

## SUSTAINABILITY OF MUSIC FOR TOURISM DEVELOPMENT IN NIGERIA

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### Abstract

This research investigates the sustainability of music for tourism development in Nigerian society. As such, music seminars, workshops, symposia and performances in and outside the country involve tourism which enhances material development. As a matter of fact, when music is well and duly sustained for tourism development, life will be more meaningful and attractive for travelers, transporters and tourist centres. Moreover, for tourism and tourists' movements, the main need is for the travelers/guests to get satisfaction as well as security to be ensured. Likewise, there is serious need for quality improvement purposes for the nation's development through tourism. However, the issue on how to handle and make music sustainable and useful in making tourism worthwhile has not been given credit and worthy recognition in Nigeria. Therefore, the work sets out to do an investigative study on how the sustainability of music can be of immense advantage for tourists in particular and tourism in general. The work hinges on the theories of sustainability, socio-cultural and tourism basis. Data collected was made through library, interviews and internet assets. From the findings, proof was made that when music is well sustained in life ramification for travelers and their agents, life

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will be more attractive and enjoyable because music is life for the Africans at large and Nigeria in particular because they appreciate music a lot in all their events from cradle to grave.

**Key Words:** Sustainability, Music, Tourism, Development.

## **Introduction**

Music and tourism are inseparable, and both go on with life as long as the movement of people on transit in the air, sea, rail and on the road from one place to the other with their musical equipment is concerned. As such, music is a socio-cultural phenomenon which leads to cross-cultural music interaction of people from far and near through tourism. Consequently, music is applicable in all spheres of life and gives quite a nice spice to life activities including tourists, their materials, touring agents, terminals, destinations and their agents for national development. Therefore, its sustainability and retention especially in the areas of travel is very important and cannot be over-emphasized. During transportation; drivers/passengers, captain/crew, pilot/passengers or cargo planes make use of music for their journeys to be enjoyable and stress free as well as knowledge acquisition, awareness and dissemination of information and for communicative purposes. As such, music is highly enjoyable during local and advanced movements and/or compounded travels across the globe because music awakens weak spirit and depressed souls through entertainment. Subsequently, the sustainability of music for tourism development is a phenomenon associated with industrialization and modernity which ranges from internal entertainment to broader/external pilgrimages. As a result, music which may be in form of song, dance or instrumental is sustainable towards achieving national development. Odogbor (2008) infers that;

*Music occupies a vital place in the life of every Nigerian. Its importance informs its integration into the day-to-day activities. Even in the contemporary Nigerian society, music*

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*functions in one form or another in the life of the individual groups or the entire society (p. 67).*

Likewise dance as an aspect of music can be a viable means of enhancing tourism for national development through inter-cultural relationship.

Folorunso and Olusola (2021) state that;

*Intercultural relationship is another great influence of Nigerian dance. It causes people from every area, irrespective of age and sex, coming together to agree on a concept of dance. This has brought many communities in Nigeria to sustain their relationship which most often lead to marriage among members, educational development, technology, infrastructural development, etc (p. 329).*

Subsequently, the sustainability of general music content and its broad areas as in traditional, western and popular music areas attract and involve tourism from every area so as to enhance national development.

Ogisi (2008) posits that;

*Contrary to expectation, the regionalization of the civil service did not reduce the migration of individuals to various parts of the country rather it stimulated migration to the newly created regional and divisional administrative headquarters that were developing into urban centres. Thus, popular music and musicians in general had a wider patronage to contend with. Thus, began regional trends in Nigerian popular music. Musicians who performed in such milieu had to sing in the lingua franca of the area so as to attract patronage (p. 82).*

## **Theoretical Framework**

The study hinges on the theories of sustainability, socio-cultural and tourism back-ups. The theory of sustainability states that, it is the long-term viability of a community's set of social institutions or their societal practices which is a form of intergenerational ethics in which

the environmental and economic actions taken by present persons do not diminish the opportunities of future persons to enjoy similar levels of wealth, utility or welfare. For further clarifications, the theoretical dance sustainability rose to prominence with the modern environmental movement, which rebuked the unsustainable character of contemporary societies where patterns of resource use, growth and consumption threatened the integrity of future generations. As such, there is need for the sustainability of music for tourism development in Nigeria to enhance smooth and peaceful co-existence of individuals as well as the generational continuity of the society.

