



CULTURAL TOURISM AND RESIDENTS' QUALITY OF LIFE IN BAYELSA STATE, NIGERIA.

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Article history:	Abstract:
Received: 6 th November 2022 Accepted: 6 th December 2022 Published: 6 th January 2023	This study was carried out primarily to investigate the relationship between cultural tourism and sustainable development in Bayelsa State. The specific objectives of the study were to; i. Assess the relationship between Artifacts Presentation and Residents' Quality of Life, ii., Ascertain the relationship between Historical Sites/Monuments and Residents' Quality of Life. The population of study was known (based on census data()). Consequently, the sample size of 400 determined using Taro Yamane formula for sample size determination from a finite population. Primary data was utilized in the study. Primary data were collected a well-structured questionnaire and administered to the residents of three local government areas (Brass, Ogbia and Nembe) in order to achieve true representation in Bayelsa State. The questionnaire was validated through face and, content validity. Statistical tools for data analyses included descriptive analysis and Simple Regression Analysis. Major findings showed that artifacts presentation and Historical Sites/Monuments had positive and significant relationship with residents' quality of life in Bayelsa State. The study concluded that effective marketing of cultural tourism engenders sustainable development. It was therefore recommended that the Bayelsa state government of Nigeria is should establish Bayelsa State Destination Marketing Management Organization (DMMO) in consultation with tourism stakeholders in the State, the DMMO should be strengthened with the tourism management experts and budgetary allocations to promote efficiency, and the DMMO should make efforts towards marketing the cultural tourism products in the state

Keywords:

INTRODUCTION

Tourism remains one of the most prominent and rapidly expanding business sectors in the contemporary global economy. This sector is essential for bolstering a nation's economy since it increases the country's gross domestic product, creates jobs, and attracts foreign direct investment. An increase in the number of tourists improves the economies of the countries, notably in terms of employment opportunities and the quality of life for the population as a whole. In African nations such as Kenya, Uganda, Seychelles, and South Africa, as well as Asian nations such as Saudi Arabia, Qatar, and the United Arab Emirates, and European nations such as France, Greece, and Italy, tourism is a substantial contributor to the national economy (Manzoor, et al., 2019).

However, in Nigeria especially in Bayelsa East Senatorial District with great tourism potentials, the tourism sector is undeveloped and does not generate substantial revenues despite the enormous potentials of the sector. Bayelsa East Senatorial District is endowed with so much tourist attractions. Brass Local Government is home to beautiful Atlantic Ocean beaches, the graves of British soldiers killed in the Nembe-British War of 1895, the Residence of Mungo Park, the Akassa Slave Transit Camp and Tunnel, the Akassa Wildlife Forest, and the Old Consulate Buildings, while Nembe Local Government is home to the Marble Monument of Late Chief Christopher Iwowari, the Statue of Late King Ockiya Mausoleum at Ogbolomabiri and the Ancient Nembe War Canoe Regatta; while Ogbia Local Government is the home of Oloibiri Oil Museum where petroleum was first discovered in West Africa. All these and several other beautiful sites are left fallow by the State and Federal governments.

This failure to develop the sector may have been as a result of corruption, insecurity, overdependence on revenue from oil and gas or lack of seriousness by government. As noted by Jemirade (2021), by neglecting the enormous tourism potentials, the government seems not to be serious about tourism rather concentrating only on oil revenue. Another reason for poor tourism development in Bayelsa East Senatorial District is the fear that it may cause more disruptions in host communities. It is also possible that it will be unpleasant in a lot of places, which may push inhabitants to relocate. The extra traffic that more visitors create may make it more difficult for residents to go about their normal daily business. In a similar vein, locals run the risk of having their sources of income taken away by outside foreign investors. However, despite the several suggestions given by management scholars on how to ensure community development through cultural tourism, it is pitiable that the problems still persist. Hence, this study sought find-out how Cultural Tourism will influence Community Development in terms of residents' quality of life in Bayelsa East Senatorial District of Bayelsa State, Nigeria.

Aim and Objectives of the Study

This study aims to ascertain the relationship between Cultural Tourism and Community Development. Specifically, the Objectives are to:

- i. Assess the relationship between Artifacts Presentation and Residents' Quality of Life.
- ii. Ascertain the relationship between Historical Sites/Monuments and Residents' Quality of Life.

Research Hypotheses

From the Research Questions stated above, the Null Hypotheses are hereby formulated in their null structures:

H0₃: There is no significant relationship between Artefacts Presentation and Residents' Quality of Life .

