



ABSTRACT

This study investigates the role of arts and crafts toward tourism development and to ascertain if adequate encouragement of Nigerians arts and crafts sector helps to improve their performance.

Sample size for the study was determined using Taro Yamane's formula, and seventy questionnaires was used to gather data. The method of data presentation is frequency distribution (simple percentage) and table format while chi-square was used

THE ROLE OF ARTS AND CRAFTS TOWARDS TOURISM MANAGEMENT DEVELOPMENT IN NIGERIA (A CASE STUDY OF KADUNA AND IMO STATES)

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Introduction

The role of arts and crafts to tourism development in Nigeria is of importance to the economy of Nigeria, but the failure to take proper care of this sector have left this sector in a pitiful bondage. Art and craft can increase cultural tourism in the attempt to achieve economic development. There are many places art and have enhanced the economic development of Nigeria through tourism. For example, the National museum at Abia State is a place where historical inventories and artifact of art and culture are kept in exhibition for tourism. The Foot Savers Leather Work in Kaduna State is one of the companies in the creative industries in Nigeria that have great potentials but they are not receiving adequate attention to strive to aim superiority for international best practices.

This study explores the contribution of art and craft works as an attraction and as an activity that encourages tourism development in Nigeria.

STATEMENT OF THE PROBLEM.

It is the desire of this research work to understand the problems associated with arts and crafts that is hampering Tourism development in Nigeria. The Arts and Crafts sector ought to be given adequate attention, private investors ought



to test the stated hypotheses. It also revealed that arts and crafts has significant effect on Nigerian economy, culture and tourism. It revealed that arts and craft has significant effect in attracting tourists from different parts of the country. Also Arts and Craft serves as a means of livelihood. The researcher therefore recommends that Nigerians tourism industry should encourage the usage of arts and crafts as a means of attraction and marketing. The Nigerian government should encourage and develop the creative energy of their citizens.

Keyword: *Arts, Crafts, Tourism development, Economy and Culture.*

to invest in artistic works, information system for publicizing art works ought to be effective but these issues have deviated from what it should be.

There is poor relationship existing between arts and crafts sector with the tourism industry; poor encouragement of the arts and crafts sectors; lack of private investment in artistic works and negligence of the arts and crafts sector is posing a serious problem to its contribution towards tourism development.

OBJECTIVES OF THE STUDY.

The objective of study is to formulate a broad planning and develop a frame-work setting, a guideline and a standard more effective for planning which includes:

- i. To ascertain whether arts and crafts have any effect in attracting tourist for sightseeing.
- ii. To determine whether arts and crafts serve as a means of livelihood which most tourist want to learn.
- iii. To find whether arts and crafts have effect in promotion of host communities' culture.

RESEARCH QUESTIONS.

- i. Do arts and crafts have significant effect in attracting tourists for sightseeing?
- ii. Do arts and crafts have significant effect in serving as a means of livelihood which most tourists want to learn?
- iii. Do arts and crafts have significant effect in promotion of culture of the host communities?

RESEARCH HYPOTHESES.

According to Izedonmi (2008), a hypothesis suggests guess based on available information relative to a set problem under investigation. In carrying out this research, the following hypotheses are tested:



H^o_i Null Hypotheses (H^o_i): Arts and Craft have no significant effect in attracting tourists for sightseeing from different parts of the country.

H^o_{ii} Null Hypotheses (H^o_{ii}): Arts and Crafts have no significant effect in serving as a means of livelihood which most tourists want to learn.

H^o_{iii} Null Hypotheses (H^o_{iii}): Arts and Crafts have no significant effect in the promotion of cultural heritage of host communities.

THE CONCEPT OF ART AND CRAFT.

Art is something that has quality which causes you to like or admire them due to its beauty and its presentable appearance. The art must be a finished job that can give information and be useful between the observer and the artist.

Art for human is the situation for expression, speaking for representation of beauty, truth and perfection. To show the need in art, an artist should know how to give information with the viewer, observer or spectator through his art as a medium of information that is created by the artist that made the art important and often reasonable for man.

