

The role of museums in sustainable tourism development- the Black Heritage Museum, Badagry

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Abstract

The study examines the roles of museum to sustainable tourism development of the black heritage museum with special focus on the development of Badagry. Most scholars have been writing and are still writing on the need for cultural resource management laying emphasis on the role they play towards national development and tourism economic growth. These cultural resources are not properly managed. However, this mismanagement of cultural resources is becoming directly affecting the conservation and preservation of our cultural resources. The purpose of this study, among others, is to examine how the black heritage museum holding could be effectively utilized for sustainable tourism and to make suggestions for better utilization of the slave relics for tourism promotion. One hundred structured questionnaires were administered to both visitors and residents in Badagry. The chi-square correlation and paired sample test methods of analysis were used to analyze the data collected. The findings of the study reveal that the black heritage museum has played a role to the development of Tourism in Badagry. There are also some unrealized developments such as the physical development. This research concludes by recommending the way forward and suggests that general infrastructure development should be ensured for better sustainable tourism development.

Keywords: Tourism development, sustainable, museum, economic, black heritage.

INTRODUCTION

A museum is a cultural institution, particularly in Nigeria it has to do with collection, presentation and display of natural and cultural objects for the advancement of knowledge. It is therefore a treasure house of the human race as it stores the memories of the people, their cultural dreams and hopes (Bureaw, 1975). It is through this collection and exhibition of materials that one creates links between the people's past and present, an views them avenues by which future generations can have an opportunity of seeing and appreciating the relics of the past and bring in tourism.

The tourism industry is one of the fastest growing industries in the world and is

becoming increasingly important. This importance is as a result of immense benefits derived from the industry (Okpoko, 2006). Tourism connotes the mobilization of people's cultural and natural resources especially those aspects which made people unique from the other people via what distinguishes Africans from non-Africans (Andah, 1990).

Sustainable tourism on the other hand tends to meet the needs of the present tourists and host regions while protecting and enhancing opportunities for the future (Okpoko, 2006). One way of supporting tourism in a sustainable manner is to provide local people with entrepreneurial opportunities and also create some sense of ownership within the local community. Sustainable tourism will ensure the utilization of those tourism potentials

(cultural and natural attractions) not only to satisfy the wants of present people but also considering the future generations in such development. It encourages the development of cultural and rural tourism to sustain local cultures and traditions. It seeks to utilize and make use of resources and the environment in a sustainable way and aim to generate local economy by providing opportunities for employment and economic development (Wall, 1997).

However, museum and tourism are such close and inseparable and the relevance of culture to the development of Nigerian tourism Alagoa, 1988 for example points out that cultural development on broad general terms would lead to the creation of strong institutions and practices conducive to tourism on a scale and a type capable of forming a stable pillar of the economy. The foundation of tourism and economy is to be found in the Nigerian heritage culture which is embedded in the prehistory and history, present practice and future expeditions.

Museum is without doubt amongst the country's most successful conglomerates making its contribution to the Nigerian industrial, commercial, economic development as well as national identity. Museum which form part of our tourism attractions can only and will continue to contribute to tourism development if tourism is sustainable. Museum could be sustainable for tourism activities if those resources (cultural materials) housed in them are effective and efficiently utilized through its exhibition and conservation. This should be done considering not only the need of the present tourists and visitors, but the future generations to come as well as the host communities (Pooley, 2003).

To considerable extent, museum promotes tourism and its role in tourism and national development cannot be overemphasized because museums and museum collections were and still remain in a sense of the birth of systematic tourism and sustainable development (Alagoa 1988, Andah 1990).

The relevance of these slave relics in the Black Heritage museum, Badagry towards national development has provided the need for its proper utilization and maintenance for both the present and future. In preserving these slave relics in the museum, one is ensuring its survival and contributing to its management and efficient utilization as well as its economic growth and community development for sustainability (Okpoko, 2006).

LITERATURE REVIEW

Tourism is slow in emerging as a specialized sub-discipline of geography, economics, sociology, anthropology despite a good number of researches on this subject (tourism) over the last two (2) to three (3) decades in the above named field (Okpoko, 2002). With regards to geography of tourism, Pearce in 1979 and 1989 identified six topics: Spatial patterns of demand, the geography of resorts, the analysis of tourist movement and flows, the impact of tourism and model of tourist space. Gray 1982 sees contribution of economists to tourism research to be in areas of measurement, cost benefit analysis, resource allocation, the use of public goods in the development of tourism and the balance of payment effects of tourism. On the other hand, the contributions of sociologists fall into four areas: the tourist, relations between tourists and the local, the structure and functioning of the tourist system and the consequences of tourism (Cohen 1984). Anthropologists also focus on the host populations while archaeologists study the place of cultural resources in tourism development.

