

IMPROVING THE ECONOMY OF IDAH LOCAL GOVERNMENT AREA INHABITANTS USING CULTURAL TOURISM

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ABSTRACT

The aim of this research was to create an avenue to bring to the fore the potentials for cultural Tourism of the historical heritage of the Igala Kingdom especially those in Idah Local government Area, the seat of the Igala Kingdom. The procedure adopted was the production of the Digital map of the local Government Area through the fusion of remote sensing, multimedia GIS and GPS. The multimedia datasets acquired were hyperlinked on the appropriate locations on the map through the creation of a preliminary database system known as Ordinary Relational – Hypermedia Database system. For launching on the Web, a robust Database system was developed and this was named as the University of Nigeria Normal Relational – Hypermedia database system. This Database rest in postgresQL and post

Introduction:

Idah is the seat of the Igala nationhood. All sons and daughters of the Igala extraction have their roots in Idah. Before the advent of religious Islam and Christianity, the Igala people were principally worshippers in the Traditional African Religion. The Ata'Gala the paramount Ruler is considered the father of all Igalas and almost second to God. There are shrines and scenes of historic value. These monuments are of high cultural values to the people and often frequented by way of visits and religious activities by the locals. There are also

GIS. This database is capable of performing all the analytical functions of the GIS.

Keywords: *Cultural Tourism, Multimedia Gis, Gps, Ordinary, Normal, Relational- Hypermedia Database, Hyperlink, Postgresql, Postgis*

Festivals planned and arranged at specific periods each year. When these cultural monuments and festivities are mapped and advertised, the knowledge of them is enhanced and propagated. The identification of these monuments and proper packaging of same to invigorate inquisitiveness of people to frequent them is a worthy research direction. Goods and services need to be advertised or at least an awareness of them created to encourage customers to patronize them. Tourists entering Nigeria have to be aware of the available tourist scenes and how to locate such scenes must not be a challenge to them. This will increase their readiness to visit them. Cultural tourism which is a response to mass tourism is actually a selective form of tourism. The world tourism organization of the United Nation (UNWTO) in 1985 defined cultural tourism as culture - motivated travels including study, theatre and cultural tours, attending festival and such events, sight seeing historical scenes and monuments, traveling for the sake of knowing more about nature folklore, and cultural and religious pilgrimages (Tomljenovic 2006). Research by UNWTO has shown that cultural tourism covers about 40% of world tourism travels (Brida *et al.*, 2013), which represents a reasonable proportion of the tourist market. Therefore cultural tourism portends both negative and positive impacts. According to Raabova *et al.*, (2013) they are classified into two groups namely economic and social.

The economic impacts are not easy to assess as there are no ready indications making the data simple and available to measure.

THE ECONOMIC IMPACT OF CULTURAL TOURISM.

Brida *et al.*, (2013) opined that the economic impact can be measured using two approaches, namely macroeconomic and microeconomic levels. The

microeconomic level, the economic value is a group of benefits for any particular society, while the macroeconomic level stimulates other economic aspects through direct, indirect and induced effects. By implication cultural tourism stimulates development of personal economic as well as the communal one. This means that cultural tourism is a method of development and its development triggers the development of individual economic aspects, which in turn contributes to total development of destination. The consumption level of cultural tourists is a function of four parameters namely average consumption length of stay in the place, cultural attractions available and the number of cultural activities in the location (March and Woodside 2007). Research has shown that the economic impact of individual cultural tourism product is a function of the characteristics of the product itself. For example, the impact of a museum or shrine or statue is easy to estimate through the variables of the number of visitors and maybe ticket price or the attestation by native custodians of such scenes. Unlike these, the impact of festivals or events is not qualified but when they occur, the effect or benefits is realized by other tourist holders such as hotels, brothels, restaurants etc.

According to Dwyer *et al.*, (2010), the economy impacts of this type of tourism can be direct, indirect and induced. When tourists spend money in hotels, transportation, communication and retail shops, this creates direct income, government revenue, employment opportunities as well as direct imports of other goods and services (Jucan and Jucan, 2013). Direct benefits are generated in economic terms from individual cultural scenes by selling these products. Indirect effects are given and realized when these tourists consume other goods and services required by them. The induced effects is the sum of direct and indirect effects which is reflected through increased consumption power of the tourism holders as the result of patronage of their products. The total economic benefits is therefore the sum of direct, indirect and induced effects.

For tourism products like events, the indirect effects are usually greater than the direct. It has been accepted that tourism is one of the world's major industries with enormous contribution to the global economy,

balance of payments, generation of employment opportunities and balances in each countries. World over, over 200 million jobs can be linked to tourism (i.e. 8% of the total employment) the GDP is over 10%. By 2006 it was estimated that 240 million people were employed through tourism (WTTC, 2006, World Travel & Tourism council 2006).

