



CULTURAL HERITAGE PRODUCT MARKETING AND HOSPITALITY BUSINESS PERFORMANCE: AN EMPIRICAL ASSESSMENT OF OSUN-OSOGBO FESTIVAL, OSUN STATE

Joseph Sunday Etuk & Victoria Kareem Idowu

Department of Hospitality and Tourism Marketing

University of Port Harcourt

Email for Correspondence: joseph.etuk@uniport.edu.ng

Article history:	Abstract:
Received: 28 th June 2024 Accepted: 26 th July 2024	Although Nigeria is blessed with rich cultural heritage, the level of tourism performance in Nigeria is unfortunately very low as manifested through low tourist arrivals and low spending with little contribution to the Gross Domestic Product. The purpose of the study was to determine the link between cultural heritage (Osun-Osogbo cultural festival) marketing and hospitality business performance in Osogbo, Osun State, drawing our empirical analysis from the just concluded Osun-Osogbo cultural festival in August, 2024. The study adopted the survey method of the quasi-experimental design. The population used for the study consisted of 150 officials drawn from 10 hotels and 5 restaurants within Osogbo using the purposive sampling method and the questionnaire as the instrument for data collection. Both descriptive and inferential statistical analytical tools were employed. The analysed data revealed that heritage product preservation, promotion and celebration were important in marketing the Osun-Osogbo cultural festival to domestic and international tourists. The study further revealed that hotels and restaurants operating around the Osun-Osogbo grove recorded an increase in customers' patronage and revenue during the festival. However, the level of patronage and revenue recorded by hotels and restaurants during the year's festival in 2024 was low compared to their performance at the same period in 2023. It was concluded that the way the Osun-Osogbo cultural festival has been marketed through heritage preservation, promotion and event celebration influenced to a large extent, hospitality business performance. The study recommended collaborative and extensive advertising, security management and involvement of the Nigerian Tourism Development Corporation (NTDC) and private sector in the marketing of the festival in the future.
Keywords: Cultural heritage marketing, Osun-Osogbo cultural festival, Hospitality business Performance	

INTRODUCTION

Globally today, tourism has been recognized as one the largest and fast-growing industries accounting significantly for the socio-economic development of countries and regions that have invested massively in that sector (UNWTO, 2020). This is because the tourism industry made a total contribution of US\$ 8.3 trillion to the global economy in 2018 (World Travel and Tourism Council Report, 2019). In the same vein, the United Nations World Tourism Organization Report (2019) reveals that 1.4 billion tourists travelled internationally in 2018 in pursuit of cognitive, affective and hedonic benefits that the modern travel products provide. In the same vein, all the businesses in the tourism value chain also enjoy the benefits associated with tourism. However, the hospitality industry which

provides most the services (accommodation, food/beverages and other forms of entertainments that tourists need and enjoy at the destination has been recognized as one of the visible components of tourism (Ekeke & Ndu). Accordingly, hospitality business performance in the community, state, region or country in terms of their profitability, sales revenue, occupancy rate and customers satisfaction tourist is considered crucial for tourism development evaluation.

Tourism literature hints that one the motivations of travel behaviour is the culture of the tourist destination, especially when it has been developed, packaged, promoted and delivered as a product to create a memorable experience for the tourist or visitor, which have been attributed, among other



things, to effective application of marketing techniques (Middleton & Clarke, 2008). Therefore, cultural tourism is one of the fastest-selling sub-set of the tourist products (Bello & Bello, 2017). Consequently, the way a destination is marketed by harnessing its cultural assets or heritages (festivals, arts, customs, native cuisines, sacred worship sites, dress patterns, traditional monuments, traditional architecture, artefacts, local handicrafts and attraction sites, etc.) into need-satisfying products, packaging and promoting them to domestic and international tourism market influences its tourist flow and tourist spending.

Viewed from this standpoint, marketing has been recognized as a veritable and sustainable competitive weapon in the marketplace. The rising profile of marketing in tourism is easily discernable in its wide application in events promotion in countries that value tourism as expressed through its attendant socio-economic benefits in all tourism domains. Thus, it has been argued that effective cultural heritage marketing with huge tourist-drawing power can boost the local economy and improve hospitality business performance in the area. However, the role of marketing in driving cultural tourism for enhanced hospitality business performance through value addition in packaging, promotion in appropriate media and celebration to attract tourists for socio-economic benefits is largely under-researched in Nigeria.

