

HTM102

NIGERIA CULTURE AND TOURISM



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Course Title: Nigeria Culture and Tourism

Course Code: HTM102

Course Units: 2 Units

- **Survey of Nigerians and Their Cultures**
- **Distribution, Language, and Religion**
- **Local Community Phenomenon**
- **Livelihood and Economic Self-Reliance**
- **Norms, Values, and Social Development**

Suggested Outline for Series 1 Survey of Nigerians and Their Cultures

Series Outline

- **Part 1.1: Overview of Nigerians and Their Cultural Diversity**
 - 1.1.1 Definition of culture and its relevance to tourism
 - 1.1.2 Nigeria's cultural diversity and ethnic composition
 - 1.1.3 Importance of cultural heritage in national identity
- **Part 1.2: Cultural Features and Classifications**
 - 1.2.1 Tangible cultural features: arts, crafts, architecture
 - 1.2.2 Intangible cultural features: traditions, beliefs, practices
 - 1.2.3 Classification of cultural features for tourism development
- **Part 1.3: Peculiarities of Nigerian People and Sustainable Tourism**
 - 1.3.1 Peculiar cultural practices across Nigerian states
 - 1.3.2 Role of culture in sustainable tourism ventures
 - 1.3.3 Challenges and opportunities in promoting Nigerian culture

Introduction – Series 1: Survey of Nigerians and Their Cultures

Nigeria is often described as a nation of many peoples, each with its own distinct traditions, practices, and ways of life. With over 200 million citizens and hundreds of ethnic groups, the country's cultural diversity is one of its most defining features. This diversity is not only a source of national identity but also a foundation for tourism development, as visitors are drawn to the richness of Nigeria's cultural heritage.



The aim of this Series is to provide learners with a structured understanding of Nigerians and their cultures. You will explore the meaning of culture, examine Nigeria's ethnic composition, and study both tangible and intangible cultural features. By doing so, you will be able to classify cultural practices and appreciate their role in sustainable tourism ventures.

We shall begin by considering the **overview of Nigerians and their cultural diversity**, then move on to the **classification of cultural features**, and finally examine the **peculiarities of Nigerian people and their role in tourism development**. This sequential approach ensures that you gain both a broad and detailed perspective on how culture shapes tourism in Nigeria.

Series Learning Outcomes – Series 1: Survey of Nigerians and Their Cultures

By the end of this Series, you should be able to:

- **SLO 1.1 define** culture and explain its relevance to tourism in Nigeria.
- **SLO 1.2 analyse** Nigeria's cultural diversity and ethnic composition, highlighting its role in national identity.
- **SLO 1.3 classify** cultural features into tangible and intangible categories, with examples from Nigerian society.
- **SLO 1.4 evaluate** peculiar cultural practices across Nigerian states and their potential for sustainable tourism ventures.
- **SLO 1.5 assess** challenges and opportunities in promoting Nigerian culture for tourism development.

1.1 Overview of Nigerians and Their Cultural Diversity

1.1.1 Definition of Culture and Its Relevance to Tourism

Culture refers to the shared beliefs, practices, values, and traditions of a group of people. It shapes identity and influences behaviour. In tourism, culture is a major attraction because visitors are often drawn to unique traditions, festivals, and ways of life.

Fill in the blank: Culture refers to the shared _____, practices, values, and traditions of a group of people.



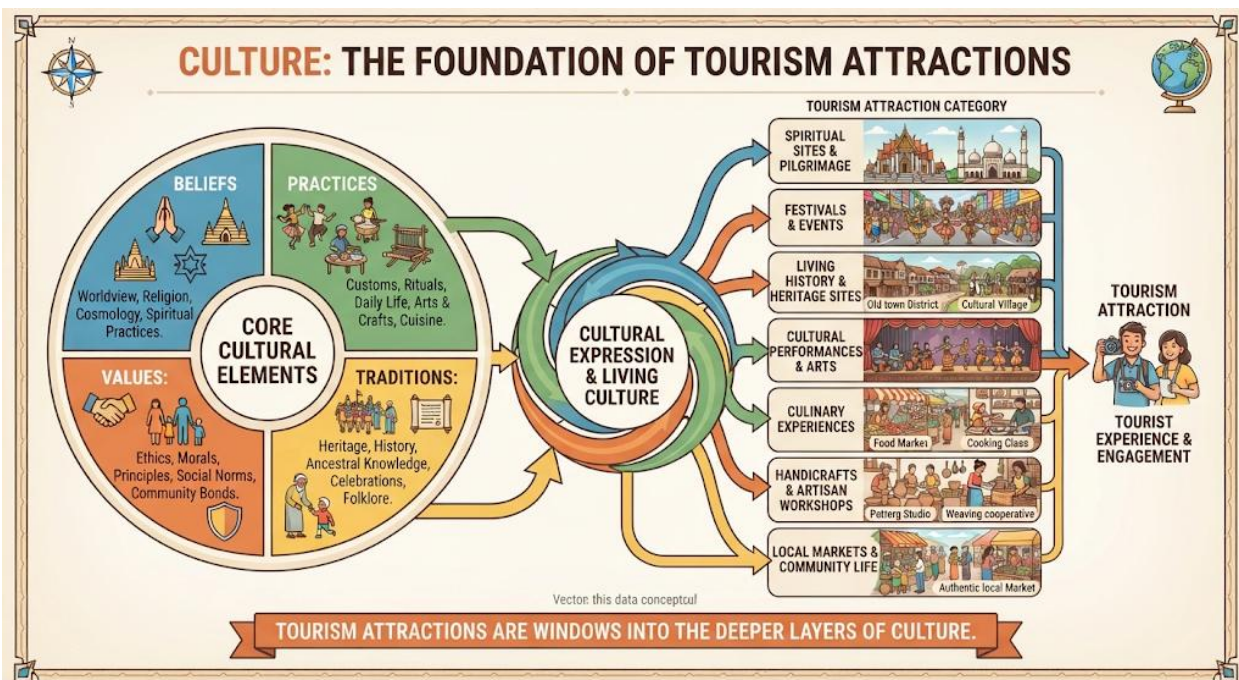


Figure 1.1 Culture as a foundation for tourism. Suggested

1.1.2 Nigeria's Cultural Diversity and Ethnic Composition

Nigeria is home to over 250 ethnic groups, each with distinct languages, customs, and traditions. The three largest groups are the Hausa-Fulani, Yoruba, and Igbo, but many smaller groups such as Tiv, Kanuri, and Ibibio also contribute to the nation's cultural richness. This diversity makes Nigeria one of the most culturally vibrant countries in Africa.

Fill in the blank: Nigeria is home to over _____ ethnic groups, each with distinct languages and traditions.



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Plate 1.1 Nigeria's ethnic groups and cultural diversity. Suggested

1.1.3 Importance of Cultural Heritage in National Identity

Cultural heritage includes both tangible elements such as monuments and artefacts, and intangible aspects such as oral traditions and festivals. In Nigeria, cultural heritage strengthens national identity by reminding citizens of their shared history and values. It also provides opportunities for tourism development, as visitors seek authentic cultural experiences.

Fill in the blank: Cultural heritage includes both tangible elements such as monuments and intangible aspects such as _____ traditions.



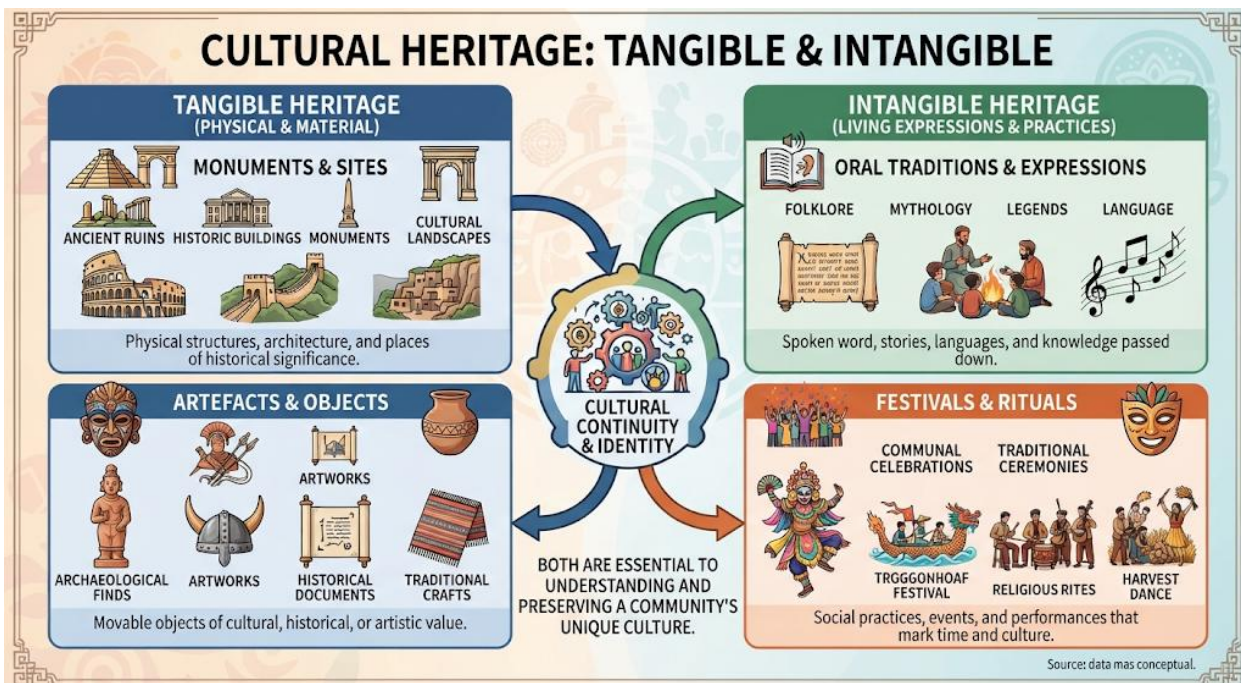


Figure 1.2 Tangible and intangible aspects of cultural heritage. Suggested

Pilot Questions 1.1

1. Define culture and explain its relevance to tourism.
2. Fill in the blank: Culture refers to the shared _____, practices, values, and traditions of a group of people.
3. How many ethnic groups are found in Nigeria, and which are the three largest?
4. Fill in the blank: Nigeria is home to over _____ ethnic groups, each with distinct languages and traditions.
5. What is cultural heritage, and why is it important for national identity?
6. Fill in the blank: Cultural heritage includes both tangible elements such as monuments and intangible aspects such as _____ traditions.

1.2 Cultural Features and Classifications

1.2.1 Tangible Cultural Features: Arts, Crafts, Architecture

Tangible cultural features are physical elements of culture that can be seen and touched. In Nigeria, these include traditional arts such as sculpture and painting, crafts like weaving and pottery, and architectural styles ranging from mud houses in rural areas to elaborate palaces in Benin and Oyo. These features are vital for tourism because they provide visitors with visible evidence of Nigeria's rich heritage.



Fill in the blank: Tangible cultural features are physical elements of culture that can be _____ and touched.

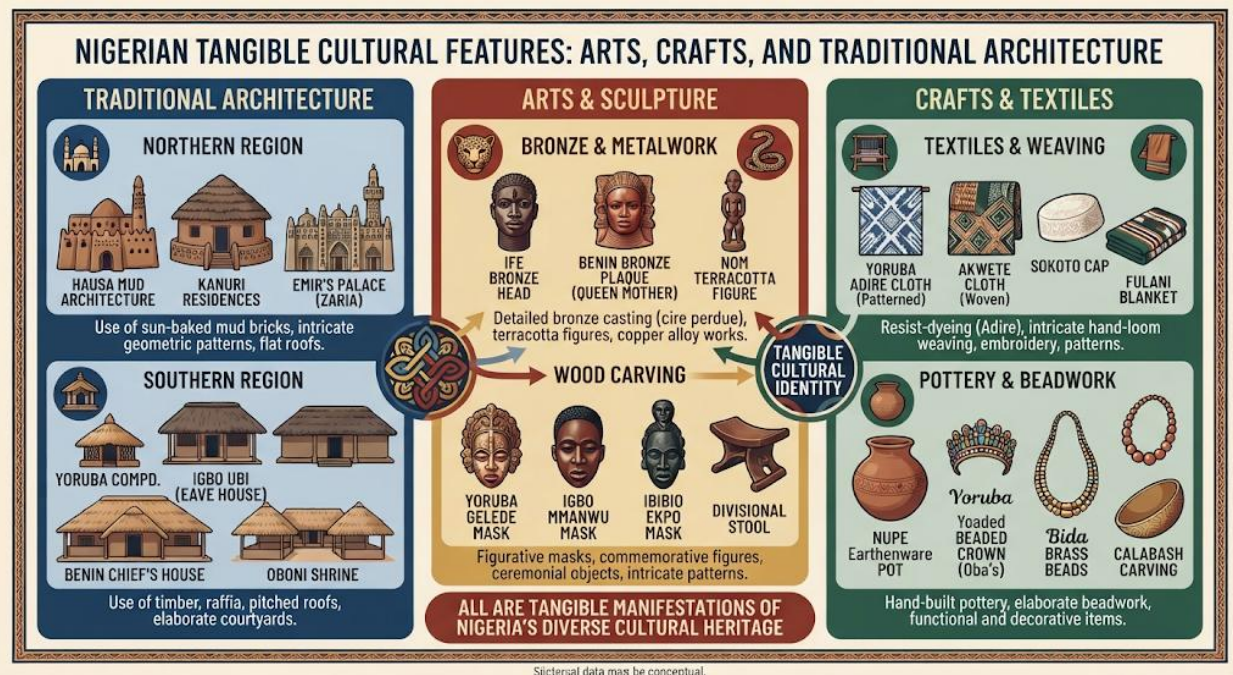


Figure 1.3 Examples of tangible cultural features in Nigeria. Suggested

1.2.2 Intangible Cultural Features: Traditions, Beliefs, Practices

Intangible cultural features are non-physical aspects of culture such as traditions, beliefs, and practices. In Nigeria, examples include oral storytelling, music, dance, festivals, and religious rituals. These features are equally important for tourism because they offer immersive experiences that connect visitors to the spirit of Nigerian communities.

Fill in the blank: Intangible cultural features include traditions, beliefs, and _____.





Plate 1.2 Nigerian intangible cultural features such as festivals and dances. Suggested

1.2.3 Classification of Cultural Features for Tourism Development

Cultural features can be classified into categories to aid tourism planning. Tangible features such as monuments and crafts are often showcased in museums and cultural centres. Intangible features such as festivals and oral traditions are promoted through events and performances. This classification helps tourism managers design packages that highlight Nigeria's diverse cultural offerings.

Fill in the blank: Cultural features can be classified into _____ and intangible categories for tourism development.



CULTURAL HERITAGE FEATURES: A TANGIBLE & INTANGIBLE OVERVIEW (ILLUSTRATIVE DATA)			
CULTURAL FEATURE CATEGORY		SPECIFIC EXAMPLES (ILLUSTRATIVE)	DESCRIPTION & CULTURAL SIGNIFICANCE
TANGIBLE FEATURES (PHYSICAL & MATERIAL)	Arts 	PAINTINGS, SCULPTURES, MURALS (e.g., Renaissance Art, Aboriginal dot painting)	PHYSICAL ARTWORKS CREATED BY ARTISTS, REFLECTING AESTHETICS, HISTORY, AND WORLDVIEW.
	Crafts 	POTTERY, WEAVING, JEWELRY-MAKING, WOODCARVING (e.g., Navajo rugs, African masks)	HANDMADE OBJECTS, OFTEN FUNCTIONAL, TRANSMITTING TRADITIONAL TECHNIQUES, SKILLS, AND CULTURAL MOTIFS.
	Architecture 	BUILDINGS, MONUMENTS, CITIES, SACRED SITES (e.g., Pyramids, Gothic Cathedrals, Great Wall)	BUILT STRUCTURES AND SPACES THAT DEFINE A COMMUNITY, REFLECTING ENGINEERING, RELIGION, AND SOCIAL HIERARCHY.
INTANGIBLE FEATURES (LIVING EXPRESSIONS & PRACTICES)	Festivals 	COMMUNAL CELEBRATIONS, PARADES, RITUALS (e.g., Diwali, Carnival, Chinese New Year)	RECURRING EVENTS OF CELEBRATION, MARKING SEASONS, HISTORICAL EVENTS, OR RELIGIOUS BELIEFS, STRENGTHENING COMMUNITY BONDS.
	Traditions 	ORAL HISTORIES, FOLKLORE, MYTHOLOGY, CULINARY PRACTICES (e.g., Storytelling, Recipes, Rites of Passage)	PRACTICES, CUSTOMS, AND BELIEFS PASSED DOWN THROUGH GENERATIONS BY WORD-OF-MOUTH AND OBSERVATION, SHAPING IDENTITY.
	Beliefs 	SPIRITUALITY, RELIGION, COSMOLOGY, ETHICAL SYSTEMS (e.g., Buddhism, Animism, Ancestor Veneration)	SHARED CONVICTIONS AND VALUES ABOUT THE NATURE OF EXISTENCE, MORALITY, AND THE SUPERNATURAL, GUIDING BEHAVIOR.
CULTURAL FEATURES ARE INTERCONNECTED AND FORM THE DIVERSITY OF HUMAN HERITAGE.			

Table 1.1 Classification of Nigerian cultural features for tourism. Suggested

Pilot Questions 1.2

1. What are tangible cultural features, and give two examples from Nigeria.
2. Fill in the blank: Tangible cultural features are physical elements of culture that can be _____ and touched.
3. What are intangible cultural features, and give two examples from Nigeria.
4. Fill in the blank: Intangible cultural features include traditions, beliefs, and _____.
5. Why is classification of cultural features important for tourism development?
6. Fill in the blank: Cultural features can be classified into _____ and intangible categories for tourism development.

