

TOURISM DEVELOPMENT, POVERTY AND UNEMPLOYMENT

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Abstract

This study focused on the future of tourism in Lagos state. It gave thorough analysis on the development and potential of Lagos carnival, and further exposes the contribution of the maiden edition to the growth of tourism generally. The state government in its concern for diversification of the economy in the areas of employment status, revenue generation and other socio-economic variables had invested in the carnival so as to develop tourism sector. Thus, Lagos carnival 2010 had played a great role in improving the standard of living of participants and justified the fact that promotional items, such as painting of houses, face painting, sales of costumes, etc, improved their socio-economic status and thereby, it empowered the residents and participants of the carnival.

Keywords: Tourism, carnival, poverty, unemployment

Introduction

Tourism is travel for predominantly recreation or leisure purposes or the provision of services to support this leisure travel. The world tourism organization defines tourist as people who “travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited”. Tourism has become a popular global leisure activity. In 2004, there were over 763 million international tourist arrivals. (Resort Development in Nigeria and its Significant to Economic Growth). Tourism means many things to many people. According to Balogun (2000:11), It means “travel to enjoy the worlds amazing diversity of natural and human culture”.

Tourism is vital for many countries, due to the income generated by the consumption of goods and services by tourist, the taxes levied on businesses in the tourism industry, and the opportunity for employment in the services industries associated with tourism. These

service industries include transportation services such as cruise ships and taxis, accommodation such as hotels, restaurant, bars and entertainment venues, and other hospitality industries services such as spas and resorts. Thus tourism deals with movement of people from their normal place of residence to another either for leisure, sport, business, health, recreation, religion, or conference.

The whole world is infested with diverse problems, therefore tourism serve as a temporary escape from usual, normal daily routine. In addition, tourism can be termed as an escape from the crowded metropolitan problem to rural areas, secluded areas to have a serene at most quiet area where there is true display of nature as it were. In actual fact no one will like to move to a destination, where one is not sure of the physical facilities which will promote ones comfort at such destination, this is the reason why the physical infrastructure services such as regular water supply, electricity, supply of high standards of communication system, good transportation

etc should be readily available to aid development of tourism.

Tourism is not only beneficial to the state economy, rather it focuses on the expansion of international trade by ways of cultural exchanges that will promote better harmony and understanding between nations. This idea should not be left out that tourism industry and hospitality industry are partners in progress. For tourism industry to be successful in the near future some certain human wants must be met, food, drink and proper tour guide etc.

Carnival

It is merriment for a short period, derived from the Latin word *carne* (meat) and *lavere* (to take away as from a table) is an ancient festival which traditionally precedes the start of 40 days Lenten fasting season and which can be summed in phrases (feast today, for tomorrow will fast), www.travelpunk.com.

Some believe that the carnival period permits one to be insane for four short days of the year. The opposite opinion is that these four days may be the only sane days of the year. The concept of carnival is intended to be a role changing event to free us for four short days of the constraint that controls us during our normal everyday life. Carnival permits you to be and act as someone you are not during the rest of the year and wear anything festive that you will not dare use normally whether it is a masquerade, costumes of any type, clown, princess, and belly dancer, something of your own imaginative creation. A mask or even formal wear if you like. Carnival is theatre and myth at its best and those that participate in it are the actors and prime creative innovators of events, which when combined with the dynamic and pulsating rhythm of "Alo Brazil" can only result in an unforgettable and joyous entertainment.

Nobody is sure of where carnival started from but it has been for some time now, it is actually a Brazilian, which was imported down to Nigeria by freed slaves. In Brazil they practically go nude both men and women and they paint their body and scantily cover their breast and private parts and they dance on the street to entertain people. www.thisdayonline.com. In contrast, our people do not go that far. In Nigeria the tradition started in the Lagos Island where it is called *fanti* and it gradually spread to other states.

George (2008) described carnival as an archaic tradition connected to agriculture and seasonal cycles of every year. It has a purifying significance as well. The primeval cosmic chaos rules the world, time is upset, social ties and social hierarchies are broken, so every kind of transgression is allowed. Supernatural beings and souls come to earth to meet the living beings. Every barrier between the living and the dead is knocked down because the primeval chaos lives again and the historical period died out. A lot of masks take up the images of supernatural beings to exorcise these beings. At the end the ceremony of the 'funeral' of carnival- a purifying ritual- takes place. On this occasion, a ritual 'will' is often read and a puppet or another image- symbol of 'king carnival'- is burnt, drowned or beheaded. The ritual 'funeral' symbolizes the restoration of the cosmic order and the regeneration of time.

Carnival also forms an integral part of the Christian calendar, particularly in catholic regions, some carnival traditions may date back to pre-Christian times. The ancient Roman festivals of Saturnalia and Bacchanalia may possibly have been absorbed into the Italian carnival. The Saturnalia, in turn, may be based on the Greek Dionysian and oriental festivals. While medieval pageants and festivals such as Corpus Christi were church

were church-sanctioned celebrations carnival was also a manifestation of medieval folk culture. Many local carnival customs are based on local pre-Christian rituals for example, the elaborate rites involving masked figures in the Swabian-Alemanic carnival (Fastnacht, 2001).

Some of the best known traditions including carnival parades and masquerading were first recorded in medieval Italy. The carnival of Venice was for a long time the most famous carnival. From Italy, carnival traditions spread to the carnival nation of Spain, Portugal and France. From France, in North America, from Spain and Portugal, they spread with catholic colonization to the Caribbean and Latin America.

