

CULTURAL FESTIVALS AND SUSTAINABLE ECONOMIC DEVELOPMENT IN CROSS RIVER STATE, NIGERIA

By

Egbonyi, Etuki Eborty (PhD)
etukieboroty@gmail.com
Ephraim, Idongesit Emmanuel, Ph.D
Omoogun, Remi Modupe, Ph.D
Ambe, Benjamin Ayua, Ph.D
Onnogen, Usang Nkanu, (Ph.D).

Department of Environmental Education
Faculty of Arts and Social Science Education
University of Calabar
Calabar, Nigeria



Abstract

The purpose of this study was to investigate the extent to which cultural festivals influence sustainable economic development in Cross River State, Nigeria. To achieve the purpose of the study, one null hypothesis was formulated and tested at 0.05 level of significance. Literature review was carried out based on the variables of the study. A survey research design was adopted for the study. The population of the study comprised 774,824 adult residents. Multi-stage sampling procedure comprising of stratified and purposive sampling techniques were adopted to select the senatorial districts, local government areas, as well as one thousand (1000) respondents drawn from the six local government areas for the study. The instrument used for data collection was a four point rating scale instrument title "Cultural Festivals and Sustainable Economic Development Questionnaire. The instrument was validated by two experts in measurements and evaluation in the Faculty of Education, University of Calabar, Calabar, Nigeria. The Cronbach Alpha coefficient reliability method was adopted to test the consistency of the test instrument, which was found to be between 0.70 and 0.84. The instrument was administered personally by the researchers with the help of three trained research assistants. To test the hypotheses, simple linear regression was used. The result revealed that cultural festivals, significantly contribute to sustainable economic development. Based on the result of the findings, it was recommended among others that Government should fully participate in all major cultural festivals like Ekpe masquerade festival, new yam festivals, fishing festivals, boat regatta, so as to derive its benefit of economic development.

Key words: Cultural festivals, Sustainable Economic Development.



Introduction

Cultural festivals, though as old as the community, have evolved to be tourism activities. Cross River State is blessed with diverse cultures from different indigenous groups that make up the state, as such, these cultures need to be showcased and brought into

limelight to attract visitors in and outside Nigeria into the state. Despite the fact that cultural festival can be used for economic development of the state, it is worthy to note that the attitude of government, private sector and even the individual community is not encouraging. Some communities thought it a

taboo to allow their cultural displays to be brought into limelight in form of festivals. Those that were celebrated have received little or no sponsorship and support from government. It is only the Ugep Leboku new yam festival and the Calabar boat regatta that have received general recognition in the state (Ekwere, 2010).

The word festival is derived from feast and implies a unique time for celebration. Cultural celebrations include festivals, carnivals and religious events and the arts and entertainment in general. Festivals connect landscape to lifestyle and complex ways by introducing the human dimension. These events entertain locals and offer recreational activity in and out of season for visitors. Media coverage generated by these events help destinations build assurance and a positive image in the tourism market place. Festivals are particularly attractive to communities striving to tackle issues of civic design, local pride and identity, heritage, urban renewal, employment opportunities and economic growth (Mejabi, 2019).

The more an event is seen by its host community as emerging from within rather than imposing on them, the greater that community's approval of the event will be. Festivals and events generally represent the host community's sense of itself and sense of place. The festive and public celebratory characteristic contents are very important because festivals and events have long existed as significant cultural practices devised as forms of public display, collective celebration and civic ritual (Quinn, 2009).

A study was carried out by Mejabi (2019) entitled the Context of events in destination development: a case of the Osun-Osogbo cultural festival. The study analyzed the perceptions of visitors and other key stakeholders regarding the socio economic contributions of the Osun Osogbo cultural festival to the development of Osogbo the Osun state capital. A mixed method approach was adopted with survey questionnaire, interviews and direct observation carried out as methods of obtaining data. Altogether, 150 visitors and 15 key stakeholders ranging from

community leaders, organizers and government functionaries took part in the investigation.

For the quantitative data of the study, a total of 150-items semi-structured questionnaire was administered through visitor/on-site survey. The structured questionnaire contained close-ended questions. The respondents were the events attendees, who were non residents of Osogbo. Conveniences sampling was used to target the respondents at the event which was held between 10th and 17th August 2018. Data collected from the survey questionnaire were edited, coded and processes using the statistical package for social sciences (SPSS statistics 24) which was analyzed through descriptive statistics. The presentation was done in written statement, tables and charts. For the qualitative data of the study, the analysis started with full transcription of the recorded interviews. The study is similar to this study in that, it centered on cultural festival and made use of survey design.