Craft is done by the artist. It is so beautiful and important to the need of the observer. Craft possess the entire concept mentioned as an artwork.

The free encyclopedia (2018) gives one of its definitions of art thus: “Art is Craft, but now not just any sort of craft. It is a craft of expression of someone’s feelings or thoughts, and it can take many forms depending on the chosen medium. It also states that good art can work on many levels and it is capable of many interpretations”.

CRAFT PRODUCTION

According to Wikipedia (2015), craft production is “the process of producing by hand without the help of tools. It is also the production technique applied in the hobbies of hand craft, although was also the common method of manufacture in the pre-industrialized world such as the production of pottery which uses methods of craft production. The good effect of craft manufacturing process is that the final product may be extremely high quality”.

CRAFT ECONOMIS AND LOCATION

Craft economics are highly related to place. Craft specialization explores how portable goods are integral to the social relations of a community and links groups of people together through the creation of tangible items.

Places indicate strong linkage between socio-political organization and societal complexity; these communities are often tight-knit, with strong linkage to materials and sold as well as mutual respect for fellow trade men in the market place (schortman and urban, 2014). In the same vein applicable in Northern and Eastern Nigeria are embracing



craft production as part of the informal economy in cities, such as in Jos where informal economy is a vital source of income or the Kaduna South craft people, and the popular cloth weaving centre in Abia State and Oyo State.

Craft makers are highly dependent on social interactions and verbal training which result in variations of the goods produced. Often, craft economy consist of craft neighborhood, by which a community is structured on the Craft activity present in the area.

POTENTIALS OF ARTS, CRAFT AND CULTURE SECTOR IN CATALYZING ECONOMIC VITALITY.

The American Planning Association of Arts, culture and creativity survey 2019 informs us that the activities of arts, crafts and culture sector and local economic vitality are connected in many ways.

Its potentials for catalyzing economic vitality are:

1. Improving the community's competitive edge.
2. Create a foundation for defining a sense of peace.
3. Attract new and visiting populations.
4. Integrate the vision of community and business leaders.
5. Contribute to the development of a skilled work force.

HOW ART AND CULTURAL TOURISM SPUR ECONOMIC DEVELOPMENT AND CREATIVE PLACEMAKING.

Community's investment in arts and culture is a "creative place making" which means using arts to develop an area where people want to work, live, and congregate.

Craig Watson (2018) says that "in creative place making, partners from public, private and nonprofit community sector strategically shape the physical and social character of a neighborhood, town, city or region around arts and cultural activities. The key is to treat arts as an essential part of the city's identity. Successful creative placemaking builds the economy at the local level, enhances surrounding non-art businesses and provide job opportunities and ways for individuals to participate in activities associated with arts and cultural events.

The result brings people together, spark community pride and create more vibrant place by applying this. Other states can actively invest arts and culture in a challenge to the global economy.

ROLE OF ARTS AND CRAFT TO TOURISM DEVELOPMENT.

Over times, arts and craft such as texture, woodworks, clay work (sculpture), etc. have contributed greatly to the culture of a destination and the development of travel experience. A tourist expects to see fashionable things in his travel that will always



brighten his mind about the activities of the country he visited. No wonder it was said that “craft is a sine-quantum to tourism”.

1. Enhances Tourist Attraction:

Arts and crafts make tourism worthwhile. During cultural weeks, Halloween, festive periods and other national and international holidays, tourists travel to places to see things for themselves. The beauty of tourism is arts and crafts. Hence arts and crafts in a particular place or region lures people to that place for recreational and educational purposes.

2. Revenue Generation:

Arts and Crafts generate money for the tourism industry. The procurement of art and craft sales to tourists in hotels, motels and lodges realizes profits that increase the revenue of the industry and by doing so, the tourism industry grows. Some art are also exported by tourism industry.

3. Facilitates Investments:

Nigeria is a developing nation that needs the efforts of desired vision. These investors usually have individual “push-factor” but it has been ascertained statistically that very many investors have that push-factor as Arts and Crafts. The arts and crafts of Nigeria depicts the culture of the Nigeria people especially that of the region where the craft is made. Hence Arts and Crafts partake in the development process of tourism through the exhibition of its productions.