Other areas have developed their own traditions. In the united kingdom, west Indian immigrants brought with them the traditions of Caribbean carnival, however the carnivals now celebrated at Nottinghill, London; Leeds, Yorkshire, and other places have become divorced from their cycles in the religious year, becoming purely secular events, that take place in the summer months.

In Odisha, the carnival is celebrated in Jabalpur; it is famous by the name of Sitalsasthi. It attracts tourists from adjoining states as well as outside India. The marriage of Shiva and Parvati is celebrated as Sitalsasthi for several years from now. No one for sure knows when actually it started. However, from the records, it is known that for the last 300 years it has been celebrated. This can be the oldest carnival celebrated in India. The Kutch district in northern Gujarat celebrates the Kutch carnival, also known as Rann Utshav (Fastnacht, 2001).

The ‘Swabian-Alemanic’ carnival, known as Fastnacht, takes place in Swabia, (south western Germany) Switzerland, Alsace, and Vorarlberg, (west Austria) it traditionally

represent the time of the year when the reign of the cold, grim winter spirits is over and these spirits are being hunted down and expelled (Paul, 2007).

In many other regions, festivities of smaller extents are organized, focused on the re-enactment of traditional carnevalic customs; for example, those held in Tyrnavos (Thessaly), Kozani (west Macedonia), Rethymno (Crete) and in Xanthi (eastern Macedonia and Thrace). Specifically, Tyrnavos holds an annual Phallus festival, a traditional ‘phallkloric’ event in which giant, gaudily painted effigies of phalluses made of papier Mache are paraded, and which all of the women present are asked to touch or kiss, their reward for doing so being a shot of the famous local ouzo liquor (Redmond, 2009).

The Calabar carnival

It all started in 2004 when the governor of cross river state, Mr. Donald Duke, had a vision of making this state the hub of tourism and hospitality in Nigeria and in Africa. The carnival presents a perfect platform from brand visibility for consumer and customer awareness. According to Osima-Dokubo, the carnival, aimed to include more aspects of local heritage and culture and at the same time, strengthen the capacity of the locals of the locals to participate in an economically beneficial way’. Recently, cross river states and Calabar has become the pride of Nigeria or Africa as far as tourism, carnivals and hospitality is concerned. The programme of the event at the carnival is drafted each year by the committee in charge of tourism and cultural activities and new initiatives are introduced every year. In December 2009, ‘carnival cup 2009’, a football event amongst five competing carnival bands- seagull, passion 4, masta blasta, bayside and freedom. The festival also includes music performance from both local and international artistes, the annual Calabar carnival, boat regatta, fashion

shows, christmas village, traditional dances and the annual Ekpe festival is a yearly event that brings in thousands of tourists at the time of the year.

Other activities included in the carnival programme are the second edition of essay writing competition which will involve both secondary school and tertiary students. These competitions are aimed at resuscitating the reading culture amongst the youths of the state as well as inculcating the carnival culture (Franklyn, 2009).

Lagos carnival 2010

Agence France press news of 5th of April 2010 reported the maiden edition of Lagos carnival 2010 as *feather and fanfare for lagos carnival*. The report revealed a multicolored tidal wave of people flooded the street of Lagos on Monday for the inaugural carnival in Nigeria sprawling the economic capital. Men disguise as women, women disguise as butterfly, as sun or queens, were a sample of the sumptuous that bedazzled bystanders. Lagos was able to exhibit its own culture, its food, creativity and readiness to open Lagos as a tourist destination through the festival, said Governor Babatunde Fashola. Dammy Glover, one among the Ghana tourists who witnessed the carnival, commented that; “the carnival, which coincides with the Black Festival, is the first of its kind and it is seen as a huge success by many”

The carnival was adorned with feather, hats and masks, their faces made-up and shimmering with glitter, young women plunged into chorographical and synchronized dance routine in the heat of the sweltering sun. Balogun (2000) explains “ the future of tourism industry in Lagos state revealed that “ tourism is a means of social togetherness among different nationalities with different background and approach to life”. Hence, it

fosters international and national understanding and peaceful recreation, racial, ethnic and colour discrimination and other forms of hatred and apathy, can be discarded and the world will be at peace through tourism. Besides that, tourism enhances foreign exchange, it is also a tool for job creation in various aspects as arts, crafts, transportation, agriculture, and others as they all depend on each other.

Tourism was recognize as manna from heaven if properly managed and marketed by Alabi (1997) He further stated that tourism will put food on people’s tables through its tool of job creation. He also stated that I order to get rid of unemployment in Lagos and making Lagos a tourist’s paradise it is necessary to make a coherent approach to national registration of hospitality and tourism enterprise. Tourism will be revived in Lagos state, as this will be needed in turning Lagos into a mega city by creating more jobs and we will have no idle young men and women roaming aimlessly in the streets of Lagos. The first world travel and tourism summit held in 1997 in Villamoura, Portugal, recognizes that tourism creates an unparalleled number of entry level job for young people and provides part time or seasonal employments. (Villamoura declaration, WTTC, august 1, 1997) Vijay Malian in Nigerian tribune o f Wednesday , April 23, 1997 noted the immense and positive benefit of the economic dimension of tourism which are now well known have encouraged number of state to support investments in this sector.

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