Interestingly, the role of cultural heritage in driving cultural tourism and its impact on the destination's socio-economic development have been examined by sociologists, economists, anthropologists in both developed and developing economies as exemplified in (Ayah, 2020, Zielkosi, 2017, Peterson, 2019). This is borne out of the fact that cultural attraction is one of the tourist products that most tourists want to experience at a destination. Fortunately, a cursory analysis of Nigeria's culture literature suggests that all the regions of the nation are blessed with rich cultural heritages. However, cultural performance on some metrics varies across the regions of the nation, as the South-West is reported to have paid more attention to cultural tourism development than other regions (Wushala & Bumkim (2020). One of those cultural products from south-western Nigeria that has attained global acclaim and status is the Osun-Osogbo festival in Osun State, believed to have been celebrated for over the past 600 (six hundred years) continues to attract visitors locally and internationally every year (Solate, 2024). Following the same train of thought,

Obilo (2023) opines that the Osun-Osogbo Sacred Grove, the centre point of the festival remains one of the most revered and significant remnants of the groves in southern Nigeria hence it was declared a UNESCO World Heritage Site in 2005.

In spite of the growing literature on cultural heritage management and the reported abysmal tourism performance of Nigeria in spite of her huge tourism potentials, little is known about the effect of the marketing of cultural heritage product (Osun-Osogbo festival) on hospitality business performance in Osogbo in the post oil subsidy-removal era in Nigeria. There is therefore the need to determine the effect of last year's Osun-Osogbo cultural festival, which took place in August, 2024 on hospitality business performance in Osun State, Nigeria, with a view to making contribution. Consequently, the purpose of the study was to empirically evaluate the effect of marketing of Osun-Osogbo cultural festival on hospitality business performance in Osogbo, Osun State.

LITERATURE REVIEW

Theoretical Framework of the Study Cultural Sustainability Theory

This study adopts cultural sustainability theory as its anchor. It is rooted in the broad sustainability theory propounded at the United Nations in 1987. The term sustainability is used to broadly indicate initiatives and actions aimed at the preservation of a particular resources. However, it refers to four distinct areas: social, environmental, economic and cultural, known as the four pillars of sustainability.

In 1987, the United Nations Brundtland Commission defined sustainability as "meeting the needs of the present without compromising the ability of future generations to meet their own needs." Accordingly, cultural sustainability theory states that cultural sustainability is a function of the preservation and continuation of cultural heritage and traditions in a way that is consistent with the principles of sustainability. This includes the preservation of cultural sites, artefacts, and practices, as well as the maintenance of cultural knowledge and skills. Therefore, cultural sustainability as it relates to sustainable development (or to sustainability), has to do with maintaining cultural beliefs, cultural practices, heritage conservation, culture as its own entity, and the question of whether or not any given cultures will exist in the future



Viewed from this perspective, it there stands to reason that the cultural heritage (Osun-Osogbo cultural festival) marketing and its socio-economic impact on the local economy of Osogbo largely depend on the preservation, promotion and celebration of this ancient heritage and its sustainability by future generations. Herein, lies the relevance of the cultural sustainability theory to the present study. Many extant research studies have adopted the same theory in their investigations (Etuk, 2021; Bello & Bello, 2017; Mitch, 2014). The application of the theory is premised on the understanding and conviction that culture can strengthen social cohesion, support education, encourage cultural diversity and stimulate sustainable consumption, all of which could lead to a positive impact on sustainable development.

Conceptual Clarification

Cultural Heritage (Festival) Product Marketing

Broadly speaking, cultural heritage is the cherished characteristic features of a society passed down from generation to generation, and can only be sustained and its value appreciated when it is properly managed (Mirna & Gilliland, 2013). Narrowing the conceptualization of cultural heritage strictly to the context of our study which focuses on Osun-Osogbo cultural festival, accordingly, festivals are defined in the Webster's New Explorer encyclopaedia dictionary (2006) as 'a time or periodic season marked with a programme of cultural celebrations and special observances' cited in Wordu (2011). Earlier, a socio-cultural anthropological perspective of festival had been advanced by Redfield (1953) and Marshall (1960) which perceived festivals as special celebrations which are founded on mythical and spiritual beliefs instituted according to customs and traditional practices of indigenous peoples and societies. Thus in Nigeria, festivals of traditional societies are premised on African traditional religion serving as occasion to marks events and seasons such as harvests, worship, purification (cleansing of the land), fertility, initiation or rite of passage, freedom, etc (Wordu, 2011). Relating this to Osun-Osogbo cultural product, Solate (2024) asserts that the Osun-Osogbo festival is an annual cultural event held 14th -16 August, every year in Osogbo, Osun state, Nigeria, has been celebrated for over 600 years. Thus, it is unarguably one of the most enduring and significant cultural events in Yorubaland, showcasing their heritage and the resilience of their traditions. Anwuri and Osuoha (2022) argues that cultural festivals engenders economic development.