The findings of the study was that majority of respondents (91.5%) were of the view that the Osun-Osogbo cultural festival enhanced the economic development of the city of Osogbo. This indicated how important this event is to the community. In line with this finding, Reid (2002) affirmed that events that draw tourists can draw outside investment and financial resources into local communities, leading to positive economic benefits that may sustain the communities and the people.

Becker (2014) noted that the development of tourism must contribute to the wellbeing of both the local population and those directly interested; the local tourist industry, including the tourists. The finding of Mejabi's (2019) study further revealed that the festival impacts tremendously on the socio-cultural fabric of the society of Osogbo. For instance, local entrepreneurs in the cottage industry of the city, such as, inter alia artists, fabric makers, painters were present at the event venues displaying their materials and artefacts for patronage. Hence, a part from the economic gains from the festival, it also provided a platform for these local artists to be more creative and enabled them to showcase

their talents to the visitors. The study also contended that festival helps in the promotion of Osogbo culture and tradition. According to Gretz (1997), festivals and events provide an opportunity for community cultural development. The people of Osun State are predominantly Yoruba ethnic group who are very proud of their culture.

Moreso, Iyam, Inah, Udonwa, Ofem, Etim and Eko (2014) conducted a similar study to ascertain the role of Leboku new yam festival in hotel and tourism development in Ugep urban of Yakurr Local Government Area, Cross River State, Nigeria. Leboku is the annual new yam festival celebrated in Ugep by the people in honour of the earth goddess and the ancestral spirits of the land for bountiful harvest. This annual celebration attracts tourists from all over the world every August to the land of Ugep people so as to witness their rich African culture, language and identity.

The main objective of Iyam, et al (2014) study has raised consciousness on the strong relationship between Leboku festival and hospitality as well as tourism development among the people of Yakurr Local Government Area. During the Leboku festival, tourists and lovers of culture converge at the acclaimed most culturally densely populated urban in Africa to witness the annual festival. It is a celebration of harvest of yams, the celebration of hard work and celebration of womanhood. This festival has gained prominence and recognition from the Cross River State government as one of the programmes in its yearly tourism package.

A semi-structure questionnaire was administered to one hundred (100) respondents to get their perception of the study. The focus group discussion (FGD) comprised of hotel operators of the thirteen (13) hotels discovered as at the time of the study which included Adisun Guest Inn, Hotel Gravings Ltd, Hilltop Lodges Hotel, Irany Hotel, Mangrown Hotel, Obitex Elegant Hotel, Scenaio Hotel, Sugar Hill Crust House, Summer International Guest House, Treasure Resort Hotel, View Suit Hotel, White House Hotel and Yakurr Local Government Guest House.

Data collected were analyzed using descriptive and quantitative techniques. The analyses shows the extent to which respondents strongly believe in the benefits of Leboku New Yam Festival in terms of enhancing inter-cultural cooperation with people from other parts of the world, job creation opportunity, unity, hotel development, tourism development, increase global recognition/respect of the heritage of Ugep people, development of Ugep urban, contributing to global economy and consolidating global relationships/connections of the people to the outside world.

The study concluded that Leboku New Yam Festival just like other festivals is a tourist event that showcases culture, religion, language and nature. Thus, the festival serves as a positive catalyst in the development of hospitality and tourism industry. It attracts people from all over the world down to Ugep urban in Yakurr Local Government Area of Cross River State, Nigeria. It showcases the culture of African in an Ugep man's way, revealing the maximize 'consumer surplus', that is get the best experience possible for the least cost, while business seek to maximize (short-term) profit and host communities are interest in long-term income, employment and other economic benefits.

Also, Godwin (2009) carried out a study on community fishing and economic development of Argangu fishing festival in Kebbi State, Nigeria. Data were collected mainly from secondary sources. These were from Kebbi State Tourism Board, Birnin-Kebbi, projects, textbooks as well as the internet. Data collected were analyzed using descriptive statistics such as frequency distribution, percentages and means while inferential statistics, comprising benefit-cost ratio and double logarithm regression model. The study revealed that the festival played an appreciable role to the augmentation of the protein intake of the Argungu people and the neighbourhood. The festival has a potential for tourism and also provides an avenue for recreation. The study also revealed that the Argungu people have become economically enriched as a result of the festival. Besides,

Kebbi State as a whole benefits from any business transaction that ensues between the tourists and the people of Kebbi State. The fishing festival also offers many farmers the opportunity to be exposed to the modern fishing methods and new equipment. The agricultural show at the festival helps in bringing the technological innovations, methods and means of large scale farming to the advantage of the Argungu people.