H0₄: .There is no significant relationship between Historical Sites/Monuments and Residents' Quality of Life.

REVIEW OF LITERATURE

Theoretical Review

Modernization Theory - Talcott Parsons (1902-1979): The modernization hypothesis was initially developed by the late Harvard sociologist Talcott Parsons, having been influenced by the ideas that were presented by the German sociologist Max Weber. The modernization theory specifically described the process by which culture of a people became more contemporary (Sharpley, 2022). It thus expands tourism through the perspective of tourism by focusing on the consequences of visitor increase at destinations through the instrumentality of commercialization, challenges to authenticity, and social change. However, one of the short comings of the theory is that it provides very little bases for criticisms of the effects of tourism development and marketing. From the perspective of the commodification of cultural tourism assets of a people, the residents of such a destination could enhance their quality of life. It is on the basis of the foregoing that this theory underscores or anchors this study.

CONCEPTUAL REVIEW

Cultural Tourism

Craik (2005) defined cultural tourism to entails individualized travel to other cultures and locations for the purpose of gaining knowledge about the people, way of life, history, and arts of those places in a manner that faithfully represents both those cultures and the historical contexts in which they existed. In addition, cultural tourism is a subset of tourism that focuses on highlighting the artistic, historical, or cultural aspects of a location, in addition to the encounters and activities that provide visitors the opportunity to comprehend and value the way of life that is prevalent in that area. This kind of tourism is managed with input from the community at large and places an emphasis on preserving the natural surroundings and cultural traditions of the destination (Johnson, 2014). Csapo (2011), cultural tourism explained that cultural tourism may be broken down into the following categories:

Artefacts Presentation: An artefact is an item that was created or given form by people, such as a tool or a work of art. Most often, an artefact is a piece of property that interests archaeologists. The phrase "item recovered by archaeological endeavours," which may be a cultural artefact with cultural relevance, has taken on specific subtlety in archaeology. Artefact is the umbrella word used in archaeology. In museums, the corresponding broad phrase is often "item," whereas "piece of art" or a more precise term like "carving" may be used in art history. Any of these names may be used to refer to the same item in different contexts, but we'll use more precise terminology when referring to particular objects or groups of similar things. Due of the broad range of forms and sizes that artefacts come in, it is simple to confuse ecofacts and characteristics with them. The processes that have worked on them throughout time may be used to assess their ability to exist in a range of environments. Numerous different sorts of studies are performed on artefacts in order to analyse them and learn more about them. However, the taking and acquisition of artefacts complicates the process of studying relics via scientific archaeology, which prompts ethical debate. One such artefact is a brass head that was discovered in the woods at Opume in the Bayelsa East Senatorial District's Ogbia local government region.

Monuments and Important Historical Locations: A location that has received formal designation as a historical site is one where elements of political, military, cultural, or social history have been preserved due to its importance as cultural heritage. In general, legislations are in place to protect historic sites. Any building, setting, location, or construction that has historical significance on a local, regional, or international scale qualifies as a historic site. This often means that the place must be at least fifty years old.

Most things are preserved because of the cultural heritage value they have, which is seldom ever recreated once it has been lost. A historic site is defined as "the location of a significant event, a prehistoric or historic occupation or activity, or a building or structure, whether standing, ruined, or vanished, where the location itself possesses historic, cultural, or archaeological value regardless of the value of any existing structure" (US-National Register Bulletin, n.d.). Some historic landmarks even identify the local History is often included in museums that are connected to memorials of public atrocities, as is the case with the Oklahoma City National Memorial & Museum. These museums are comparable to those that are devoted to public offenses.

Examples of historical locations and monuments that may be found in Bayelsa East include the following:

Quality of Life (QOL)

Quality of life describes the degree to which a particular individual is comfortable, healthy and the person's ability to participate in or enjoy life events.

The standard indicators of quality of life consist of employment, wealth creation, mental and physical health, social belonging, education, the environment, recreation and leisure time, security and freedom, safety, and religious belief. In the context of tourism development, marketing and management, it is expected that residents' of a tourism destination will enhance their quality of life from tourism activities.