1.3 Peculiarities of Nigerian People and Sustainable Tourism

1.3.1 Peculiar Cultural Practices across Nigerian States

Nigeria's cultural landscape is marked by peculiar practices that vary across states and ethnic groups. For example, the **Durbar festival** in northern Nigeria showcases horse riding and traditional regalia, while the **Yam festival** in the south celebrates harvest and communal unity. These practices are unique to specific communities and provide rich opportunities for tourism.

Fill in the blank: The Durbar festival in northern Nigeria showcases horse riding and traditional _____.



NIGERIA: PECULIAR CULTURAL PRACTICES - NORTH & SOUTH

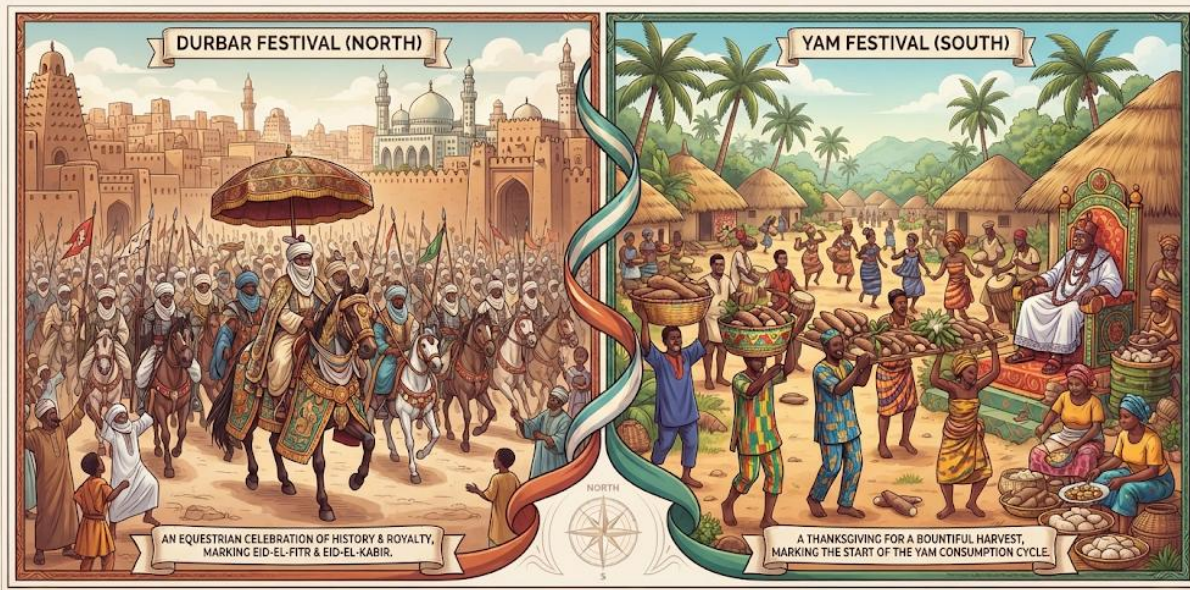


Plate 1.3 Peculiar cultural practices across Nigerian states. Suggested

1.3.2 Role of Culture in Sustainable Tourism Ventures

Culture plays a central role in developing **sustainable tourism**, which refers to tourism that benefits communities while preserving traditions. By promoting festivals, crafts, and rituals, Nigeria can attract visitors while ensuring that local communities gain economic and social benefits. Sustainable tourism also encourages respect for cultural heritage and reduces negative impacts.

Fill in the blank: Sustainable tourism refers to tourism that benefits communities while _____ traditions.



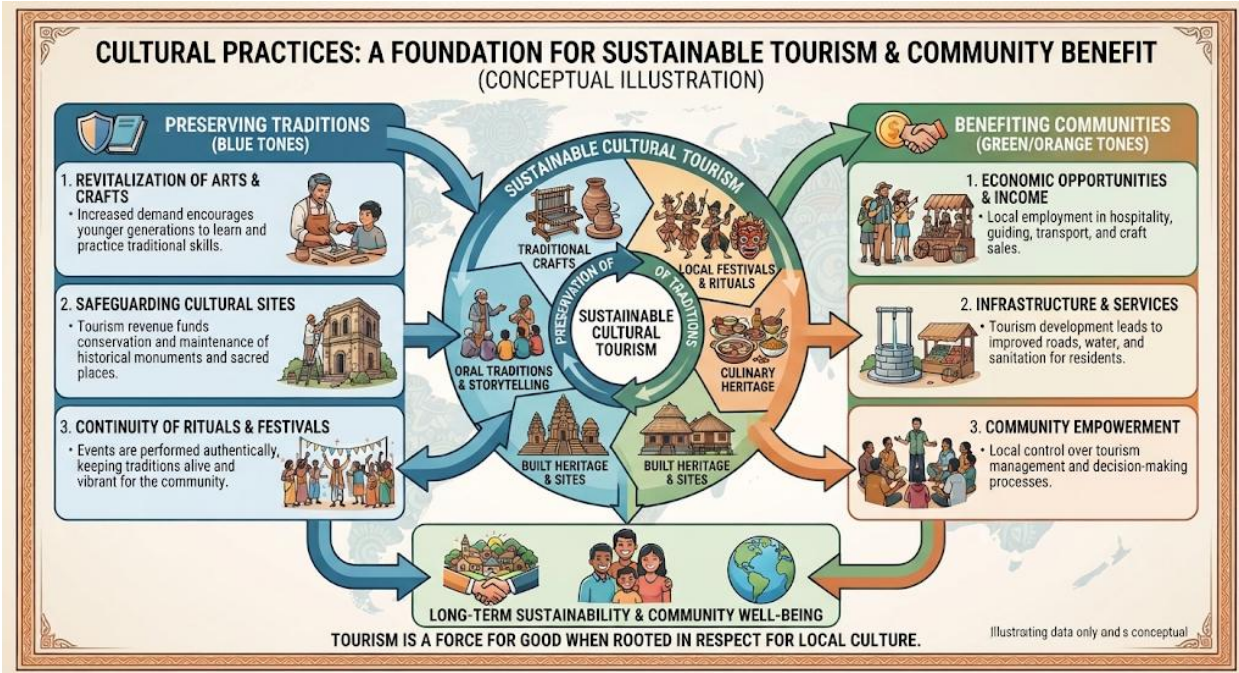


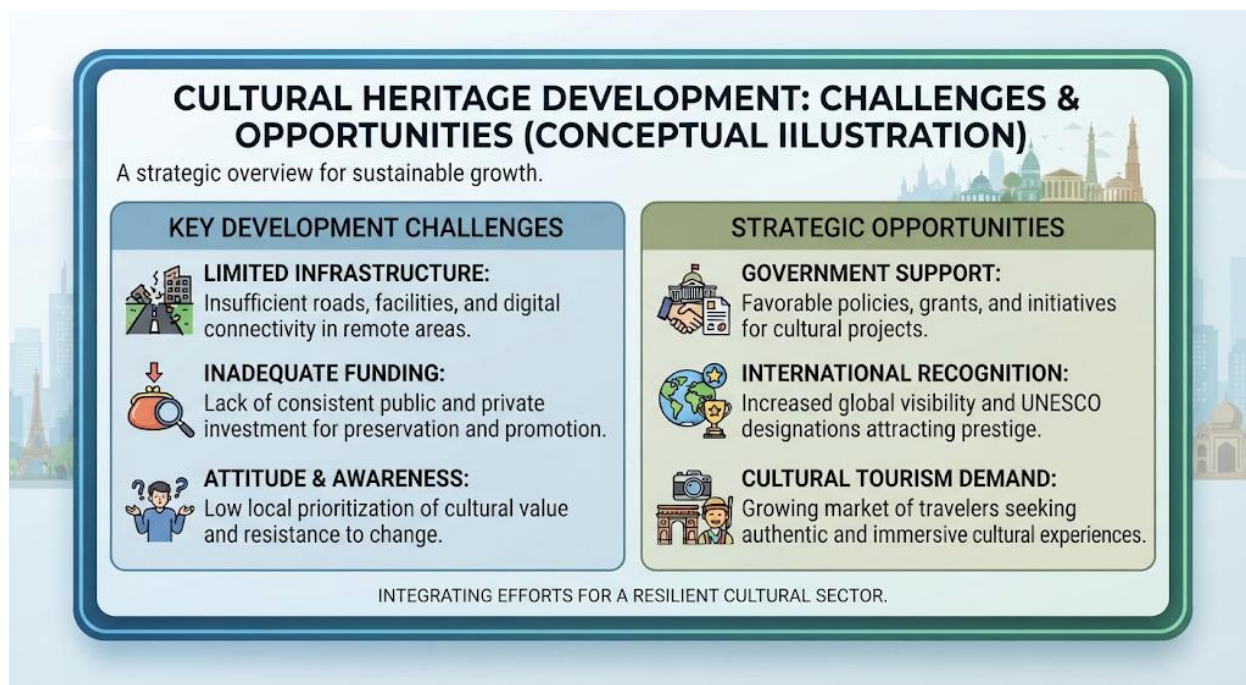
Figure 1.4 Role of culture in sustainable tourism ventures. Suggested

1.3.3 Challenges and Opportunities in Promoting Nigerian Culture

Despite its richness, promoting Nigerian culture faces challenges such as inadequate infrastructure, limited funding, and negative attitudes towards traditional practices. However, opportunities exist in the growing interest in cultural tourism, government initiatives, and international recognition of Nigerian festivals and arts. Addressing these challenges can unlock Nigeria's full potential as a cultural tourism destination.

Fill in the blank: One challenge in promoting Nigerian culture is inadequate _____.





Box 1.1 Challenges and opportunities in promoting Nigerian culture for tourism. Suggested

Pilot Questions 1.3

1. Give two examples of peculiar cultural practices in Nigeria.
2. Fill in the blank: The Durbar festival in northern Nigeria showcases horse riding and traditional _____.
3. What is sustainable tourism, and how does culture contribute to it?
4. Fill in the blank: Sustainable tourism refers to tourism that benefits communities while _____ traditions.
5. Identify one challenge and one opportunity in promoting Nigerian culture for tourism.
6. Fill in the blank: One challenge in promoting Nigerian culture is inadequate _____.

Series Summary – Series 1: Survey of Nigerians and Their Cultures

This Series has introduced you to the richness of Nigerian culture and its significance for tourism.

We began with an **overview of Nigerians and their cultural diversity**, defining culture as shared beliefs, practices, values, and traditions. You explored Nigeria's ethnic composition, noting the presence of over 250 ethnic groups, and understood how cultural heritage strengthens national identity.

Next, we examined **cultural features and classifications**. Tangible features such as arts, crafts, and architecture were contrasted with intangible features like festivals, oral traditions, and



beliefs. You learned how classifying these features helps tourism managers design packages that highlight Nigeria's diverse cultural offerings.

Finally, we studied **peculiarities of Nigerian people and sustainable tourism**. Examples such as the Durbar festival in the north and the Yam festival in the south illustrated how unique practices attract visitors. We also discussed the role of culture in sustainable tourism, ensuring communities benefit while traditions are preserved, and considered challenges such as inadequate infrastructure alongside opportunities like government support and international recognition.

By completing this Series, you should now be able to define culture, analyse Nigeria's diversity, classify cultural features, and evaluate how peculiar practices contribute to sustainable tourism.

Glossary of Terms – Series 1: Survey of Nigerians and Their Cultures

- **Culture:** The shared beliefs, practices, values, and traditions of a group of people, shaping identity and behaviour.
- **Cultural diversity:** The presence of multiple ethnic groups, languages, and traditions within Nigeria, contributing to its richness and vibrancy.
- **Ethnic composition:** The distribution of Nigeria's numerous ethnic groups, including Hausa-Fulani, Yoruba, Igbo, and many others.
- **Cultural heritage:** Tangible and intangible elements of culture, such as monuments, artefacts, oral traditions, and festivals, which strengthen national identity.
- **Tangible cultural features:** Physical aspects of culture, including arts, crafts, and architecture, that can be seen and touched.
- **Intangible cultural features:** Non-physical aspects of culture, such as traditions, beliefs, music, and festivals.
- **Classification of cultural features:** The grouping of cultural elements into tangible and intangible categories to aid tourism development.
- **Sustainable tourism:** Tourism that benefits communities economically and socially while preserving traditions and cultural heritage.
- **Durbar festival:** A northern Nigerian cultural event featuring horse riding, regalia, and traditional displays.
- **Yam festival:** A southern Nigerian celebration of harvest and communal unity, often marked by feasting and rituals.

Concept Check Questions 1 – Series 1: Survey of Nigerians and Their Cultures

These questions are designed to help you consolidate your learning from this Series. They are linked directly to the Series Learning Outcomes (SLOs).

Objective Questions



1. (Linked to SLO 1.1) Culture refers to the shared _____, practices, values, and traditions of a group of people.
2. (Linked to SLO 1.2) Nigeria is home to over _____ ethnic groups, with Hausa-Fulani, Yoruba, and Igbo being the largest.
3. (Linked to SLO 1.3) Tangible cultural features include arts, crafts, and _____.
4. (Linked to SLO 1.3) Intangible cultural features include traditions, beliefs, and _____.
5. (Linked to SLO 1.4) The Durbar festival is celebrated in _____ Nigeria.

Short-Answer Questions

6. (Linked to SLO 1.1) Define culture and explain its relevance to tourism.
7. (Linked to SLO 1.2) Identify two smaller ethnic groups in Nigeria apart from the three largest.
8. (Linked to SLO 1.3) Why is classification of cultural features important for tourism development?
9. (Linked to SLO 1.4) Give one example of a peculiar cultural practice in southern Nigeria.

Long-Answer Questions

10. (Linked to SLO 1.2) Analyse how Nigeria's cultural diversity contributes to its national identity.
11. (Linked to SLO 1.3) Evaluate the importance of both tangible and intangible cultural features in attracting tourists.
12. (Linked to SLO 1.5) Assess the challenges and opportunities in promoting Nigerian culture for sustainable tourism ventures.

Answers to Pilot Questions – Series 1: Survey of Nigerians and Their Cultures

Answers to Pilot Questions 1.1

1. **Culture** is the shared beliefs, practices, values, and traditions of a group of people. It is relevant to tourism because visitors are drawn to unique traditions and ways of life.
2. Fill in the blank: Culture refers to the shared **beliefs**, practices, values, and traditions of a group of people.
3. Nigeria is home to over **250 ethnic groups**. The three largest are Hausa-Fulani, Yoruba, and Igbo.
4. Fill in the blank: Nigeria is home to over **250** ethnic groups, each with distinct languages and traditions.
5. **Cultural heritage** includes tangible elements such as monuments and artefacts, and intangible aspects such as oral traditions and festivals. It strengthens national identity.
6. Fill in the blank: Cultural heritage includes both tangible elements such as monuments and intangible aspects such as **oral** traditions.

Answers to Pilot Questions 1.2



1. Tangible cultural features are physical aspects of culture. Examples include **arts** and **architecture**.
2. Fill in the blank: Tangible cultural features are physical elements of culture that can be **seen** and touched.
3. Intangible cultural features are non-physical aspects of culture. Examples include **festivals** and **music**.
4. Fill in the blank: Intangible cultural features include traditions, beliefs, and **practices**.
5. Classification of cultural features is important because it helps tourism managers design packages that highlight Nigeria's diverse cultural offerings.
6. Fill in the blank: Cultural features can be classified into **tangible** and intangible categories for tourism development.

Answers to Pilot Questions 1.3

1. Two examples of peculiar cultural practices in Nigeria are the **Durbar festival** in the north and the **Yam festival** in the south.
2. Fill in the blank: The Durbar festival in northern Nigeria showcases horse riding and traditional **regalia**.
3. Sustainable tourism refers to tourism that benefits communities while preserving traditions. Culture contributes by promoting festivals, crafts, and rituals.
4. Fill in the blank: Sustainable tourism refers to tourism that benefits communities while **preserving** traditions.
5. One challenge in promoting Nigerian culture is **inadequate infrastructure**. One opportunity is **government support for cultural tourism**.
6. Fill in the blank: One challenge in promoting Nigerian culture is inadequate **infrastructure**.

List of References/Attributions – Series 1: Survey of Nigerians and Their Cultures

The instructional content in this Series is supported by authoritative sources and case studies relevant to Nigerian culture and tourism. Learners can consult the following references for deeper study:

1. **Federal Ministry of Information and Culture, Nigeria** (2019). *Cultural Policy for Nigeria*. Abuja: Government of Nigeria.
2. **National Commission for Museums and Monuments** (2020). *Preserving Nigeria's Tangible and Intangible Heritage*.
3. **Falola, T.** (2001). *Culture and Customs of Nigeria*. Westport: Greenwood Press.
4. **Okpoko, P. U. & Okpoko, A. I.** (2002). *Tourism in Nigeria*. Nsukka: Afro-Orbis Publications.
5. **World Tourism Organisation (UNWTO)** (2018). *Tourism and Cultural Heritage: Sustainable Practices*. Madrid: UNWTO.



6. **Nigerian Tourism Development Corporation (NTDC) (2021).** *Promoting Nigerian Culture through Tourism.*

Attributions:

- Figures, Plates, Tables, and Boxes suggested in this Series are placeholders to be generated using AI prompts or sourced from open educational resources.
- Case study examples (Durbar festival, Yam festival) are adapted from publicly available cultural and tourism reports.

