

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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ASSESSMENT OF IMPACTS AND PATRONAGE OF ESIE MUSEUM ON TOURISM DEVELOPMENT**Dr. TITILAYO O. OLUKOLE****Sr. LECTURER****DEPARTMENT OF INFORMATION MANAGEMENT****FACULTY OF ENVIRONMENT, MANAGEMENT & SOCIAL SCIENCES****LEAD CITY UNIVERSITY****IBADAN, NIGERIA****IKPUGBU CYPRIAN****ALUMNUS****DEPARTMENT OF TRANSPORT AND TOURISM STUDIES****REDEEMER'S UNIVERSITY****EDE, NIGERIA****ABSTRACT**

This study examines the impacts and patronage of Esie Museum with the aim of determining tourists' flow pattern and the role of the museum tourism in development. A retrospective study of tourist record was carried out for a four-year period (2008 – 2011), and information on tourist's perception on impact, conservation, growth and development of the museums were obtained with the aid of questionnaires. The study revealed that most of the tourists to the museum were domestic tourists while the museum had benefited the host community in terms of infrastructural development and job creation. This work, therefore, provides a platform for planning and a tool for assessing the tourist flow to the museum. There is therefore the need to improve conservation practice and upgrade the museum to meet international standards if its tourism potentials are to be well harnessed.

KEYWORDS

Esie, museum, tourism, tourist flow, stone sculptures.

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1. INTRODUCTION

A number of definitions have been put forward by different scholars in attempts to describe a museum. It has been described as an institution that houses and cares for a collection of artifacts and other objects of scientific, artistic, or historical importance and makes them available for public viewing through exhibits that may be permanent or temporary (Alexander, 1992). A major function of museum is that it conserves and displays for purposes of study, education, and enjoyment collection of objects of cultural or scientific significance (Burcaw, 1975, Moore, 1997). Founded in 1970, Esie Museum houses over 800 pieces of stone sculptures representing human figures and it is located in the North Central part of Yorubaland known as Igbomina land (Aremu, 2008). Museums are expected to be non-profit, permanent institution in the service of society and its development, open to public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment (ICOM, 2007). Museum sector is acknowledged to contribute significantly towards the tourism industry worldwide and is categorized under cultural tourism. According to World Tourism Organisation (UNWTO, 2004) cultural tourism has been a major contributor to the tourism industry for more than twenty years, and plays an important role to many developing nations' economies. Cultural Tourism comprises of visits to places of arts and crafts (tangible and intangible), festivals, rock paintings, monuments and museums among others. Museums are of varying types based on their size, location and materials. They include Zoological Museums, Archaeology Museum, Geology Museum, War Museum, History Museum, among others. Whatever is the category of objects it houses, Museums world over have four main cardinal objectives which are for collection, education, preservation and exhibition (Okpoko, 2006). Recently the objective of the Museum has moved from conservation to sustainable development (Gustafsson and Ijla, 2017). Museums are a central part of the tourism industry, encouraging cultural tourists spending (Myerscough, 1988). Economic benefits relate directly to the profile of cultural tourists as they are more educated and have higher incomes than other tourists, which results in more money spent per visit and longer stays on the average. The Policy Studies Institute (PSI) argues that museums can attract tourists and day-trippers to a locality to spend money on admissions, hotels, shopping and restaurants, thereby improving the economic growth of the region as a result (PSI, 1992). Despite the importance of museums to tourism development and nation building, most of the museums in developing countries have suffered looting, poor conservation practices and neglect. In the developed countries, the museum serves more than just preserving, storing and displaying artefacts and displaying cultural collections. In countries such as Australia, Canada, Japan, the United Kingdom, and United States, museums have transformed significantly by adding creativity elements and ideas such as information, communication and technology and new products to sustain their existence in the market since 1980s (Isa and Isa, 2012). Some museums in developing countries however, are still operating using the traditional method, and some have difficulties to change due to financial constraints, political problems and lack of access to the network of resources and expertise (UNESCO, 2011).

