INTERNATIONAL JOURNAL ON ECONOMICS, FINANCE AND SUSTAINABLE DEVELOPMENT

IJEFSD

Available online at www.researchparks.org

RESEARCH PARK

Journal homepage: www.researchparks.org/

Tourists' Behavioural Pattern in the Consumption of Region-Specific Tangible and Intangible Cultural Heritage Resources in Nigeria

Dr. (Mrs.) Chigozie Ugochukwu Okoro, Assoc Prof. Polycarp A. Igbojekwe, Dr. Emmanuel Ukabuilu
Department of Hospitality and Tourism Faculty of Management Science Imo State University Owerri

Dr. Nsisuk Harrison Akpanabia
Department of Management Faculty of Management Science Imo State University Owerri

ABSTRACT

This study focused on tourists' behavioural pattern in the consumption of region-specific tangible and intangible cultural heritage resources in Nigeria. It addresses the extent to which demand for and the production of heritage tourism in Nigeria can be identified by categorization of cultural heritage consumers. The major objective is to define tourist's behavioural consumption pattern of region-specific cultural heritage resources in terms of identified consumer category or market segment. Data set for the study was gathered through questionnaires structured on 5-point likert scale and yes or no response option. 4,750 respondents were analyzed using the simple descriptive analysis. factors found to influence consumption of cultural heritage resource in relation to other purchase during the event in order of importance include income; Religion; Culture/Cultural Practice; distance from urban center; Gender; Patriotism and Age. Result of the effect of other structures of the event authentic environment on behaviour are landscape (Historic sites, built environment, topography; food and drinks;, handicraft ; music and dance; and rituals. Result showed that consumption of region-specific cultural heritage resource is dynamic and vary between regions. Generally region-specific cultural heritage resource consumers are roaming cultrophiles.

ARTICLEINFO

Article history:
Received 29 Jan 2022
Received in revised form
30 Jan 2022
Accepted 05 Feb 2022

Keywords: Cultural, Resources, Tangible, Consumption.

E-mail address: info@researchparks.org
Peer review under responsibility of Emil Kaburuan.
. Hosting by Research Parks All rights reserved.

The study conclude that there is significant tourists'consumption pattern of region specific tangible and intangible heritage in relation to the factors influencing cross-sectorial linkage and purchases

INTRODUCTION

Cultural tourism inventory are the ‒Cultural heritages‖ or the ‒Tangible and Intangible cultural heritages‖. Cultural heritages are important elements of a region's uniqueness and appeal. They constitute the primary cultural resources that tourists consume. Tangible cultural heritages include man's physical ingenious products which can be touched and seen such as architecture/buildings, defensive walls and ditches, crafts, tools, ivory, cowries, paintings, textiles, pestles, mortars, iron furnaces, knives, food, wooden objects, tombs & grave goods, temples, dresses, pottery & potsherd pavements, monuments, books, works of art, and among other artifacts. ‒Artifacts as a broad concept are objects and/or features made and/or used by man/humans in an attempt to cope with the challenges and problems of social and natural conditions (Ogundele, 2014). Intangible heritage non-material or ideological cultural heritages include all intangible and invisible aspects of a peoples' ways of life such as ideas, folklore, kinship, norms, values, worldviews, philosophies of life, religious beliefs and practices, music, dance, festivals, traditions, language, and knowledge among others (Nnonyelu, 2009; Ogundele, 2000) that enable regional cultures to attract tourists at low expenditure (Shoval and McKercher 2017). These cultural heritages provide the tourist the opportunity to see how the local communities celebrate their culture and help the visitors to interact with the host community. They promote cultural diversity of the region and facilitate exchanges for language learning; enhance co-operation among the localities through cultural immersion; and strengthen the process of regional integration (Okpoko, 2011). Consumption of cultural heritages by different people (tourist) depends on tourist motives and tourist behaviours. The relationship between motivation, behavior and adaptation to destination cultural constructs are the primary cause of difference in tourist level of visits and participation (Guccio et al. 2017). This relationship also explains the choice of a destination over another; difference in tourism resource optimality, value chain consumption and individual destination's competitive advantage and ultimate contribution to aggregate tourism development (Mathias & David, 2014).

Tourists' that attend cultural heritage events tend to take less holidays, particularly short breaks, and were generally older. The cultural tourism consumption pattern is also different, especially in terms of visits to heritage attractions during their stay. Tourists' consumption of heritage resource seems to be characterized by a high degree of continuity between everyday leisure consumption and consumption patterns while on holiday (Richards, 2011). The vast majority of visits to cultural heritage events are often a reflection of cultural visits to home country or region (Barbieri and Mahoney, 2010). In most cases are driven by close association with age or social groups that have strong underlying ethnocentric tradition and vary in heritage demand (Pappalepore, Maitland, and Smith, 2010). This implies that cultural heritage resource consumers are increasingly differentiated in characteristics, needs, expectations, opportunities for cultural consumption, the growing popularity of tourism as a whole (providing more scope to consume culture on holiday) and changes in the nature of cultural consumption itself (Pulido-Fernandez and Sanchez-Rivero, 2010). On the premise of heritage attraction and or heritage event characteristics, relationships between groups of actors and the structures that recursively influence tourist behaviour had been argued to have implication for identifying tourists' behavioural consumption pattern (Richards and van der Ark 2013). It can enable effective partitioning of the effect of changing consumer taste (age effect) on the visitation of different types of cultural heritage events in relation to incomes and cultural capital levels (Pappalepore, Maitland, and Smith, 2010). Cultural heritage resources as cultural goods and services constitute real capital in that they

E-mail address: info@researchparks.org
Peer review under responsibility of Emil Kaburuan.

integrate as commodities in the market-based circulation of capital (Richards and van der Ark 2013); thus adding cultural value to economic value (Stylianou- Lambert, 2011). This study is focused on the need to understand the relationship between cultural heritage resource as commodities in the market-based circulation of capital; and consumer cluster with characteristic market description. The aim is therefore to segment tourists' behavioural pattern in the consumption of region-specific tangible and intangible cultural heritage resources into identifiable market clusters.

PROBLEM OF THE STUDY

Heritages are characteristic tangible and intangible features of a society passed down from generation to generation through conscious preservation (Ivanovic, 2008). They may include features of historic, educational, recreational, and economic importance, preserved and handed over from one generation to another. In other words they are valued endowments emanating from man and nature inherited from past generations, maintained in the present and bestowed for the benefit of future generations (Ogundele, 2014)

In Nigeria, studies conducted independently by different researchers have identified considerable variations in cultural heritage resource consumption patterns, travel experiences and socio- economic background (Van der Ark and Richards, 2006; Ezenagu, 2015; Danesi, 2017). These variations had been attributed to social class or taste distinctions (Bourdieu, 1984); increasing social mobility and changing tastes (Barbieri and Mahoney, 2010); and increasingly differentiated characteristics, needs, and expectations of tourists (Pulido-Fernandez and Sanchez-Rivero, 2010). Stylianou-Lambert (2011), attempt to characterize cultural tourists in terms of motivations, interests, experiences sought or activities engaged in; but these actor-centered approaches limit proper evaluation of the interactions between tourists and the tangible/intangible heritage attractions and events they visit in terms of identifiable consumer market segment (Hannam and Knox, 2010). These diversities have heightened the challenge of strict categorization or differentiation of cultural heritage resource consumption in the cultural tourism market space (McKercher, Ho, Du Cros, and Chow, 2002; Ezenagu, 2015).