From the marketing standpoint, the festival is therefore, considered a product partly because of its sustainability of value in need satisfaction of primary target audience (devotees and custodians), but largely because of its relevance in promoting cultural tourism and supporting the local economy. Drawing from the above, we conceptualize cultural heritage (festival) product marketing as involving marketing efforts at preservation of the Osun-Osogbo cultural festival by the present custodians without comprising the ability of future generations to inherit it and pass it on sustainably. Marketing efforts in this context include continuous research, harnessing and improvement of the heritage product in terms of quality, packaging, placement, promotion, collaboration and delivery of need-satisfying heritage product/services by cultural authorities and tourism promotion boards in order to optimize positive tourist experience for the achievement of set goals and objectives. We also subscribe to the view expressed by Kambi and Khertio (2021) that cultural heritage marketing is any viable process, strategy, ideas that safeguards the people's identity while appreciating it, developing it, promoting it and using it for the benefit of the people to which it belongs. Implicit in this assertion is the idea of heritage preservation through continuous improvement (value creation) for relevance for the target audience.

Dimensions of Cultural Heritage Product Marketing

In this study, we conceptualized cultural heritage marketing along three dimensions, namely; heritage product preservation, heritage product promotion and cultural heritage celebration. Our heritage product as used in the current study is the Osun-Osogbo cultural festival.

Cultural Heritage Product Preservation:

Ikenga and Uwanzu (2018) view cultural heritage preservation as the promotion of cultural property whether of concrete or non-concrete nature, past or present, written or oral. It also involves the identification, documentation; and proper storage of cultural objects. The definition of cultural heritage preservation by Ikenga and Uwanzu (2018) captures quite broadly the processes that cultural heritage properties should go through to ensure its proper preservation because the cultural heritage of a people is capable of promoting collective consciousness in terms of unity, oneness, nationalism and most importantly fostering peaceful co-existence.

With specific reference to festivals in general, Adewale (2016) identifies some of the cultural festivals of Osun people that have been preserved to includes,



Osun-Osogbo festival, Olojo festival in Ile-Ife, Iwude festival in Ilesa, Isinro in Ila-Orangun, Odun Egungun (masquerade festival) and new yam festival among others. However, in the specificity of Osun-Osogbo festival, Solate (2024) notes that traditional rulers play a crucial role in the event as they serve as custodians of Yoruba culture and tradition. Their involvement in the festival is not just ceremonial; it is a reaffirmation of their responsibility to preserve and promote the cultural identity of the Yoruba people.

Cultural Heritage Promotion

Promoting Nigeria's cultural heritage is essential as it serves as a marketing strategy for the preserved cultural heritages. It is an avenue to inform the world of a people's immense cultural heritage assets for their entertainment and educational pleasure. Cultural heritage promotion describes the deliberate efforts and strategies of destination operators and relevant government agencies and departments as well as traditional institutions to create awareness about their cultural products to outside audience to patronize their heritage products through visitation and expenditures (Etuk, 2021).

Viewed from this perspective, cultural festival promotion reflects the awareness-generating competence of an organization or a destination in communicating its positive cultural heritage product/service attributes to the target audience in such a way as to influence favourable responses towards it (Oshnik (2019). In this regard, cultural festival promotion involves the use of marketing communications tools to project a positive image for the brand (the festival product).

As an important tactical marketing element, Morgan (2012) asserts that communicating effectively with customers and prospects is an essential marketing capability associated with customer value delivery. The marketing literature suggests that such communications strategies are built upon fundamental marketing activities such as advertising, social media participation, sponsorship, collaboration, corporate/celebrity endorsement, public relations, and corporate image marketing (Ekeke, 2020). To possess a strong marketing communications capability, tourism promotion boards and ministries of culture and tourism must have essential skills such as: communicating the benefits of the destination's cultural tourism products and services to potential tourists and visitors, reminding current customers of the heritage product benefits and availability, as well as reinforcing the revisit intention to reduce cognitive dissonance.

Cultural Celebration

Heritage

Wiriema and Edun (2018) conceptualize cultural heritage celebration as a formal and organized event where the natives and visitors gather to mark a cultural event with dancing, merry making and appreciation of a deity for perceived benevolence. It is widely believed that the sustenance of cultural heritage is also anchored on the strategy of cultural heritage celebration. This is not novel to Nigeria as it has been part of community lives from time immemorial with the celebration of goods at a particular point in time in pre-historic Nigeria, where the seasons control activities. As there is a farming season, so they had the gods of the land that blesses the land which must be first appeased and then celebrated as the gods answer a bumper harvest of farmers.