Socio-cultural theory on its own states that both social and cultural interaction play important roles in the development of higher order thinking skills in human being as seen in the case of tourism. Moreover, human development and learning through music and tourism originate in social and cultural interaction. In other words, the way people interact with others through musical tours and the culture in which they live shape their mental and social abilities. As a matter of fact, the environment (surrounding) where the culture exist and the people that operate within that environment with selective norms, values, traditions, which make up and/or form the socio-cultural behaviour that positively attracts cognitive, affective and psychomotor domains of musical activities for sustenance. The socio-cultural theory was propounded by a Russian Psychologist known as Gygotzky in 1978. With special reference, Allman (2020) posits that Gygotzky (1978), a Russian Psychologists and founder of socio-cultural theory believed that human development originated in social and cultural interaction (p. 1).

The topic on tourism theory was propounded by Raymond Cuervo in 1967 in his assumptions, he states that tourism is a set system whose function combines travel with communication and that such

communication system is capable of transmitting positive and useful information to promote world peace. The system is based on five (5) prominent elements as follows:

- The traveler-generating region (the origin or environment where the traveler usually lives)
- A transit region that connects the region to the destination (on movement by means of rail, road, air or ship/boat).
- The tourism destination region.
- The tourist himself/herself and/or itself.
- The tourism and travel industry (tourist information centres, accommodation, lodging establishment, etc.)

The theories when related to the topic portrays that music as a socio-cultural agent, phenomenon as well as performance, and an instrument of sustainability for tourism development in our society. As such Music and Tourism are bonded for better society. Therefore;

- Music - for sustainability
- Tourism - for traveling, traveler, movement, tours, communication, socialization
- Society - community, culture, environment, etc

### **The Task Ahead**

The modern trend in the area of sustainability of music for tourism development has many challenges facing it especially in these contemporary times. As a matter of facts, the issue is now on how music can be sustained to enhance tourism for national development. Therefore, the task ahead is the way forward for enforcement or reinforcements that music should be devised to encourage tourism in order to propagate progressive national continuity across present and future generation. In other words, the importance of keeping and using music in our tours and national performances so as to encourage our nation grow with stability in social, cultural economic, historical, educational, etc. In other to carry the task ahead to achieve the set

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objectives, music should therefore be encouraged and placed for sustainability as regards tourism development in the following areas:

Socio-Cultural Carnivals and Music Festivals: Through cultural music carnivals, the sustainability of music for tourism development should be enhanced because different towns, states, groups, dignitaries and individuals will travel from far and near to grace the occasion.

Moreover, patronage to some musical groups and scholarship awards will keep music to the desirable standard good for tourism. In addition, tourism centres, hotel accommodations, transportation, etc. will also get their amusement parks ready and/or renovated to welcome and make lodging accommodation conducive for performers and tourists. Vidal (2012) states that; "cross-cultural music interactions should be promoted through musical tours and musical concerts" (p. 209). It enhances social interaction of individuals. Odogbor (2008) posits that;

*Socio-culturally, traditional music helps promote group sentiments and the people's ideals. During traditional festivals and other social gatherings for example, music generates an atmosphere of conviviality where boundaries based on sex, age, status, etc. are blurred into significance, and everybody celebrates as an entity. This is capable of providing forum for mending broken relations and providing common ground for development, (p. 69).*

Organizing Conferences, Seminars, Workshops and Symposia: With annual attendance of music conferences, seminars, workshops and symposia, music will be sustained for tourism development in Nigeria. As such, concerned individuals will travel from their abodes to lodge at the conference, seminar and symposia centres. Such travels give room for social interaction and discovery of some talented musicians for self-reliability that leads to independent job opportunity. Vidal (2012)

Okechukwu, I. P. & Ibekwe, E. U.: *Sustainability of Music for Tourism Development in...* postulates that; "Annual music festival should be organized and held in all categories of music as a means of discovering and identifying future talents" (p. 208).

Music Competition in all Levels of Education: Music competitions should be organized and advertised to all the levels of Nigeria education. Winners should be awarded with gifts, laurels and talented individuals discovered for scholarship awards and academic excellent performance. This will install and inculcate better life in the individuals because the spirit of life is the spirit of music. Vidal (2012) postulates that; "All over the areas inhabited by the peoples and societies of Nigeria the spirit of life is the spirit of music" (p. 81).