EMPIRICAL REVIEW

Relationship between Cultural Tourism and Residents' Quality of Life

Fariborz (2011) investigated the ways in which tourism influences the standard of living in Shiraz. His findings revealed that tourism contributes to an improvement in the citizens' quality of life. It was also ascertained in the study that the most significant relationship was found to exist between tourism and mental health, the wellbeing of communities, income, and employment. The results of this research will help in the formation of policies for the strategic development of tourist attractions; nonetheless, it is considered that tourism has the least beneficial effect; on quality of life in terms of health and safety.

Abolfazl et al. (2018) conducted a study at Meshkinshahr to ascertain the effect of tourism on quality of life. It also examined the popularity of the tourist site as a desired tourist destination. A descriptive approach was used for the study while structure questionnaires were used as the survey instrument. The validity and reliability of the survey were checked using content validity and Cronbach's Alpha in SPSS Version 24. The results of their showed that the dependability of the tourist effects scale are 0.85, which indicates that the sample is valid overall. According to the results of the poll, the standard of living in the city is not very high. The villagers continue to show their support for the increase of tourism despite the fact that they believe it will have an impact, both good and bad, on the quality of life they now enjoy.

Kim (2002) investigated the influence that tourism has on the standard of living of people living in the Turkish province of Van. Because of the favourable effects that the tourist industry has on the local economy, residents have great hopes for the sector. A study with a sample size of 351 people was carried out with the purpose of determining the effect that tourism has on the quality of life in Van. The results suggest that tourism's economic and cultural benefits have a beneficial influence on the material and cultural well-being of the people. This is implied by the fact that the impacts have been positively evaluated. Also, Puczko and Smith's (2011) found that there is a positive relationship between tourism and quality of life. Residents in rural areas have the potential to enhance their level of life via commerce when festivals and other cultural events are held in their communities.

Relationship between historical sites/monuments and Residents' quality of life

Historical site/monuments are part of cultural tourism products which attracts tourists to host communities. The influxes of tourist to such sites contribute significantly to quality of life of the residents. Due to the presence of these tourism products, facilities and amenities are provided for the comfort of visitors and promotion of such destination thereby making the residents to benefit also from the amenities which in turn improve their quality of life. Ollor and Igiagia (2018) investigated cultural tourism and infrastructural development in Yenegoa, Bayelsa State, Nigeria. The relationship between electricity and heritage tourism was examined using SPSS. The result of P-value of 0.040 and alpha value of 0.05 was recorded. The findings revealed the existence of a significant relationship between heritage tourism and electricity in Yenegoa and suggested that more investment should be put into the provision of social amenities like electricity to further boost tourism activities which will ultimately lead to improved quality of life of residents.

RESEARCH METHODOLOGY

Research Design: Research design describes the methods and tactics applied to collect data vital to assessing the study issue (Kumar, 2020). The two fundamental kinds of research designs are experimental and quasi-experimental. The quasi-experimental design was followed for this study. This is appropriate because the respondents (entrepreneurs) are outside the control of the researcher (Pawar, 2020). However, based on time horizon, the cross-sectional survey design is followed because data was collected at single point in time (Gitlin & DePoy, 2013).

Population of the Study: A study population is made up of identifiable similar elements in a group selected for the study. (Zohrabi 2013; Walliman 2011) defined research population as all people or objects who could be included in a survey. The population of study consists of all adults in Bayelsa East Senatorial district. The study relied on Nigerian Census data from the National Population Commission (NPC). Data from NPC showed an estimated population of 736,500 people by the year 2022 for Nembe (195,000), Brass (274,100) and Ogbia (267,400) local government areas

that make up the Bayelsa East Senatorial District. Thus, the 736,500 people in Bayelsa East Senatorial District serve as accessible population of this study.

Sampling Procedure and Sample Size Determination

The selection of a representative portion of a population for the purpose of gathering information or data that may be used to an estimate of the population's overall qualities or features is the definition of sampling (Pring, 2000). In order to handle primary data in a statistically expedient manner, the researcher connected herself with the Taro Yamane formula. The reason for this connection was statistical.

$$n = \frac{N}{1 + N(e)^2}$$

Where:

- n = desired sample size
- N = finite population size
- 1 = unity and it is constant
- e = error margin (0.05)

Therefore,

- N= 736,500
- e= 0.05
- n=?

(The decision to choose a significance threshold of 0.05 is solely the researcher's discretion.)

If we use the formulas above to replace the values above, we get:

$$n = \frac{736500}{1 + 736,500(0.5)^2}$$

$$n = \frac{736,500}{1 + 736,500(0.0025)}$$

$$n = \frac{1 + 1841.25}{736,500}$$

$$n = \frac{1842.25}{736,500}$$

$$n = 399.78$$

Sample size = 400 (Approximately estimated).