Solate (2024) notes that celebration of some cultural festivals is climaxed by grand procession which is a spectacular display of the people's culture, featuring traditional drumming, dancing, and singing as thousands of participants, dressed in vibrant and colorful attires, make their way through the streets.

The celebration of cultural heritage cuts across almost all occupations of old, from fishing, hunting and even those involved on traditional music. There were days set aside to celebrate their gods for blessing their handwork or craft (Anigboju and Onyima 2013).

Brief History of Osun-Osogbo Festival

The Osun-Osogbo festival is an annual cultural event in Osogbo, Osun state, Nigeria. Each year, the festival attracts thousands of visitors, including devotees, tourists, and cultural enthusiasts from Nigeria and beyond. Many of these visitors come from the Yoruba diaspora in countries such as Brazil, Cuba, Trinidad and Tobago, and the United States, where Yoruba religious traditions have been preserved and passed down through generations. The festival held every August is a two-week-long festival dedicated to the worship of Osun, the Yoruba goddess of fertility, love, beauty, and water. For 600 years, the Osun-Osogbo Festival has stood as one of the most enduring and significant cultural events in Yorubaland, showcasing their heritage and the resilience of their traditions. The Osun-Osogbo grove was recognized as a UNESCO's heritage site in 2005 (Solate, 2024).



The Concept of Hospitality business Performance

Hospitality business performance as the performance of a hospitality business relative its purpose of existence, which may include customer satisfaction, financial profitability, sustainability, returns on assets, sales revenue, occupancy rate, guests inflow, etc., drawing from tourist arrivals and tourists receipts (Bello & Bello, 2018). The hospitality business or hospitality industry in the broader sense, denotes businesses in the accommodation sectors such hotels, motels and other forms of guest accommodation. It also includes the food/ beverage sector (restaurants, fast food, industrial catering establishments, etc) as well as the entertainment industry.

The Measures of Hospitality business Performance

There are objective and subjective measures of hospitality business performance. Objective measures are the quantitative indicators used to assess the performance of hospitality businesses such as guest numbers or guest arrivals, sales, profit, market share, occupancy rate, etc. In contrast, subjective measures are variables such as customer satisfaction, brand loyalty, revisit intention, referrals, guest experience, etc.(Heath, 2013). In the present study, we used patronage, sales as metrics of hospitality business performance (HBP).

The Empirical Review and Hypotheses Development

Many previous studies have established the interaction between cultural heritage marketing and hospitality business performance. This sub-section of the study presents a review on the influence or relationship between the two variables from extant research streams.

Cultural Heritage Product Preservation and Hospitality business Performance

In 2015 Kareem and Habibi carried out a research on cultural tourism development and tourism patronage in Ogun State, Nigeria where data were obtained from 324 visitors at state and federal museums in the State. Findings from the study suggested a strong correlation between cultural heritage marketing strategies and visitors' patronage.

Proenca and Soukiazee (2013) conducted an important study on cultural products marketing and travel intention. Data were obtained from 489 tourists/visitors through the questionnaire methods at heritage sites in Badagry in Nigeria. Simple percentages, Mean scores and standard deviations were deployed to analyse univariate while Pearson Product Moment Correlation was utilized for bivariate analysis. Data analysis revealed that cultural products preservation and travel intention were positively and significantly related. Therefore, our first hypothesis which needs to be validated in the Osun State context is stated thus:

Ho1: There is a positive and significant relationship between the preservation of Osun-Osogbo cultural festival and hospitality business performance in Osogbo, Osun State.

Cultural heritage Promotion and Hospitality business Performance

One survey conducted by Adejumo (2016) investigated the effect of product awareness on brand choice and loyalty to noodles among housewives in Lagos State, Nigeria. The research found that the promotion of noodles through radio/TV advertisements, incentives and road shows as well as sponsorship correlated positively with high sales revenue.

Familmaleki, Aghighi and Hamid (2015) studied the relationship between sales promotion and customer purchasing behaviour. Primary data was used and employed regression method of analysis. The study established that sales promotion was an important technique, which significantly affected customers' purchase behaviour. Similarly, Bhatia (2012) showed that destination promotion through radio, TV, printed brochures, newspapers, magazines and billboard advertisements and social media greatly influenced destination choice.

However, more empirical confirmation is necessary in the Osun cultural heritage context, hence our proposition is stated thus:

HA2: There is a positive and significant relationship between the promotion of Osun-Osogbo cultural festival and hospitality business performance in Osogbo, Osun State.