STATE OF THE PROBLEM

Cultural tourism is hampered by:

- 1 The misunderstanding of the market which entails non identification of he selling points by operators and custodians of the sites and the non segmentation of the industry into it's different segments which can be targeted using appropriate marketing strategy,
- 2 Non application of Digital marketing approach including the use of Social Media, blogging, Search Engine Optimization (SEO), Pay per Click Management (PPC), Braiding, content marketing, video marketing, and the creation of APP. It also include the lack of use of website and social media choice and use including Facebook.

AIM

The aim is the propagation of the cultural tourism potentials of the Idah Local Government Area world wide.

OBJECTIVES

- 1 Develop the Digital map of the study area
- 2 Acquire the multimedia and spatial data of the cultural artifacts
- 3 Develop a database system compatible with these data sets
- 4 Develop a website for hosting the work

METHODOLOGY

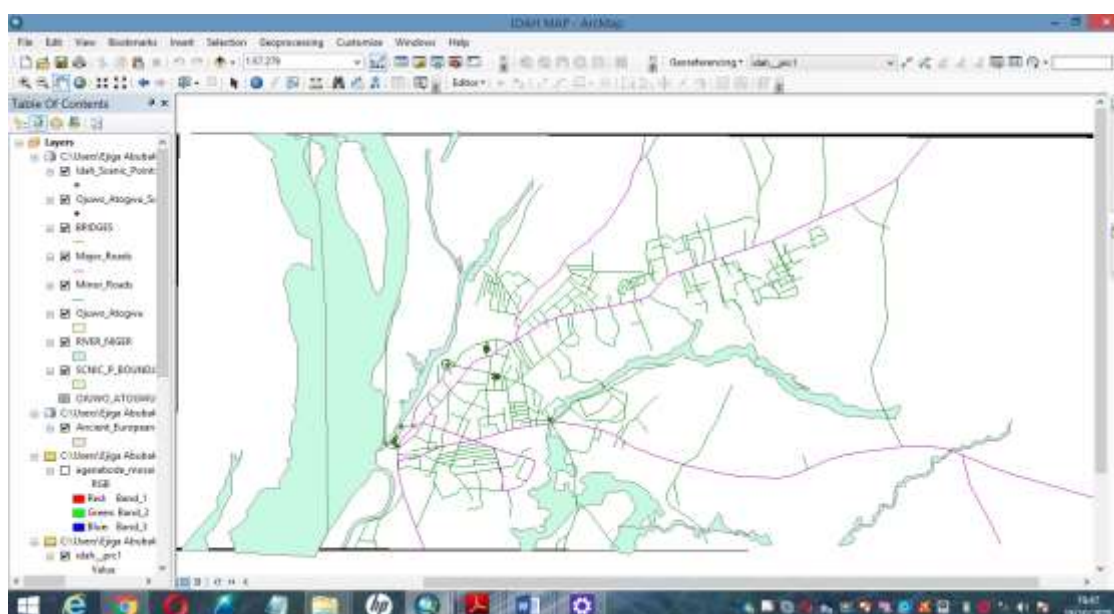
IDAH, THE STUDY AREA

STUDY AREA

Idah the seat of the Igala kingdom is an ancient town in Nigeria history. Before the advent of colonialism it was the administrative headquarters of the then famous Igala kingdom and the seat of the Ata 'gala whose area of influence stretched throughout the present eastern part of Kogi State and

beyond. It lies approximately within the geographic coordinates of latitudes $07^{\circ} 00'N$ and $07^{\circ} 30'N$ and longitudes $06^{\circ} 30'E$ and $07^{\circ} 30'E$ and has an area of 956.11 hectares (NPC, 2004). The local government area has a population of 68,703 according to 1991 census and a land mass of 36km i.e.139 square meters (NPC, 1991 & City Population 2012).

Also according to NPC (2006) the population was 79,755 comprising of 40,489 males and 39, 614 females with a total housing unit of 15902.