The questionnaire was distributed using the multi-stage sampling technique. Saunders, Lewis, and Thornhill (2012) aver that multi-stage sampling technique is a design where more than one stage of selection is used. This is appropriate because the sample was selected from the three local government areas (Brass, Ogbia and Nembe) in order to achieve true representation. Thus, each local government serving as a stage.

Nature/Sources of Data: Data collection is the systematic process of gathering of data on the study variables through the administration of questionnaires, in-depth interview, observations, document reviews, focus group discussion, narratives and case histories. The desire of all data collection is to collect high-quality evidence that can subsequently be used in extensive data analysis to provide answers to questions (Turner, 2020).

This study used a structured questionnaire as a primary method of data collection. This method was chosen since questionnaire can be easily administered by the researcher - directly or through electronic mailing. Moreover, apart from the great flexibility in administering a questionnaire, it saves time and is cost effective (McShane, Gal, Gelman, Robert, & Tackett, 2019). In order to quickly gather the data, the researcher enlisted the services of a research assistant and collaborators to administer and retrieve the questionnaires.

Questionnaire Design: A questionnaire with 13 items was developed for the study . The questionnaire has four sections. Section A comprises 5 items about the demographic attributes of respondents; Section B has 4 indicators concerning Cultural tourism; Section C comprises 4 items about residents' quality of life.

The indicators are placed on a five-point Likert mode of 1 to 5, where 1=strongly disagree, and 5=strongly agree. A covering letter is attached to the instrument, informing the respondents on the importance of the study and assuring them that the data will be handled confidentially.

Analysis of Questionnaire

Table 1 and Table 2 below are used to analyse the questionnaire in terms of distribution and demographic profile of respondents respectively.

Table 1 Questionnaire		Questionnaire Distribution and Retrieval	
		Frequency	Percent
Distributed		399	100%
Not retrieved		89	22.31%
Retrieved		310	77.69%
Useful response		310	77.69%
Not used		-	NIL

The table above shows the distribution of questionnaire to respondents and retrieval. Three hundred and ninety-nine questionnaires were administered; three hundred and ten (310) copies (77.69%) were retrieved, while 89 (22.31%) copies distributed questionnaire were not retrieved. The three hundred and ten questionnaires were useful. Data collected from respondents were statistically treated as indicated on the table below:

Test of Hypotheses

Simple Regression Analysis

For this study, linear regression analysis was performed to relationship in the hypothesized relationships.

Decision Rule

If $PV < 0.05$ = Reject H_0
 If $PV > 0.05$ = Accept H_0

Relationship between Artefacts Presentation and Residents' Quality of Life.

H_{03} : There is no significant relationship between artefacts presentation and residents' quality of life.

Table 1: Linear Regression Analysis showing the relationship between artefacts presentation and residents' quality of life.

Table 2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.920 ^a	.846	.846	.33568

a. Predictors: (Constant), Artefacts Presentation

Table 3: ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	190.872	1	190.872	1693.927	.000 ^b
	Residual	34.705	308	.113		
	Total	225.577	309			

a. Dependent Variable: Residents' Quality of Life

b. Predictors: (Constant), Artefacts Presentation

Tables 2 and 3 provide the results of a simple regression analysis. The coefficient of correlation (r) = .792. This score indicates a positive correlation between the display of artefacts and the quality of life of residents. The positive value of the correlation coefficient indicates that there is a direct relationship between the display of artefacts and the quality of life of inhabitants.

In addition, R Square is 0.802 and R Square after adjustment is 0.682. This indicates that 68.2% of the variation in residents' quality of life can be explained by differences in the independent variables of artefact display across communities. This model is generally regarded as a "good fit" since it is able to explain over the 60% (threshold) of variation in the dependent variable: inhabitants' quality of life (Moosa & Hassan, 2015).

Table 3 shows ANOVA results which indicates that $F = 1693.927$; $pv = 0.000 < 0.05$, demonstrating a significant relationship between the display of artefacts and the inhabitants' quality of life. On the basis of these findings, the null hypothesis is refuted. Therefore, there is a significant relationship between artefacts display and the quality of life of residents. We consequently reject the null hypothesis in favour of the alternative hypothesis.