A number of research findings on museums in relation to tourism have been reported. These include Museums – a catalysts for sustainable development in Sweden (Gustafsson and Ijla, 2017); management of tourists flow and optimization of economic returns for sustainable tourism development in Gulmarg region of India (Kuchay and Bhat (2013); national museums role in local economic development (Chang, 2010); assessment of websites challenges in museums (Sabin, 2013); Museums and Tourists: marketing tools for museum operation as a means of attraction, and revenue generation (Liu, 2012); Museum perception filters for cultural tourists (Stylianou-Lambert, 2011); a quantitative look at curator perceptions of tourism (Culley, 2010); Tobacco Museum of Kavala and its contribution to the image and development of the city (Deffner et al, 2009); growth of Taiwan museum from public to private museum (Liu 2005); role of information technology in improving accessibility and relevance in museums (Mirara, 2006); economic recession and decrease in government support as major challenge in museums (McLean, 1997 and Ambrose, 1990). However, there is scarcity of research reports on museums in relation to tourism in Nigeria as most studies on museums in the country mainly focus historical and archaeological perspectives. This study was therefore designed to determine tourists flow pattern and impact of Esie museum on tourism development.

2. MATERIALS AND METHODS

The study comprised retrospective analysis of tourist's flow to Esie Museum and questionnaire surveys. Records of monthly tourist's flow for four years (2008-2011) were obtained from the management of the Museum. The surveys were carried out using the non-systematic method of ethnographic studies involving the interviewer completed questionnaire method (Veal, 2006; Olukole and Olukole, 2008).

The questionnaire survey was carried out using the captive group method comprising 4 age groups: 5-12, 13-19, 20-35, 36 and above representing children, teenagers, young adults and adults respectively.

Using the random sampling technique described by Bryman and Cramer (2005); a total of 150 respondents (61 females and 89 males) were interviewed, 15 respondents daily for a period of 10 days 10.7% of these were children, 51.3% teenagers while 35.3% and 2.7% were young adults and adults respectively.

The educational status of the 150 respondents showed that 38.7% were primary & secondary school pupils or school certificate holders. 13.3% had college education, 39.3% had University education while 8.7% were illiterate.

Of all these, 150 respondents, 93.3% were Nigerians while foreign nationalities made up the remaining 6.7% of the Nigerian tourists, 87% were indigenes of the host state while 13% from other states of Nigeria. The investigations on the impact of the Museum on tourists were focused on questions such as:

- i. How would you rate the growth of this museum?
- ii. How would you rate the impact of this museum on the host community?
- iii. What are the motivating features in Esie Museum?
- iv. How would you rate the level of conservation of resources in the museum?
- v. Do you agree that this museum has the required tourism attractions for the development of tourism?
- vi. Do you agree that this museum is well publicized?

For each of the questions, the respondents were asked to state, reasons for their answers. These responses were collected and used to assess the overall impact of the museum on tourism development. The 4-year record of tourists flow to the museum was analyzed, used to explain the patterns of flow and was correlated with the level of awareness and impact of the museum on tourism development.

3. RESULTS

Tourists’ arrival record (Table 1) of Esie Museum for four years (2008 – 2011) revealed a steady increase with 2010 recording the highest tourists flow to the Museum while there was a slight decrease in tourists flow in 2011. During the four year period, domestic tourists accounted for about 94% of tourists at the museum with 2008 having 99.8% as domestic tourists. The number of international tourists at the museum increased by 0.20%, 0.14%, and 0.27% in years 2009, 2010 and 2011, respectively. In 2008, the visitor’s record revealed that all the international tourists received at the museum was in September alone while a spread of the international tourists flow was experienced in subsequent years in the months of February, March, April, September, October, November and December. Out of these months of each year understudied, September, March and October recorded the highest international tourists’ visits.