Course Title: Nigeria Culture and Tourism

Course Code: HTM102

Course Units: 2 Units

- **Survey of Nigerians and Their Cultures**
- **Distribution, Language, and Religion**
- **Nigerian Traditional Institutions and Tourism Development**
- **Nigerian Arts and Tourism Development**
- **Nigerian Festivals and Tourism Development**

Suggested Outline for Series 2 Distribution, Language, and Religion

For this Series, we must keep within the 2-credit guideline of 2 to 4 Parts. I propose **three main Parts** to cover the scope effectively:

- **Part 2.1: Distribution of Nigerians**
 - 2.1.1 Geographic spread of ethnic groups
 - 2.1.2 Urban and rural settlement patterns
 - 2.1.3 Influence of distribution on tourism
- **Part 2.2: Language and Linguistic Classification**
 - 2.2.1 Major Nigerian languages and families
 - 2.2.2 Role of language in cultural identity
 - 2.2.3 Language as a tool for tourism communication
- **Part 2.3: Religion and Worldview**
 - 2.3.1 Traditional religions and practices
 - 2.3.2 Christianity and Islam in Nigeria



- 2.3.3 Religion's influence on tourism and social life

Introduction

Nigeria's population is not only vast but also highly diverse in terms of distribution, language, and religion. Understanding where people live, the languages they speak, and the religions they practise is essential for appreciating Nigeria's cultural complexity and its tourism potential.

The aim of this Series is to help you analyse how Nigerians are distributed across the country, classify their languages, and explain the role of religion in shaping cultural identity and tourism. We shall begin with the **distribution of Nigerians**, then move to **language and linguistic classification**, and finally examine **religion and worldview**. This sequence ensures a clear progression from physical settlement patterns to cultural and spiritual dimensions.

Series Learning Outcomes

By the end of this Series, you should be able to:

- **SLO 2.1 analyse** the geographic distribution of Nigerians and explain its impact on tourism.
- **SLO 2.2 classify** Nigerian languages into major families and evaluate their role in cultural identity.
- **SLO 2.3 explain** how language serves as a tool for tourism communication.
- **SLO 2.4 describe** traditional religions and practices in Nigeria.
- **SLO 2.5 evaluate** the influence of Christianity and Islam on Nigerian society and tourism.
- **SLO 2.6 assess** the overall impact of religion on tourism and social life in Nigeria.

2.1 Distribution of Nigerians

2.1.1 Geographic Spread of Ethnic Groups

Nigeria's population is distributed across diverse geographic regions. The **Hausa-Fulani** dominate the northern savannah, the **Yoruba** are concentrated in the south-west, and the **Igbo** are found mainly in the south-east. Smaller groups such as the Tiv, Kanuri, Ibibio, and Nupe are spread across central and southern regions. This distribution reflects historical settlement patterns and influences cultural practices.

Fill in the blank: The Hausa-Fulani dominate the _____ region of Nigeria.





Figure 2.1 Geographic distribution of major Nigerian ethnic groups. Suggested

2.1.2 Urban and Rural Settlement Patterns

Nigeria's settlement patterns are shaped by both tradition and modernisation. Urban centres such as Lagos, Abuja, and Kano attract diverse populations due to economic opportunities, while rural areas remain home to communities practising traditional lifestyles. These patterns affect tourism, as visitors experience both modern city life and rural cultural heritage.

Fill in the blank: Lagos, Abuja, and Kano are examples of _____ centres in Nigeria.



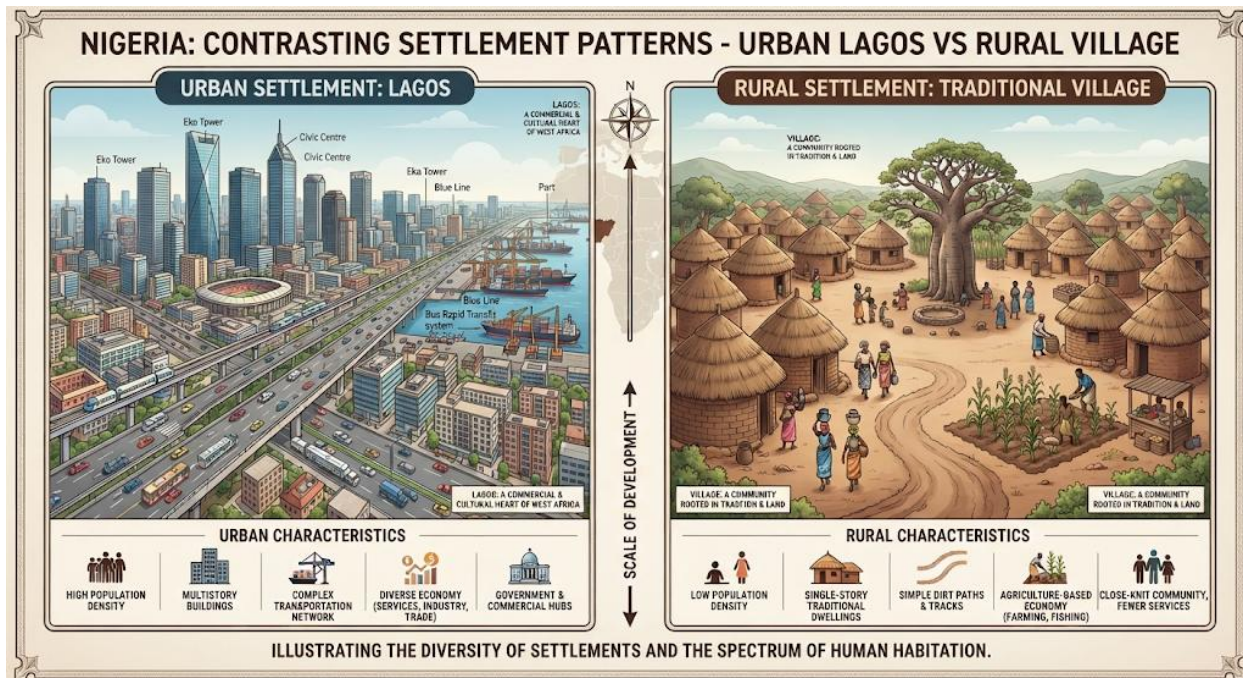


Plate 2.1 Contrast between urban and rural settlement patterns in Nigeria. Suggested

2.1.3 Influence of Distribution on Tourism

The distribution of Nigerians influences tourism by determining the cultural experiences available in different regions. Northern Nigeria offers festivals such as the Durbar, while the south-west showcases Yoruba art and religion. The south-east is known for Igbo masquerades and traditional ceremonies. Tourists can therefore plan visits based on the cultural attractions tied to specific regions.

Fill in the blank: The south-east of Nigeria is known for Igbo _____ and traditional ceremonies.





Box 2.1 Influence of distribution on tourism attractions in Nigeria. Suggested

Pilot Questions 2.1

1. Which ethnic group dominates the northern region of Nigeria?
2. Fill in the blank: The Hausa-Fulani dominate the _____ region of Nigeria.
3. Name two urban centres in Nigeria that attract diverse populations.
4. Fill in the blank: Lagos, Abuja, and Kano are examples of _____ centres in Nigeria.
5. What cultural attraction is associated with northern Nigeria?
6. Fill in the blank: The south-east of Nigeria is known for Igbo _____ and traditional ceremonies.

2.2 Language and Linguistic Classification

2.2.1 Major Nigerian Languages and Families

Nigeria is one of the most linguistically diverse countries in the world, with over 500 languages spoken. The three dominant languages are **Hausa**, **Yoruba**, and **Igbo**, each belonging to different linguistic families. Hausa is part of the Afro-Asiatic family, Yoruba belongs to the Niger-Congo family, and Igbo also falls under the Niger-Congo family. Smaller languages such as Tiv, Kanuri, and Efik add to this diversity.

Fill in the blank: Nigeria has over _____ languages spoken across its regions.



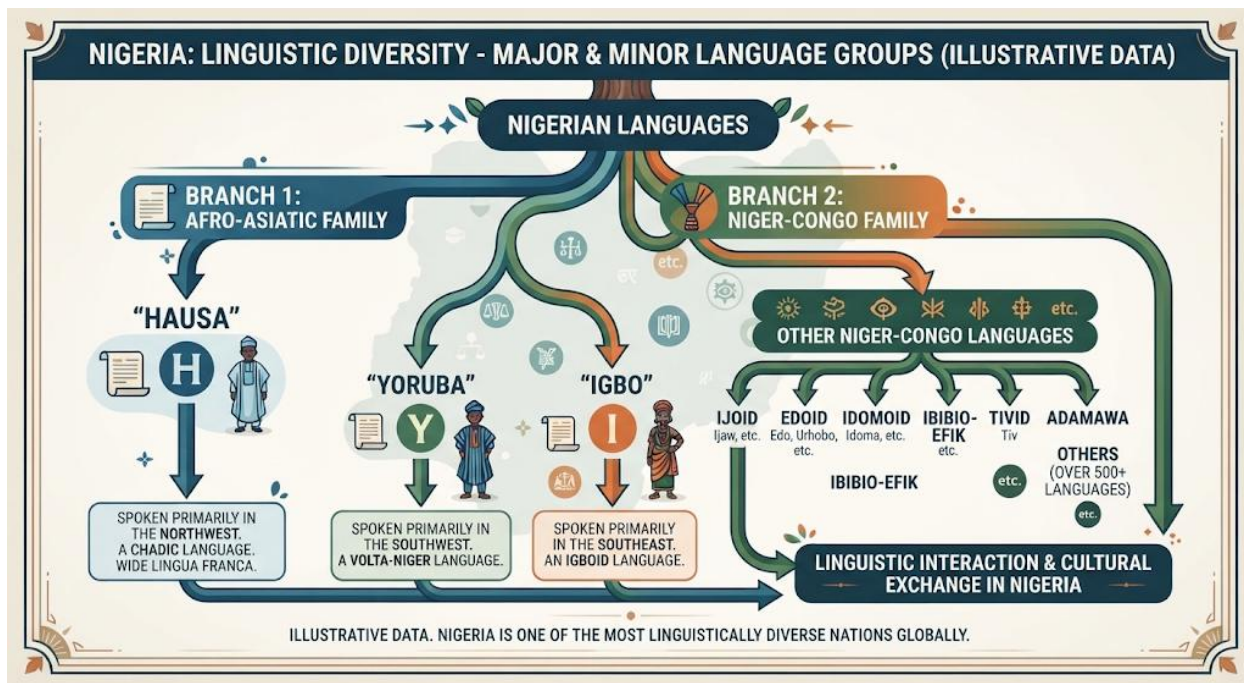


Figure 2.2 Major Nigerian languages and their families. Suggested

2.2.2 Role of Language in Cultural Identity

Language is a key marker of cultural identity. It connects individuals to their heritage and community. In Nigeria, speaking one's native language reinforces belonging and pride. For example, Yoruba proverbs and Igbo folktales transmit values across generations. Language also influences social interactions, ceremonies, and artistic expressions.

Fill in the blank: Language is a key marker of _____ identity.



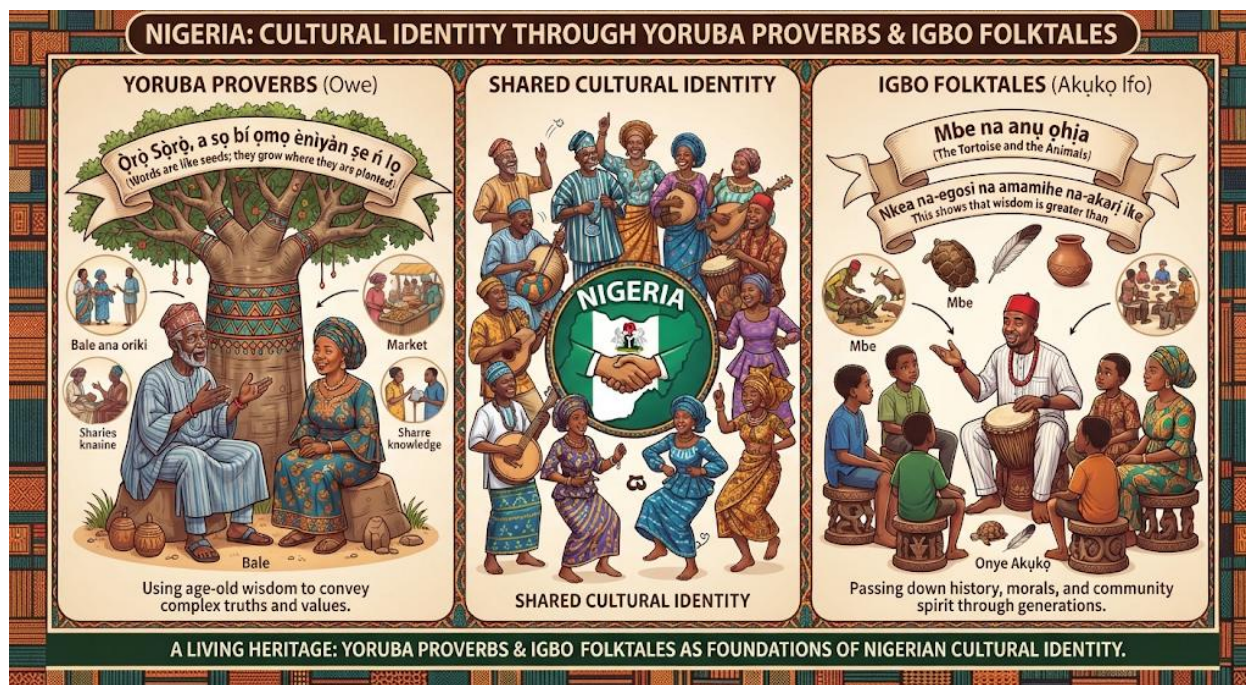


Plate 2.2 Language as a symbol of cultural identity in Nigeria. Suggested

2.2.3 Language as a Tool for Tourism Communication

Language plays a vital role in tourism communication. Tourists rely on guides, interpreters, and signage to understand local culture. In Nigeria, English serves as the official language and a bridge for communication between diverse groups. However, local languages enrich tourism experiences by offering authenticity. For instance, learning greetings in Hausa or Yoruba enhances visitor engagement.

Fill in the blank: In Nigeria, _____ serves as the official language and a bridge for communication.





Box 2.2 Language as a tool for tourism communication in Nigeria. Suggested

Pilot Questions 2.2

1. How many languages are spoken in Nigeria, and which three are dominant?
2. Fill in the blank: Nigeria has over _____ languages spoken across its regions.
3. Why is language considered a key marker of cultural identity?
4. Fill in the blank: Language is a key marker of _____ identity.
5. What role does English play in Nigerian tourism communication?
6. Fill in the blank: In Nigeria, _____ serves as the official language and a bridge for communication.

2.3 Religion and Worldview

2.3.1 Traditional Religions and Practices

Before the spread of Christianity and Islam, Nigerians practised traditional religions rooted in ancestral worship, nature reverence, and community rituals. Examples include Yoruba **Orisha worship**, Igbo **Odinani**, and Hausa-Fulani **Bori spirit possession**. These practices remain influential today, often blended with modern religions, and they provide unique cultural experiences for tourists.



Fill in the blank: Yoruba traditional religion is centred on the worship of _____.

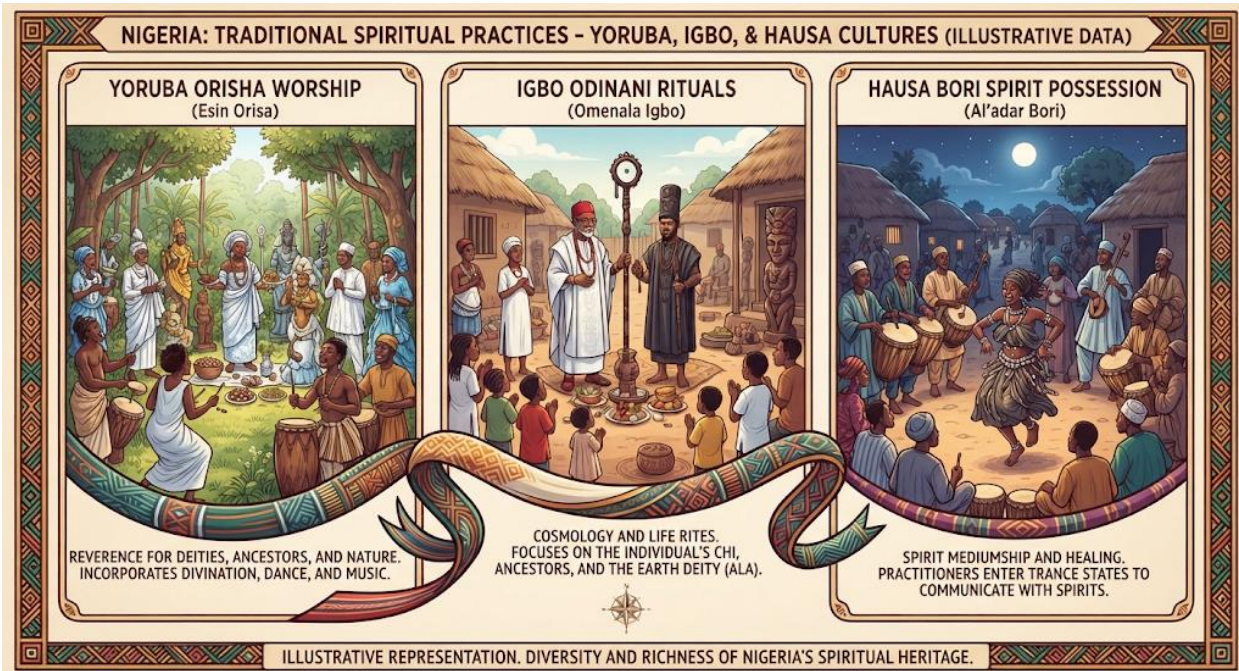


Plate 2.3 Traditional religious practices in Nigeria. Suggested

2.3.2 Christianity and Islam in Nigeria

Christianity and Islam are the two dominant religions in Nigeria. Christianity is prevalent in the south, with denominations such as Catholic, Anglican, and Pentecostal churches. Islam is dominant in the north, with Sunni traditions and strong community institutions. Both religions influence social life, festivals, and tourism. For example, Christian celebrations like Christmas and Islamic festivals like Eid attract visitors and foster cultural exchange.