Source: Author

DATA COLLECTION

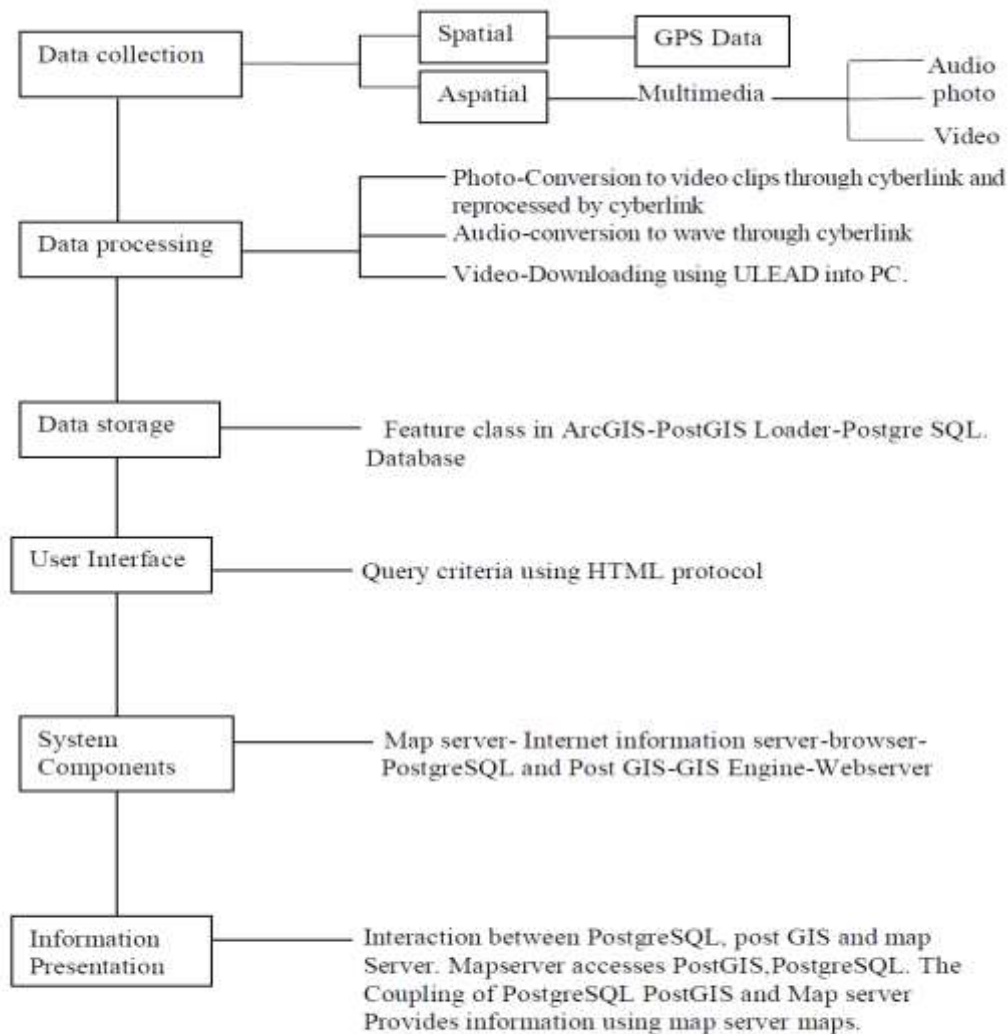
The data comprised of both primary and secondary segments. The primary data include both spatial and aspatial. The spatial refers to the locational data collected using APS while the a spatial included the multimedia ones obtained using both digital camera and Infinix X572 smartphone and the datasets involved the photograph, video, audio and oral narrations.

This data also included interviews conducted on the scenes with the priests and beaded custodians of the relics.

The secondary data had to do with consulting tourist and related journals and the put.

The attribute/multimedia data were collected as follows. The digital camera aided in collection of audio, photo and video. The audio was in windows media audio (.wma) and 3GPP formats, the photo was in (.JPEG) format; the video was in (.avi) format.

The flow chart of the methodology is as shown below in fig 1



Source : Author

DATA PROCESSING

The cyber link power 2 GO 8 was employed in the conversion of sound to wave files. Photo and text were transformed to video clips with the aid of cyber link Photo Director 5. Video clips acquired through digital camera under went down loading using ULEAD video suite into the HP core i7 PC. The clips (video and audio) went through compression and hyper linking to specific locations on the map. The photo were transformed to video clips before being hyperlinked on the appropriate locations.

The whole thing rested in the ArcCatalog of the ArcGIS 10.1 at the initial stage before being taken to the net.

The components involved are: map server, internet server, browser, postgresQL and postGIS. For implementation the GIS engine, web server and browser are used while postgresQL and postGIS stores the data in tables. The sequence of interaction between the postgresQL, postGIS and map server is such that the data are stored in postgresQL database tables with geometry column where data can be stored using postGIS functions. The table can be accessed by map server using map file postGIS link. The map server accesses postGIS/postgresQL and displays result using postGIS. Postgresql and postGIS allows the tourist to perform analytical functions along with displayed results using map server maps.

