is significant relationship between Ancient Artefacts and Social Development

Correlations

		Ancient Artefacts	Social Development
Ancient Artefacts	Pearson Correlation	1	.879**
	Sig. (2-tailed)		.000
	N	300	300
Social Development	Pearson Correlation	.879**	1
	Sig. (2-tailed)	.000	
	N	300	300

**. Correlation is significant at the 0.01 level (2-tailed).

The Pearson Correlation Coefficient is 0.789, and the P value (2-tailed) is 0.000, as seen in the above result. We reject the null hypothesis and accept the alternate hypothesis since the P-value of 0.000 is less than 0.05. This suggests that Ancient Artefacts and Social Development have a strong link. Ancient Artefacts is responsible for 77 percent of Social Development leaving 23% to other factors, according to the coefficient of determination ($r^2 = 0.77$). There is a significant link when the significant value is 0.000 ($p < 0.05$). This conclusion is consistent with Doglas and Rizzo (2017), who asserted that cultural events, ancient artefact, historical monuments and other cultural properties of tourism can be used as economic tool to provoke social and economic prosperity

Conclusion

Cultural tourism can have a significant impact on community economic and social development, and this impact can be both positive and negative. One of the main economic benefits of cultural tourism is that it can create jobs and generate income for local businesses. Tourists who visit a destination for its cultural attractions are likely to spend money on local goods and services such as food, accommodation, transportation, souvenirs, and entertainment. This can help to stimulate economic growth and development in the community, particularly in areas that are less developed or have limited economic opportunities.

Cultural tourism can also help to preserve and promote local culture and heritage. By showcasing their unique cultural assets to tourists, communities can raise awareness and appreciation of their traditions, customs, and history. This can help to foster a sense of pride and identity among locals, and encourage them to preserve and protect their cultural heritage.

In addition to economic benefits, cultural tourism can also have important social benefits for communities. By bringing people from different cultural backgrounds together, cultural tourism can promote cross-cultural understanding and dialogue, and help to break down stereotypes and prejudices. This can lead to increased tolerance and respect for diversity, and contribute to the development of more inclusive and cohesive societies.

However, there are also some potential negative impacts of cultural tourism on community economic and social development. For example, if cultural tourism becomes too commercialized or exploitative, it can lead to the commodification of local culture and the loss of authenticity. This can undermine the social and economic benefits of cultural tourism and create tensions between tourists and locals.

In conclusion, cultural tourism can play an important role in community economic and social development by generating income, promoting local culture, and fostering cross-cultural understanding. However, it is important to manage cultural tourism in a responsible and sustainable way to ensure that the benefits outweigh the potential negative impacts.

Recommendation

Through the extant review of literature in this study, it is safe to say that tourism has numerous potentials that can benefit any community that intentional about developing it natural resources for that purposes. And the finding revealed a strong relationship between cultural tourism and community development. Going by this, this study recommends that communities should package their cultural resources for tourism commercialization as doing this will avail them the opportunity to economically and socially take advantage of the potentials of tourism

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