Cultural festivals are public celebration in commemoration of special occasions. There are festivals, which often have historical connotations with obvious economic importance. The origin of such festivals is based on the historical development of the community involved. Such festivals are rallying points, occasions for reaffirming the sense of belonging and togetherness of the people. Festivals the world over, have significant socio-economic and historical landmark within the society in which they are organized and performed (Oruonye, 2013).

Another cultural festival is Bade. This is one of the fourteen emirates in Yobe State where fishing is one of the most important human activities for promoting tourism after farming in the area. Fishing festivals are performed yearly in every village along the river. The Bade fishing festivals is very important because it serves as a unifying force amongst the different Bade communities. It also creates an important forum for cultural, social and economic interaction between people of the state and other states of the federation as well as people from outside the country. The festival is the engine block of tourism development in Yobe State (Oruonye & Abubakar, 2008).

Negrusa, Toader, Rus and Cosma (2016) examined perceptions on cultural events' sustainability. Specifically, the study investigated the economic socio-cultural and environmental impact of the Transylvania International Film Festival (TIFF). With a history of 15 editions, the festival gathers, year by year, an increasing number of people in Cluj-Napoca. The purpose of the study was to analyze resident participants' perception on economic, socio-cultural and environmental

effects. To reach this goal, an exploratory and descriptive research was conducted.

Negrusa et al (2016) study adopted both primary and secondary data in the analysis. The questionnaire was the main tool used for collecting data about participants' perception. The results emphasized the positive effects of the festival at the socio-cultural level. The festival provides multiple possibilities to spend free time in a pleasant way, it sustains the development of cultural life and it improves the educational and the cultural level of community. Moreover, the festival does not influence in a negative manner, the moral principles of the society and it does not generate an increase in crime rate.

From the economic point of view, the study indicated that the festival has the huge capacity to attract investments and additional revenues for the local government area. It also sustains the development of the city infrastructure and creates opportunities for residents to develop new economic opportunities. From the environmental point of view, the festival sustains improvement of environmental issues, it does not generate important traffic problems and does not also determinate touristic resources (Esu & Arrey, 2009).

Cultural festivals and celebrations have proliferated in the last 20 years to greater degree than any other form of community event (Pejovic, 2009). Urban economic development and urban tourism have been invigorated by the repositioning of art and cultural festivals in the urban policy agenda. These venues offer citizens and visiting tourists the opportunity to extend their cultural horizons and expenses. Thus, festivals other than alternative urban leisure opportunity to citizens and a cultural experience to these tourists focussed on culture (Richards, 2007; Quinn, 2006).

Cultural events have a major role to play in the development of cultural tourism. Film tourism is an important component of cultural tourism and is defined as tourist visits to a destination or attraction as a result of the destination being featured on television, video or the cinema screen. According to Grunwell

and Ha (2008), one of the most rapidly expanding forms of cultural events worldwide is represented by film festivals. The socio cultural impact of community cultural festivals can be examined from different perspectives; in monetary terms as a non-use value and as an instantaneous social capital generated on its attendees (Andersson & Lundberg, 2013). Festivals encourage the building of social capital and foster the development of local communities while culture has an important role in terms of both touristic attraction and creation of instantaneous social ties (Colins, Jones & Monday, 2009).

Onyeabor (2017) conducted a research entitled "tourism potentials of Onicha Igboeze community new yam festival in Ebonyi State, Nigeria". The sampling procedure comprised six villages; respondents were made up of 12 key informants (opinion leaders/custodians of culture) and 60 ordinary residents. They were selected through a multistage stratified sampling technique. Also focus group discussions were conducted with groups of 9 (including men, women, the elderly and youth) in each of the 6 villages. Primary and secondary data were used for the study. Historical and other information about the new yam festival were presented in documentary form. Data were analyzed using mean scores from Likert-type scale and explanatory factor analysis. Results indicated that new yam festival in Onicha Igboeze was reported to be as old as the community itself. Most of the respondents noted that they grew up to meet the tradition and that it was handed down from generation to generation.