Fill in the blank: Christianity is prevalent in the _____ regions of Nigeria, while Islam dominates the north.



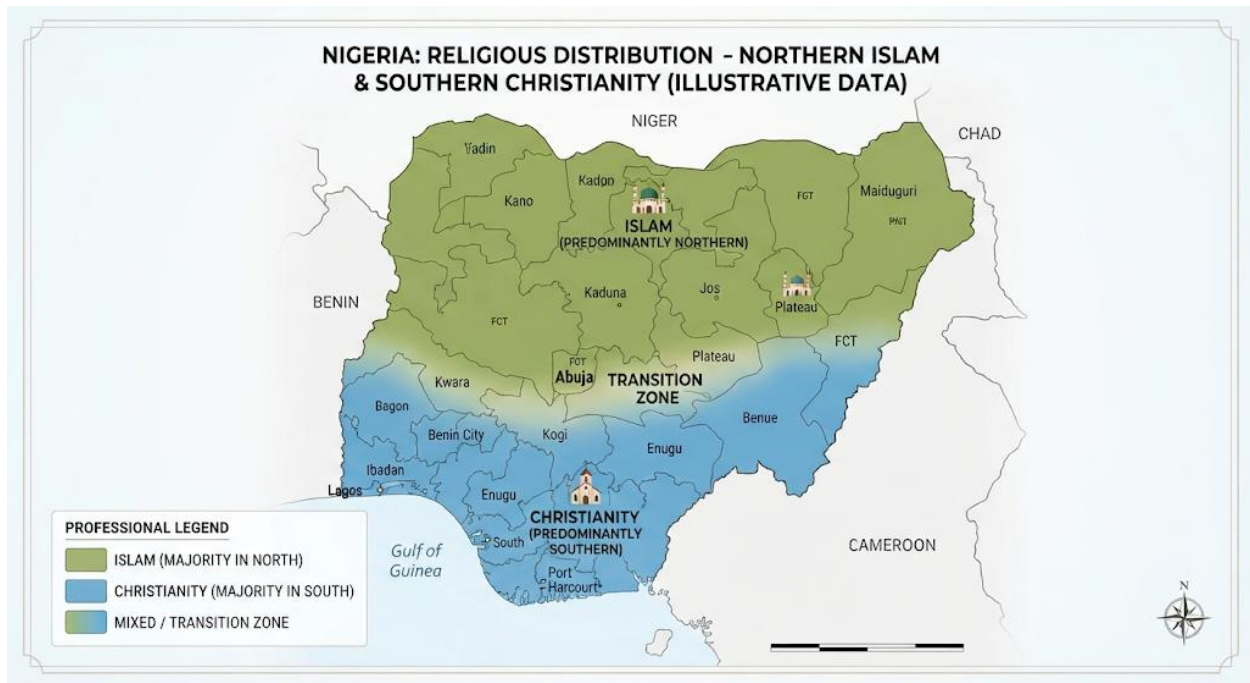


Figure 2.3 Distribution of Christianity and Islam in Nigeria. Suggested

2.3.3 Religion's Influence on Tourism and Social Life

Religion shapes tourism by providing festivals, pilgrimages, and sacred sites. Examples include the **Osun-Osogbo Sacred Grove**, a UNESCO World Heritage site, and the annual **Hajj pilgrimage** undertaken by Nigerian Muslims. Religion also influences social values, hospitality, and community life, making it a central factor in Nigeria's cultural tourism.

Fill in the blank: The Osun-Osogbo Sacred Grove is recognised as a _____ World Heritage site.





Box 2.3 Religion's influence on tourism and social life in Nigeria. Suggested

Pilot Questions 2.3

1. Name two examples of traditional religious practices in Nigeria.
2. Fill in the blank: Yoruba traditional religion is centred on the worship of _____.
3. Which religion dominates northern Nigeria?
4. Fill in the blank: Christianity is prevalent in the _____ regions of Nigeria, while Islam dominates the north.
5. Give one example of a religious site in Nigeria that attracts tourists.
6. Fill in the blank: The Osun-Osogbo Sacred Grove is recognised as a _____ World Heritage site.

Series Summary – Series 2: Distribution, Language, and Religion

This Series has explored how Nigerians are distributed geographically, the languages they speak, and the religions they practise, all of which shape cultural identity and tourism.

We began with the **distribution of Nigerians**, noting that the Hausa-Fulani dominate the north, Yoruba the south-west, and Igbo the south-east, alongside many smaller groups. Settlement patterns were contrasted between urban centres like Lagos and Abuja and rural communities, showing how distribution influences tourism attractions across regions.

Next, we examined **language and linguistic classification**. Nigeria has over 500 languages, with Hausa, Yoruba, and Igbo as the dominant ones. Language was shown to be a key marker of



cultural identity, transmitting values through proverbs and folktales. English, as the official language, serves as a bridge for communication in tourism, while local languages enrich visitor experiences.

Finally, we studied **religion and worldview**. Traditional religions such as Yoruba Orisha worship and Igbo Odinani remain influential, while Christianity and Islam dominate the south and north respectively. Religion shapes tourism through festivals, pilgrimages, and sacred sites like the Osun-Osogbo Sacred Grove, and influences social life and hospitality.

By completing this Series, you should now be able to analyse Nigeria's distribution patterns, classify its languages, and evaluate the role of religion in shaping tourism and cultural identity.

Glossary of Terms – Series 2: Distribution, Language, and Religion

- **Ethnic distribution:** The geographic spread of Nigeria's ethnic groups, such as Hausa-Fulani in the north, Yoruba in the south-west, and Igbo in the south-east.
- **Settlement patterns:** The arrangement of populations in urban centres like Lagos and Abuja versus rural villages, reflecting both modernisation and tradition.
- **Linguistic families:** Groupings of languages based on shared origins, such as Afro-Asiatic (Hausa) and Niger-Congo (Yoruba, Igbo).
- **Cultural identity:** The sense of belonging and heritage expressed through language, traditions, and social practices.
- **Tourism communication:** The use of language (English and local dialects) to facilitate interaction between tourists and communities.
- **Traditional religion:** Indigenous belief systems such as Yoruba Orisha worship, Igbo Odinani, and Hausa Bori practices.
- **Christianity:** A major religion in Nigeria, dominant in the southern regions, with denominations including Catholic, Anglican, and Pentecostal.
- **Islam:** A major religion in Nigeria, dominant in the northern regions, primarily Sunni traditions.
- **Religious tourism:** Tourism activities centred on religious sites and festivals, such as the Osun-Osogbo Sacred Grove, Christmas celebrations, and Eid festivals.
- **Worldview:** The collective perspective shaped by religion, culture, and traditions, influencing social life and tourism.

Concept Check Questions – Series 2: Distribution, Language, and Religion

These questions are designed to reinforce your understanding of the Series Learning Outcomes (SLOs).

Objective Questions



1. (Linked to SLO 2.1) The Hausa-Fulani dominate the _____ region of Nigeria.
2. (Linked to SLO 2.1) Lagos, Abuja, and Kano are examples of _____ centres in Nigeria.
3. (Linked to SLO 2.2) Nigeria has over _____ languages spoken across its regions.
4. (Linked to SLO 2.2) Language is a key marker of _____ identity.
5. (Linked to SLO 2.3) In Nigeria, _____ serves as the official language and a bridge for communication.
6. (Linked to SLO 2.4) Yoruba traditional religion is centred on the worship of _____.
7. (Linked to SLO 2.5) Christianity is prevalent in the _____ regions of Nigeria, while Islam dominates the north.
8. (Linked to SLO 2.6) The Osun-Osogbo Sacred Grove is recognised as a _____ World Heritage site.

Short-Answer Questions

9. (Linked to SLO 2.1) Explain how Nigeria's distribution patterns influence tourism attractions.
10. (Linked to SLO 2.2) Identify the three dominant languages in Nigeria and their linguistic families.
11. (Linked to SLO 2.3) Why is English important for tourism communication in Nigeria?
12. (Linked to SLO 2.4) Give one example of a traditional religious practice in Nigeria.
13. (Linked to SLO 2.5) How do Christianity and Islam influence Nigerian festivals?

Long-Answer Questions

14. (Linked to SLO 2.1) Analyse the impact of urban and rural settlement patterns on tourism development in Nigeria.
15. (Linked to SLO 2.2) Evaluate the role of language in preserving cultural identity and enhancing tourism experiences.
16. (Linked to SLO 2.6) Assess the overall influence of religion on tourism and social life in Nigeria, citing examples of religious sites and festivals.

Answers to Pilot Questions – Series 2: Distribution, Language, and Religion

Answers to Pilot Questions 2.1

1. The **Hausa-Fulani** dominate the northern region of Nigeria.
2. Fill in the blank: The Hausa-Fulani dominate the **northern** region of Nigeria.
3. Two urban centres in Nigeria that attract diverse populations are **Lagos** and **Abuja** (Kano is another example).
4. Fill in the blank: Lagos, Abuja, and Kano are examples of **urban** centres in Nigeria.
5. A cultural attraction associated with northern Nigeria is the **Durbar festival**.
6. Fill in the blank: The south-east of Nigeria is known for Igbo **masquerades** and traditional ceremonies.

Answers to Pilot Questions 2.2



1. Nigeria has over **500 languages**, with Hausa, Yoruba, and Igbo as the three dominant ones.
2. Fill in the blank: Nigeria has over **500** languages spoken across its regions.
3. Language is considered a key marker of cultural identity because it connects individuals to their heritage, transmits values, and reinforces belonging.
4. Fill in the blank: Language is a key marker of **cultural** identity.
5. English plays the role of the official language, serving as a bridge for communication in tourism and across diverse groups.
6. Fill in the blank: In Nigeria, **English** serves as the official language and a bridge for communication.

Answers to Pilot Questions 2.3

1. Two examples of traditional religious practices in Nigeria are **Yoruba Orisha worship** and **Igbo Odinani**.
2. Fill in the blank: Yoruba traditional religion is centred on the worship of **Orisha**.
3. The religion that dominates northern Nigeria is **Islam**.
4. Fill in the blank: Christianity is prevalent in the **southern** regions of Nigeria, while Islam dominates the north.
5. One example of a religious site in Nigeria that attracts tourists is the **Osun-Osogbo Sacred Grove**.
6. Fill in the blank: The Osun-Osogbo Sacred Grove is recognised as a **UNESCO** World Heritage site.

List of References/Attributions – Series 2: Distribution, Language, and Religion

Here are the authoritative sources and acknowledgements supporting the instructional content in this Series:

1. **Federal Ministry of Information and Culture, Nigeria** (2019). *Cultural Policy for Nigeria*. Abuja: Government of Nigeria.
2. **National Population Commission of Nigeria** (2020). *Population Distribution and Settlement Patterns in Nigeria*.
3. **Bamgbose, A.** (1992). *Language and the Nation: The Language Question in Sub-Saharan Africa*. Edinburgh: Edinburgh University Press.
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5. **Nigerian Tourism Development Corporation (NTDC)** (2021). *Tourism and Cultural Identity in Nigeria*.
6. **UNESCO** (2015). *World Heritage List: Osun-Osogbo Sacred Grove*. Paris: UNESCO World Heritage Centre.
7. **Paden, J. N.** (2005). *Muslim Civic Cultures and Conflict Resolution: The Challenge of Democratic Federalism in Nigeria*. Washington, DC: Brookings Institution Press.



Attributions:

- Figures, Plates, Tables, and Boxes suggested in this Series are placeholders to be generated using AI prompts or sourced from open educational resources.
- Case study examples (Durbar festival, Osun-Osogbo Sacred Grove) are adapted from publicly available cultural and tourism reports.

Course Title: Nigeria Culture and Tourism

Course Code: HTM102

Course Units: 2 Units

- **Survey of Nigerians and Their Cultures**
- **Distribution, Language, and Religion**
- **Nigerian Traditional Institutions and Tourism Development**
- **Nigerian Arts and Tourism Development**
- **Nigerian Festivals and Tourism Development**

Suggested Outline for Series 3: Nigerian Traditional Institutions and Tourism Development

Series Outline

To keep within the 2-credit guideline, this Series will have **three Parts**:

- **Part 3.1: Traditional Political Institutions**
 - 3.1.1 Kingship and chieftaincy systems
 - 3.1.2 Councils of elders and decision-making
 - 3.1.3 Influence on tourism and cultural heritage
- **Part 3.2: Traditional Social Institutions**
 - 3.2.1 Family and kinship structures
 - 3.2.2 Age grades and community organisations
 - 3.2.3 Social institutions as tourism attractions
- **Part 3.3: Traditional Religious Institutions**
 - 3.3.1 Shrines, priests, and diviners
 - 3.3.2 Festivals and rituals



○ 3.3.3 Religious institutions and tourism development

Introduction

Nigeria's traditional institutions are pillars of cultural heritage, shaping governance, social organisation, and spirituality long before colonial and modern systems emerged. These institutions remain relevant today, not only in community life but also in tourism development. Visitors are drawn to the splendour of kingship regalia, the vibrancy of age-grade ceremonies, and the sacredness of shrines and festivals.

This Series will guide you through the **political**, **social**, and **religious** institutions of Nigeria, highlighting their cultural significance and tourism potential.

Series Learning Outcomes

By the end of this Series, you should be able to:

- **SLO 3.1 describe** traditional political institutions in Nigeria and their role in cultural heritage.
- **SLO 3.2 analyse** the functions of social institutions such as family, kinship, and age grades.
- **SLO 3.3 evaluate** the importance of religious institutions in Nigerian cultural tourism.
- **SLO 3.4 assess** how traditional institutions contribute to tourism development and community identity.

3.1 Traditional Political Institutions

3.1.1 Kingship and Chieftaincy Systems

Nigeria's traditional political institutions are anchored in kingship and chieftaincy. The **Oba of Benin**, the **Ooni of Ife**, and the **Emir of Kano** are examples of rulers who embody cultural authority. These leaders serve as custodians of tradition, mediators in disputes, and symbols of heritage. Their palaces and regalia attract tourists interested in Nigeria's royal history.

Fill in the blank: The Oba of _____ is a prominent traditional ruler in Nigeria.





Figure 3.1 Kingship and chieftaincy systems in Nigeria. Suggested

3.1.2 Councils of Elders and Decision-Making

Councils of elders play a vital role in governance, offering wisdom and guidance in community affairs. They oversee conflict resolution, land allocation, and cultural preservation. Their authority is respected, and their decisions often shape community life. For tourists, observing council meetings or learning about their functions provides insight into Nigeria's indigenous governance systems.

Fill in the blank: Councils of _____ provide wisdom and guidance in community affairs.



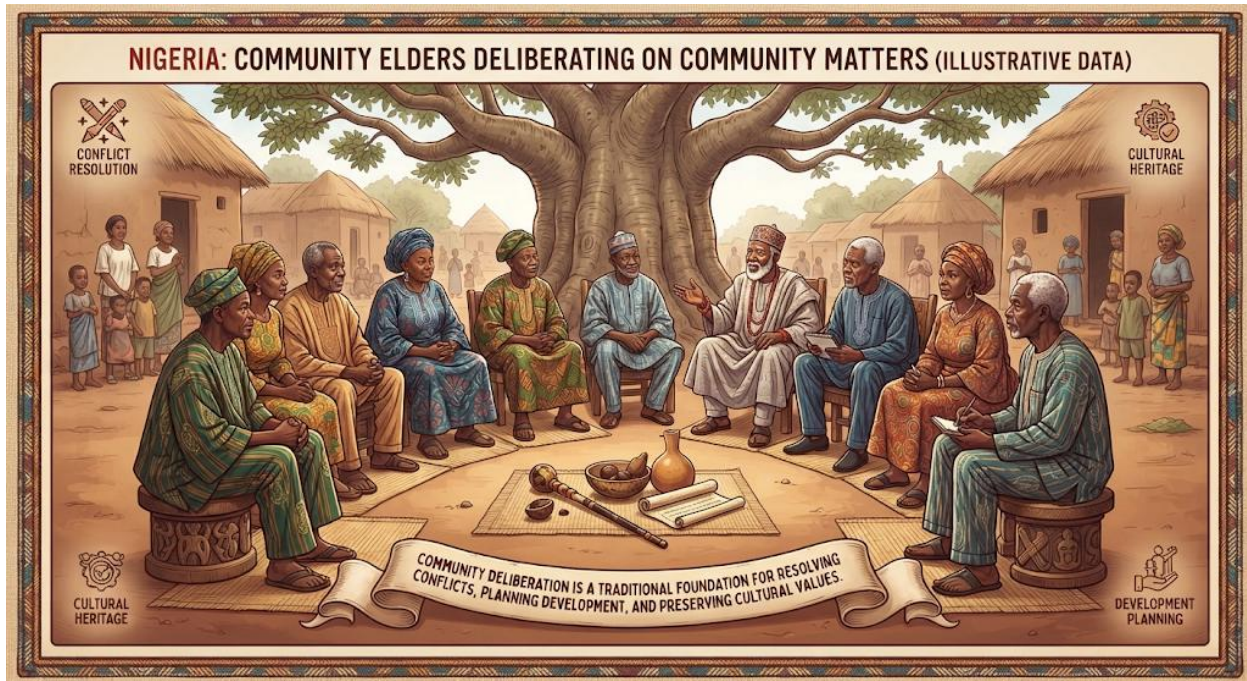


Plate 3.1 Councils of elders in traditional Nigerian governance. Suggested

3.1.3 Influence on Tourism and Cultural Heritage

Traditional political institutions contribute to tourism by preserving cultural heritage. Palaces, coronation ceremonies, and royal festivals attract visitors. For example, the **Benin Royal Palace** is a UNESCO World Heritage site candidate, while the **Durbar festival** showcases the splendour of northern emirates. These institutions highlight Nigeria's continuity between past and present.

