

Tourism is now one of the world's largest industries and one of its fastest growing economic sectors. For many countries tourism is seen as a main instrument for regional development, as it stimulates new economic activities. Tourism may have a positive economic impact on the balance of payments, on employment, on gross income and production, but it may also have negative effects, particularly on the environment. Unplanned and uncontrolled tourism growth can result in such a deterioration of the environment that tourist growth can be compromised. The environment, being the major source of tourist product, should therefore be protected in order to have further growth of tourism and economic development in the future. This is specially true with regard to tourism based on the natural environment. Sustainable tourism has three interconnected aspects: environmental, sociocultural, and economic. Sustainability implies permanence, so sustainable tourism includes optimum use of resources, including biological diversity; minimization of ecological, cultural and social impacts; and maximization of benefits for conservation and local communities. It also refers to the management structures that are needed to achieve this.

The research work provides a theoretical framework for sustainable tourism. The first part presents general views on tourism and sustainable economic development, and some opinions on the relationship between tourism and the environment. The second part concentrates on strategies and policy instruments. Also, this research work was supported based on the hypothesis tested and the method of research is a quantitative research method and testing tools is the SPSS data tool and analysis with chi-square using a 0.5 significance difference

CHAPTER ONE

1.0 Introduction

In 1992 at the Rio Earth Summit, 178 governments approved Agenda 21 and the Rio Declaration. Agenda 21 offered a blueprint for sustainable development, while the Rio Declaration articulated the main principles for sustainable development in the 21st century. Both documents challenged organizations, governments and industries to work towards maximum levels of sustainability, a number of countries in Africa and the Pacific consider tourism to be an important vehicle for economic and social development. The tourism

industry has the potential to generate foreign exchange earnings, create employment, promote development in various parts of the country, reduce income and employment disparities among regions, strengthen linkages among many sectors of the national economy and help to alleviate poverty. However, this standard view of the tourism industry does not give a complete picture of the potential contribution that tourism can provide for developing countries. A more complete viewpoint can be provided by the concept of sustainable tourism development, because it can help policy-makers make more effective policies and plans designed to realize the full social and economic potential of the tourism industry. Sustainable tourism development is premised on the responsibility of governments and all stakeholders in the tourism sector to ensure that long-term prosperity and the quality of life of future generations is not placed at risk.

In order to sustain tourism, it is necessary for countries to address various issues arising from tourism's contribution to development in a comprehensive, systematic way. Issues of policy-making, planning, management and the participation of the private sector and other stakeholders must be addressed in terms of opportunities for action and possible constraints that need to be overcome by concerted efforts.

Tourism plays an important role in economic development at any community, national, regional and global levels by using natural resources and environments as key physical inputs. In making use of the environment and natural resources, the negative impacts have to be minimized to assure sustainable use, as well as generate enough tourism revenue to reinvest a certain portion of funds. The investment should aim at enhancing the quality of the resources and build the management capacity at various levels. There is a complex relationship between tourism and the environment, such that tourism has inevitable and important environmental impacts, including: resource use, consumption, waste, pollution and effects from tourism-related transport. At the same time, beaches, mountains, rivers, forests and diverse flora and fauna make the environment a basic resource that the tourism industry needs in order to thrive and grow. While the viability of tourism could be threatened by negative environmental impacts, tourism could also contribute significantly to environmental protection.

1.1 Background of the Study

Sustainable Development has become an accepted concept for policy development. International Agencies and Organizations like the World Tourism and Travel Council (WWTTC) and the International Federation of Tour Operators (IFTO) have attempted to highlight tourism- environment issues. In 1993, the World Tourism Organisation (WTO) published a Guide for sustainable development for local planners. UNEP, in collaboration with the International Hotels Environment Initiative has produced guidelines to improve the environmental performance of hotel units (The Green Hotelier, Going Green Makes Sense, Environmental Management for Hotels). The Convention for Biodiversity and Agenda 21 support incentives towards sustainable tourism development.

The European Commission has published the Green Paper on the Role of the Union in the field of Tourism. During 1995 and 1996 it established ECONETT, a network for tourism and environment. Significant initiatives for sustainable tourism were also undertaken by the Council of Europe. Because of Treaty obligations, the EU's tourism sector cooperation with governments or private business needed to include a consideration of the environmental effects of each planned action. Within this context the private sector also undertook initiatives towards reducing impacts of tourism on the environment.

Hotels, airlines and others implemented several measures in order to promote sustainable consumption of natural resources and minimization of waste production.