According to some studies (Günlü, Yağcı & Pırnar, 2013; Stratan, Perciun & Gribincea, 2015) a significant growth in heritage consumption is evident in all Western European countries. Openness of the consumers (on age groups and professional profile), values, emotions, unique interpretation and participation seems to confirm rising contention that the demand for heritage attractions has been categorized especially among the ‒new middle class‖ or ‒service class‖ during the last three decades. Few studies in this direction focused on conventional multiethnic cultural festivals (i.e. the Calabar carnivals) but seem to be limiting in clearly differentiating cultural heritage consumption by identifiable consumer cluster as evident in all Western European countries. This study therefore addresses the extent to which demand for and the production of heritage tourism in Nigeria can be identified by categorization of cultural heritage consumers. It attempts to define tourist's behavioural consumption pattern of region-specific cultural heritage resources in terms of identified consumer category or market segment.

LITERATURE REVIEW

As a country of multiethnic population, Nigeria has a multiplicity of natural endowment, cultural practices and heritage resources (Ezenagu, 2015). Across the geopolitical regions of the nation the cultural environment encompasses landscapes, historic places, sites and built environments, as well as biodiversity collections, past and continuing cultural practices, knowledge and living experiences (Günlü, Yağcı,&Pırnar, 2013). According to UNESCO (2003) heritage resources are tangible and intangible elements of core traditional identity that have the potential to contribute to our

E-mail address: info@researchparks.org
Peer review under responsibility of Emil Kaburuan.
Hosting by Research Parks

understanding or appreciation of human story or which are an important part of continuing cultural traditions in a spiritual and emotional sense. Cultural heritage reflect the invaluable cultural traditions of the society and generate knowledge on historical legacies overtime (Ezenagu, 2017, 2015).

Any travel embarked upon as a result of the desire to consume or learn about other peoples‘ culture stimulates tourism (Ezenagu & Iwuagwu, 2016). Thus cultural tourism encompasses consumption of a region, group, institution or community‘s historical, artistic, scientific, or lifestyle/heritage offerings (Walker & Walker, 2011). It entails consumption of community‘s authentic environment or physical manifestation of their lives as expressed in arts and crafts, music, literature, dance, food and drink, play, handicrafts, language and ritual (Dewar, 2005). Timothy and Nyaupane (2009), noted that consumption of cultural and historical resources is very integral to growth of the tourism industry and communities maximize benefits from cultural tourism, by commodifying elements of their cultural heritage—particularly crafts and events to facilitate tourist consumption (Ivanovic, 2008). To safeguard products of historical processes with many outstanding historic values from total destruction by commodification there has beenefforts to list Nigeria heritage resources as World Heritage Site (Leslie and Sigala, 2005). This status portrays heritage resources as one of the major motivating factor for cultural tourism in Nigeria (Edgell, 2006). It suggests that consumption of heritage resource is not just about the consumption of the cultural products of the past, but also of the contemporary culture or the way of life of a people or region (Richards, 2001) which describes it also as heritage tourism(Ezenagu, 2020).

Thus while culture details man‘s relationship with his environment while tourism commodifies the products of such relationship for tourist consumption (Ezenagu, 2014). In either circumstance heritage resource constitute different forms of human activity perceived as reflecting the totality of a people‘s way of life (Rodzi, Zaki, and Subli, 2013). It may include set of distinctive spiritual, material, intellectual and emotional features of society or a social group (UNESCO, 2001) and or the totality of learned, socially transmitted customs, knowledge, material objectsand behavior (Schaefer, 2002); and indicates that different forms of cultural expressions lure tourist in their consumption of heritage tourism events (Rodzi, Zaki, and Subli, 2013).

The economic benefit from heritage resource consumption promotes tourism attraction; leads to financial and political support for management of heritage and enhances regional development. It enhances visitors‘understanding and appreciation of importance characteristics of a community and its culture as a whole (Zedková & Kajzar, 2013). They constitute key drivers of heritage destination attractiveness sin terms of socialization, trade and tourism (Danesi, 2017). They reflect intrinsic peculiarities of different cultures that are major stimulants of tourist attraction and which elicit continuing growth in cultural purposes, historic values and civilizations (Stratan, Perciun, and Gribincea, 2015).

Studies have identified typologies of heritage tourism which does not only attempt to characterize tourists in terms of motivations, interests, experiences sought or activities engaged in (Stylianou-Lambert, 2011) but also that rely increasing social mobility and changing tastes to differentiate tourists‘ by styles of consumption (Barbieri and Mahoney, 2010). Van der Ark and Richards (2006), found three classes, corresponding broadly to specific cultural tourists, general cultural tourists and infrequent visitors with a preference for popular culture and entertainment. These were broken down into major three segments and they include the _museum or artifact culturophiles‘, which represents those who value museums or artifacts highly but do not visit events, the _culturally inactive‘ segment, which consist of persons who attach particular importance to the museum or artifact offer but who have a low probability of making actual visits and the _roaming culturophiles‘, or tourists who are very likely to

E-mail address: info@researchparks.org
Peer review under responsibility of Emil Kaburuan.
Hosting by Research Parks

make cultural visits during their stay, who take cultural events into account in making their choice of destination, but who have little interest in museums (Pulido-Fernández and Sánchez-Rivero, 2010). Richards andvan der Ark (2013) noted that in the _roaming culturophiles‘; artifacts such as monuments, pavements, handicraft etc grouped together have features that are more static and high-brow attractions; but that arts attractions such as events and performances, which tend to be more dynamic are generally less high brow. This tends to support the division between _heritage tourists‘ and _arts tourists' that is often made in the literature (Hughes, 2000; Greenacre and Blasius, 2006)

Consumption of cultural heritage may be defined as the maximum amount individuals are willing to expend in order to experience a certain tourist attraction elements (Brida, Meleddu, and Paulina 2013). Not all cultural tourists ‒consume‖ culture heritage elements in the same way (Galí-Espelt 2012). One of the main characteristics of cultural tourists is that they are tourists with higher purchasing power; expectedly their consumption of cultural heritage elements ishigher than in the other selective forms of the tourist offer. Shoval and McKercher (2017) argue that tourists‘ levels of discontent or satisfaction are in response to contemporary concerns measured by socioeconomic and environmental impacts

METHODOLOGY

The study adopted a survey research design and data was collected with the instrument of the questionnaire partly structured in 5-point likert scale and partly in simple ‒YES or NO‖ response. A total of 5,000 questionnaires were distributed out of which 4,750 were completely responded to. This gave a 95% response rate. The simple descriptive analysis of respondent‘s demographics is showed on table 1

Table 1: Overall Demographic and Tourists’ Trip-Related characteristics

Gender	**Percentage**	**Distance Traveled (Km)**	**Percentage**
Male	*69*	*1 -10 km*	*25*
Female	*31*	*11 - 20 km*	*19*
Education		*21 - 30km*	*21*
Senior School Cert	*8.8*	*31 - 40 km*	*13.2*
Voca/Technical	*10.2*	*40 - 50 km*	*10.8*
OND/HND	*14*	*Over 51km*	*11*
Bachelor degree	*34*	**Number of Visit**	
Masters degree	*21*	*1 time*	*23.9*
Doctoral degree	*12*	*Over 1 time*	*76.1*
Age		**Length of Stay**	
15 - 20yrs	*5*	*Day trip*	*33.9*
21 - 25yrs	*7*	*Overnight*	*66.1*
26 - 34yrs	*10*	**Tourists Spending**	
35 - 45yrs	*25*	*Under ₦20,000*	*0*
46 - 55yrs	*25*	*₦21,000 - 50,000*	*0*
56 - 60yrs	*18*	*₦51,000 - 100,000*	*30.2*
over 61yrs	*10*	*₦101,000 - 150,000*	*35.5*

E-mail address: info@researchparks.org
Peer review under responsibility of Emil Kaburuan.