Although the above named disciplines discuss impacts of tourism – economic, cultural and environmental – each of them given its own perspective, emphasizes different aspects of tourism. Geography emphasizes its spatial structure, economic as its economic attributes and sociology and anthropology as its social relationships (Pearce, 1989).

The league of Nations in 1937 recommended that a tourist be defined as “one who travels for a period of twenty-four hours or more in a country other than that in which he usually resides for purpose of pleasure (including visiting a country on cruise vessel even if less than twenty-four hours), health meetings or business”. Later in 1963, the United Nations Conference on International Travel and Tourism held in Rome considered the recommendations of the International Union of Official Travel Organization (IUOTO) now the World Tourism Organization (WTO).

Significance of Study

The significance of this study is driven from importance of museum for cultural resource management laying emphasis on the role they play towards national development and tourism economic growth.

The mismanagement of cultural resources is becoming directly affecting the conservation and preservation of museum objects. There is the need to promote tourism development in the context of sustainability.

Objectives of Study

Due to the significance of sustainable tourism development in Black Heritage Museum, this study aims at:

- Examining how slave relics in Black Heritage Museum, Badagry are displayed and exhibited to attract potential visitors
- Examining how the Black Heritage Museum holdings could be effectively utilized for sustainable tourism.
- Making suggestions for better utilization of the slave relics for tourism promotion.

Museum

A museum in its simplest form is a building housing-collection of objects for inspection, study and enjoyment. The word museum is derived from the Greek word “Museion”. In its original Greek sense, it was applied to the sanctuary dedicated to the Muses of Greek mythology (Okita, 1985). According to Abun 1987, “the muses were believed to be nine virginal daughters of Zeus and Mnemosyne who were charged with the responsibility to protect and encourage art and science, poetry, music, dance and history of the people of Greece”. The daughters of Zeus were also reported to be good dancers and singers. In this way they helped man to forget their sorrows and anxiety.

Thus “museum” becomes associated with a place men’s mind found rest and aloofness for everyday affairs as well as a sense of inspiration (Okita 1985, Taylor 1947).It became the custom to establish shrines in their honour in shady grooves often high on the mountain tops, where the spirits of the nine learned maidens of mythology might inspire the artist to their highest endeavours. Special cults and altars adorned with images were dedicated to them, these became the gathering places for the lovers of art (Rowman and Littlefield, 2008).

Purpose of Museum

Museums collect and care for objects of scientific, artistic, or historical importance and make them available for public viewing through exhibits that may be permanent or temporary. Most large museums are located in major cities throughout the world and more local ones exist in smaller cities, towns and even the countryside.

There are many types of museums, from very large collections in major cities. Categories include fine arts, applied arts, craft, archaeology, anthropology and ethnology, history, cultural history, military history, science, technology, children’s museum, natural history, numismatics,

botanical and zoological gardens and philately. Within these categories many museums specialize further e.g. museums of modern art, local history, aviation history, agriculture or geology.

A museum normally houses a core collection of important selected objects in its field e.g. Archaeology museums specialize in the display of archaeological artifacts. Arts museums known as an art gallery is a space for exhibition of art, usually in the form of art objects from the visual arts, primarily paintings, illustrations and sculpture (MacGregor, 2001). History Museums cover the knowledge of history and its relevance to the present and future. Maritime museums specialize in the display of objects relating to ships and travel on seas and lakes while Military and war museums specialize in military histories, they are often organized from a national point of view, where a museum in a particular country will have displays around conflicts in which that country has taken part. Mobile museum is a term applied to museums that make exhibitions from a vehicle, such as a van, while open air museums collect and re-erect old buildings at large outdoor sites, usually in settings of re-created landscapes of the past. Others are science museums, specialized museums, virtual museum and zoological parks.

Sustainable Tourism Concept

In the tourism literature, the concept "Sustainability" has been too closely identified with environmental protection and the use of present resources with a view to ensuring their availability for future generations. Any development will use present resources but hopefully in a sensible way but sustainability has also to embrace the requirements of the present generations. The concept sustainable development has continued to dominate every debate on development imperatives. It encourages the introduction of new or strengthening the existing regulations to

ensure the protection of human health and the environment. Sustainable development refers to "development that meets the needs of present without compromising the ability of future generations to meet their own needs (WTTC, WTO, EC, 1995).