Travel over long distances requires a large amount of time and/or energy. Generally, this involves burning fossil fuels, a largely unsustainable practice and one that contributes to climate change, via CO₂ emissions. Mass transport is the most climate friendly method of travel, and generally the rule is "the bigger the better" compared to cars, buses are relatively more sustainable, and trains and ships are even more so. Human energy and renewable energy are the most efficient, and hence, sustainable. Travel by bicycle, solar powered car, or sailing boat produces no carbon emissions (although the embodied energy in these vehicles generally comes at the expense of carbon emission).

Tourism is a rapidly growing phenomenon and has become one of the largest industries in the world. The impact of tourism is extremely varied. On one hand, it plays an important and certainly positive role in the socio-economic and political development in destination

countries by, for instance, offering new employment opportunities. Also, in certain instances, it may contribute to a broader cultural understanding by creating awareness, respecting the diversity of cultures and ways of life. On the other hand, as a tool to create jobs, it has not fulfilled its expectations. At the same time, complaints from tourist destinations concerning massive negative impacts upon environment, culture and residents ways of life have given rise to a demand for a more sustainable development in tourism. Different parties will have to be involved in the process of developing sustainable tourism (UNCSD NGO, 1999).

Tourism development can have both positive and negative impacts on destinations. Sustainable tourism development attempts to find a balance between these impacts to create an improved quality of life for the host community and the destination. The World Commission on Economic Development (WCED) describes sustainable development as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs”. This session further describes some of the principles that have been proposed to ensure that the tourism industry of the future is characterized by rewarding and sustainable travel experiences (WCED, 1987).

1.2 Statement of Problem

In the past decade, tourism has become the largest and most lucrative industry worldwide in terms of employment and share of global gross domestic product. The tourism industry has been growing rapidly as well as changing at a fast pace, as more people are interested in spending leisure time in nature, (ecotourism) it has become one of the fastest-growing segments of the tourism industry. This creates opportunities in areas characterized by natural attractions, wildlife and wilderness habitats. Local communities may benefit in economic terms as well as create a commitment to conservation and sustainable development.

At present, increased demands for ecotourism create pressure on carrying capacity. Greater numbers of visitors make it more likely that habitats will be at risk and the wilderness and cultural heritage could be ruined. For instance, in China they will encounter many challenges, because they are ranked sixth worldwide in terms of tourist arrivals. In the next twenty years, China is forecast to be the top tourist destination and the fourth largest source of tourists in the world. This prospect for major tourism growth in China makes it important to quickly

consider the environmental and social issues that are part of sustainable tourism development. Careful planning and assessment are important parts of sustainable tourism development. Officials responsible for national parks and other nature areas will have a major responsibility for handling the challenges and deciding which opportunities for tourism development can be sustained over the long term. Local communities will also have to participate in planning and assessment when culture and heritage are important parts of ecotourism. It has been noted that the principles for ecotourism have not yet been firmly established in order to guide planning and assessment. However, two basic principles of ecotourism that have been identified are: (1) encourage conservation and (2) provide benefits to the local populations. However, they are certain tools that can be used to help achieve balance, such as assessment of carrying capacity, finding the limits of acceptable change and doing cost/benefit analysis. Tourism policy-makers, planners and managers should consider these tools as helpful only if they take a holistic, coordinated approach, especially since benefits and costs in terms of sustainable tourism development are not easily defined in monetary terms. Furthermore, measuring the success of tourism involving nature (for example, national parks) and culture (for example, village-based tourism like Ofala Festival in Enugu State) should not just be based on number of visitors or amount of income; rather measurement should include the length of stay, quality of the experience and whether natural and cultural resources have been conserved. Ecotourism can clearly create opportunities for spreading the economic benefits of tourism to villages, remote areas and national parks, as long as the government policy aims to have more tourism in these areas and the local people have participated in the process. Along these lines, policy-makers should be aware that smaller-scale business operators are more appropriate for activities related to ecotourism and government policies need to support this level of tourism services.

1.3 Objectives of the Study

This research work is set to explore on cultural tourism and community development (a case study of Ofala festival in Enugu state) with other objectives as follows:

- i. To examine how Ofala Festival in Enugu State tourist site be one of the leading sectors of the Nigerian economy.
- ii. To determine the level of relationship between Ofala Festival in Enugu State management and Tourism development.

- iii. To examine how oriented Nigerians are towards managing their culture and tourist sites.
- iv. To examine the relationship between culture, tourism and the economy.

1.4 Research Questions

- i. How can Ofala Festival in Enugu State tourist site be one of the leading sectors of the Nigerian economy?
- ii. What is the level of relationship between Ofala Festival in Enugu State management and Tourism development?
- iii. How oriented are Nigerians towards managing their culture and tourist sites?
- iv. What is the relationship between culture and tourism and the economy?

CULTURAL TOURISM AND COMMUNITY DEVELOPMENT (A CASE STUDY OF OFALA FESTIVAL IN ENUGU STATE)

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