Findings showed that the significance of the new yam festival is based on its embodiment of the cherished values of the community. Based on the findings, the perceived benefits of developing new yam festival tourism in the community include promotion of cultural education among younger generation, strengthening of family ties, preservation of cultural heritage, promotion of peaceful co-existence, promotion of inter-personal relationship, promotion of community image and identity and facilitation of cultural exchange. The specific economic

benefits include provision of employment opportunities, provision of options for additional income generation, driving expansion of agricultural production. The findings also revealed other benefits as encouragement of the development of cottage industries, discouragement of rural urban migration, attraction of infrastructural facilities, creation of economic opportunity for women and youth, creation of opportunity for direct marketing of agricultural products to tourists by farmers, and indirect marketing through hotels and restaurants.

The study concluded that the interplay of the rural ambience of Onicha Igboeze community, the content and structure of her four-day yearly agro-cultural festival namely, the new yam festival and the community warm attitude to visitors provide adequate response to the need for recreation in modern urbanized society. Community people welcome the prospect of wider participation in their festival and look forward to numerous socio-cultural, economic and environmental development.

Statement of the problem

The economy of the state has decayed in that the issue of sustainable economic development has been a serious concern to policy makers and other concerned stakeholders in Nigeria generally and Cross River State in particular. Sustainable economic development poses a challenge due to the monolithic nature of the national economy and the persistent lack of commitment to focus development strategies on the part of the people who are supposed to be prime beneficiaries of development outcomes. However, these development strategies have failed to translate the dividends of Nigeria's economic reforms into measurable benefits for citizens in various areas of the nation especially in Cross River State.

Tourism is a sector which has the potential to bring about great development. The past governments in Cross River State had recorded successes in tourism sector like influx of visitors into the state during the Calabar Carnival event, Ekpe masquerade festival, Leboku new yam festival, Mountain race, etc. The state benefitted and there was a rise in the

small scale business sector and these helped to boost the economy of the state. One would have expected a continuous rise, but the reverse is what we are witnessing, like closure of some tourism sites and activities while others are gradually becoming less functioning.

Although, the present state government has made efforts to revive the sector by introducing zero taxation on small scale business amongst others, yet, there is low level of socio economic wellbeing of people evident in high unemployment rates, poverty rates, low income generation and high level of criminal activities in Cross River State.

In this circumstance, what could be done to ensure sustainable economic development in the state? What are the activities that can boost sustainable economic development in Cross River State? With these questions in mind, the researchers are poised to find out if cultural festivals have any influence on sustainable economic development in Cross River State.

Purpose of the study

The purpose of the study was to investigate the influence of cultural festivals on sustainable economic development in Cross River State, Nigeria. Specifically, the study seeks to:

examine whether cultural festivals influence sustainable economic development in Cross River State

Research question

One research question was raised to guide the study

Thus, to what extent do cultural festivals influence sustainable economic development in Cross River State?.

Statement of hypothesis

Based on the purpose and research question put forth for the study, one hypothesis was formulated to guide the study. Thus, Cultural festivals have no significant influence on sustainable economic development in Cross River State.

Methodology

The research design adopted for the study was survey. To obtain a representative sample, multistage (stratified and purposive) sampling

procedure was used. The state was stratified into the existing three (3) senatorial districts (southern, central and northern) while the purposive sampling technique was adopted to select the local government areas with more cultural festivals in each strata. These local government areas were Akamkpa, Calabar Municipality, Ikom, Obanliku, Ogoja and Yakur. Precisely two LGAs in each senatorial districts were selected. Five (5) members of staff of the tourism commission from each of the six tourism and staff each system (30) from 12 mostly used hotels in the LGAs (60), 10 members of staff from the Cross River State Tourism Commission and one hundred and fifty (150) persons from each L.G.A visited in the three senatorial districts (i.e $150 \times 6 = 900$). Total respondents were $60 + 30 + 10 + 900 = 1000$ respondents. Therefore, the sample was 1000 adult citizens.

Instrumentation

The instrument used for this study was a 20 items instrument titled: "Cultural Festivals and Sustainable Economic Development Questionnaire" The 20 items questionnaire was divided into 3 sections. Section A elicited responses on the respondents demographic information data such as senatorial districts and LGA. Section B elicited responses on respondents' view on cultural festivals in the questionnaire. It consists of 8 items designed in a structural 4 points rating scale instrument of strongly agree up to strongly disagree. The items assessed the opinion of adult men and women as it related to cultural festivals. Section C consists of 10 items designed on a four point rating scale of SA to SD, the items assessed the opinion of adult men and women on sustainable economic development.