4. The Souvenir Role:

Every tourist expects to return back from his tour with usually an art work or craft as a souvenir. In Nigeria today, there are portable art works or craft carved out of the artist using their hands and mind to do it well. This craft work are purchased by hotels and restaurants for their customers who are usually tourists.

5. Tourism Sustainability:

The sustainable development of tourism is possible with the inclusion of Arts and Crafts. The works of the artistic men and crafts men whose creative works makes way for viability of the tourism industry.

6. Art Promotes our Cultural Heritage:

Nigeria is known for her traditional art cultures of Nok, Ife, Benin, Igbo-Ukwu, Owo, Esie, etc. though art works history in Nigeria is documented, Nigeria traditional arts has survived the test of time with recorded history of the oldest art discoveries south of the Saharan Africa. Uzoagba (1982) confirms the skills, creativity, and dexterity of Nigeria artist, certain periods in the cultural transition of Nigeria have a world-wide reputation of works of arts created by Nigerians of centuries past. These are also described in every encyclopedia of world art.

7. Overcome the Challenges of Under-Development:



Art and Crafts helps to overcome the challenges of under-development in the country. The sector under-tourism has target of being “a major foreign exchange earner, a major employer of labour and income distributor, a catalyst for sustainable rural development and poverty alleviation” (national Planning Commission, 2017).

8. Potential for Export Trade and Promotion:

According to Aniakor (2018), modern works of arts are relevant to the potential of arts and culture for export trade and promotion primarily because they have begun to enjoy international recognition and patronage. Art products come in various colours, shapes, forms and textures. They are exhibited in customers, apparels, masquerades and dances in a variety of styles, body markings, clothing’s decorations, ornaments, etc. The benefit of arts and craft are numerous and can be seen in all aspects of life, i.e. politics, religion, social and economy.

9. Means of Identification:

The beautiful designs of strategic locations or area is made possible through the creative impart of Art. The artists reflects a message mixed with the areas culture to come up with their final work. Every State has a unique structural design that is master minded artistically and built on strategic location. Example is the design of roundabout of towns or cities, entry and exit of major road/boundaries, areas, location etc. these works of art are distinctive means of identification.

10. Societal Status:

The societal status is the position or rank of a person or group, within the society. One can earn their social status by their own establishments, which is known as achieved status. Alternatively, one can be placed in stratifications system by their inherited position which is called ascribed status. These status are often associated with clothing and possessions. These clothings and possessions like jewellery (rings, bracelets, necklaces, etc) are creative works of Arts and Crafts.

POPULATION AND SAMPLE.

Samples were drawn from the entire population of study in this research. The population of study is made up of staff (10) and tourists (25) of the National Museum, Abia State and 50 artisans and customers at Foot Savers Leather Works, Kaduna State on a Saturday and Sunday patronage. This implies thus:

- 35 staff and tourists of National Museum, Abia State.
- + 50 artisans and customers of Foot Savers Leather Works, Kaduna State.
- = 85 respondents as the population.

DETERMINATION OF SAMPLE SIZE.

The sample population of the two (2) selected states under study was eighty-five (85). The tolerable error of significance level is 5% (0.05). Taro Yamane formula was adopted to determine the sample size used for this study and the figure put at 70.



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

Where

n = Sample size

N = Population of the study

e = error (level of significance/precisions)

Population of respondents of selected establishments = 85

Source: field survey 2015.

Applying it to Taro Yamane's formula.

$$N = 85$$

$$E = 0.05$$

Sample size:

$$n = \frac{85}{1 + 85(0.05)^2} = \frac{85}{1 + 0.21} = 70.24$$

Therefore sample size = 70

In order to generate adequate, relevant and informed decision in this research work, questionnaires were given to respondents to tick the appropriate answer to the questions by the researcher. Simple percentage and chi-square was used in analysis, this was done to indicate clearly the differences in options of the respondents.