Walter and Noble 2000 pointed that tourism development is sustainable if it should be initiated through broad-based community inputs, provide quality employment for community residents as well as establish linkages between local businesses and tourism, establish a code of practice for tourism at all levels, based on internationally accepted standards and introduce education and training programmes to improve and manage heritage and natural resources. Proper management of our cultural heritage such as museums and monuments which form our cultural or built attractions would lead to sustainable tourism.

The entertainment value of the holdings of the heritage museum cannot be underplayed. A detailed observation of the information embodied in the holdings of the heritage museum would help us greatly to supply some of the data we need in reconstructing the social history of our past societies. The fact that the past and the present can be a great help to the understanding of the present, in support of this view Cleare 1989 asserted that the past is a living component of present day life, this identity of the past and the present is often closely associated with specific locations and structures of museums. However, even without this an interest in the past is always manifested in human societies. Almost on a similar note Rogers (1982) rightly pointed out that the past is not dead. It is alive in our nation's prehistoric and historic site, ready to reveal itself to those who seek its counsel. Sensitivity to the past can be great help to understanding the present, emboldens more the social and cultural relevance of Black Heritage Museum holdings to Nigerian history and society.

METHODOLOGY

The research was carried out in the Black Heritage Museum. A total of one hundred (100) questionnaires were distributed. The questionnaires administered to the visitors were retrieved completely with adequate supervision of the management body of the Black Heritage Museum. Stratified random method of sampling was used. The data collected were analyzed using qualitative and quantitative statistics and T-Test and Pearson Chi-square were used to test the hypothesis.

Scope of Study

The scope of the study is restricted to Badagry local government area and will focus on the Black Heritage Museum.

Data Analysis

Data collected was analyzed and presented using SPSS 17. Frequencies and percentages.

RESULTS AND DISCUSSION

The above table 1 shows that out of the 100 respondents, 47.5% were under the age group 18-25, 40.6% were ages 26-35, 9.9% made of respondents in age group 36-45 while only 1.0% was above age 45. This implies that visitors under the age group 18-25 years with the percentage of 47.5% unlike others visited the Black Heritage Museum more at the time of research.

Table 2 which shows the occupational status of the visitors offer a valid explanation that the individuals that were majorly private sector employed which happens to be 30 (29.7%) while closely followed by business persons with 23.8%, civil service had 18.8% of the respondents, managers were the lowest with 6.9% and other status was seen to be 19.8%. it therefore assert that private sector

employed visited the Black Heritage Museum most.

Table 3 above, shows that respondents majorly visit the Black Heritage Museum for sightseeing purpose at the percentage of 25.6% which is more than recreation of 34.7%, education at 22.8%, research at 3.0% and others at 3.0%

From the above table 4, it can be concluded that 45.5% of the respondents only visited the Black Heritage Museum once as in relation to other visitors who have visited 2 times (32.7%), 3 times (10.9%) and more than three times having the lowest percentage of 9.9%.

From the figure 5 above, it shows that out of the 100 respondents, 52% considered the services of the Black Heritage Museum to be good while only 3% indicated that the services at the Black Heritage Museum is poor. Two percent (2%) of the respondents did not answer the question.

From the research findings, it was observed that sustainable tourism development has helped develop Badagry in terms of economic prosperity. The presence of sustainable tourism in museum practices has attracted both international and domestic tourists to Badagry.

In summary of the analysis and the result findings, it is obvious that the Black Heritage Museum if properly marketed can bring in more revenue for both the Badagry community and Lagos state at large but in order for this to happen, there is need to develop the basic infrastructures like good roads and Electricity supply.

Based on the results obtained from the data gathered, a lot can be deduced to contribute to different development of tourism in Badagry. The Black Heritage Museum can indeed bring more economic gains to the Badagry community if it is properly utilized.

From the results, more respondents are uncomfortable with the available infrastructures present at the destination which none-the-less should be improved upon.

In finding the tourist visit as it contributes to the economic development of Badagry, three indexes has to be considered and analyzed and they include increased earnings, increase in foreign exchange earning and international trade. For the increased earnings (table 4.2.3), the calculated value for the chi-square is 1.099 with 1 degree of freedom and p-value Of .295. This was found to be significant at 0.05 level of significance ($p > 0.05$). Consequently, we reject the null hypothesis and conclude that tourist visit has contributed to increased earnings in Badagry. For the foreign exchange earnings (table 4.2.4), the calculated value for the chi-square is 2.788 with 1 degree of freedom and p-value of 0.95. This was found to be significant at 0.05 level of significance ($p > 0.05$). Consequently, we reject the null hypothesis and conclude that tourist visit contributes to the foreign exchange earning of Badagry. Also, for the international trade (table 4.2.5), the calculated value for the chi-square is 0.73 with 1 degree of freedom and p-value Of 0.787. This was found to be significant at 0.05 level of significance ($p > 0.05$).