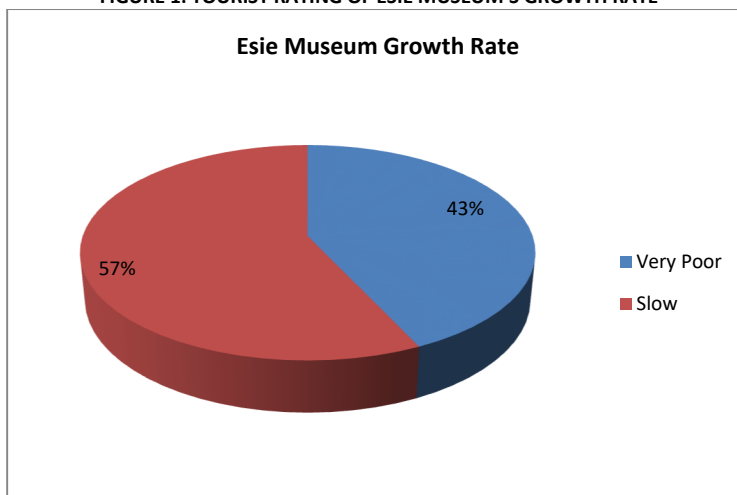
On the rating of the museum by tourists based on its pace of growth and development, more than half of the respondents (57%) rated it as slow, while 43% rated it as very poor (Fig. 1). 56% of the respondents rated the impact of the museum on its host community as excellent, 30% as fair and 7% as being poor (Fig. 2). Motivating factors to the museum that served as attraction were mainly the excavated stone sculptures. The result shows that 23% of the respondents were attracted by the indigenous cultural attractions, while 77% of the respondents were motivated by the excavated stone at the museum (Table 2). The survey also revealed that 22% of the respondents claimed the relics/sculptures were well conserved, while 18% responded that there was poor conservation practice at the museum and 60% responded that the conservation practice at the museum was fair (Fig. 3). On attractiveness of the museum in terms of both facilities, 32% of the respondents agreed that the museum was properly developed and attractive (Table 3). 52% of the respondents strongly disagreed that the museum was well publicized.

TABLE 1: TOURIST ARRIVAL RECORD AT ESIE MUSEUM (2008 – 2011)

	2008		2009		2010		2011	
	Nig	Foreigners	Nig	Foreigners	Nig	Foreigners	Nig	Foreigners
Jan	202	0	356	0	405	0	432	1
Feb	289	0	583	4	862	2	400	0
Mar	538	0	583	0	845	2	1300	11
Apr	315	0	679	1	410	1	524	2
May	368	0	523	0	916	1	580	0
Jun	840	0	848	0	874	2	1110	0
Jul	224	0	612	0	650	1	520	0
Aug	220	0	405	0	973	1	576	0
Sept	474	6	277	1	500	0	551	4
Oct	387	0	429	8	437	0	279	2
Nov	189	0	957	0	560	1	862	0
Dec	956	0	578	0	763	0	687	1
Total	5082	6	6810	14	8225	11	7722	21