		₦151,000 - 200,000	*34.3*
		Over ₦200,000	*0*

Generally attendees to cultural heritage event were more of male (69%) respondents than female (31%). Majority of the respondents were university bachelor and doctorate degrees holders (34% and 12% respectively). About half (50%) of the respondents are in the age group 35 – 55years. 25% of the respondents traveled between 1 – 10 kilometers to get to the festival venue and 23.9% have visited more than once. 76.1% stayed beyond one day and most (35.5%) of the respondent spent between ₦101,000 - ₦150,000.00 during each festival. Implicitly this result infers that males are attune to ethno-cultural representation than the females; thus supporting the patriarchal system that defines the Nigeria society.

In the evaluation of the collective decisions on the utility (consumption and choice) of tangible and intangible heritage assets among consumers measured in relation to other consumable products; we rely on the assumption that today's consumer values the emotions, the unique interpretation of the cultural heritage and interactive participation during onsite visits (Mathias &David, 2014); and openness of the consumers (on age groups and professional profile) to cross ethnic cultural heritage resources as essential elements for ascertaining predominant consumption pattern (Ogundele, 2014). By implication it measures the extent to which modern consumer accepts involvement in cultural consumption and its development (assuming the interactive role of knowledge and heritage assets interpretation) as well as heritage conservation and environmental non-invasive cultural consumption.

To evaluate tourists‘ consumption pattern of region specific tangible and intangible heritage in relation to the factors influencing cross-sectorial linkage and purchases; we first formulate the hypothesis; thus

H_O: There is no significant tourists’ consumption pattern of region specific tangible and intangible heritage in relation to the factors influencing cross-sectorial linkage and purchases

H_A: There is significant tourists’ consumption pattern of region specific tangible and intangible heritage in relation to the factors influencing cross-sectorial linkage and purchases

Respondents were classified by gender, income, age, educational level, type of tourist, and type of holiday (Table 2) on any of the 13 cultural consumption questions. With the simple frequency statistics or descriptive analysis, 81% of total attendees agreed that tourists‘ consumption pattern of region specific tangible and intangible heritage in relation to the factors influencing cross- sectorial linkage and purchases (Jucan and Jucan 2013) are determined by income (22%); Religion (14%); Culture/Cultural Practice (13%); distance from urban center (11%); Gender (10%); Patriotism (15%) and Age (12%). Their ranking of other structures of the event authentic environment on behaviour are landscape (Historic sites, built environment, topography) (20%), food and drinks (19%), handicraft (30%), music and dance (17%); and rituals (12%)

Table 2; Factors influencing Consumption of Cultural Heritage Resource Authentic Environment

	Income	Religion	Culture Cultural Practices	Distance from Town	Gender	Patriotism	Age
Landscape/Historic Sites	111	140	206	200	165	180	172
Handicraft	120	100	249	97	113	273	122
Music/Dance	155	150	238	73	130	243	124
Food and Drinks	110	140	129	34	90	170	44

E-mail address: info@researchparks.org
Peer review under responsibility of Emil Kaburuan.

Ritual	12	18	118	59	30	90	70

****Number of attendees within a population of 4,750 individuals*

This study leaned on classification of tourists‘ pattern of cultural heritage consumption behaviour by Pulido-Fernández and Sánchez-Rivero (2010). In their classification _museum culturophiles‘

– people who value historic collection but do not visit events, the _culturally inactive‘ – people who attach particular importance to what cultural events can offer but may likely not attend the event, the _roaming culturophiles‘, or tourists who take cultural events into account in making their choice of destination; and are very likely to attend the event. Richards and van der Ark (2017) divided the _roaming culturophiles‘ into _heritage tourists‘ (those attracted by historic collection) and _arts tourists' (those attracted by events and performance e.g. dance)

The web chart (Figure 1) showed the overall cultural heritage consumption pattern of tourists‘

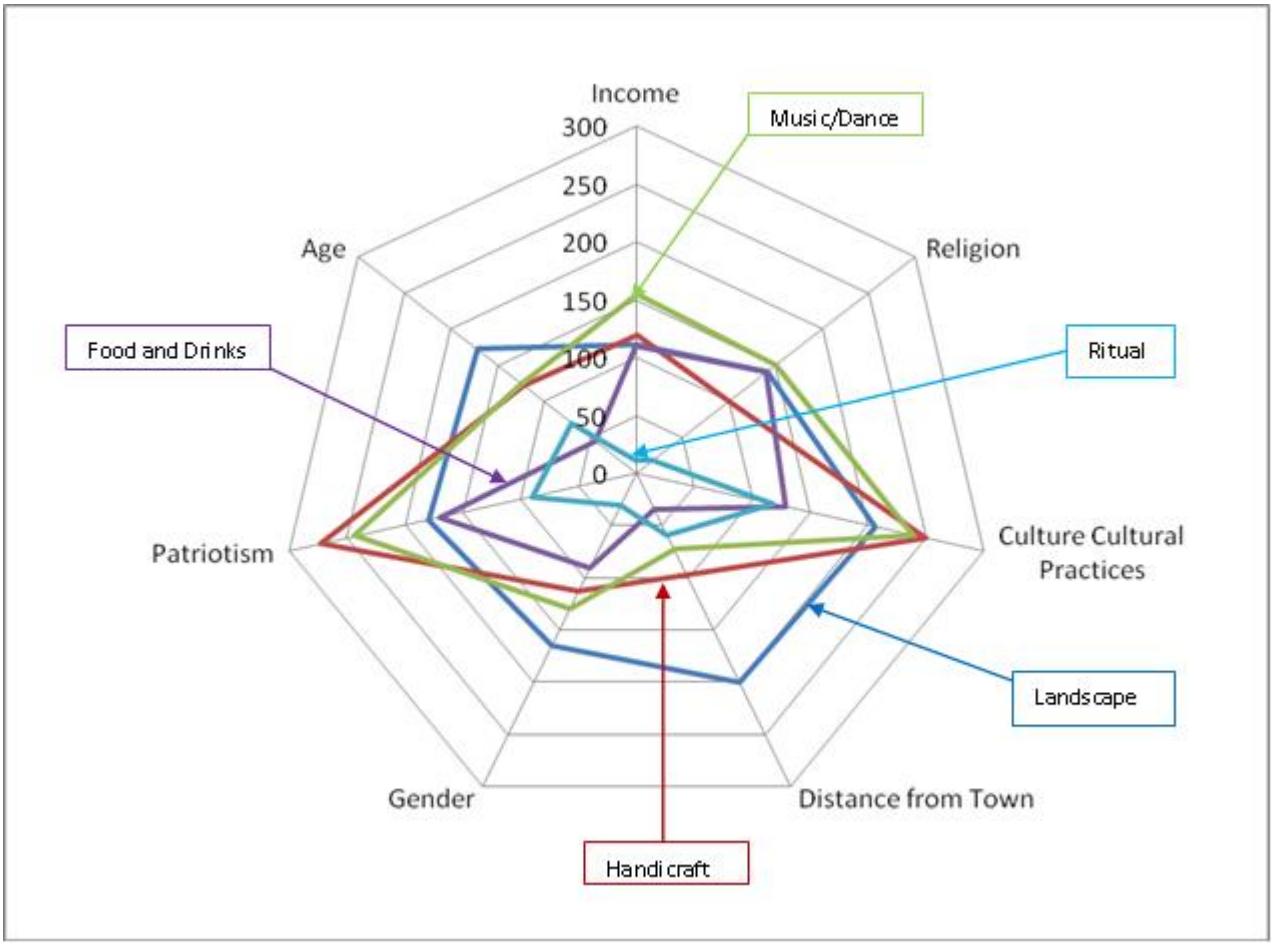

Fig 1. Tourists’ Consumption of Cultural Heritage Resource Authentic Environment

that attended region specific cultural heritage activities. In the chart, there is strong relationship between income, religion, patriotism, culture/cultural practices and distance from town on one side; and landscape, handicraft and music/dance. The chart showed that for most Nigerians who attend cultural heritage ceremonies income and religion do not influence them as much as patriotism (strong ethnic identity and representation); identifying with their respectiveculture/cultural practices and distance from primary location do. Intrinsically these tourists‘ are intrinsically motivated by the desire to purchase handicraft products, to enjoy local food and drinks and to experience their beautiful and serene