Fill in the blank: The Benin Royal Palace is a candidate for _____ World Heritage status.





Box 3.1 Influence of traditional political institutions on tourism. Suggested

Pilot Questions 3.1

1. Name two examples of traditional rulers in Nigeria.
2. Fill in the blank: The Oba of _____ is a prominent traditional ruler in Nigeria.
3. What role do councils of elders play in Nigerian communities?
4. Fill in the blank: Councils of _____ provide wisdom and guidance in community affairs.
5. Give one example of how traditional political institutions contribute to tourism.
6. Fill in the blank: The Benin Royal Palace is a candidate for _____ World Heritage status.

3.2 Traditional Social Institutions

3.2.1 Family and Kinship Structures

The **family** is the foundation of Nigerian society. Kinship ties extend beyond the nuclear family to include extended relatives, clans, and lineages. These structures ensure social support, inheritance, and cultural continuity. For tourists, family ceremonies such as weddings and naming rituals provide authentic cultural experiences.

Fill in the blank: In Nigeria, kinship ties extend beyond the _____ family to include extended relatives.



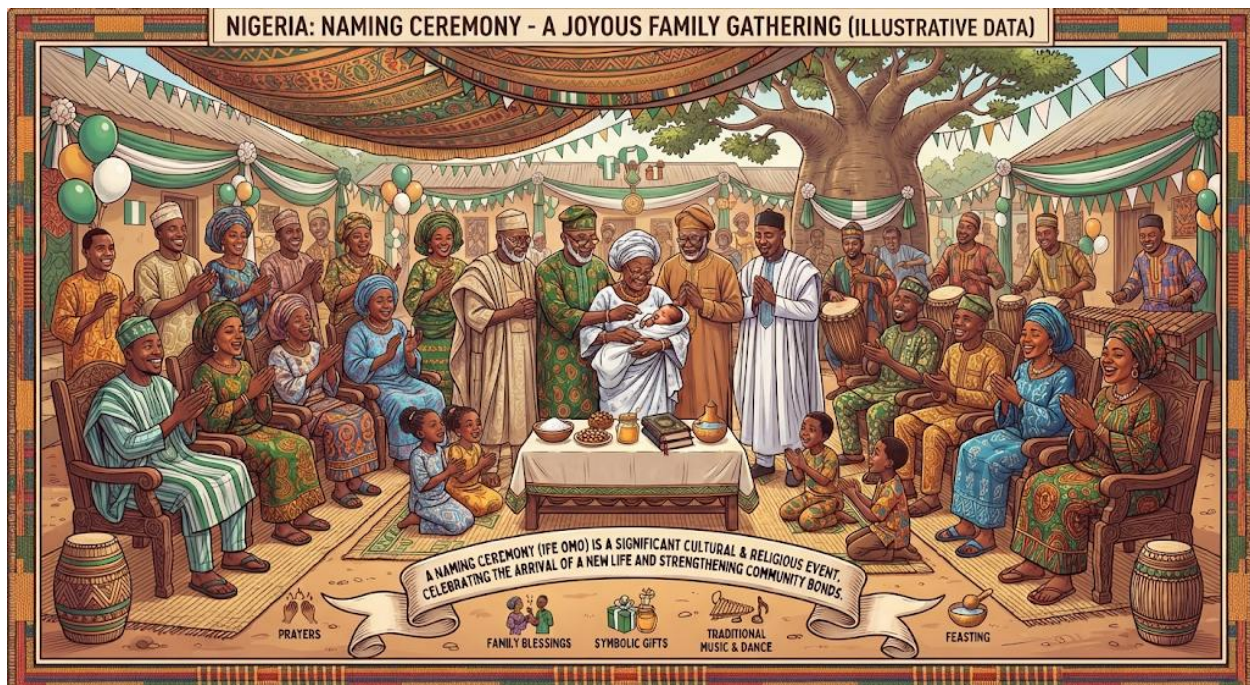


Figure 3.2 Family and kinship structures in Nigeria. Suggested

3.2.2 Age Grades and Community Organisations

Age grades are social institutions where individuals of similar age form groups to perform community duties, celebrate milestones, and organise festivals. Among the Igbo, age grades are central to community development, while in Yoruba culture, associations such as **egbe** serve similar functions. These institutions foster unity and are often showcased to tourists through colourful ceremonies.

Fill in the blank: Among the Igbo, _____ grades are central to community development.



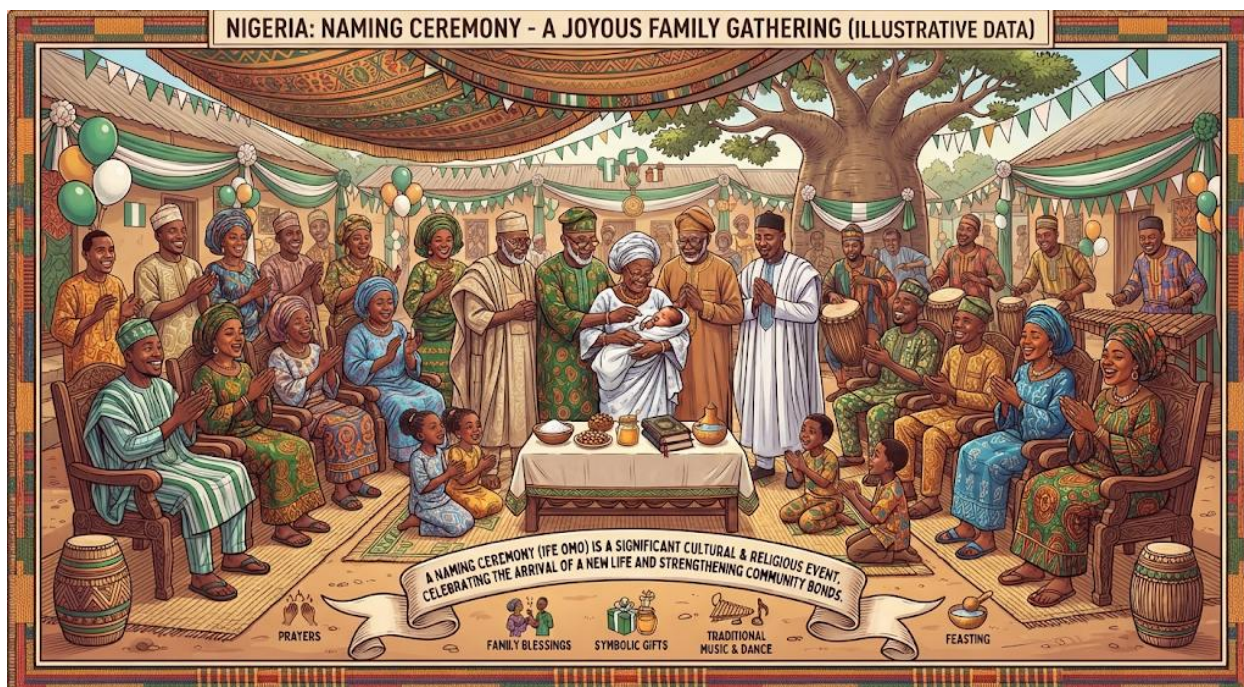


Plate 3.2 Age grades and community organisations in Nigeria. Suggested

3.2.3 Social Institutions as Tourism Attractions

Social institutions attract tourists through their ceremonies, festivals, and communal practices. Weddings, naming ceremonies, and age-grade festivals provide opportunities for visitors to witness Nigerian hospitality and cultural vibrancy. These events highlight the role of social institutions in preserving traditions and promoting tourism.

Fill in the blank: Social institutions attract tourists through their _____ and communal practices.





Box 3.2 Social institutions as tourism attractions in Nigeria. Suggested

Pilot Questions 3.2

1. What role does the family play in Nigerian society?
2. Fill in the blank: In Nigeria, kinship ties extend beyond the _____ family to include extended relatives.
3. What are age grades, and which ethnic group uses them prominently?
4. Fill in the blank: Among the Igbo, _____ grades are central to community development.
5. Give one example of how social institutions attract tourists.
6. Fill in the blank: Social institutions attract tourists through their _____ and communal practices.

3.3 Traditional Religious Institutions

3.3.1 Shrines, Priests, and Diviners

Traditional religious institutions in Nigeria revolve around shrines, priests, and diviners. Shrines serve as sacred spaces where communities connect with deities and ancestors. Priests and diviners act as intermediaries, performing rituals, sacrifices, and consultations. These institutions preserve spiritual traditions and attract tourists interested in indigenous belief systems.

Fill in the blank: Shrines serve as _____ spaces where communities connect with deities and ancestors.



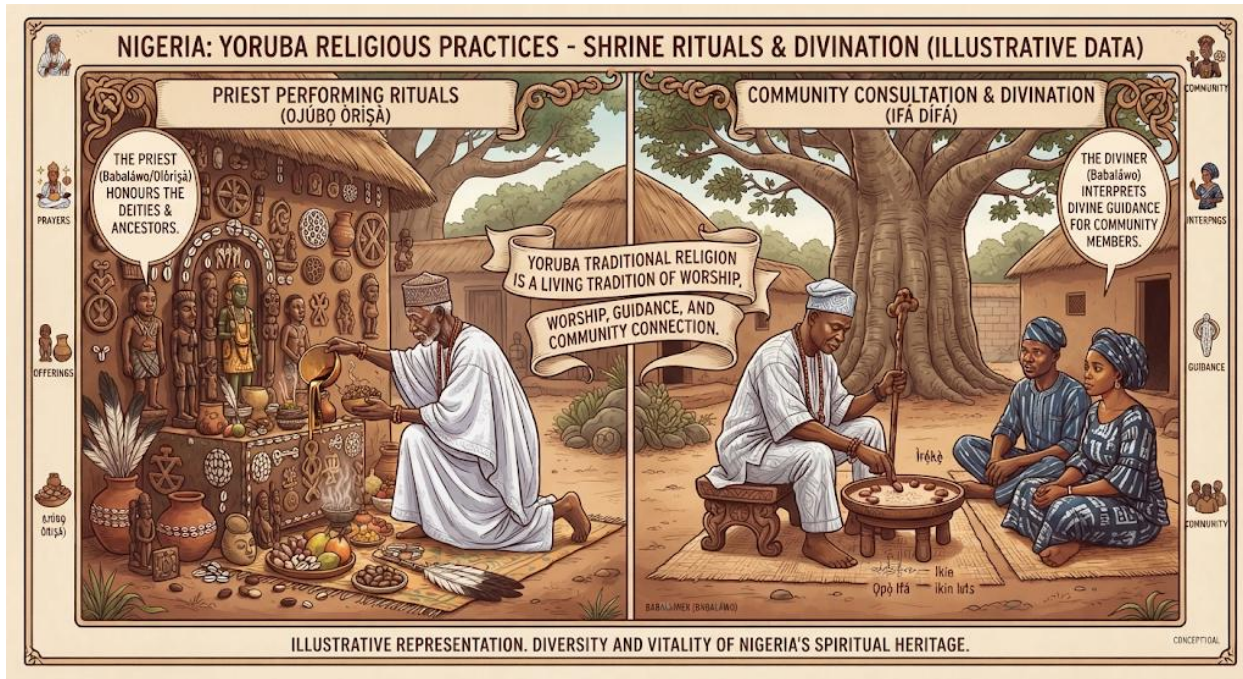


Figure 3.3 Shrines, priests, and diviners in Nigerian traditional religion. Suggested

3.3.2 Festivals and Rituals

Festivals and rituals are central to traditional religious institutions. Examples include the **Osun-Osogbo Festival** in Yoruba land, Igbo masquerade festivals, and Nupe fishing festivals. These events combine spirituality, art, and community celebration, offering vibrant experiences for tourists.

Fill in the blank: The Osun-Osogbo Festival is celebrated annually in _____ land.



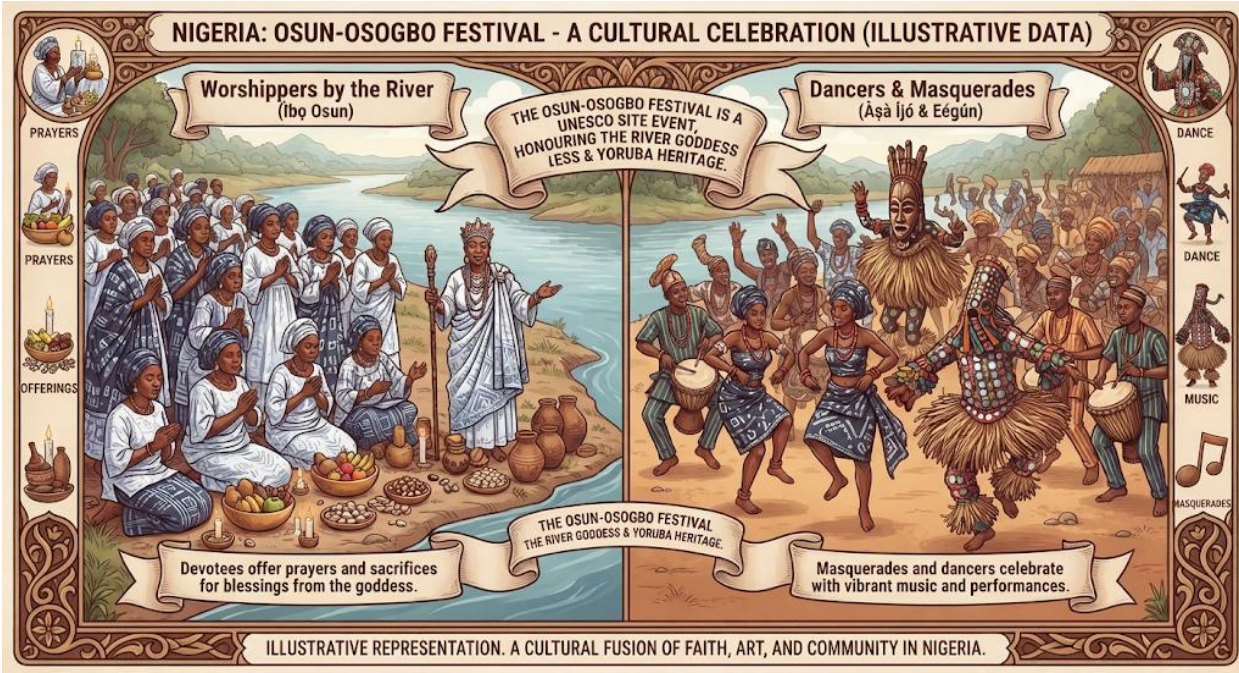


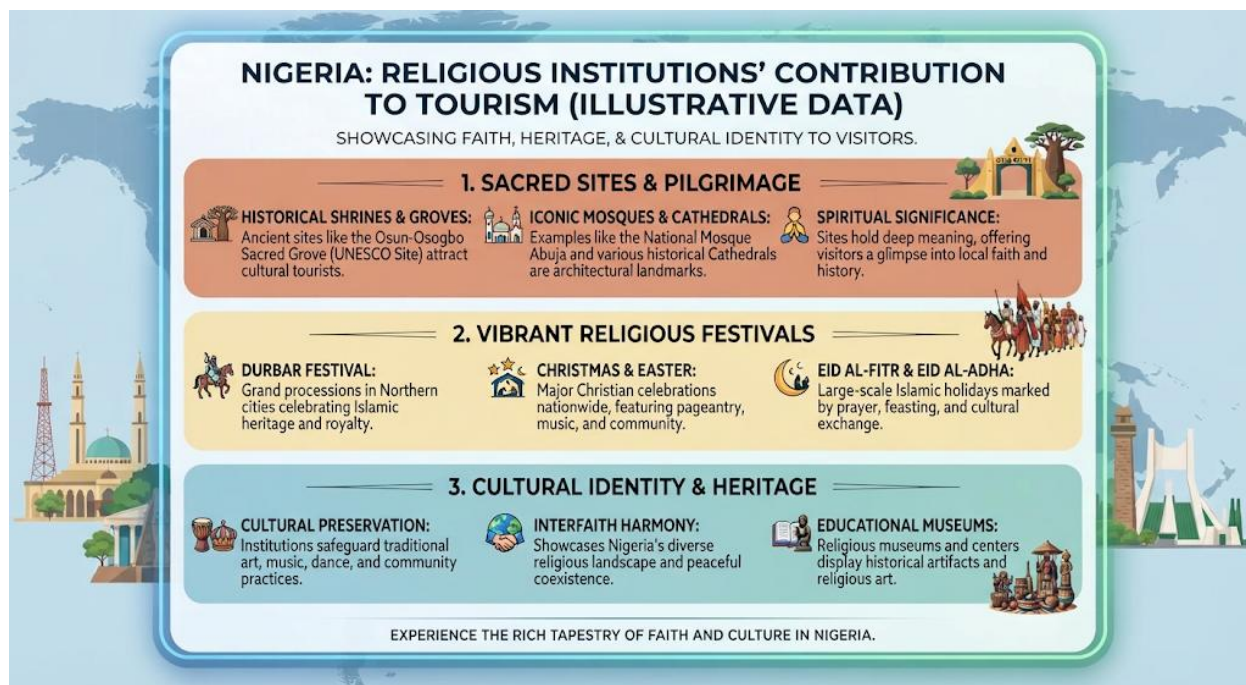
Plate 3.3 Traditional religious festivals in Nigeria. Suggested

3.3.3 Religious Institutions and Tourism Development

Religious institutions contribute to tourism development by preserving sacred sites, organising festivals, and promoting cultural identity. They provide opportunities for cultural exchange and economic growth. For example, the Osun-Osogbo Sacred Grove attracts international visitors, while local festivals strengthen community pride and hospitality.