From the three economic indexes analyzed, it shows that tourist visit has contributed to the economic development of Badagry.

Conclusion

Considering the importance of museum as a veritable source of foreign exchange earning and its growing importance in reducing balance of payment deficit, it can act as a substitute to the oil sector, which has for long remained the main stay of the country's economy. Thus museum management as well as its development and marketing will play an important role towards providing an alternative source of

income and stimulating regional development at the destination area and the country at large.

With the effective utilization (management) and marketing of the Black Heritage Museum as well as other museums, Nigeria will be placed among other African countries as one of the tourist destination in the globe that is richly endowed with extensive cultural resources capable of creating demand, building tourist traffic and satisfying the travel needs of tourism with the aim of creating wealth, reducing unemployment and poverty at the destination. In order to be well placed in the world tourism market and build substantial tourist traffic, there is the need to adopt the modern marketing concept which understands its responsibility in identifying, anticipating and satisfying customer's profitability.

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TABLES FOLLOW...

TABLE 1 Age distribution of Respondents

| | Frequency | Percentage |
|--------------|------------|--------------|
| 18 – 25yrs | 48 | 47.5 |
| 26 – 35yrs | 41 | 40.6 |
| 36 – 45yrs | 10 | 9.9 |
| Above 45yrs | 1 | 1.0 |
| Total | 100 | 100.0 |

Source: Field survey, 2010

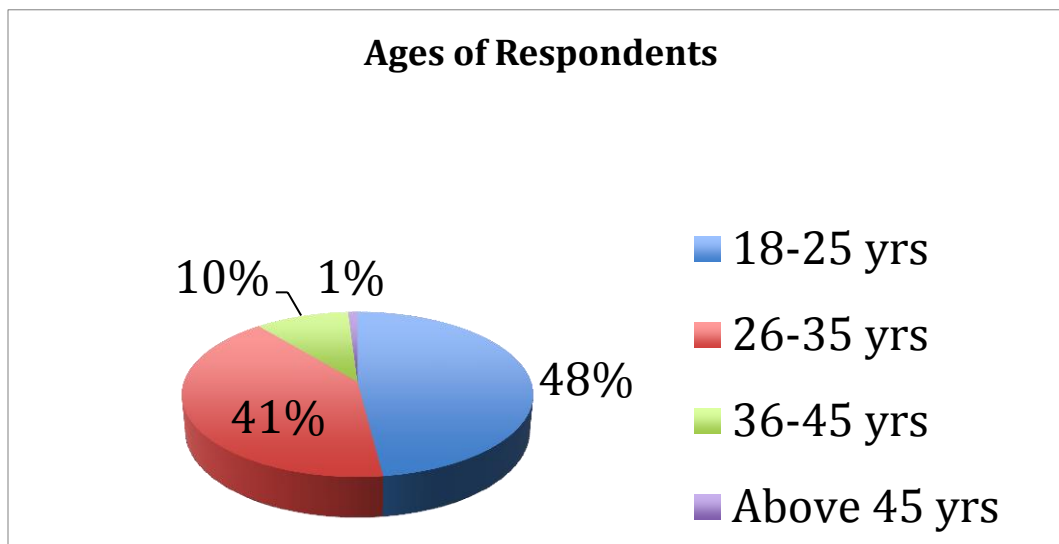


TABLE 2: Occupational Status

| | Frequency | Percentage |
|-----------------------|-----------|-------------|
| Civil Service Private | 19 | 18.8 |
| Sector Employed | 30 | 29.7 |
| Manager | | |
| Business Person | 7 | 6.9 |
| Others | 24 | 23.8 |
| Total | 20 | 19.8 |
| | 100 | 100.0 |