E-mail address: info@researchparks.org
Peer review under responsibility of Emil Kaburuan.

environment (landscape). Where landscape is the major cultural heritage resource to be consumed, attending the ceremony can be strongly determined by income level and gender. The low influence of ritual depicts that there is massive acculturation or ―whittling‖ of most Nigeria ethno-cultural activities. This could be interpreted by the constantly evolving ―trendy‖ lifestyle of nigh networth engagements. It is also represented in the chart that local cuisines (food and drinks) are not critical in the decision of choice of cultural heritage event and destination. Based on Pulido-Fernández and Sánchez-Rivero (2010) and Richards and van der Ark (2017); Nigerians that attend region specific cultural heritage events are generally attracted by events and performance. They are mostly ―roaming culturophiles‘ with ―Art tourists‖ cultural heritage consumption pattern.

Figure 2 showed that tourists that attend South East region cultural heritage events are more influenced by Age, Religion, Patriotism, Culture/Cultural practices and Gender. Income and distance from town do not strongly influence the decision to attend the cultural heritage events. They are motivated by satisfaction they get from music/dance, food and drinks, handicraft and landscape.

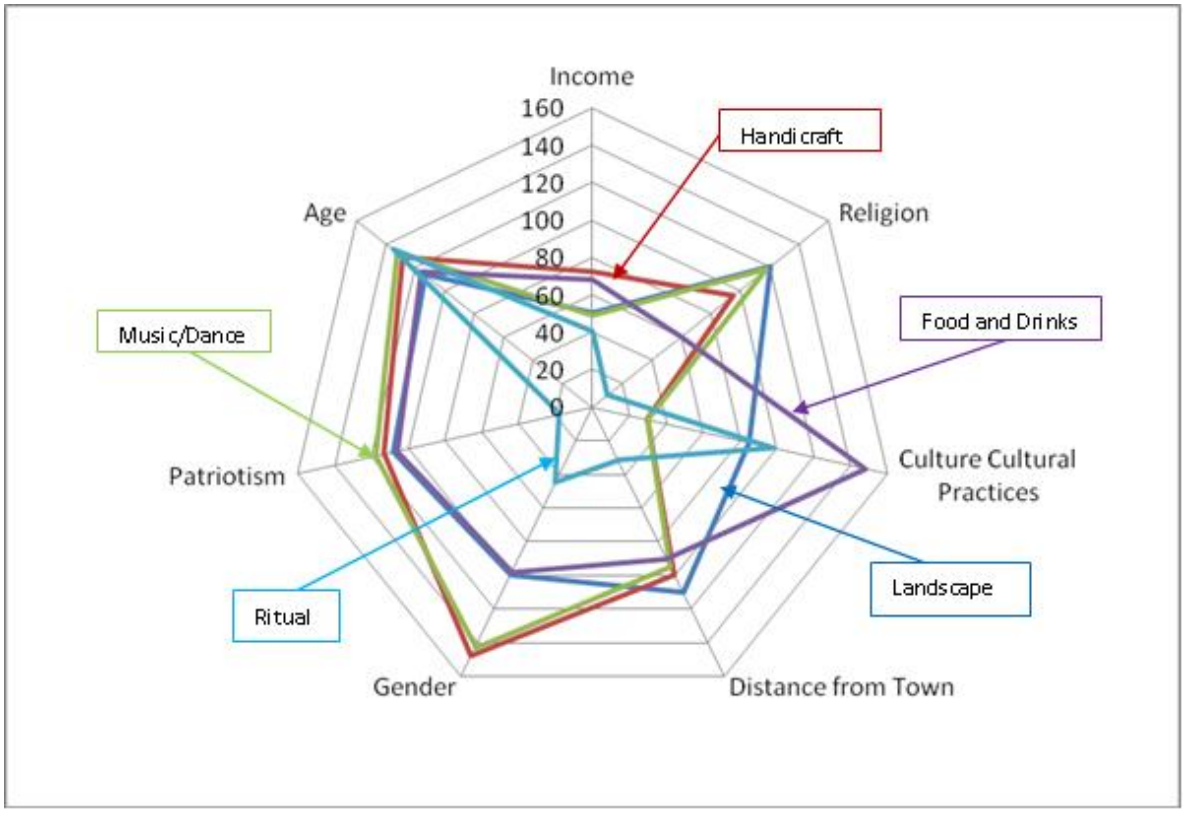

Fig 2. Tourists' Consumption of Cultural Heritage Resource in South East Nigeria

Table 3; Factors influencing Consumption of Cultural Heritage Resource Authentic Environment in South-South Region of Nigeria

	Income	Religion	Culture Cultural Practices	Distance from Town	Gender	Patriotism	Age
Landscape/Historic Sites	100	120	85	115	80	88	98

E-mail address: info@researchparks.org
Peer review under responsibility of Emil Kaburuan.

Handicraft	98	33	100	124	90	113	128
Music/Dance	49	30	118	95	143	118	133
Food and Drinks	116	60	128	90	118	106	68
Ritual	118	10	148	32	96	132	135

****Number of attendees within a population of 1,201 individuals*

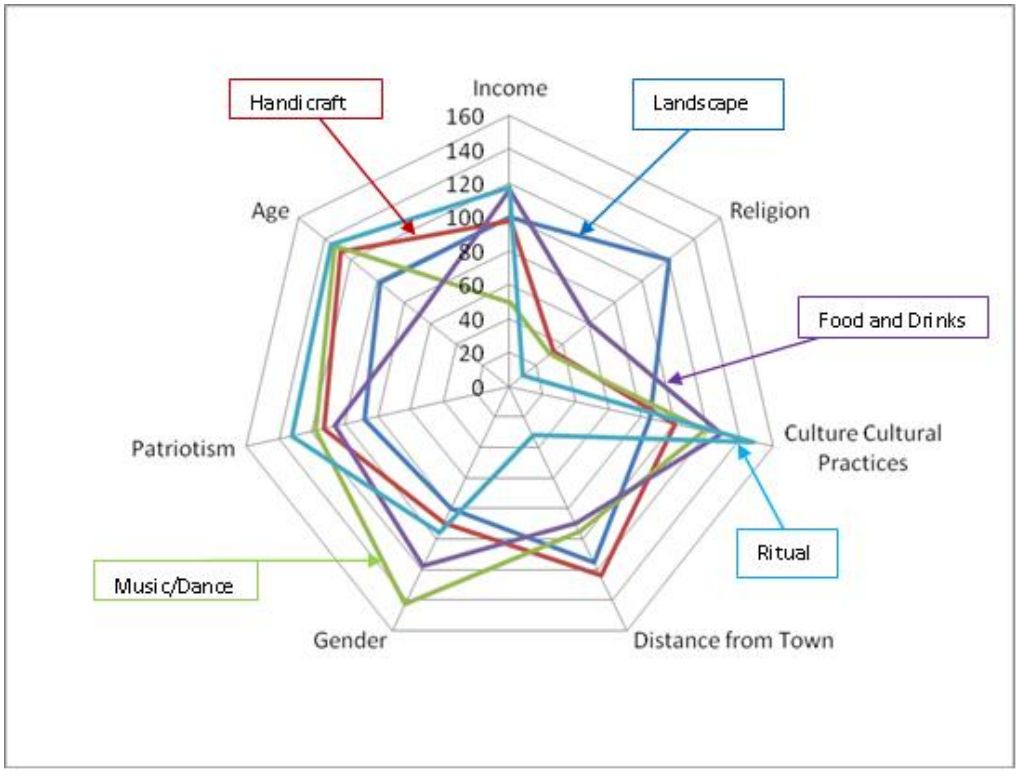

Fig 3. Tourists' Consumption of Cultural Heritage Resource in South-South Region of Nigeria