Fill in the blank: Religious institutions contribute to tourism development by preserving _____ sites and organising festivals.





Box 3.3 Religious institutions and tourism development in Nigeria. Suggested

Pilot Questions 3.3

1. What role do shrines play in Nigerian traditional religion?
2. Fill in the blank: Shrines serve as _____ spaces where communities connect with deities and ancestors.
3. Name one example of a traditional religious festival in Nigeria.
4. Fill in the blank: The Osun-Osogbo Festival is celebrated annually in _____ land.
5. How do religious institutions contribute to tourism development?
6. Fill in the blank: Religious institutions contribute to tourism development by preserving _____ sites and organising festivals.

Series Summary – Series 3: Nigerian Traditional Institutions and Tourism Development

This Series examined Nigeria's traditional institutions and their role in cultural heritage and tourism.

We began with **traditional political institutions**, focusing on kingship and chieftaincy systems such as the Oba of Benin, Ooni of Ife, and Emir of Kano. Councils of elders were highlighted as custodians of wisdom and community governance. These institutions contribute to tourism through palaces, coronation ceremonies, and festivals like the Durbar.



Next, we explored **traditional social institutions**. Family and kinship structures extend beyond the nuclear family to clans and lineages, ensuring cultural continuity. Age grades and associations like the Igbo age grades and Yoruba egbe foster unity and development. Social institutions attract tourists through weddings, naming ceremonies, and communal festivals.

Finally, we studied **traditional religious institutions**. Shrines, priests, and diviners preserve indigenous spirituality, while festivals such as the Osun-Osogbo Festival and Igbo masquerades blend ritual with celebration. These institutions contribute to tourism development by preserving sacred sites, organising festivals, and promoting cultural identity.

By completing this Series, you should now be able to describe Nigeria's political, social, and religious institutions, analyse their functions, and assess their contributions to tourism development and community identity.

Glossary of Terms – Series 3: Nigerian Traditional Institutions and Tourism Development

- **Kingship:** The system of traditional rulership in Nigeria, represented by figures such as the Oba of Benin, Ooni of Ife, and Emir of Kano.
- **Chieftaincy:** Titles and positions of authority granted to individuals within traditional political institutions, often linked to heritage and community service.
- **Councils of elders:** Groups of respected senior members who provide wisdom, resolve disputes, and guide community governance.
- **Family and kinship:** Social structures extending beyond the nuclear family to include extended relatives, clans, and lineages.
- **Age grades:** Social organisations formed by individuals of similar age, especially among the Igbo, to perform community duties and celebrate milestones.
- **Egbe associations:** Yoruba social groups similar to age grades, fostering unity and cultural continuity.
- **Shrines:** Sacred spaces dedicated to deities and ancestors, central to traditional religious practices.
- **Priests and diviners:** Religious figures who act as intermediaries between humans and the spiritual world, performing rituals and consultations.
- **Festivals:** Cultural and religious celebrations such as the Osun-Osogbo Festival and Igbo masquerade festivals, combining spirituality, art, and community life.
- **Religious tourism:** Tourism activities centred on sacred sites, shrines, and festivals, contributing to cultural identity and economic development.

Concept Check Questions – Series 3: Nigerian Traditional Institutions and Tourism Development



These questions are linked directly to the Series Learning Outcomes (SLOs) to reinforce your understanding.

Objective Questions

1. (Linked to SLO 3.1) The Oba of _____ is a prominent traditional ruler in Nigeria.
2. (Linked to SLO 3.1) Councils of _____ provide wisdom and guidance in community affairs.
3. (Linked to SLO 3.2) In Nigeria, kinship ties extend beyond the _____ family to include extended relatives.
4. (Linked to SLO 3.2) Among the Igbo, _____ grades are central to community development.
5. (Linked to SLO 3.3) Shrines serve as _____ spaces where communities connect with deities and ancestors.
6. (Linked to SLO 3.3) The Osun-Osogbo Festival is celebrated annually in _____ land.
7. (Linked to SLO 3.4) Religious institutions contribute to tourism development by preserving _____ sites and organising festivals.

Short-Answer Questions

8. (Linked to SLO 3.1) Describe the role of kingship and chieftaincy systems in Nigerian cultural heritage.
9. (Linked to SLO 3.1) Give one example of how traditional political institutions contribute to tourism.
10. (Linked to SLO 3.2) Explain the importance of family and kinship structures in Nigerian society.
11. (Linked to SLO 3.2) What are age grades, and how do they function in community development?
12. (Linked to SLO 3.3) Name one traditional religious festival and explain its significance.

Long-Answer Questions

13. (Linked to SLO 3.1) Analyse the influence of councils of elders on governance and cultural preservation in Nigeria.
14. (Linked to SLO 3.2) Evaluate the role of social institutions such as family and age grades in promoting tourism and cultural identity.
15. (Linked to SLO 3.3) Assess the importance of shrines, priests, and diviners in preserving Nigerian spirituality and attracting tourists.
16. (Linked to SLO 3.4) Discuss how traditional institutions collectively contribute to tourism development and community identity, citing examples from political, social, and religious spheres.

Answers to Pilot Questions – Series 3: Nigerian Traditional Institutions and Tourism Development



Answers to Pilot Questions 3.1

1. Two examples of traditional rulers in Nigeria are the **Oba of Benin** and the **Emir of Kano** (the Ooni of Ife is another).
2. Fill in the blank: The Oba of **Benin** is a prominent traditional ruler in Nigeria.
3. Councils of elders play the role of providing wisdom, resolving disputes, and guiding community governance.
4. Fill in the blank: Councils of **elders** provide wisdom and guidance in community affairs.
5. One example of how traditional political institutions contribute to tourism is the **Durbar festival**.
6. Fill in the blank: The Benin Royal Palace is a candidate for **UNESCO** World Heritage status.

Answers to Pilot Questions 3.2

1. The family plays the role of foundation in Nigerian society, ensuring social support, inheritance, and cultural continuity.
2. Fill in the blank: In Nigeria, kinship ties extend beyond the **nuclear** family to include extended relatives.
3. Age grades are social organisations of people of similar age, and they are used prominently among the **Igbo**.
4. Fill in the blank: Among the Igbo, **age** grades are central to community development.
5. One example of how social institutions attract tourists is through **weddings and naming ceremonies**.
6. Fill in the blank: Social institutions attract tourists through their **ceremonies** and communal practices.

Answers to Pilot Questions 3.3

1. Shrines play the role of sacred spaces where communities connect with deities and ancestors.
2. Fill in the blank: Shrines serve as **sacred** spaces where communities connect with deities and ancestors.
3. One example of a traditional religious festival in Nigeria is the **Osun-Osogbo Festival**.
4. Fill in the blank: The Osun-Osogbo Festival is celebrated annually in **Yoruba** land.
5. Religious institutions contribute to tourism development by preserving sacred sites, organising festivals, and promoting cultural identity.
6. Fill in the blank: Religious institutions contribute to tourism development by preserving **sacred** sites and organising festivals.

List of References/Attributions – Series 3: Nigerian Traditional Institutions and Tourism Development

Here are the authoritative sources and acknowledgements supporting the instructional content in this Series:



1. **Federal Ministry of Information and Culture, Nigeria** (2019). *Cultural Policy for Nigeria*. Abuja: Government of Nigeria.
2. **National Commission for Museums and Monuments (NCMM)** (2020). *Traditional Institutions and Heritage Sites in Nigeria*.
3. **Falola, T.** (1998). *Yoruba Gurus: Indigenous Production of Knowledge in Africa*. Trenton: Africa World Press.
4. **Isichei, E.** (1997). *A History of African Societies to 1870*. Cambridge: Cambridge University Press.
5. **Paden, J. N.** (2005). *Muslim Civic Cultures and Conflict Resolution: The Challenge of Democratic Federalism in Nigeria*. Washington, DC: Brookings Institution Press.
6. **UNESCO** (2015). *World Heritage List: Osun-Osogbo Sacred Grove*. Paris: UNESCO World Heritage Centre.
7. **Nigerian Tourism Development Corporation (NTDC)** (2021). *Tourism and Traditional Institutions in Nigeria*.

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Course Title: Nigeria Culture and Tourism

Course Code: HTM102

Course Units: 2 Units

- **Survey of Nigerians and Their Cultures**
- **Distribution, Language, and Religion**
- **Nigerian Traditional Institutions and Tourism Development**
- **Nigerian Arts and Tourism Development**
- **Nigerian Festivals and Tourism Development**

Suggested Outline for Series 4: Nigerian Arts and Tourism Development



Series Outline

To align with the 2-credit structure, this Series will have **three Parts**:

- **Part 4.1: Visual Arts in Nigeria**
 - 4.1.1 Traditional crafts and carvings
 - 4.1.2 Contemporary Nigerian art
 - 4.1.3 Visual arts as tourism attractions
- **Part 4.2: Performing Arts in Nigeria**
 - 4.2.1 Music and dance traditions
 - 4.2.2 Theatre and drama
 - 4.2.3 Performing arts in tourism development
- **Part 4.3: Literary Arts in Nigeria**
 - 4.3.1 Oral traditions and storytelling
 - 4.3.2 Nigerian literature and writers
 - 4.3.3 Literary arts and tourism promotion

Introduction

Nigeria's arts are a vibrant expression of its cultural identity, spanning visual, performing, and literary traditions. From ancient bronze works of Benin to contemporary paintings in Lagos, from Yoruba drumming to Nollywood theatre, and from Igbo folktales to world-renowned authors like Chinua Achebe and Wole Soyinka, Nigerian arts showcase creativity and heritage.

Arts play a crucial role in tourism development, attracting visitors to galleries, festivals, performances, and literary events. They also serve as cultural ambassadors, projecting Nigeria's image globally.

Series Learning Outcomes

By the end of this Series, you should be able to:

- **SLO 4.1 describe** Nigeria's visual arts and their role in cultural tourism.
- **SLO 4.2 analyse** the significance of performing arts in Nigerian culture and tourism.
- **SLO 4.3 evaluate** the contributions of literary arts to cultural identity and tourism promotion.
- **SLO 4.4 assess** how Nigerian arts collectively enhance tourism development and global cultural exchange.

4.1 Visual Arts in Nigeria

4.1.1 Traditional Crafts and Carvings



Nigeria's visual arts have deep roots in traditional crafts and carvings. The **Benin bronzes**, **Nok terracotta sculptures**, and **Yoruba wood carvings** are world-renowned examples. These artworks embody history, spirituality, and craftsmanship. Tourists are drawn to museums and cultural centres to admire these masterpieces.

Fill in the blank: The _____ bronzes are world-renowned examples of Nigerian traditional art.

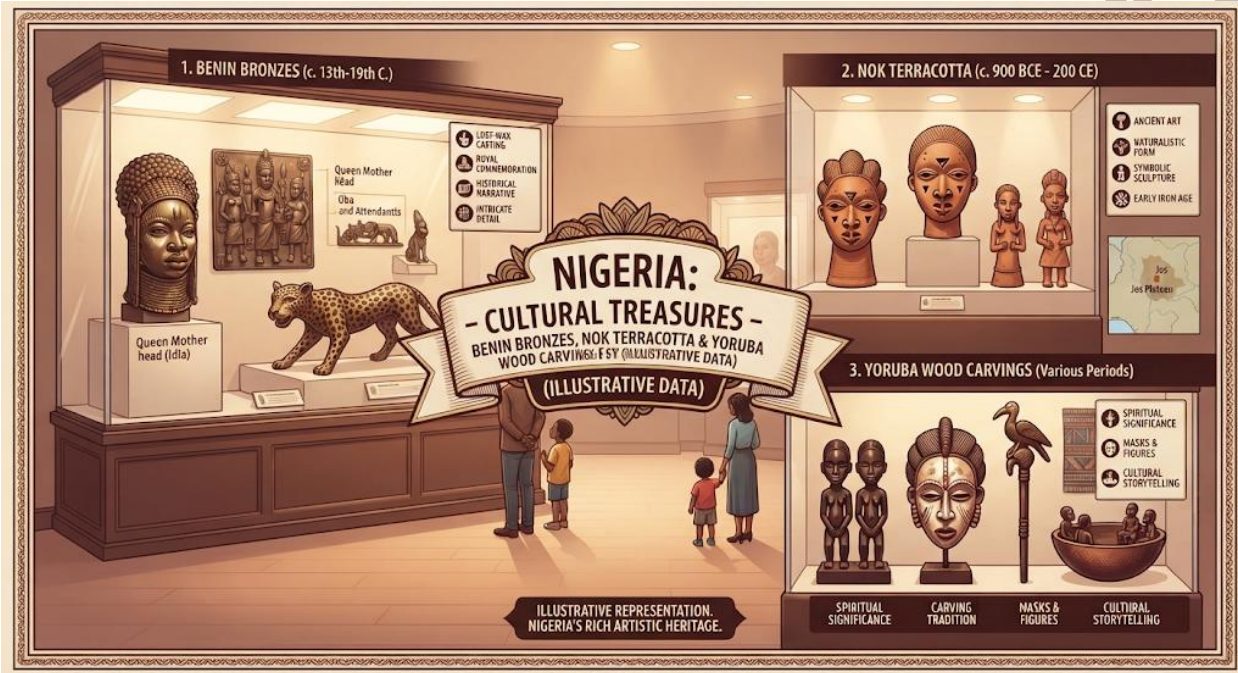


Figure 4.1 Traditional crafts and carvings in Nigeria. Suggested

4.1.2 Contemporary Nigerian Art

Contemporary Nigerian art blends tradition with modern creativity. Artists like **Ben Enwonwu**, **Bruce Onobrakpeya**, and younger talents in Lagos art galleries showcase paintings, sculptures, and mixed media. Their works address themes of identity, politics, and globalisation. Art exhibitions and biennales attract international tourists and collectors.

Fill in the blank: Contemporary Nigerian art blends tradition with _____ creativity.





Plate 4.1 Contemporary Nigerian art exhibitions. Suggested

4.1.3 Visual Arts as Tourism Attractions

Visual arts contribute to tourism through galleries, museums, and cultural festivals. The **National Museum in Lagos**, the **Nike Art Gallery**, and art fairs like **Art X Lagos** are major attractions. These institutions promote Nigeria's cultural identity and generate economic benefits through tourism.

Fill in the blank: The National Museum in _____ is a major attraction for Nigerian visual arts.





Box 4.1 Visual arts as tourism attractions in Nigeria. Suggested

Pilot Questions 4.1

1. Name two examples of traditional Nigerian artworks.
2. Fill in the blank: The _____ bronzes are world-renowned examples of Nigerian traditional art.
3. Who are two notable contemporary Nigerian artists?
4. Fill in the blank: Contemporary Nigerian art blends tradition with _____ creativity.
5. Give one example of how visual arts contribute to tourism in Nigeria.
6. Fill in the blank: The National Museum in _____ is a major attraction for Nigerian visual arts.

4.2 Performing Arts in Nigeria

4.2.1 Music and Dance Traditions

Nigeria's performing arts are deeply rooted in music and dance. Traditional drumming, such as the Yoruba **talking drum**, and dances like the Igbo **Atilogwu** are central to cultural expression. These performances are showcased at festivals and ceremonies, attracting tourists with their rhythm, energy, and symbolism.

Fill in the blank: The Yoruba _____ drum is famous for mimicking human speech.





Figure 4.2 Traditional music and dance in Nigeria. Suggested

4.2.2 Theatre and Drama

Theatre and drama in Nigeria range from traditional masquerade performances to modern stage plays. The masquerade combines dance, costume, and storytelling, while playwrights like **Wole Soyinka** have elevated Nigerian drama to global recognition. Theatre festivals and Nollywood productions provide tourists with opportunities to experience Nigeria's creativity.

Fill in the blank: Nigerian playwright _____ Soyinka won the Nobel Prize in Literature in 1986.