Source: Field survey, 2010

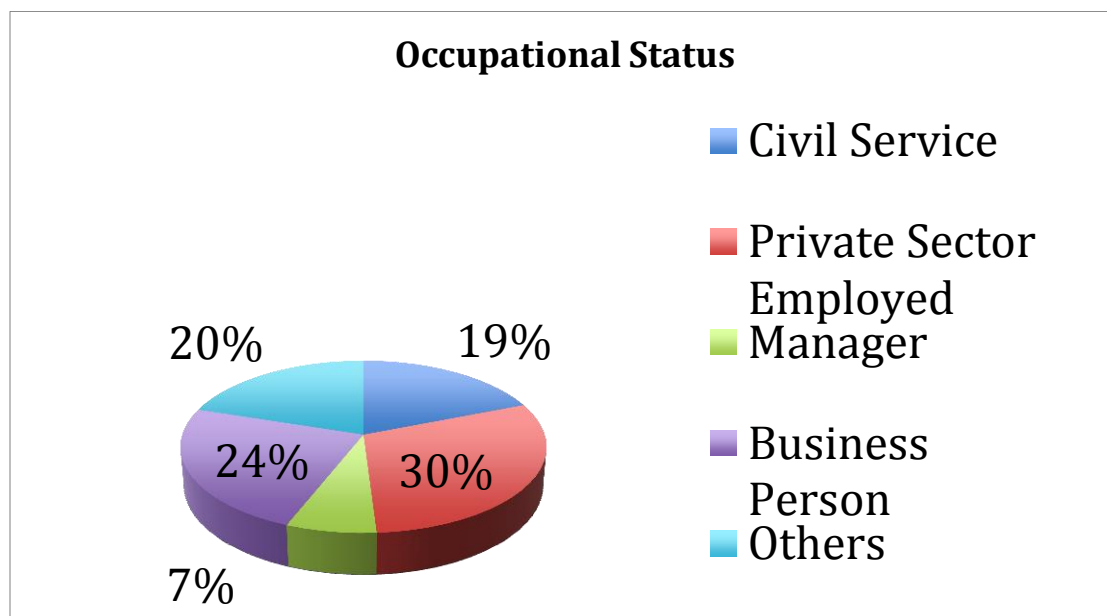


TABLE 3: Reasons for visiting Black Heritage Museum

| | Frequency | Percentage |
|--------------|------------|--------------|
| Sightseeing | 36 | 35.6 |
| Recreation | 35 | 34.7 |
| Education | | |
| Research | 3 | 3.0 |
| Others | 3 | 3.0 |
| Total | 100 | 100.0 |