Age, patriotism, culture/cultural practices and income are major determinant to the consumption of rituals. Religion and distance from town are major deciders of the consumption of landscape. Again Age and distance from town influence consumption of handicraft. Age, Religion and distance from town is not critically considered in the consumption of food and drinks during cultural heritage events. The consumption pattern of South-South region cultural heritage event attendees is predominantly ―roaming culturophiles‖ and of the ―Heritage tourists‖ segment.

Table 4; Factors influencing Consumption of Cultural Heritage Resource Authentic Environment in South West Region of Nigeria

	Income	Religion	Culture Cultural Practices	Distance from Town	Gender	Patriotism	Age
Landscape/Historic Sites	100	52	130	80	115	122	87
Handicraft	98	82	113	90	94	119	90
Musice/Dance	90	52	128	95	88	143	90
Food and Drinks	90	76	128	90	118	116	68
Ritual	100	110	98	100	83	89	106

****Number of attendees within a population of 1,198 individuals*

E-mail address: info@researchparks.org
Peer review under responsibility of Emil Kaburuan.

The South West region appears to be more even both in cultural heritage ceremonies and in the consumption of its various authentic environments. There seem to be inherent enlivening of the inter-generational continuity ideology of all aspects of existing culture and cultural practices irrespective of the trendy influence of religiosity or the limiting influence of income. Being motivated by patriotism and culture/cultural practices indicates a tacit cultural fluidity. The South West region attendees of cultural heritage ceremonies are –Static High Brow‖ cultural consumers.

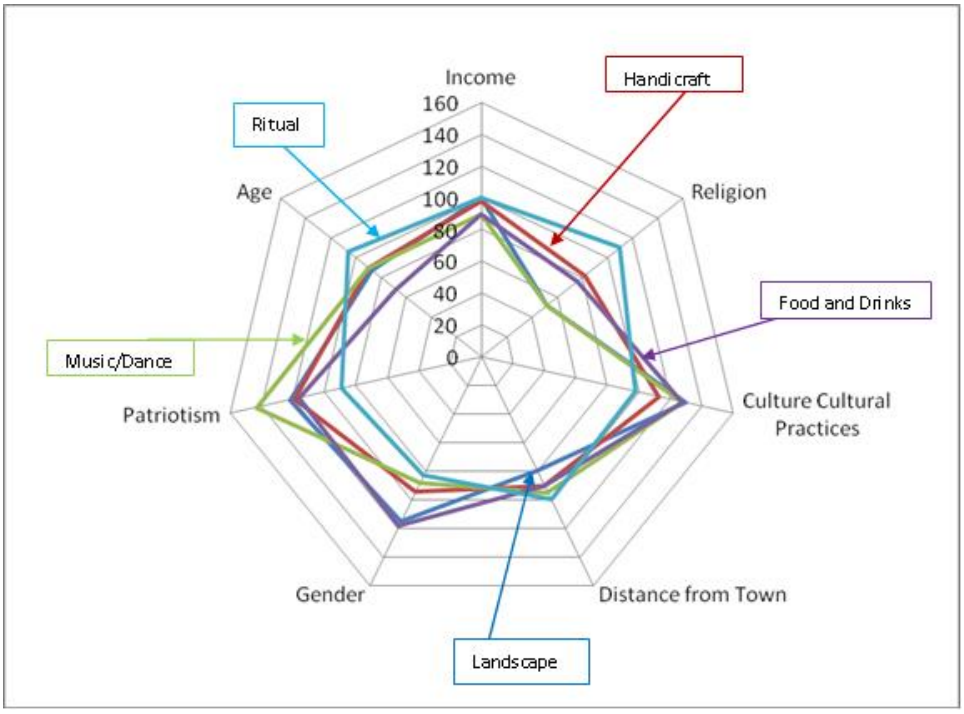

Fig 4. Tourists' Consumption of Cultural Heritage Resource in South West Region of Nigeria

By implication their cultural tenets have higher propensity for intra-regional cultural integration and exchange The consumption pattern of the South-West region cultural heritage event attendees is therefore predominantly –roaming culturophiles‖ and both of the –Heritage tourists‖ and –Art tourists‖ segment.

The chart (figure 5) showed the consumption behaviour of cultural heritage events in the North Central geopolitical region of Nigeria. The chart reveals obvious influence of gender, patriotism and culture/cultural practices on the decision about choice and destination of cultural heritage events.

Table 4; Factors influencing Consumption of Cultural Heritage Resource Authentic Environment in North Central Region of Nigeria

	Income	Religion	Culture Cultural Practices	Distance from Town	Gender	Patriotism	Age
Landscape/Historic Sites	87	96	100	80	113	116	94
Handicraft	98	82	101	90	114	102	99
Musice/Dance	90	75	118	92	113	108	90
Food and Drinks	90	76	128	90	118	116	68
Ritual	89	83	100	98	110	108	98

****Number of attendees within a population of 1,171 individuals*

E-mail address: info@researchparks.org
Peer review under responsibility of Emil Kaburuan.