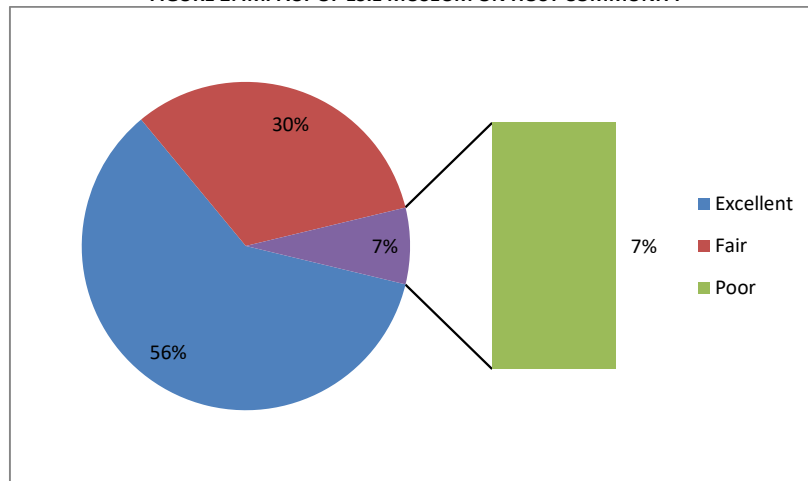
Source: Olukole and Ikpugbu, 2014

FIGURE 1: TOURIST RATING OF ESIE MUSEUM’S GROWTH RATE



Source: Olukole and Ikpugbu, 2014

FIGURE 2: IMPACT OF ESIE MUSEUM ON HOST COMMUNITY



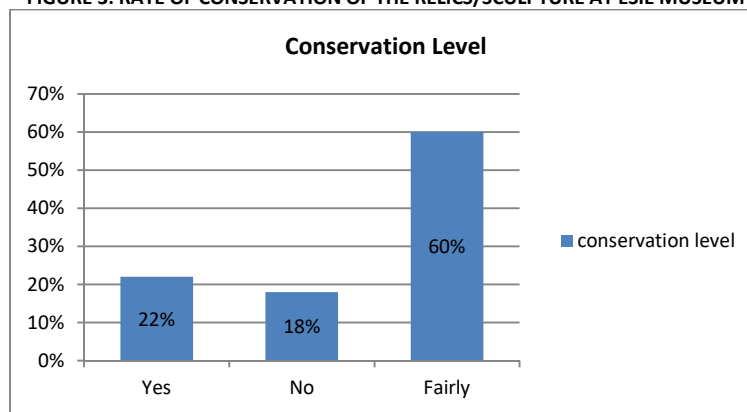
Source: Olukole and Ikpugbu, 2014

TABLE 2: MOTIVATIONAL FACTORS IN ESIE MUSEUM

Option	Frequency	Percentage
Indigenous Cultural Attraction	23	23%
Stone Sculptures	77	77%
Beautiful Scenery	-	-
Total	100	100%

Source: Olukole and Ikpugbu, 2014

FIGURE 3: RATE OF CONSERVATION OF THE RELICS/SCULPTURE AT ESIE MUSEUM



Source: Olukole and Ikpugbu, 2014

TABLE 3: DEVELOPMENT AND ATTRACTIVENESS OF THE MUSEUM TO TOURISTS

Options	Frequency	Percentage (%)
Agree	32	32%
Strongly Agree	12	12%
Disagree	21	21%
Strongly Disagree	35	35%
Total	100	100%

Source: Olukole and Ikpugbu, 2014

4. DISCUSSION

Findings from the work have shown that tourists' flow at the Esie Museum increased from 2008 to 2011. This is probably due to the increased awareness of the destination and its impacts on visitors to the museum. The steady increase observed in the study is in agreement with the prediction of United Nations World Tourism Organization (UNWTO) that tourists arrivals in Africa will increase steadily between 2008 to 2015 (UNWTO, 2012). This is also in consonant with the reports of Kuchay and Bhat (2013) that there has been an up-ward trend in tourism over the last few decades. In most tourism destinations throughout the world, the capacity of tourism expenditure to generate all-year steady income and employment in tourism related business is limited by strong seasonal patterns in demand (Kuchay and Bhat, 2013). The outcome of this work has also shown that Esie Museum serve more of domestic tourism and less of international. This could be due to its remote location. Remote location has been incriminated in low tourists flow at museums (Chang, 2010). This singular factor does not seem to support tourism growth. Globally, international tourism is not only one of the fastest growing industries, but now also the third biggest industry behind petroleum and the automobile (Collier, 1999). Esie Museum therefore plays very little role in terms of tourism and economic development. However, tourism should not only be seen as being socially and economically beneficial for both travelers and hosts, but it also constitutes a form of land use that has the potential to safeguard and conserve the very resource on which tourism builds (Becken, 2002). The percentage of international tourists' arrival to that of domestic tourists is quite low. Lack of adequate facility that could attract and motivate international tourists to the museum could be responsible for the low turnout of international tourists. This is in concord with the findings of Kaisman (2010), that most developing countries only have the museums as store houses. Facilities and conservation practices needed to make the museum more relevant to the society both local and national are often not available in developing countries. Some museums in developing countries are still operating using the traditional method and some have difficulties to change (Kaisman, 2010). The pattern of international tourists to the Esie Museum shows that the museum receives international tourists mainly in the months of September and October. This could be attributed to culture of winter vacation of the temperate regions of the world. Drier seasons of the year have been associated with increase in international tourists arrival to certain destinations (Schatan et al., 2010). Findings from this study had shown that besides destination choice, climate is also an important factor for the timing of travel. This is in agreement with the reports

of Lohmann and Kaim (1999); Hamilton and Lau (2005); Agnew and Palutokof (2006); Lise and Tol (2002); that poor weather conditions, either in the year of travel or the previous year act as a push factor for tourists to travel to warmer and drier locations. Climate and weather are important factors in tourists' decision making and also influence the successful operation of tourism businesses (Becken, 2010). Climate has been identified as a key driver for tourism and an important destination attribute (Hu and Ritchie, 1992). A recent study of European households found that a better climate in the region of residence is related to a higher probability of travelling domestically, whereas poor conditions increase the chance of international travel (Becken, 2010). However, tourism's seasonality is not only driven by climatic conditions at the destination and tourists home countries, but also by institutional factors such as school holidays (Butler, 2001).