Relationship between Historical Sites/Monuments and Residents' Quality of Life

H_{05} : There is no significant relationship between historical sites/monuments and residents' quality of life hospitality services delivery capability and marketing performance

Table 4 & 5: Linear Regression Analysis showing the relationship between historical sites/monuments and residents' quality of life

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.941 ^a	.885	.884	.29054

a. Predictors: (Constant), Historical Sites/Monuments

Table 5 ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	199.579	1	199.579	2364.349	.000 ^b
	Residual	25.999	308	.084		

Total	225.577	309
a. Dependent Variable: Residents' Quality of Life		
b. Predictors: (Constant), Historical Sites/Monuments		

Tables 4 and 4 5 show the results of a simple regression analysis. The coefficient of correlation (r) is 0.9441. This score indicates a substantial positive correlation between historical sites / monuments and the quality of life of residents. The positive value of the correlation coefficient indicates a direct relationship between historical sites/monuments and the quality of life of local residents.

In addition, R Square is 0.885 and R Square after adjustment is 0.884. This indicates that 88.5% of the variation in inhabitants' quality of life can be explained by the changes in the independent variables of the historical sites and monuments present in the different towns. This model is generally regarded as a "good fit" since it is able to explain over the 60% (threshold) of variation in the dependent variable: inhabitants' quality of life (Moosa & Hassan, 2015). Table 5 of the ANOVA results also reveals that $F=2364.349$; $p=0.000 < 0.05$, demonstrating a significant relationship between historical sites/ monuments and the residents' quality of life. On the basis of these findings, the null hypothesis is countered. Therefore, there is a significant relationship between historical landmarks/monuments and residents' quality of life. We consequently reject the null hypothesis in favour of the alternative hypothesis.

DISCUSSIONS OF FINDINGS

The findings of this study are drawn from the results of the statistical analysis in the previous section. These findings are discussed hereunder.

Relationship between Artefacts Presentation and Residents' Quality of Life.

According to the findings of this study, it is apparent that the public presentation of artefacts has a favourable impact on the residents' quality of life. Specifically, there is a significant relationship between the presentation of artefacts and the quality of life of the residents ($r=.839$; $p=.000-.050$). This result is consistent with the findings of previous studies, such as the one conducted by Stastna et al. (2020) which discovered that cultural contributed substantially to the economic growth of local communities. Local businesses may be able to enjoy a higher quality of life as a result of an increase in the revenue they may generate from the sale of tourist artefacts purchased as souvenirs by the visiting tourists.

Relationship between Historical Sites/Monuments and Residents' Quality of Life

The findings of this study point to a positive relationship between visits to historical sites/ monuments and an improvement in the standard of living of the residents of the host communities. In particular, there is a robust relationship between the quality of life of inhabitants and the presence of historical sites and monuments ($r=.941$; $p=.000-.050$). This finding is consistent with findings from previous studies conducted by Stastna et al (2020); Ollor and George, (2020). A good portion of the revenue realised from the sales of ticket otherwise known as entrance fee at zoos and museums would be put into employee salaries, which results in an improved standard of living for individuals (usually residents) who are employed there (historical sites).

CONCLUSIONS

The relationship between cultural tourism and community development in Baylesa East Senatorial District has primarily been the focus of this study. The outcomes of the empirical investigations have shown that, in terms of residents' quality of life and the development of rural businesses, festivals, the presentation of artefacts, and historical sites/monuments are critical drivers of quality of life.

Both academics and industry professionals in the tourist industry will find the findings of this study to be quite relevant and beneficial. With this study's empirical evidence in hand, tourism destination stakeholders can better understand how festival exhibits, artefact presentations, and historical sites/monuments fit into the tourism product as a whole and can engender the development of the tourism sector.

RECOMMENDATIONS

- i. The government of the state, in partnership with private tourism practitioners and other key stakeholders in the industry, must form a Destination Marketing Management Organization (DMMO) whose primary responsibility would be to strategically develop and implement with programmes that would boost cultural tourism since it was confirmed to have a significant favorable impact on residents' standard of living.
- ii. When established, the DMMO should be strengthened with the collaborative effort of all tourism stakeholders in the state.
- iii. While performing its marketing role, the DMMO should embark on developing a destination marketing plan which will engender destination marketing capabilities of the state.

AREAS FOR FURTHER STUDY

The research had some limitations such as obtaining data from one geographical area and community residents in a tourism destination in a developing country, Nigeria. It is expected that future research should broaden the unit of analysis to include both domestic and international tourists who may confirm the appeal from the components of the attraction products studied.

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