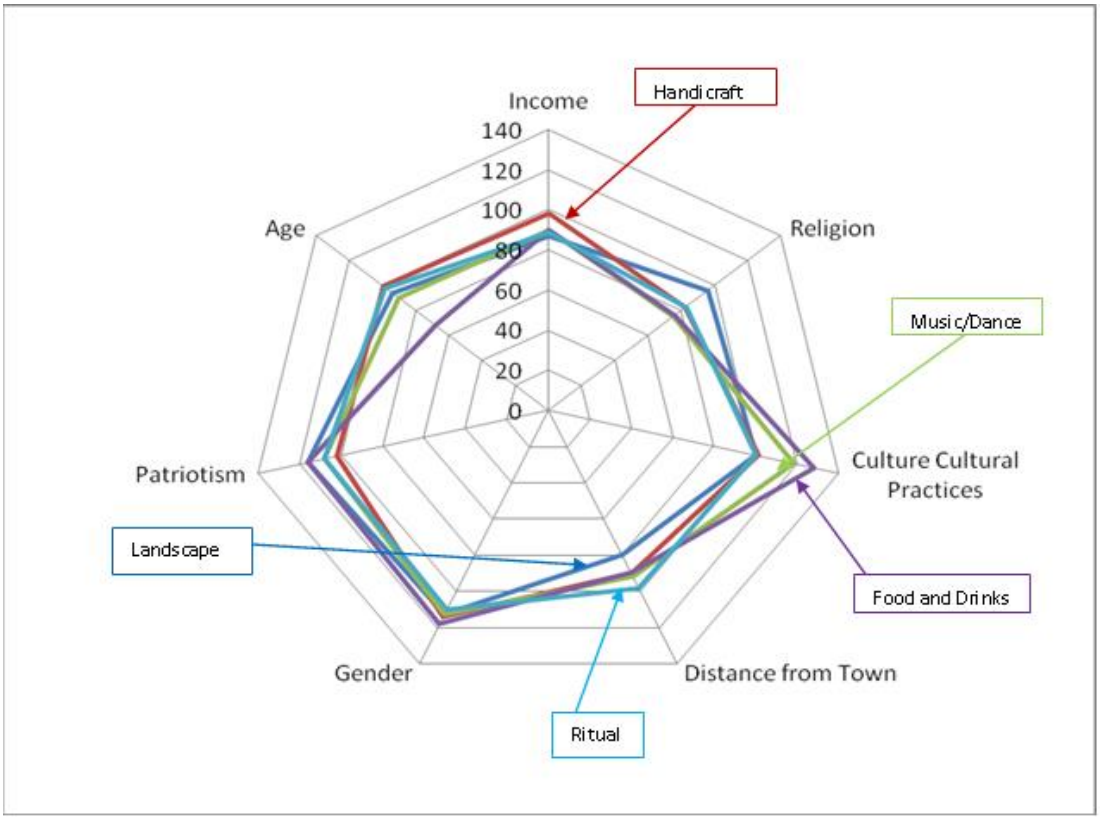

Fig 5. Tourists' Consumption of Cultural Heritage Resource in North Central Region of Nigeria

It also pointed to the fact that these factors are critical to their consumption of the authentic environment of the ceremonies. By implication there tend to be a clear demarcation between the influences of religion on their involvement in cultural heritage activities. The North Central region attendees of cultural heritage ceremonies are ‒Static High Brow‖ cultural consumers. Like the South West region, the cultural tenets of the North Central region have higher propensity for intra-regional cultural integration and exchange. The consumption pattern of the North Central region cultural heritage event attendees is therefore predominantly ‒roaming culturophiles‖ and of the ‒Heritage tourists‖ segment.

DISCUSSION OF FINDINGS

With a response rate of 95%, the descriptive analysis of respondent's demographics showed that across regions attendees of cultural heritage event were more of male (69%) respondents than female (31%). Majority of the respondents were university bachelor and doctorate degrees holders (34% and 12% respectively). About half (50%) of the respondents are in the age group 35 – 55years. 25% of the respondents traveled between 1 – 10 kilometers to get to the festival venue and 23.9% have visited more than once. 76.1% stayed beyond one day and most (35.5%) of the respondent spent between ₦101,000 - ₦150,000.00 during each festival. These individuals are regular cultural heritage event goers. They are short-term holiday takers and consider these events as useful opportunities for enlivening strong ethno-cultural representation. The result showed that the male folks are more disposed to attending cultural heritage events than the female folk. This in a sense supports the patriarchal system that defines the Nigeria society.

E-mail address: info@researchparks.org
Peer review under responsibility of Emil Kaburuan.

Relying on the assumption that today's consumer values the emotions, the unique interpretation of the cultural heritage and interactive participation during onsite visits (Mathias & David, 2014); and openness of the consumers (on age groups and professional profile) to cross ethnic cultural heritage resources as essential elements for ascertaining predominant consumption pattern (Ogundele, 2014); we found that generally, decisions on the utility (consumption and choice) of tangible and intangible heritage assets among consumers relative to other consumable products; solely depend on the interactive role of knowledge and heritage assets interpretation.

As deduced, tourists‘ consumption pattern of region specific tangible and intangible heritage in relation to the factors influencing cross-sectorial linkage and purchases (Jucan and Jucan 2013) are strongly influenced by income (22%); Religion (14%); Culture/Cultural Practice (13%); distance from urban center (11%); Gender (10%); Patriotism (15%) and Age (12%). Their ranking of other structures of the event authentic environment on behaviour are landscape(Historic sites, built environment, topography) (20%), food and drinks (19%), handicraft (30%), music and dance (17%); and rituals (12%).

According to the classification of tourists‘ pattern of cultural heritage consumption behaviour by Pulido-Fernández and Sánchez-Rivero (2010) and Richards and van der Ark (2017), the relationship between income, religion, patriotism, culture/cultural practices and distance from town on one side; and landscape, handicraft and music/dance (figure 1), showed that for most Nigerians the decision to attend cultural heritage ceremonies is not strong influenced by limiting disposable income, the distance to the location or region and or strong religious belief. There is greater desire strong for ethnic identity and representation (patriotism) and the need to identify with their respective culture/cultural practices. By implication patriotism and participation intheir respective culture/cultural practices are strong intrinsic motivators. Across regional heritage events, authentic environment features that attract the interest of tourists are handicraft products, enjoyment of local food and drinks and experiencing their beautiful and serene environment (landscape). Destinations with vast array of heritage resource also have a major pulling force. Destination with very few cultural heritage resources (i.e. landscape etc) is visited sparingly. Tourist decisions to travel to these regions are strongly influenced by disposable income and gender of tourists. Another startling finding is that although ritual (i.e. sacred practices) is considered very fundamental in our respective culture and is a major constituent of the heritage resource (Oviedo & Jeanrenaud, 2006); the relative low ranking in the chart implied that it is not given any attention and does not influence decision to attend cultural heritage event. In other words there is the suggestion that there is massive acculturation or ―whittling‖ of most Nigeria ethno-cultural ritual practices. This could be interpreted by the constantly evolving ―trendy‖ lifestyle of high networth engagements. It is also represented in the chart that local cuisines (foodand drinks) are not critical in the decision of choice of cultural heritage event and destination. Based on Pulido-Fernández and Sánchez-Rivero (2010) and Richards and van der Ark (2017); Nigerians that attend region specific cultural heritage events are generally attracted by events and performance. They are mostly ‗roaming culturophiles‘ with ―Art tourists‖ cultural heritage consumption pattern.

The result showed that in the South East region (Figure 2) cultural heritage events are more influenced by Age, Religion, Patriotism, Culture/Cultural practices and Gender. Income and distance from town do not strongly influence the decision to attend the cultural heritage events. They are motivated by satisfaction they get from music/dance, food and drinks, handicraft and landscape.In the South East region, participation in ritual is dependent upon Age of the tourist and belief in culture/cultural practices. Ritual practices have continued to gain less attention in convention of cultural practices (Okpoko, 2011). While it is not possible to deny ancestral cleavages the south east region tend to have rapidly evolving lifestyle that seem to water down incidences of ―ritual‖ in various traditional practices (Ezenagu 2014). The consumption pattern of South East cultural heritage event attendees is

E-mail address: info@researchparks.org
Peer review under responsibility of Emil Kaburuan.

predominantly ―roaming culturophiles‖ and of the ―Art tourists‖ segment. This finding agrees with the Awodiya (2016), on the rapid whittling of cultural imperative in the south east region due to acculturation and evolvement of western lifestyle.

In the South-South geopolitical region (figure 3), the decision to consume any cultural heritage resource tends to be relatively influenced by all the factors determining heritage capital consumption. In respect to experiencing the authentic environment, we gathered thatmusic/dance predominantly fascinate aged people who always identify with their ethno-cultural practices (patriotism and culture/cultural practices). Unlike in south east, the south-south region pays much attention to rituals as a core tenet of culture and tradition (Olukoya, 2016).