In summary, for fetching of information the web browser interacts with the Web server which in turn interests with Map server (stage1) The Map server forwards the request to PostGIS which in turn interacts with Postgre SQL (stage2). The Postgre SQL returns the request back to PostGIS which returns same to Map server (stage3) The Map server then returns it to Web server for onward return to the browser (stage 4) This require programming to drive the system. In a case study, ASP.Net with C ++Net (map script was used as in GeoRIST, 2011).

DATABASE CREATION

The Database created here was the Relational - Hypermedia one (Normal variant). This was achieved by the merger of the Codd (1970) and Nelson (1965) approaches. This variant differs from that discussed in Ejiga and

Okeke (2020) (1) and Ejiga and Okeke (2020) (2). This database system also uses the concept of interactivity, non-linear information retrieval and hypertext to display information.

To view images video etc., use the identify function, by clicking on the point(s) on the map to pop up the “identify dialog box”. On the VIDEOS field in the dialog box opened click on the hyperlink to the video/audio etc.

RESULTS

- a) 1 The Digital map of the Local Government Area showing the cultural and heritage centres was produced through the fusion of GIS, Remote sensing and GPS.
- b) The multimedia datasets acquired were hyperlinked on the digital map against each historical artefacts providing enriched information in various formats.
- c) A database system in tandem with these datasets (multimedia) was developed and named as the University of Nigeria Normal Relational – Hypermedia Database. This database has semblance with both the Codd (1975) and Nelson ((1975) models with improved functionalities.
- d) A Website for the propagation of the cultural Heritage was developed. This provided the platform for the digital marketing of this Heritage with all associated advantages and global reach.

DISCUSSION OF RESULTS

The awareness of the cultural potentials of these scenic points is greatly enhanced. The younger generation would see that rather than running into cities for greener pastures, they could build businesses around their natural and manmade endowments to exploit these assets. Such businesses may include parks, restaurants, creation of musical festivals etc. lastly the communication is enhanced with the hosting of these potentials on the net and also in English language as international tourist can be attracted.

In Cultural tourism business promotion, one needs to identify the unique selling point of the business which implies putting oneself into the minds of the customers and thinking about one's business from the customers' perspective. This entails that one identifies the uniqueness about the business and see how to sustain that. Next is to use passion and enthusiasm to improve on the business. Then the target market should be narrowed to be able to offer the customers exactly what they require in other words making the unique selling points (USP) very brief and attractive.

The cultural heritage tourism business should be split into segments that can be targeted through marketing. The available segments are; purposeful, interested, casual and Accidental. For the purposeful tourists, cultural heritage is their sole reason for travel and have high knowledge of cultural heritage with high expectations. These people are ready to spend heavily on products once their expectations are met.

For this and the rest segments the strategies to employ and envisaged benefits are highlighted below:

TABLE I

Segment	Marketing strategies	Experiences accruable	Benefits for business
Purposeful	Attractive website with detailed information	Learning opportunities, improved experiences	Higher spending and resolution of further visiting
Interested	High visibility marketing using social media and web site	For proper scheduling	Potential purposeful repeat visitors
Casual	Reviews on sites and social media	Make entry as simple possible	Medium spending
Accidental	Create relationship with other tourism businesses	Quick memorable experience purchase of souvenirs	Low spending with high - value

Sources: Roots – Recognizing cultural heritage opportunities for tourism SMES. Accessed 14.10.20

DIGITAL MARKETING

Digital marketing of cultural tourism products and services is the act of business promotion through the use of electronic media, in this case the Net. It assists having stronger links between the SMES and their customers and can be more particularly targeted at the specific types of customers. It is cost effective and adjustable and measurable in terms of the campaigns in short time. The available techniques include the use of social media, optimization (SEO) search Engine, blogging, video marketing creation of APP among others.

THE WEB SITE

This is a very powerful communication platforms between the SMES and customers. It contains needed information about the business and how to attract customers to be business. In summary it contains such information about the scene that is comprehensive to the customers such that nothing else is lacking.

CONCLUSION

In view of the resolve of all arms of Government to find alternative sources of revenue to finance governance and also the fact that cultural tourism is the one most embarked upon by tourists, research in this arm of tourism is a laudable effort. It has been shown that cultural tourism is one of the greatest generators of foreign exchange so the local populace and the government would be benefitted when tourists begin to exploit the historical monuments. The Historical sites considered here are statues of Inikpi at Ega market and Oma odoko at Inachalo River, the Ere ane shrine, Ubi ogba cliff, Ido okolikoat the bank of the Niger River also at Ega market and the Ojuwo Ata'gwu.

RECOMMENDATION

Further research works in this area is recommended for the furtherance of this sector and overall benefit of the local populace.

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