Validity of the instrument

Validity of the instrument refers to the extent to which the test instrument measures what it intends to measure. To ascertain the validity of the instrument in this work, the questionnaire was presented to two lecturers in the University of Calabar, who are specialist in areas related to this work, the experts scrutinized the instrument based on the relevance of the items

in relation to the purpose of the study, the language of the instrument in relation to cognitive capacities of respondents and the comprehensiveness of the items in relation to the coverage of all the itemize sections. The observations and suggestions of the experts were duly addressed before the instrument was used for this study.

Reliability of the instrument

Reliability refers to the degree of consistency with which an instrument measures what it is supposed to measure over time. To test the reliability of the instrument, the researchers administered the instrument to fifty (50) respondents from two communities where tourism related events take place in a nearby state (Akwa Ibom State). The characteristics of the respondents were similar to the respondents that was used for the actual study in that they have equally benefitted in terms of economic development from cultural festivals.

The respondents were clearly informed that the exercise is mainly for research purpose. The instructions were clearly read out and explained to them. The 50 copies of the

questionnaire were retrieved, coded and scored. The instrument was subjected to Cronbach Alpha coefficient analysis. The result of reliability analysis indicates that the reliability estimate of the scales in the research instrument ranges from .70 to .84. With this high reliability indices, the instrument was deemed fit to be used for data collected in the study.

The statistical tool used in analyzing data for this study was simple linear regression.

Presentation of result

The result of the study were presented, based on the hypothesis of the study

Ho: Cultural festivals have no significant influence on sustainable economic development of Cross River State. The independent variable in the hypothesis is cultural festivals, while the dependent variable is sustainable economic development both measured continually. Simple linear regression was used to test the hypothesis. The summary of the result of analysis is presented in Table 1.

Table 1

Simple linear regression analysis of cultural festivals and sustainable economic development

Source of variation	SS	Df	MS	F-ratio	sig.	R	R ²
Regression	3566.298	1	3566.298	142.446	.000 ^b	.345	.125
Residual	24910.895	998	25.036				
Total	28477.194	999					

**significant at 0.05 level, df = 998

The result in Table 1 showed that $R = .345$ which signifies a significant positive influence of cultural festivals on sustainable economic development in Cross River State. That is, the more the cultural festivals, the more the sustainable economic development. Moreso, the adjacent $R^2 = .125$ which implies that the variation on sustainable economic development can be explained by 12.5% contribution of cultural festival. The significant influence of cultural festivals on sustainable economic development in Cross River State, is due to the Sig. value of $p (.000)$, which is less than the acceptable value of $p (.05)$. Hence, the null hypothesis is rejected.

Discussion of findings

The null hypothesis (Ho) stated that cultural festivals have no significant influence on sustainable economic development of Cross River State, but the result of the analysis as presented in Table 1 showed a significant influence of cultural festivals on sustainable economic development in Cross River State. This could be due to the fact that cultural festivals provide visitors with the knowledge about the culture and tradition of an area, as well as the peoples' way of life, occupation, livelihood and survival. Most people make life out of this means and as such display their skills and talents for others to emulate.

The result is in agreement with a study carried out by Mejabi (2019) entitled the context of events in destination development: a case of the Osun-Osogbo cultural festival. The findings of the study was that majority of respondents (91.5%) were of the view that the Osun-Osogbo cultural festival enhanced the economic development of the city of Osogbo. This indicated how important this event is to the community. In line with this finding, Reid (2002) affirmed that events that draw tourists can draw outside investment and financial resources into local communities, leading to positive economic benefits that may sustain the communities and the people.

Also in support of this finding, Esu and Arrey (2009) affirmed that, cultural festival has the huge capacity to attract investments and additional revenues for the local government area. It also sustains the development of the city infrastructure and creates opportunities for residents to develop new economic opportunities. From the environmental point of view, the festival sustains improvement of environmental issues, it does not generate important traffic problems and does not also determinate touristic resources (Esu & Arrey, 2009).

The finding of this study also agreed with Onyeabor (2017) who conducted a research entitled “tourism potentials of Onicha Igboeze community new yam festival in Ebonyi State, Nigeria”. The sampling procedure comprised six villages; respondents were made up of 12 key informants (opinion leaders/custodians of culture) and 60 ordinary residents. They were selected through a multistage stratified sampling technique. Also focus group discussions were conducted with groups of 9 (including men, women, the elderly and youth) in each of the 6 villages. Primary and secondary data were used for the study. Historical and other information about the new yam festival were presented in documentary form. Data were analyzed using mean scores from Likert-type scale and explanatory factor analysis. Results indicated that new yam festival in Onicha Igboeze was reported to be as old as the community itself. Most of the respondents noted that they grew up to meet

the tradition and that it was handed down from generation to generation.