Tourists to this region create simple natural partitioning in that consumption of landscape is strongly decided by the individual religious belief and the distance to which he/she must cover to reach event site. Again older tourists (both male and female) consider distance to the market center when attempting to by handicraft. However, consumption of cuisine (i.e. food and drinks) is neither affected by age of tourists, their religion nor the distance they have to cover before getting them during cultural heritage events (Tagowa, 2010). The consumption pattern of South- South region cultural heritage event attendees is predominantly ―roaming culturophiles‖ and of the ―Heritage tourists‖ segment.

The South West region (figure 4) tends to enliven the inter-generational continuity ideology of all aspects of existing culture and cultural practices irrespective of their level religiosity or the limiting influence of income. Factors that strong decide participation in cultural heritage ceremonies and subsequent consumption of its various authentic environments appears to have even concentration in this region. There is strong implication of collective patriotism and bonding to culture/cultural practices (Awodiya, 2016). There is tacit cultural fluidity which easily distinguishes south west region attendees of cultural heritage ceremonies as ―Static High Brow‖ cultural consumers. It has been argued that the dynamism in the cultural tenets of the south west region have higher propensity for intra-regional cultural integration and exchange (Borowiecki & Castiglione, 2014). The consumption pattern of the South-West region cultural heritage event attendees was therefore found to be predominantly ―roaming culturophiles‖ and both of the ―Heritage tourists‖ and ―Art tourists‖ segment.

In figure 5, the consumption behaviour of tourists to cultural heritage events in the North Central geopolitical region of Nigeria revealed obvious influence of gender, patriotism and culture/cultural practices on the decision about choice and destination of cultural heritage events. These factors have significant implication on the consumption of the authentic environment of the ceremonies. For instance region has nothing to do with their practice of culture or involvement in cultural heritage activities. Cultural heritage resource consumers in the north central region can be classified as ―Static High Brow‖ cultural consumers. Their cultural tenets embodies higher propensity for intra-regional cultural integration and exchange. The consumption pattern of the North Central region cultural heritage event attendees is therefore predominantly ―roaming culturophiles‖ and of the ―Heritage tourists‖ segment.

SUMMARY AND CONCLUSION

We summarize as follows;

There is significant tourists‘ consumption pattern of region specific tangible and intangible heritage in relation to the factors influencing cross-sectorial linkage and purchases.

We conclude that the extent to which consumers‘ value emotions, unique interpretation of the cultural heritage and interactive participation during onsite visits; can form a predictable cultural heritage

E-mail address: info@researchparks.org
Peer review under responsibility of Emil Kaburuan.

resource consumption pattern. Nigerians that attend region specific cultural heritage events are generally attracted by events and performance. Generally the cultural heritage consumption pattern of tourists that attend regional cultural heritage events can be classified as

–roaming culturophiles‖. Technically it reflects the fact that consumption of cultural heritage resource is dynamic in nature.

Reference

1. **ATLAS** Report (2010). Cultural Tourism Research Methods. Preston, UK: CAB International
2. **Awodiya**, M. (2016). Nigeria: How culture, tourism can boost the economy, *The Guardian Newspaper, [Internet].* Retrieved from https://guardian.ng/art/ how-culture-tourism-can- boost-the-economy/
3. **Bonet,** L. (2013) Heritage tourism; In I. Rizzo & A. Mignosa (Eds.) *Handbook on the economics of cultural heritage* (pp. 386–401). Cheltenham: Edward Elgar.
4. **Borowiecki**, K. J., & Castiglione, C. (2014); Cultural participation and tourism flows: An empirical investigation of Italian provinces. *Tourism Economics*, 20(2), 241–262.
5. **Brida,** J. G., Dalle Nogare, C., & Scuderi, R. (2016); Frequency of museum attendance:Motivation matters. *Journal of Cultural Economics*, 40, 261–283.
6. **Brida**, Juan Gabriel, Marta Meleddu, and Manuela Paulina. (2013) The Economic Impacts of Cultural Tourism. In *The Routledge, Handbook of Cultural Tourism,* ed. Melanie Smith and Greg Richards, 110– 115. New York: Routledge.
7. **Busuioc**, M. F. (2008) *Strategii de dezvoltare si promovare a turismului cultural in Romania*. Bucharest : Universitara Publishing House.
8. **Cellini,** R. (2011) Is UNESCO recognition effective in fostering tourism? A comment on Yang, Lin and Han, in *Tourism Management*, 32, 452–454.
9. **Cuccia,** T., Guccio, C., & Rizzo, I. (2016); The effects of UNESCO World Heritage List inscription on tourism destinations performance in Italian regions. *Economic Modelling*, 53, 494–508.
10. **Danesi**, S. (2017). *The role of culture heritage in commercial development and tourism*. SYMPHONYA
11. **Dwyer**, Larry, Peter Forsyth, and Wayne Dwyer (2010), Tourism Economics and Policy; In*Aspects of Tourism Texts*, ed. Chris Cooper, C. Michael Hall and Dallen J. Timothy. Bristol, Buffalo, Toronto: Channel View Publications.
12. **Ezenagu** N (2020) Heritage resources as a driver for cultural tourism in Nigeria, *Cogent Arts & Humanities*, 7:1, 1734331, DOI: 10.1080/23311983.2020.1734331
13. **Ezenagu**, N. (2017). Leadership styles in the management of Igbo cultural heritage in pre-European era. Ogirisi: *A New Journal of African Studies*, 13, 22–45.
14. **Ezenagu**, N. (2014). Galvanizing culture for Nigeria's development. Agidigbo: *ABUAD Journal of Humanities*, 2(2), 87–96.

E-mail address: info@researchparks.org
Peer review under responsibility of Emil Kaburuan.

15. **Ezenagu**, N., & Iwuagwu, C. (2016). The role cultural resources in tourism development in Awka. *African Journal of Hospitality, Tourism and Leisure*, 5(2), 1–12.

16. **Farina,** Elisabeth M. M. Q. & Nunes, Rubens (2003) *Desempenho do agronegócio no comércio exterior e governança nos sistemas agroindustriais das carnes de suínos e das*

17. *carnes bovinas*. São Paulo: Pensa/USP.

18. **Galí-Espelt**, Nuria (2012) Identifying cultural tourism: A theoretical methodological proposal.

19. *Jurnal of Heritage Tourism* 7 (1): 45–48

20. **Granger,** C.W.J. (1969),-Investigating causal relations by econometric models and cross-spectral methods‖, *Econometrica* Vol. 37, pp. 424-438.

21. **Guccio,** C., Levi Sacerdotti, S., & Rizzo, I. (2017) An empirical investigation of cultural travellers' preferences and behaviours in a destination with mixed environmental features. In V. M. AtecaAmestoy, V. Ginsburgh, I. Mazza, J. O'Hagan, & J. Prieto- Rodriguez (Eds.), *Enhancing participation in the arts in the EU challenges and methods*.Heidelberg: Springer

22. **Günlü,** E., Yağcı, K., & Pırnar, I. (2013). *Preserving cultural heritage and possible impacts on regional development:* Case of Izmir

23. **Hoffman**, L. (2003). The marketing of diversity in the inner city: Tourism and regulation inHarlem. *International Journal of Urban and Regional Research*, *27*, 286-299.

24. **Ivanovic**, M. (2008). *Cultural tourism. South Africa*: Juta & Company, Ltd.

25. **Jucan,** Cornel Nicolae, and Mihaela Sabina Jucan (2013) Travel and Tourism as s Driver of Economic Recovery. *Procedia Economics and Finance* 6: 81–88

26. **Kšír,** T. (2012): *Atraktivita a přátelskost destinace*. - Vysoká škola ekonomická v Praze, fakulta managementu v Jindřichově Hradci,

27. **Lerner**, M., Haber, S., (2001), -Performance factors of small tourism ventures: the interface of tourism, entrepreneurship and the environment‖. *Journal of Business Venturing* 16, 77–100.