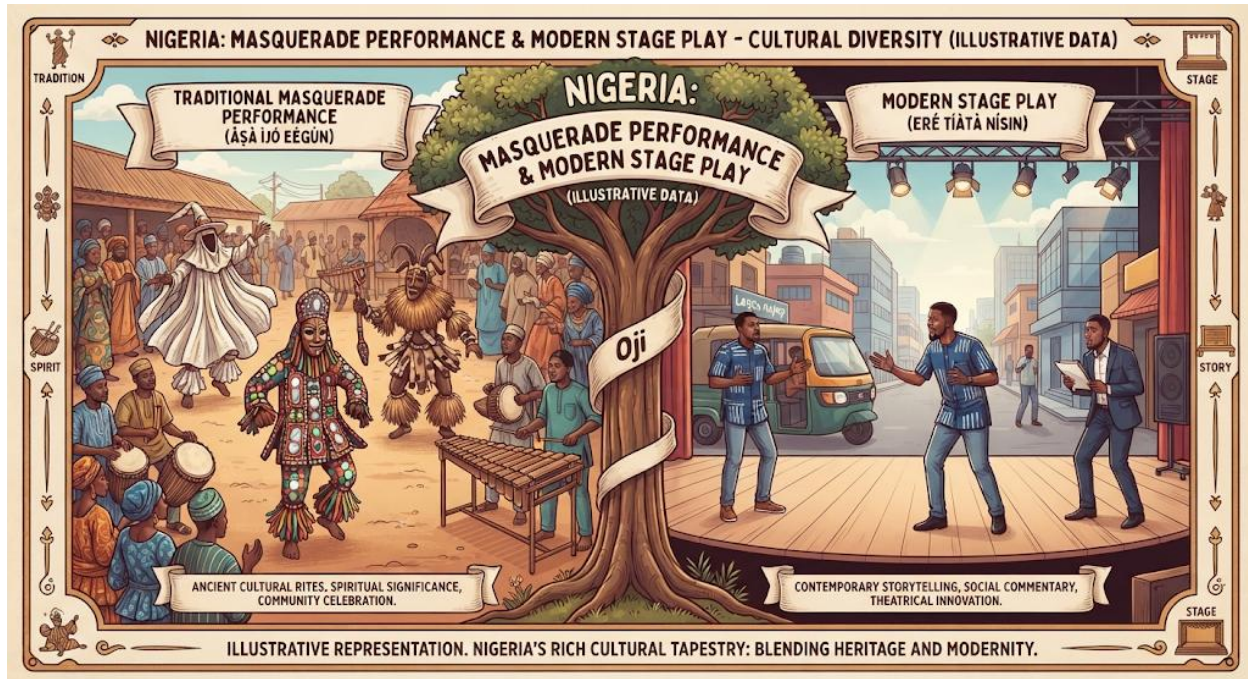


Plate 4.2 Theatre and drama in Nigeria. Suggested

4.2.3 Performing Arts in Tourism Development

Performing arts contribute to tourism by offering live experiences that engage visitors. Music concerts, dance festivals, and theatre productions showcase Nigeria's cultural diversity. Events such as **Felabration** (celebrating Fela Kuti's legacy) and masquerade festivals attract both local and international audiences, boosting cultural tourism.

Fill in the blank: The annual festival celebrating Fela Kuti's legacy is called _____.



NIGERIA: CULTURAL ATTRACTIONS & ENTERTAINMENT (ILLUSTRATIVE DATA)
A VIBRANT TAPESTRY OF MUSIC, HERITAGE, & PERFORMANCE.

1. FELABRATION (Music Festival)

- AFROBEAT GENESIS:** Annual week-long festival in Lagos celebrating Fela Kuti's life and legacy.
- GLOBAL APPEAL:** Features performances by international and local artists, attracting visitors worldwide.
- CULTURAL & SOCIAL IMPACT:** Includes debates, art exhibitions, and symposia reflecting on social issues.

2. MASQUERADE FESTIVALS (e.g., Eyo, Ojude Oba)

- ANCESTRAL SPIRITS:** Vibrant displays of cultural heritage where spirits (Egungun) are believed to appear.
- PAGEANTRY & DANCE:** Elaborate costumes, traditional music, and energetic performances in local communities.
- COMMUNITY CELEBRATION:** Significant events uniting people and preserving ancient traditions.

3. CONTEMPORARY THEATRE PRODUCTIONS

- NARRATIVE EXCELLENCE:** Showcases modern Nigerian storytelling, drama, and musicals in venues like the Muson Centre.
- SOCIAL COMMENTARY:** Productions often address contemporary social, political, and cultural issues.
- ARTISTIC INNOVATION:** Features cutting-edge direction, acting, and set design, blending tradition with modern technique.

EXPERIENCE THE RICH CULTURAL DIVERSITY OF NIGERIA.

Box 4.2 Performing arts as tourism attractions in Nigeria. Suggested

Pilot Questions 4.2

1. Name one traditional Nigerian musical instrument and one dance style.
2. Fill in the blank: The Yoruba _____ drum is famous for mimicking human speech.
3. Who is a globally recognised Nigerian playwright?
4. Fill in the blank: Nigerian playwright _____ Soyinka won the Nobel Prize in Literature in 1986.
5. Give one example of how performing arts contribute to tourism in Nigeria.
6. Fill in the blank: The annual festival celebrating Fela Kuti's legacy is called _____.

4.3 Literary Arts in Nigeria

4.3.1 Oral Traditions and Storytelling

Nigeria's literary arts are deeply rooted in oral traditions. Folktales, proverbs, and myths transmit cultural values across generations. Storytelling sessions, often accompanied by music and dance, are popular attractions for tourists seeking authentic cultural experiences.

Fill in the blank: Nigerian folktales and proverbs transmit cultural _____ across generations.



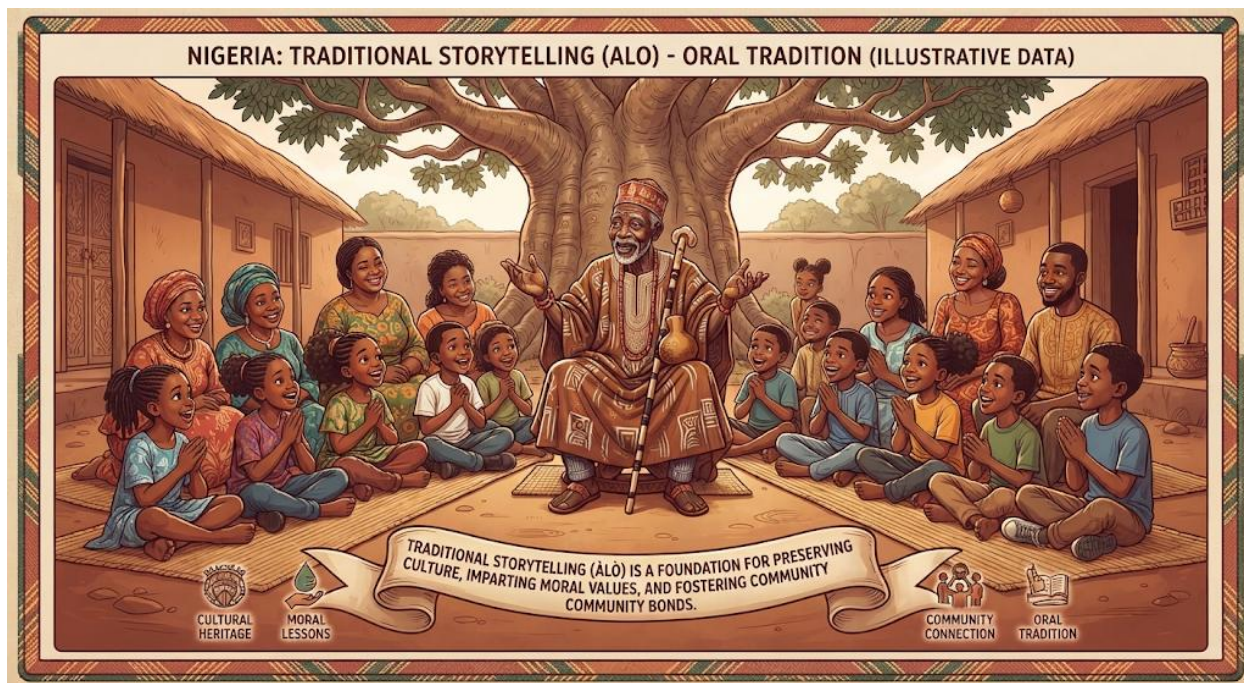


Figure 4.3 Oral traditions and storytelling in Nigeria. Suggested

4.3.2 Nigerian Literature and Writers

Nigeria has produced globally acclaimed writers such as **Chinua Achebe**, **Wole Soyinka**, and **Chimamanda Ngozi Adichie**. Their works explore themes of identity, colonialism, and modernity. Literary festivals, book fairs, and readings attract tourists and scholars, showcasing Nigeria's intellectual heritage.

Fill in the blank: Nigerian writer _____ Achebe authored *Things Fall Apart*.



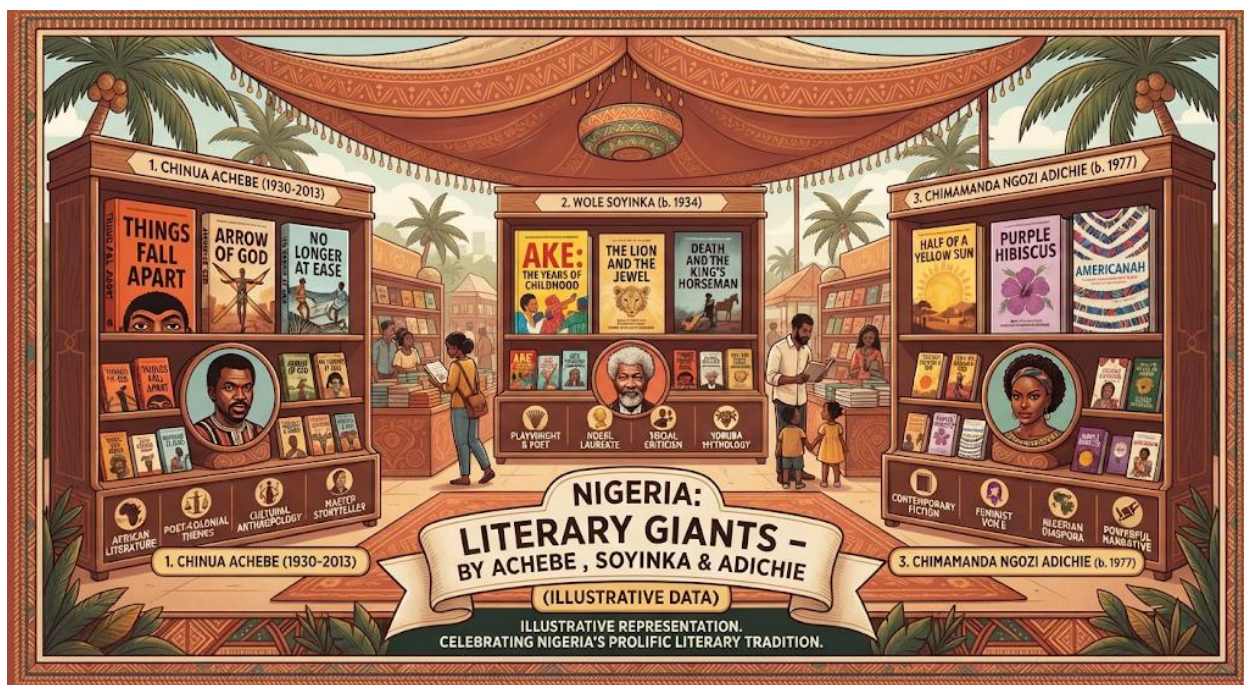


Plate 4.3 Nigerian literature and writers. Suggested

4.3.3 Literary Arts and Tourism Promotion

Literary arts promote tourism by projecting Nigeria's image globally. Festivals such as the **Lagos Book and Art Festival (LABAF)** and **Ake Arts and Book Festival** attract international visitors. These events combine literature, music, and art, strengthening Nigeria's cultural tourism.

Fill in the blank: The Lagos Book and Art Festival is popularly known as _____.





Box 4.3 Literary arts and tourism promotion in Nigeria. Suggested

Pilot Questions 4.3

1. What role do oral traditions play in Nigerian culture?
2. Fill in the blank: Nigerian folktales and proverbs transmit cultural _____ across generations.
3. Name one globally recognised Nigerian writer.
4. Fill in the blank: Nigerian writer _____ Achebe authored *Things Fall Apart*.
5. Give one example of how literary arts promote tourism in Nigeria.
6. Fill in the blank: The Lagos Book and Art Festival is popularly known as _____.

Series Summary – Series 4: Nigerian Arts and Tourism Development

This Series explored the richness of Nigeria's arts and their contributions to tourism.

We began with **visual arts**, highlighting traditional crafts such as the Benin bronzes, Nok terracotta, and Yoruba carvings. Contemporary artists like Ben Enwonwu and Bruce Onobrakpeya blend tradition with modern creativity, while institutions such as the National Museum Lagos and Nike Art Gallery serve as major tourism attractions.

Next, we examined **performing arts**. Music and dance traditions, including the Yoruba talking drum and Igbo Atilogwu dance, embody cultural vibrancy. Theatre and drama, from masquerade performances to Wole Soyinka's globally recognised plays, showcase Nigeria's creativity.



Festivals like Felabration and masquerade celebrations attract diverse audiences, boosting tourism.

Finally, we studied **literary arts**. Oral traditions transmit cultural values through folktales and proverbs. Nigerian writers such as Chinua Achebe, Wole Soyinka, and Chimamanda Ngozi Adichie project Nigeria's intellectual heritage globally. Literary festivals like LABAF and the Ake Arts and Book Festival promote cultural tourism and international exchange.

By completing this Series, you should now be able to describe Nigeria's visual, performing, and literary arts, analyse their cultural significance, and assess their collective role in tourism development and global cultural identity.

Glossary of Terms – Series 4: Nigerian Arts and Tourism Development

- **Benin bronzes:** Ancient bronze plaques and sculptures from the Benin Kingdom, renowned for their craftsmanship and historical significance.
- **Nok terracotta:** Early Nigerian sculptures dating back to 500 BC, representing one of Africa's oldest artistic traditions.
- **Yoruba carvings:** Intricate wood carvings used in shrines, masks, and ceremonial objects, reflecting Yoruba spirituality and aesthetics.
- **Talking drum:** A Yoruba musical instrument capable of mimicking human speech through tonal variations.
- **Atilogwu dance:** A fast-paced Igbo dance characterised by acrobatics and energetic movements.
- **Masquerade:** A traditional performance combining costume, dance, and storytelling, often linked to spiritual rituals.
- **Oral traditions:** Folktales, proverbs, and myths passed down verbally to preserve cultural values and history.
- **Chinua Achebe:** Nigerian novelist best known for *Things Fall Apart*, a classic of African literature.
- **Wole Soyinka:** Nigerian playwright and poet, Nobel Prize winner in Literature (1986).
- **Chimamanda Ngozi Adichie:** Contemporary Nigerian author acclaimed for novels such as *Half of a Yellow Sun* and *Americanah*.
- **LABAF:** Lagos Book and Art Festival, an annual event celebrating literature, art, and culture.
- **Ake Arts and Book Festival:** A major Nigerian literary festival featuring writers, artists, and cultural discussions.

Concept Check Questions – Series 4: Nigerian Arts and Tourism Development

These questions are linked directly to the Series Learning Outcomes (SLOs) to reinforce your understanding.



Objective Questions

1. (Linked to SLO 4.1) The _____ bronzes are world-renowned examples of Nigerian traditional art.
2. (Linked to SLO 4.1) The National Museum in _____ is a major attraction for Nigerian visual arts.
3. (Linked to SLO 4.2) The Yoruba _____ drum is famous for mimicking human speech.
4. (Linked to SLO 4.2) Nigerian playwright _____ Soyinka won the Nobel Prize in Literature in 1986.
5. (Linked to SLO 4.3) Nigerian writer _____ Achebe authored *Things Fall Apart*.
6. (Linked to SLO 4.3) The Lagos Book and Art Festival is popularly known as _____.

Short-Answer Questions

7. (Linked to SLO 4.1) Name two examples of traditional Nigerian artworks.
8. (Linked to SLO 4.1) Who are two notable contemporary Nigerian artists?
9. (Linked to SLO 4.2) Name one traditional Nigerian dance style and explain its cultural significance.
10. (Linked to SLO 4.2) Give one example of how performing arts contribute to tourism in Nigeria.
11. (Linked to SLO 4.3) What role do oral traditions play in Nigerian culture?
12. (Linked to SLO 4.3) Name one Nigerian literary festival and explain its importance.

Long-Answer Questions

13. (Linked to SLO 4.1) Analyse how traditional crafts and contemporary art collectively contribute to Nigeria's cultural tourism.
14. (Linked to SLO 4.2) Evaluate the role of music, dance, and theatre in promoting Nigeria's cultural identity and attracting tourists.
15. (Linked to SLO 4.3) Assess the contributions of Nigerian writers and literary festivals to global cultural exchange and tourism promotion.
16. (Linked to SLO 4.4) Discuss how Nigerian arts (visual, performing, and literary) collectively enhance tourism development and global cultural identity.

Answers to Pilot Questions – Series 4: Nigerian Arts and Tourism Development

Answers to Pilot Questions 4.1

1. Two examples of traditional Nigerian artworks are the **Benin bronzes** and **Nok terracotta sculptures**.
2. Fill in the blank: The **Benin** bronzes are world-renowned examples of Nigerian traditional art.
3. Two notable contemporary Nigerian artists are **Ben Enwonwu** and **Bruce Onobrakpeya**.



4. Fill in the blank: Contemporary Nigerian art blends tradition with **modern** creativity.
5. One example of how visual arts contribute to tourism in Nigeria is the **Nike Art Gallery in Lagos**.
6. Fill in the blank: The National Museum in **Lagos** is a major attraction for Nigerian visual arts.

Answers to Pilot Questions 4.2

1. One traditional Nigerian musical instrument is the **Yoruba talking drum**, and one dance style is the **Igbo Atilogwu dance**.
2. Fill in the blank: The Yoruba **talking** drum is famous for mimicking human speech.
3. A globally recognised Nigerian playwright is **Wole Soyinka**.
4. Fill in the blank: Nigerian playwright **Wole** Soyinka won the Nobel Prize in Literature in 1986.
5. One example of how performing arts contribute to tourism in Nigeria is the **Felabration festival**.
6. Fill in the blank: The annual festival celebrating Fela Kuti's legacy is called **Felabration**.