Provision of Well-Equipped ICT Centres: Lodging accommodation of conference centres, halls and hotels should be well equipped with ICT gadgets for travelers who may want to use them. Hotel rooms and ICT rooms should be furnished with air-condition and well-constructed furniture for visitors as well, for music sustainability to beep up national development.

Transport Facilities and Security Consciousness: For music to be sustained as regards tourism development in Nigeria, good transport facilities should be put in order to avoid accidents, plane crash, shipwreck, etc. Similarly, security consciousness should be maintained for travelers, hotel lodgers, and equipment of any kind. Amusement parks should be well tidied up by attendants, to suit the standard and the requirement needed for the tourists gathering.

### **Benefits of Sustaining Music for Tourism Development in Nigeria**

We derive numerous benefits from the sustainability of music for tourism development in Nigeria. Some of the benefits are:

1. Economic benefit

2. Music globalization
3. Music for tourist attraction
4. Academic/intellectual/educational improvement
5. Socio-cultural exposure/interaction
6. Area or place indicator

### **Economic Benefit**

Sufficient economic help is being derived from the sustainability of music for tourism development because performers make a lot of money and earn their living through music tourism. Echezona and Okezie (2018) posit that:

*The diverse cultural music has become part of the tourist industry and almost on daily basis, some performance or the other is carried out in different areas of the country in celebration of one festival event or receiving important foreign dignitaries (p. 114).*

Through music for tourism people will be gainfully employed and engaged in musical work and its performances for self, group or community's reliability.

### **Globalizing Music**

The world has become a global village through music and its sustainability enhances tourism development. Therefore, during musical tours, culture of different people's music are portrayed. Johnson in Echezona & Okezie (2018) infers that:

*Tourism and globalization says that performance or composition of a culture's music is not limited to the inhabitants or migrants of that culture, but is increasingly part of an array of artifacts readily consumed within globalized culture. Continuing . . . therefore, Nigerian music consumable as a tourist product could position her for globalization and leaves its imprint in the world of music (p. 115).*



### **Music for Tourist Attraction**

Psychologically, music by nature draws and commands attraction. People travel to places for music entertainment, performance, sight-seeing and/or for popularity. Hearing the sound of music attracts physical engagement. The sound of musical instrument is a powerful agent and point of attraction during musical display. Music artistes through their performances draw souls to hear and commend their work of music composition.

### **Music as an Academic, Intellectual and Educational Empowerment**

Music trains people to be cognitively, affectively and psycho-motive alert wherever they are. The Africans in their communal way of sharing and enjoying music are serious music activists through their day-to-day performances. They sing music, they ring music and they play music all through their life time and even to the grave with music through dirges.

### **Socio-Cultural Interaction/Integration**

During music tourism, people interact with each other during performances and entertainments, seminars and symposia. They also feel free to make friends without minding where the person comes from. As such music tourism is a social and cultural unifier. Musicians travel to foreign land and their audience also travels to watch them, observe them and copy their styles of dance performances. Some receive awards and become popular as world figures. Culturally, they share and portray their diverse cultural heritage for world exposure and consumption.

### **Area and/or Place Indicator**

Sustainability of music for tourism development is a place or area indicator. Towns, villages, cities, states and locations are made known and popular through music tourism. Many musicians had gone and known

places as a result of music tourism. Some of them have risen to level and are where they are today because of music tourism. Through music tourism, knowledge of some distant areas is exposed for acknowledgement. Geographically, some areas could not have been exposed if not for the sake of music performance and performing musicians that come from such timid and remote areas, as regards traditional, western, and popular music performances. Therefore, there is every need to sustain music for tourist development in Nigeria.

### **Summary and Conclusion**

From the study, it is seen that the sustainability of music tourism for national development should be encouraged by individuals, government sponsors and the entire society. Music makes every place and its atmosphere good and attractive naturally. It changes things and life for better. Therefore, with tourism by its side, the nation will achieve greatness for the present and up-coming generations. As such, when we sustain music for tourism the nation will be grown and developed socially, culturally, economically, intellectually, historically, therapeutically, physically, recreationally, religiously, morally and educationally so as to achieve all-round greatness in the country, Nigeria.

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