28. **Li,** Y., & Lo, R. L. B. (2004) Applicability of the market appeal drobusticity matrix: A case study of heritage tourism. *Tourism Management*, 25(6), 789e800.

29. **March**, Roger, and Arch G. Woodside. (2007) *Advancing Theory on Consumer Plans, Actions, and How Mar-keting Information Affects Both,* ed. Arch G. Woodside. Vol. 1 of *Advances in Culture, Tourism and Hospitality Research.* Oxford: Elsavier.

30. **Mathaias**, A. B. & David, M. (2014) Irumgbede: An Idigenous educational institution. In Ezeweke, E. O. (Ed.) *African traditional religion philosophy & sustainable Development*.Jos, Fab Anieh Nig. Ltd.

31. **McKercher**, B., & Ho, P. S. (2006) Assessing the tourism potential of smaller culturaland heritage attractions. *Journal of Sustainable Tourism*, 14(5), 473e488.

32. **McKercher**, B., Ho, P. S. Y., Du Cros, H. and Chow B. (2002). Activities-Based Segmentationof the Cultural Tourism Market . *Journal of Travel and Tourism Marketing* , 12(1), 23- 46.

E-mail address: info@researchparks.org
Peer review under responsibility of Emil Kaburuan.

33. **Melstrom**, R. T. (2014) Valuing historic battlefields: An application of the travel cost method to three American Civil War battlefields. *Journal of Cultural Economics*, 38(3), 223–236.

34. **Mikulic,** J., Kresic, D., Prebezac, D., Milicevic, K., & _Seric, M. (2016) Identifying drivers of destination attractiveness in a competitive environment: A comparison of approaches.

35. *Journal of Destination Marketing & Management*, 5(2), 154e163.

36. **Nnonyelu,** Au. N. (2009) *Sociological Insights*. Ibadan, Spectrum Books Limited.

37. **OCDE** (2009). The Impact of Culture on Tourism. Paris : OECD.

38. **Ogundele**, S. O (2000). *Fundamentals of archaeology: An introduction*. Ibadan, Ejimasons Nigeria Enterprises.

39. **Ogundele**, S. O. (2014) *Understanding Contemporary Archaeology*. Ibadan, John Archers Publishers Limited.

40. **Okpoko**, A. I. (2011) *Fundamentals of museum practice*. Nsukka, University of Nigeria PressLtd.

41. **Olukoya**, O. A. (2016). World heritage sites and armed conflicts: A case of Sukur cultural landscape and boko haram insurgency in Nigeria. *Conference Proceedings of the fourth International conference on Heritage Conversation and Site Management. Senftenberg*: BTU COTTBUS

42. **Oviedo**, G., & Jeanrenaud, S. (2006). Protecting sacred natural sites of indigenous and traditional peoples. In UNESCO (Ed.), *Conserving cultural and biological diversity: The role of sacred natural sites and cultural landscapes* (pp. 260–266). France: Author

43. **Patuelli**, R., Mussoni, M., & Candela, G. (2013) The effects of world heritage sites on domestic touriZm: A spatial interaction model for Italy. *Journal of Geographical System*, 15, 369–402.

44. **Pessoa,** Argentino and Silva, Mário Rui (2007), **"**Environment Based Innovation: Policy Questions‖paper presented at the Second *International Seminar on Regional Innovation Policies,* Salzburg, Austria.

45. **Pompurová**, K. (2009) Teoreticko-metodologické aspekty zkúmania atraktivnosti cieľového miesta.- *Ekonomická revue cestovného ruchu, roč*. 41, č. 2, 2009

46. **Rodzi**, N. I. M., Zaki, S A., & Subli, S. M. H. S. (2013). Between tourism and intangible cultural heritage. *Procedia - Social and Behavioral Sciences*, 85, 411–420. doi:10.1016/j.sbspro.2013.08.370

47. **Sanchez Rivero**, M., S_anchez Martín, J. M., & Rengifo Gallego, J. I. (2016) Methodological approach for assessing the potential of a rural tourism destination: An application in the province of Caceres (Spain). *Current Issues in Tourism*, 19(11),1084e1102.

48. **Shoval**, N., & McKercher, B. (2017) *Implementation of tracking technologies for temporal and spatial management of cultural destinations*: Hong Kong as an example. In V. M. Ateca- Amestoy, V. Ginsburgh, I. Mazza, J. O'Hagan, & J. Prieto-Rodriguez (Eds.), *Enhancing participation in the arts in the EU challenges and methods.* Heidelberg: Springer

49. **SPSS** (1999) SPSS Base 10.0 Application Guide. SPSS, ChiCBBD, IL.

50. Stratan, A., Perciun, R., & Gribincea, C. (2015). Identifying cultural tourism potentials in republic

E-mail address: info@researchparks.org
Peer review under responsibility of Emil Kaburuan.

of moldova through cultural consumption among tourists. *Procedia - Social and Behavioral Sciences*, 188, 116–121. doi:10.1016/j.sbspro.2015.03.346

51. **Tagowa,** N. W. (2010). Rural tourism as a factor of sustainable development: A case study ofSukur world heritage site in Adamawa State, Northeastern Nigeria. *Ecology and the Environment*, 142, 675–688
52. **Tomljenovic,** R. (2006) Kulturni turizam □Cultural tourism□. In Hrvatski turizam plavo bijelo zeleno □Croatian Tourism blue white green□, ed. Sanda Corak and Vesna Mikacic, 119– 147. Zagreb: *Institute for Tourism*.
53. **United Nations** Educational, Scientific and Cultural Organization. (2007) Cultural tourism; Retrieved from http://portal.unesco. org/culture/en/ev.php-URL_ID=36700 &URL_DO=DO _PRINTPAGE&URL_SECTION=201.html
54. **Voltaire,** L., Le´vi, L., Alban, F., & Boncoeur, J. (2016) Valuing cultural world heritage sites: An application of the travel cost method to Mont-Saint-Michel. *Applied Economics*, 49(16), 1593–1605.
55. **Wenbin** Luo (2018) Evaluating Tourist Destination Performance: Expanding the Sustainability Concept. Article in *MDPI Journal – Sustainability* 10, 516; doi:10.3390/su10020516 www.mdpi.com/journal/sustainability
56. **World Tourism** Organization. (2016). UNWTO tourism highlights. http://www.e-unwto.org/doi/pdf/10. 18111/9789284418145
57. **Wright**, W., & Eppink, F. V. (2016) Drivers of heritage value: A meta-analysis of monetary valuation studies of cultural heritage. *Ecological Economics*, 130, 277–284.
58. **Yang,** C., & Lin, H. (2011) Is UNESCO recognition effective in fostering tourism? A comment on Yang, Lin and Han: Reply. *Tourism Management*, 32(2), 455–456.
59. **Yang,** C., Lin, H., & Han, C. (2009) Analysis of international tourist arrivals in China: The roleof World Heritage Sites. *Tourism Management*, 31(6), 827–837.
60. **Yeung,** Y. M. E. (2012) *Residents' and tourists' perceptions on the adaptation and authenticity of heritage buildings as a tourism product* (Unpublished master's thesis);The Hong Kong Polytechnic University.
61. **Zieba**, M. (2016) Tourism flows and the demand for regional and city theatres in Austria.
62. *Journal of Cultural Economics*, 40, 191–221.

E-mail address: info@researchparks.org
Peer review under responsibility of Emil Kaburuan.