RESEARCH METHODOLOGY.

The research design used in the study is descriptive survey. The population is made up of tourists and artisans from the South Eastern Nigeria (Abia State), and in the Northern Nigeria (Kaduna State) because of inability to study the entire population.

DATA PRESENTATION AND ANALYSIS.

The data obtained from the field were analyzed using the frequency distribution method.(i.e. percentage) and table format.

Table 1:

Respondents comment on whether Arts and Craft has no effect on Nigeria's economy.

Respondents Comments	Frequency Rate	Percentage
Agree	11	16.9%
Disagree	50	76.9%
Undecided	4	6.2%
Total	65	100%

Source: Field survey, 2022.



As indicated above, 50 respondents which represents 76.9 % disagreed, 11 (16.9 %) agreed while only 4(6.2%) were undecided.

From the findings, it could be inferred that arts and crafts has effect on Nigeria’s economy as a total of 76.9% of respondents disagreed on whether arts and crafts has no effect on Nigeria’s economy.

This confirms the assertion of Enamhe (2018), that this sector under tourism has a target of being a major foreign exchange earner, a major employer of labor, and income distributor.

DATA PRESENTATION, ANALYSIS AND DISCUSSION.

Table 2: Questionnaire distribution and response rate.

Table 2 below shows that 70 copies of the questionnaire (100%) were administered to the respondents. However 65 copies of the questionnaires representing 92.9% were appropriately filled and returned while only 5 copies of the questionnaire representing 7.1% were not returned.

RESPONDENTS	QUANTITY OF QUESTIONNAIRES DISTRIBUTED	QUANTITY OF QUESTIONNAIRES RETURNED	QUANTITY OF QUESTIONNAIRES NOT RETURNED	% OF QUESTIONNAIRES RETURNED	% OF QUESTIONNAIRES NOT RETURNED	TOTAL
National museum Abia State	40	37	3	56.9	60	100
Foot Savers leather works Kaduna State	30	28	2	41.3	40	100
Total	70	65	5	100	100	100

Source: Field survey, 2022.

Table 3:

Rating of weather poor encouragement of the arts and crafts sector improves their performance.

Respondents Comments	Frequency Rate	Percentage
Agree	2	3.1%
Disagree	60	92.3%
Undecided	3	4.6%
Total	65	100%

Source: Field survey, 2022.



The result indicated above revealed that majority of the respondents i.e. 60 persons representing 92.3% did not agree, while 3(4.6%) were undecided.

The indication of these findings is that poor encouragement of arts and crafts sector do not help on improving the performance of arts and crafts. This implies that adequate encouragement of the arts and crafts sector helps to improve their performances for tourism.

Table 4:

Respondents comment on whether art and craft have effect in promotion of host communities' culture.

Respondents Comments	Frequency Rate	Percentage
Agree	52	80%
Disagree	4	6.2%
Undecided	9	13.8%
Total	65	100%

Source: Field survey, 2022.

As indicated above, 50 the respondents which represents 80% Agreed, 4(6.2%) disagreed while 9(13.8%) were undecided.

The findings indicates that art and craft have effect in promotion of host communities' culture.

Table 4:

Rating of whether art and craft can be a source of livelihood.

Respondents Comments	Frequency Rate	Percentage
Agree	56	86.2%
Disagree	3	4.6%
Undecided	6	9.2%
Total	65	100%

Source: Field survey, 2022.

The result indicated above revealed that higher number of respondents i.e. 56 persons representing 86.2% of the respondents agreed, 3(4.6%) disagreed while 6(9.2%) of the respondents were undecided.

The indication of these findings is that arts and crafts can be a source of livelihood for artisans as a total of 86.2% of respondents agreed on whether arts and crafts can be a source of livelihood.