Source: Field survey, 2010

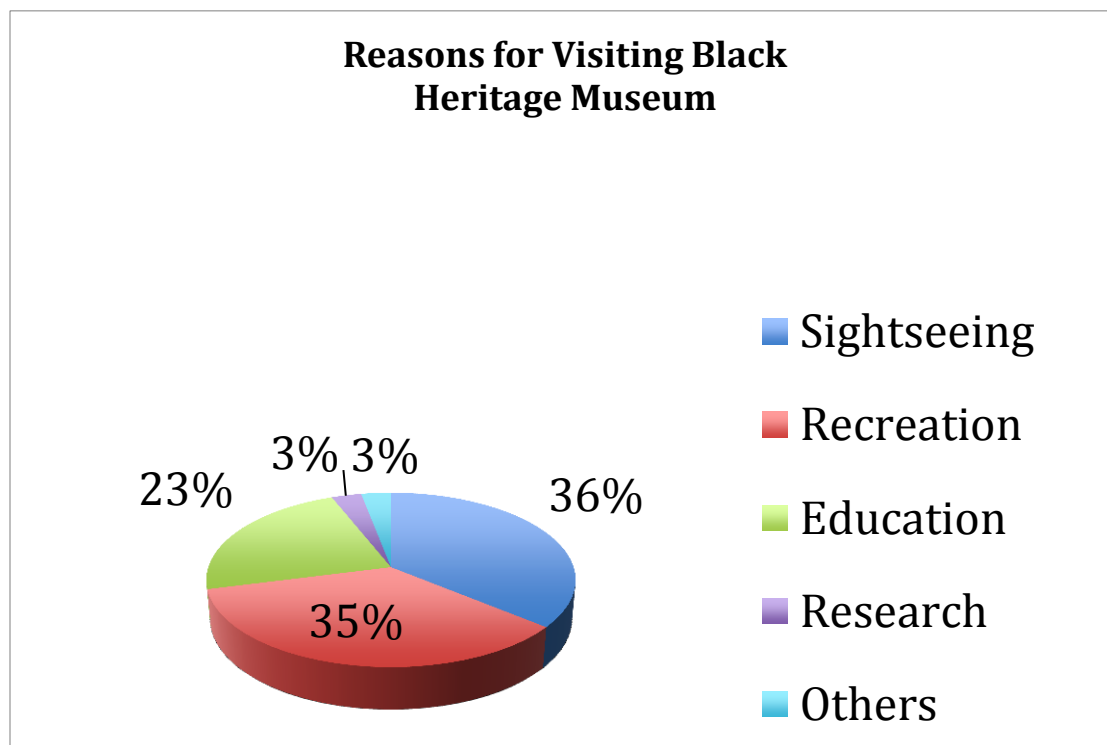


TABLE 4: Frequency of visits to Black Heritage museum

| | Frequency | Percentage |
|-------------------|------------------|-------------------|
| Once | 46 | 45.5 |
| 2 times | 33 | 32.7 |
| 3 times | 11 | 10.9 |
| More than 3 times | 10 | 9.99 |
| Total | 100 | 100.0 |

Source: Field survey, 2010

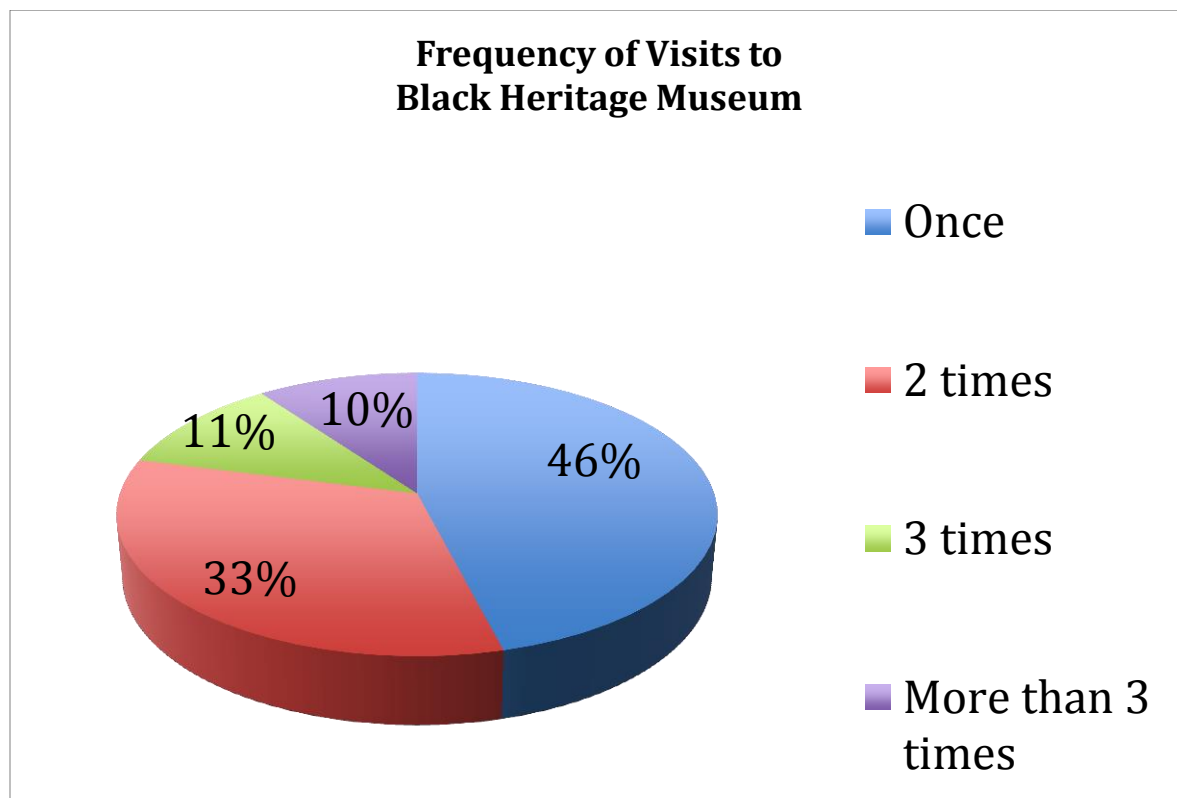


Table 5: Assessment of the Service Rendered and Effectiveness of Activities at the Black Heritage Museum.

| | Frequency | Percentage |
|---------------------|------------|--------------|
| Unanswered Question | 2 | 2.0 |
| Very Good | 17 | 16.8 |
| Good | 52 | 51.5 |
| Fair | 26 | 25.7 |
| Poor | 3 | 3.0 |
| Total | 100 | 100.0 |

Source: Field Survey, 2010