Answers to Pilot Questions 4.3

1. Oral traditions play the role of transmitting cultural values and history across generations.
2. Fill in the blank: Nigerian folktales and proverbs transmit cultural **values** across generations.
3. One globally recognised Nigerian writer is **Chimamanda Ngozi Adichie** (others include Achebe and Soyinka).
4. Fill in the blank: Nigerian writer **Chinua** Achebe authored *Things Fall Apart*.
5. One example of how literary arts promote tourism in Nigeria is the **Ake Arts and Book Festival**.
6. Fill in the blank: The Lagos Book and Art Festival is popularly known as **LABAF**.

List of References/Attributions – Series 4: Nigerian Arts and Tourism Development

Here are the authoritative sources and acknowledgements supporting the instructional content in this Series:

1. **National Commission for Museums and Monuments (NCMM)** (2020). *Art and Cultural Heritage in Nigeria*.



2. **Nigerian Tourism Development Corporation (NTDC)** (2021). *Tourism Promotion through Nigerian Arts*.
3. **Eyo, Ekpo.** (1977). *Two Thousand Years of Nigerian Art*. London: Ethnographica.
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8. **Adichie, Chimamanda Ngozi.** (2006). *Half of a Yellow Sun*. London: Fourth Estate.
9. **Art X Lagos** (2022). *Contemporary Nigerian Art Fair*.
10. **Lagos Book and Art Festival (LABAF)** (2022). *Festival Programme and Highlights*.
11. **Ake Arts and Book Festival** (2022). *Celebrating Nigerian Literature and Arts*.

Attributions:

- Figures, Plates, Boxes suggested in this Series are placeholders to be generated using AI prompts or sourced from open educational resources.
- Case study examples (Benin bronzes, Felabration, LABAF, Ake Festival) are adapted from publicly available cultural and tourism reports.

Course Title: Nigeria Culture and Tourism

Course Code: HTM102

Course Units: 2 Units

- **Survey of Nigerians and Their Cultures**
- **Distribution, Language, and Religion**
- **Nigerian Traditional Institutions and Tourism Development**
- **Nigerian Arts and Tourism Development**
- **Nigerian Festivals and Tourism Development**

Suggested Outline for Series 5 Nigerian Festivals and Tourism Development



Series Outline

This Series will have **three Parts**:

- **Part 5.1: Cultural Festivals in Nigeria**
 - 5.1.1 Traditional cultural festivals
 - 5.1.2 Modern cultural festivals
 - 5.1.3 Cultural festivals as tourism attractions
- **Part 5.2: Religious Festivals in Nigeria**
 - 5.2.1 Indigenous religious festivals
 - 5.2.2 Christian festivals
 - 5.2.3 Islamic festivals
- **Part 5.3: Festivals and Tourism Promotion**
 - 5.3.1 Festivals as cultural identity markers
 - 5.3.2 Festivals and economic development
 - 5.3.3 Festivals in international tourism promotion

Introduction

Festivals are vibrant expressions of Nigeria's cultural and religious life. They bring communities together, preserve traditions, and attract tourists from around the world. From masquerade festivals in Igbo land to the Osun-Osogbo Festival in Yoruba land, and from Christian celebrations like Christmas to Islamic events such as Eid-el-Fitr, Nigerian festivals showcase diversity and unity.

Festivals also play a vital role in tourism development. They provide opportunities for cultural exchange, generate economic benefits, and project Nigeria's image globally.

Series Learning Outcomes

By the end of this Series, you should be able to:

- **SLO 5.1 describe** Nigeria's cultural festivals and their role in tourism.
- **SLO 5.2 analyse** the significance of religious festivals in Nigerian society and tourism.
- **SLO 5.3 evaluate** how festivals contribute to cultural identity, economic development, and international tourism promotion.
- **SLO 5.4 assess** the collective impact of Nigerian festivals on tourism development and global cultural exchange.

5.1 Cultural Festivals in Nigeria

5.1.1 Traditional Cultural Festivals



Nigeria's cultural festivals are rooted in tradition and community life. Examples include the **New Yam Festival** in Igbo land, celebrating harvest and renewal, and the **Durbar Festival** in Northern Nigeria, showcasing horse parades and royal pageantry. These festivals preserve heritage and attract tourists with their colourful displays.

Fill in the blank: The _____ Festival in Igbo land celebrates harvest and renewal.

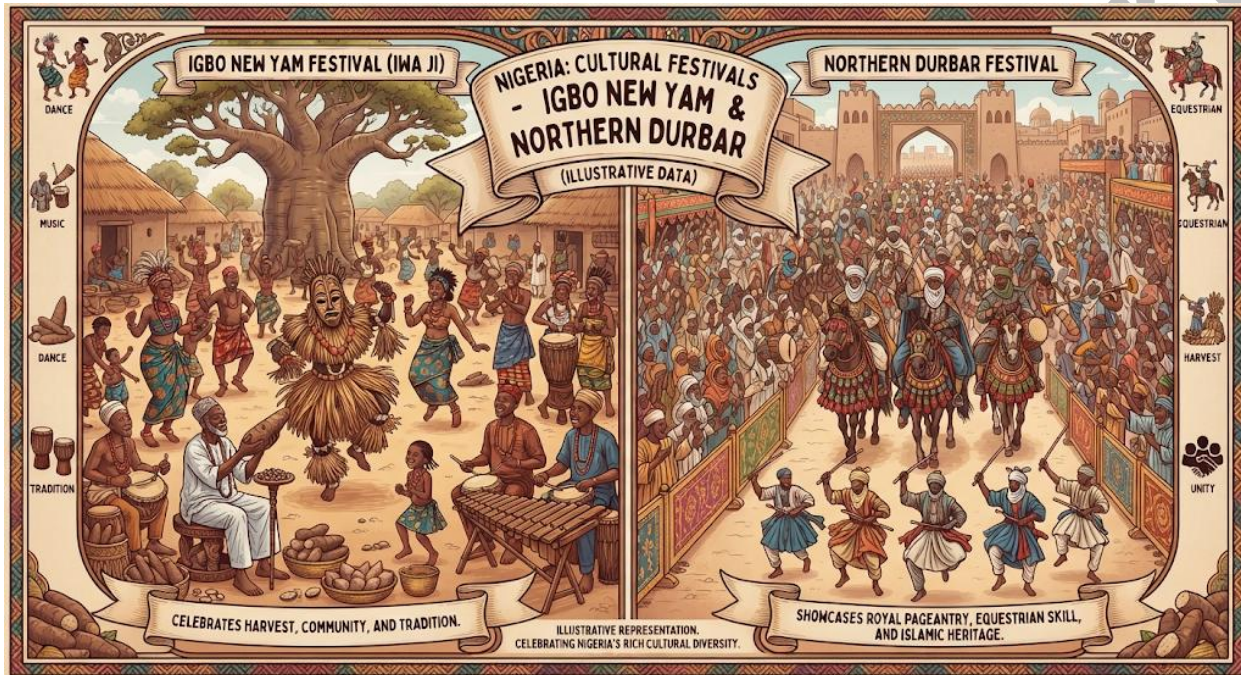


Figure 5.1 Traditional cultural festivals in Nigeria. Suggested

5.1.2 Modern Cultural Festivals

Modern cultural festivals blend tradition with contemporary creativity. Events such as the **Lagos Carnival** and **Calabar Carnival** feature parades, costumes, and music, drawing international tourists. These festivals highlight Nigeria's evolving cultural identity and its openness to global influences.

Fill in the blank: The _____ Carnival is Nigeria's biggest street party, held annually in Cross River State.





Plate 5.1 Modern cultural festivals in Nigeria. Suggested

5.1.3 Cultural Festivals as Tourism Attractions

Cultural festivals serve as major tourism attractions. They provide opportunities for visitors to experience Nigeria's diversity, hospitality, and creativity. Festivals generate revenue through ticket sales, hospitality services, and crafts markets, while also strengthening Nigeria's global cultural image.

Fill in the blank: Cultural festivals generate revenue through ticket sales, hospitality services, and _____ markets.





Box 5.1 Cultural festivals as tourism attractions in Nigeria. Suggested

Pilot Questions 5.1

1. Name two examples of traditional Nigerian cultural festivals.
2. Fill in the blank: The _____ Festival in Igbo land celebrates harvest and renewal.
3. Name two examples of modern Nigerian cultural festivals.
4. Fill in the blank: The _____ Carnival is Nigeria's biggest street party, held annually in Cross River State.
5. Give one example of how cultural festivals contribute to tourism in Nigeria.
6. Fill in the blank: Cultural festivals generate revenue through ticket sales, hospitality services, and _____ markets.

5.2 Religious Festivals in Nigeria

5.2.1 Indigenous Religious Festivals

Indigenous religious festivals are rooted in traditional beliefs and practices. The **Osun-Osogbo Festival** in Yoruba land honours the river goddess Osun, while the **Igbo masquerade festivals** celebrate ancestral spirits. These events combine rituals, music, and dance, attracting tourists seeking authentic cultural spirituality.

Fill in the blank: The _____-Osogbo Festival honours the river goddess Osun.





Figure 5.2 Indigenous religious festivals in Nigeria. Suggested

5.2.2 Christian Festivals

Christian festivals such as **Christmas** and **Easter** are widely celebrated across Nigeria. They feature church services, carols, feasts, and community gatherings. These festivals attract tourists through cultural displays, music concerts, and festive markets.

Fill in the blank: The Christian festival of _____ celebrates the resurrection of Jesus Christ.





Plate 5.2 Christian festivals in Nigeria. Suggested

5.2.3 Islamic Festivals

Islamic festivals such as **Eid-el-Fitr** (marking the end of Ramadan) and **Eid-el-Kabir** (commemorating Abraham's sacrifice) are celebrated nationwide. They involve prayers, feasting, and charity. These festivals foster unity and attract tourists interested in Nigeria's religious diversity.

Fill in the blank: The Islamic festival marking the end of Ramadan is called _____.





Box 5.2 Islamic festivals in Nigeria. Suggested

Pilot Questions 5.2

1. Name one indigenous religious festival in Nigeria.
2. Fill in the blank: The _____-Osogbo Festival honours the river goddess Osun.
3. Name one Christian festival celebrated in Nigeria.
4. Fill in the blank: The Christian festival of _____ celebrates the resurrection of Jesus Christ.
5. Name one Islamic festival celebrated in Nigeria.
6. Fill in the blank: The Islamic festival marking the end of Ramadan is called _____.

Series Summary – Series 5: Nigerian Festivals and Tourism Development

This Series highlighted the diversity and significance of Nigerian festivals and their role in tourism.



We began with **cultural festivals**, such as the New Yam Festival in Igbo land and the Durbar Festival in Northern Nigeria, which preserve heritage and attract tourists. Modern festivals like the Lagos Carnival and Calabar Carnival blend tradition with contemporary creativity, drawing international visitors.

Next, we explored **religious festivals**. Indigenous celebrations like the Osun-Osogbo Festival and Igbo masquerades honour deities and ancestors. Christian festivals such as Christmas and Easter, and Islamic festivals like Eid-el-Fitr and Eid-el-Kabir, foster unity and showcase Nigeria's religious diversity to tourists.

Finally, we examined **festivals and tourism promotion**. Festivals serve as cultural identity markers, reinforce community pride, and generate economic benefits through tourism spending. Internationally recognised events such as the Calabar Carnival and Felabration project Nigeria's image globally, strengthening its role in cultural tourism.

By completing this Series, you should now be able to describe Nigeria's cultural and religious festivals, analyse their significance, and assess their collective impact on tourism development and global cultural exchange.

Glossary of Terms – Series 5: Nigerian Festivals and Tourism Development

- **New Yam Festival:** An Igbo cultural festival celebrating harvest, renewal, and thanksgiving, marked by feasting and traditional dances.
- **Durbar Festival:** A Northern Nigerian festival featuring horse parades, royal pageantry, and displays of traditional authority.
- **Osun-Osogbo Festival:** A Yoruba religious festival honouring the river goddess Osun, celebrated annually at the Osun Sacred Grove.
- **Lagos Carnival:** A modern cultural festival in Lagos featuring parades, costumes, and music, blending tradition with contemporary creativity.
- **Calabar Carnival:** Nigeria's biggest street party, held annually in Cross River State, showcasing colourful costumes, floats, and performances.
- **Christmas:** A Christian festival celebrated across Nigeria with church services, carols, feasts, and community gatherings.
- **Easter:** A Christian festival commemorating the resurrection of Jesus Christ, marked by worship and celebrations.
- **Eid-el-Fitr:** An Islamic festival marking the end of Ramadan, celebrated with prayers, feasting, and charity.
- **Eid-el-Kabir:** An Islamic festival commemorating Abraham's willingness to sacrifice his son, celebrated with prayers, feasts, and animal sacrifices.
- **Felabration:** An annual music festival in Lagos celebrating the life and legacy of Afrobeat pioneer Fela Kuti.



Concept Check Questions – Series 5: Nigerian Festivals and Tourism Development

These questions are linked directly to the Series Learning Outcomes (SLOs) to reinforce your understanding.

Objective Questions

1. (Linked to SLO 5.1) The _____ Festival in Igbo land celebrates harvest and renewal.
2. (Linked to SLO 5.1) The _____ Carnival is Nigeria's biggest street party, held annually in Cross River State.
3. (Linked to SLO 5.2) The _____-Osogbo Festival honours the river goddess Osun.
4. (Linked to SLO 5.2) The Christian festival of _____ celebrates the resurrection of Jesus Christ.
5. (Linked to SLO 5.2) The Islamic festival marking the end of Ramadan is called _____.
6. (Linked to SLO 5.3) The _____ Carnival has gained worldwide recognition as Nigeria's biggest street festival.

Short-Answer Questions

7. (Linked to SLO 5.1) Name two examples of traditional Nigerian cultural festivals.
8. (Linked to SLO 5.1) Name two examples of modern Nigerian cultural festivals.
9. (Linked to SLO 5.2) Name one indigenous religious festival and explain its significance.
10. (Linked to SLO 5.2) Give one example of a Christian or Islamic festival celebrated in Nigeria.
11. (Linked to SLO 5.3) How do festivals contribute to Nigeria's economic development?
12. (Linked to SLO 5.3) Name one Nigerian festival that has gained international recognition.

Long-Answer Questions

13. (Linked to SLO 5.1) Analyse how traditional and modern cultural festivals collectively contribute to Nigeria's tourism development.
14. (Linked to SLO 5.2) Evaluate the role of indigenous, Christian, and Islamic festivals in promoting unity and attracting tourists.
15. (Linked to SLO 5.3) Assess the contributions of Nigerian festivals to cultural identity, economic growth, and international tourism promotion.
16. (Linked to SLO 5.4) Discuss how Nigerian festivals collectively enhance tourism development and global cultural exchange.

Answers to Pilot Questions – Series 5: Nigerian Festivals and Tourism Development

Answers to Pilot Questions 5.1



1. Two examples of traditional Nigerian cultural festivals are the **New Yam Festival** and the **Durbar Festival**.
2. Fill in the blank: The **New Yam** Festival in Igbo land celebrates harvest and renewal.
3. Two examples of modern Nigerian cultural festivals are the **Lagos Carnival** and the **Calabar Carnival**.
4. Fill in the blank: The **Calabar** Carnival is Nigeria's biggest street party, held annually in Cross River State.
5. One example of how cultural festivals contribute to tourism in Nigeria is the **Calabar Carnival attracting international visitors**.
6. Fill in the blank: Cultural festivals generate revenue through ticket sales, hospitality services, and **crafts** markets.

Answers to Pilot Questions 5.2

1. One indigenous religious festival in Nigeria is the **Osun-Osogbo Festival**.
2. Fill in the blank: The **Osun-Osogbo** Festival honours the river goddess Osun.
3. One Christian festival celebrated in Nigeria is **Christmas**.
4. Fill in the blank: The Christian festival of **Easter** celebrates the resurrection of Jesus Christ.
5. One Islamic festival celebrated in Nigeria is **Eid-el-Fitr**.
6. Fill in the blank: The Islamic festival marking the end of Ramadan is called **Eid-el-Fitr**.

Answers to Pilot Questions 5.3

1. Festivals serve as cultural identity markers by **showcasing traditions, beliefs, and values that reinforce community pride**.
2. Fill in the blank: Festivals serve as cultural **identity** markers, reinforcing community pride and identity.
3. One example of how festivals contribute to economic development is **tourism spending on accommodation and crafts markets**.
4. Fill in the blank: Festivals generate economic benefits through tourism spending on accommodation, food, transport, and **crafts**.
5. One Nigerian festival that has gained international recognition is the **Calabar Carnival**.
6. Fill in the blank: The **Calabar** Carnival has gained worldwide recognition as Nigeria's biggest street festival.

List of References/Attributions – Series 5: Nigerian Festivals and Tourism Development

Here are the authoritative sources and acknowledgements supporting the instructional content in this Series:

1. **Nigerian Tourism Development Corporation (NTDC)** (2021). *Festivals and Tourism Promotion in Nigeria*.



2. **National Commission for Museums and Monuments (NCMM)** (2020). *Cultural Heritage and Festivals*.
3. **Falola, Toyin & Heaton, Matthew.** (2008). *A History of Nigeria*. Cambridge: Cambridge University Press.
4. **Eyo, Ekpo.** (1977). *Two Thousand Years of Nigerian Art*. London: Ethnographica.
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8. **Christian Association of Nigeria (CAN)** (2021). *Christian Festivals in Nigeria*.
9. **Supreme Council for Islamic Affairs in Nigeria** (2021). *Islamic Festivals and National Unity*.

Attributions:

- Figures, Plates, and Boxes suggested in this Series are placeholders to be generated using AI prompts or sourced from open educational resources.
- Case study examples (New Yam Festival, Durbar Festival, Osun-Osogbo Festival, Calabar Carnival, Eid-el-Fitr, Felabration) are adapted from publicly available cultural and tourism reports.