Hypothesis testing

Test Statistics	1. Alternative Hypothesis (H^0_1)	2. Alternative Hypothesis (H^0_{II})
	THE ROLE OF ARTS AND CRAFTS HAVE SIGNIFICANT EFFECT IN ATTRACTING TOURISTS FROM DIFFERENT PARTS OF THE COUNTRY.	ARTS AND CRAFTS HAVE SIGNIFICANT EFFECT IN SERVING AS A MEANS OF LIVELIHOOD
Chi square	394. 823 ^a	106. 900
Degree of freedom	4	4
Level of significance	.000	.000

a.0 cells (.0 %) have expected frequencies less than 5. The minimum expected cell frequency is 46.2

The table of chi square at 5% level of significance and 4 degree of freedom is 9.4.

Decision rule: Accept H_0 if table value of chi square is greater than the calculated value, otherwise reject H_0 .

Decision: Since the table values for both test (ie 394. 823 and 106.900 are greater than 9.48, we therefore reject H_0 and accept H_1 .

CONCLUSION.

Based on the analysis of this research work, the researcher concludes as follows; Arts and crafts have a significant impact on the development of tourism industry. Effective usage of arts and crafts enhances tourists attraction since the beauty of tourism is arts and crafts.

Arts and Crafts facilitate revenue generation. Some art works are exported by the tourism industry. Arts and Crafts promotes our cultural heritage through historical art works that has been documented.

Adequate encouragement of the Nigerians arts and crafts sector helps to improve their performance.

Artists and artisans need to recognize their limitations on account of realities and constraints.

They should cope with them, they should keep working hard towards their development because it is not only achievable it is the better choice open to all artists and artisans.



RECOMMENDATIONS

Based on the findings, the researcher suggests the following recommendations which comprises:

1. The tourism industry in Nigeria should encourage the usage of arts and crafts as a means of their attraction and marketing. They should identify the various threat or issues affecting effective usage of arts and crafts and ways of solving them.
2. Nigerian government should encourage the tourism industry by creating effective policy and provide financial institutions of getting loans for successful running of the crafts business.
3. Arts and crafts must be practiced in such a manner that, it will remain relevant as a vehicle of change attraction for tourism development.
4. To remain relevant as the “fourth estate of the realm”, Nigerian artists and crafts men should refuse to see themselves as instruments but rather as agents of environmental and cultural development.
5. Nigeria and other third world counties cannot achieve developmental goals without knowledge of arts and crafts. Thus, there is need to integrate arts activity and innovation in all spheres of human endeavor.
6. It is important for Nigerian government to look inwards by developing the creative energies of their citizens, by doing so it will develop the arts and crafts sector for tourism development.

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ABSTRACT

This work examines the critical role of the mass media in combating terrorism which has led to a state of insecurity in the country, especially in the Northern part of the country. Ten major roles /functions of the media were observed, these are Terrorism reporting (A), Programmes for awareness (B), Surveillance functions (C), Correlation functions (D), Helping to prevent conflicts. (E), Emphasis on terrorism reporting in (F), Allot air time to reports on terrorism (G), Citizens journalism play a

THE EFFECT OF MASS MEDIA ROLE IN REPORTING TERRORISM IN NIGERIA

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Introduction

Communication channels referred to as the mass media? These are channels of information dissemination simultaneously to a large, heterogeneous, anonymous and scattered audience. They primarily include newspapers, magazines books (print media) radio, television, the internet (electronic media), bill boards and posters (outdoor media). These media constitute the basic channels of communication in any society. However, the basic focus of this discourse is on the print (newspapers and magazines), broadcast media (radio and television) and to some extent, the internet. The mass media here basically refer to the press, a word which originally connotes the print media but is today used to refer to both the print and broadcast media.

The mass media are crucial in nation building. Governments can hardly survive without effective use of the mass media. The press are so powerful in a society that Edmund Burke, an 18th century politician first described them as the “Fourth Estate” of the realm, referring to the three major powers in Medieval times in European society which are the Lords (or Nobles), the Clergy, and the Commons (McQuail, 2000; www.wisegeek.com). Burke described the press sitting in the gallery in the parliament as the most powerful of all estates when compared with the other three estates in the British realm.

Today, the press are still called the fourth estate of the realm, the other estates being the executive, legislature and the judiciary. With the emergence of media outfits virtually by the