The highest domestic tourists record falls between the months of June and December which could be linked to more leisure time created by long vacation for students and long Christmas breaks for workers in the country. This corroborates the findings of Becken (2002) that leisure time as well as increase in disposable income boost tourism. The low turnout of domestic tourists in November and January could be as a result of busy workload on the part of visitors during the period.

The average rating of the Esie Museum by respondents in the survey shows the level of impact of the museum on visitors. This is unlike the findings of Olukole and Olukole (2008) on the impact of the University of Ibadan zoo on visitors. Zoos serve as a form of museum (Hudson, 1990). The major difference between zoos and other forms of museum lies in the fact that zoos exhibits are living (Davis, 1996). The similarities of zoos and other forms of museums are essentially educational in purpose, presence of professional staff, frequently non-profit making, and conservation of tangible objects that are exhibited to the public (Mason, 2000). Museum sector is acknowledged to contribute significantly towards the tourism industry worldwide and is categorized under cultural tourism. Cultural tourism has been a major contributor to the tourism industry for more than twenty years, and plays an important role to many developing nations' economies (WTO, 2004).

Findings from the work have also shown that the impact of Esie Museum on the host community is high. This could be traced to the fact that the museum provided a platform for development of the host community in terms of increased employment of the citizens and infrastructural development. Museums enjoy a close relationship with their local community, no matter which type of museum they are (Chang, 2010). Museums, as cultural institutions, have become the catalysts of city development and boosted the power of local economies (Bianchini and Parkinson, 1993). Bradford (1991) suggested that museums should make themselves accessible and visible to their local community. Museums need to encourage the local community to engage in its activities and to make themselves part of the community (Chang, 2010).

This work further revealed that a high percentage of the respondents are motivated by the excavated stone sculptures and attracted to the museum. This is as a result of increase appreciation for cultural objects and cultural tourism being an extension of everyday life. This supports the spillover hypothesis of Kim et al. (2007) that participants who usually visit museums in their home will most possibly do so when on vacation or at a destination whereas, those who do not ordinarily visit museums in their home country, will not do so outside their residence. Museums are part of the most popular attractions globally (Stylianou-Lambert, 2011). This is because museums help define the overall tourism product of a destination by providing a sense of a particular time and place that is often unavailable elsewhere (Graburn, 1983). Archaeological artefacts like the stone sculptures of Esie, provide a means for understanding the cultural behaviour of past and present populations within their environment. This is in agreement with the findings of Folorunso (2006). The location, conservation and preservation of cultural and natural resources of archaeological sites are of paramount importance to the level of success for a given area in attracting cultural heritage tourism (Olukole, 2007). The cultural materials of Esie museum as revealed by the study, are main form of motivation and attraction to the museum. These have been identified by Niemela (2010) as pull factors in tourism motivation. Pull factors are destination-generated forces, such as cultural attractions, recreation facilities, beaches which attract tourists to choose a particular destination. Tourists' knowledge about the destination is also a type of pull factor which explains domestic tourist's number's high record.

5. CONCLUSION AND RECOMMENDATION

Having studied tourists flow to the Esie Museum for a four-year period (2008-2011), this work has shown that visitors to the museum are mainly domestic tourists and that visits are usually at peak in the months of June, March and December. It has also revealed that the international tourists flow to the museum is quite low compared to other cultural tourism sites in the urban centres and developed nations. The stone sculptures at the museum have formed the main attraction for visiting the museum hence emphasizing the role of cultural artefacts as important tourist's attraction and motivation. The Esie Community has benefitted from the museum since its establishment as it aided the development of infrastructures and social amenities to the town. This work, therefore, provides a platform for planning and a tool for assessing the tourist flow to the museum. There is however the need for scientific preservation of the valuable resources the Esie museum houses while the introduction of information communication technology facilities would enhance its operations.

ACKNOWLEDGEMENT

The Management and Staff of Esie Museum are highly appreciated for the support given during the research.

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