The finding showed that the significance of the new yam festival is based on its embodiment of the cherished values of the community. Based on the findings, the perceived benefits of developing new yam festival tourism in the community include promotion of cultural education among younger generation, strengthening of family ties, preservation of cultural heritage, promotion of peaceful co-existence, promotion of inter-personal relationship, promotion of community image and identity and facilitation of cultural exchange. The specific economic benefits include provision of employment opportunities, provision of options for additional income generation, driving expansion of agricultural production. The findings also revealed other benefits as encouragement of the development of cottage industries, discouragement of rural urban migration, attraction of infrastructural facilities, creation of economic opportunity for women and youth, creation of opportunity for direct marketing of agricultural products to tourists by farmers, and indirect marketing through hotels and restaurants.

Conclusion

The study concentrated on cultural festivals and sustainable economic development in Cross River State, Nigeria. The result obtained from analysis of data and testing of hypothesis in the study revealed that there is significant relationship between cultural festivals, with sustainable economic development.

The need to mobilize people towards active participation in cultural festivals has become imperative in sustaining the economy of Cross River State which in turn will help to improve the standard of living of the citizens.

Recommendations

The results obtained from analysis of data and testing of hypothesis guide the researchers in recommending that;

Government should fully participate in all major cultural festivals like ekpe masquerade festival, new yam festivals, fishing festivals,

boat regatta, so as to derive its benefit of economic development.

References

- Becker, J. (2014). Can art change the world? How art has the potential to change the world. <http://www.storylineblog.com/2014/05/06/how-art-has-the-potential-to-change-the-world>.
- Collins, A., Jones, C. & Monday, M. (2009). Assessing the environmental impacts of mega sporting events: Two options? *Tourism Management*, 30, 828-837.
- Esu, B. B. & Arrey, V. M. (2009). Tourists' satisfaction with cultural tourism festival: A case study of Calabar carnival festival, Nigeria, *international Journal of Business and Administration Research Review*, 2 (4), 1-12.
- Getz, D. (1997). *Event management and event tourism*. New York: Cognizant Communication Corporation.
- Grunwell, S. & Ha, I. S. (2008). Film festivals: An empirical study of factors for success. *Event Management*, 11, 201-210.
- Iyam, M. A., Inah, G. M., Udonwa, R. E., Ofem, O. M., Etim, J. J. & Eko, O. (2014). The role of leboku new yam festival in hotel and tourism development in Ugep urban of Yakurr local government area of Cross River State, Nigeria. *Journal of Humanities and Social Science*, 19 (6), 34-41.
- Mejabi, E. I. (2019). The context of events in destination development: A case of the Osun-Osogbo cultural festival. *Journal of Good Governance and Sustainable Development in Africa*, 4, 3, 1-1
- National Population Commission (2016). *Projected population for southern senatorial district*. Calabar: NPC.
- Negrusa, A. L., Toadu, V., Rus, R. V. & Cosma, S. A. (2016). Study of perceptions on cultural events' sustainability. *Sustainability*, 8, 1269-1273.
- Onyeabor, E. N. (2017). Tourism potential of Onicha Igboeze community new yam festival, Ebonyi State, Nigeria. *European Journal of Hospitality and Tourism Research*, 5 (4), 28-40.
- Oruonye, E. & Abubakar, G. (2008). *History, culture and tourism potentials of Yobe State*. Jos: Fab Educational Books.
- Oruonye, E. D. (2013). The impact of climate change on the Bade fishing festival of Yobe State of Nigeria. *International Journal of Sustainable Development*, 3 (3), 29-3
- Pejovic, K. (2009). *Urban arts festival: A mark on regions. In the Europe of festivals: From Zagreb to Edinburgh, interesting viewpoint*. Paris: International Press.
- Quinn, B. (2006). Problematizing festival tourism: Arts festivals and sustainable development in Ireland. *Journal of Sustainable Tourism*, 14, 288-306.
- Quinn, B. (2009). Festival, events and tourism. In T. Jamal & M. Robinson (Eds.). *The sage handbook of tourism studies*. London: Sage Publication.
- Reid, S. (2002). Community participation in rural events: The potential to develop and utilize social capital. In advances in convention, exhibition and event research. Paper presented at the Convention and Ekpo Summit, Hong Kong.
- Richards, G. (2007). *Cultural tourism: Global and local perspective*. New York: Haworth.