Cultural Heritage Celebration and Hospitality business Performance

Yammi and Udella (2022) empirically assessed the impact of new yam festivals on inbound tourism in selected communities in Abia State in the South-East region of Nigeria. The survey involving a sample size 298 visitors was at determining the effectiveness of

new yam in attracting visitors from far and near to the communities. The analysed data using multiple regression revealed a positive and significant effect of new yam festival on hospitality business patronage. Egweatu (2019) assessed the impact of Calabar carnival activities on hospitality industry development in Calabar. The result showed that tourist activities (street carnival) correlated positively with the marketing performance of hospitality organizations (tourist arrivals and revenue).

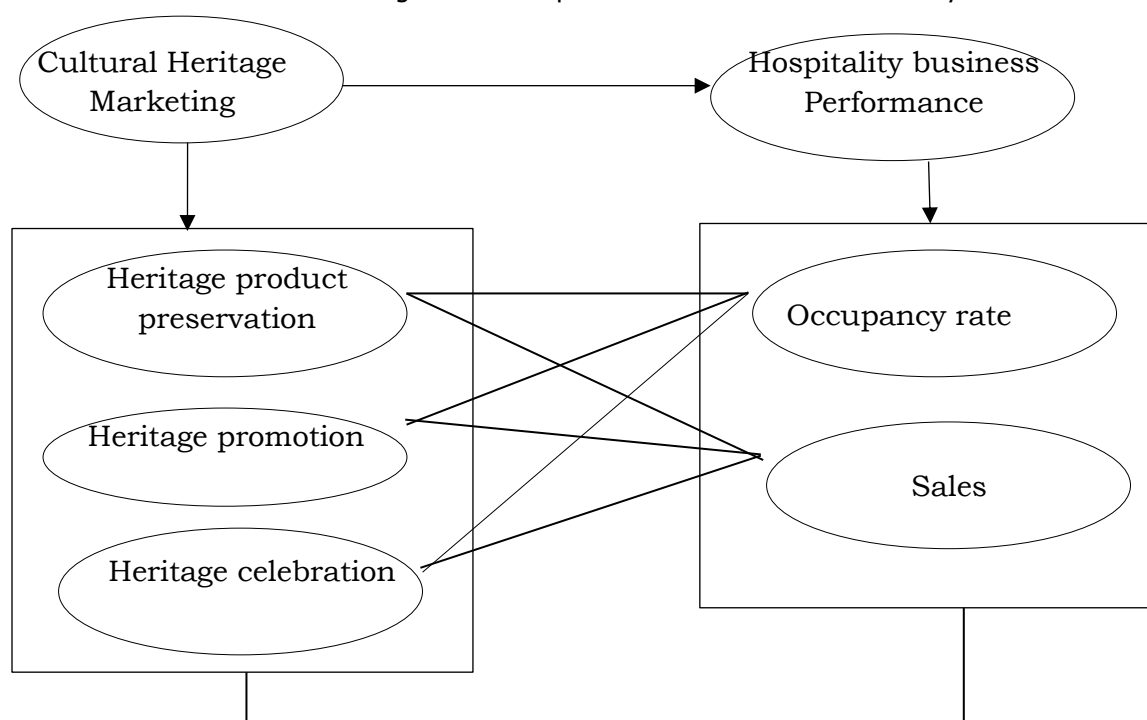
In the same vein, the Statistica Travel and Hospitality Report (2019) revealed a positive effect of tourist destination activities on destination marketing performance. Drawing from a study of the event that attracted 34,000 (thirty-four) thousand tourists to the

Trinidad and Tobago carnival in 2018, the finding showed that the event generated \$318 million in revenue. Nevertheless, the Nigerian context needs to be validated. In the light of the above, we state that:

HA3: There is a positive and significant relationship between the celebration of Osun-Osogbo cultural festival and hospitality business performance in Osogbo, Osun State.

The foregoing literature suggests that a relationship exists between the way cultural heritage is managed and hospitality business performance during festive periods in the area. This is captured in the research model as depicted in fig. 2 below, which provided the bases for hypotheses development.

Figure 2: The operational framework of the Study



Source: As conceptualized by Etuk and Idowu (2024).

METHODOLOGY

This study, adopted the survey method of the quasi-experimental design, because the study sought to ascertain the effect of the just concluded Osun-Osogbo cultural festival in August, 2024 on the performance of tourism and hospitality businesses in Osogbo during the event.

The population for the study consisted of managers and supervisors of hospitality and tourism businesses such as hotels and restaurants operating in Osogbo, Osun State, Nigeria. Available data on the actual

number of registered hotel and restaurants operating in the area from relevant government agency in Osogbo, the state capital, could not be obtained as at when the study was being conducted.

The sampling technique used was purposive sampling to draw a sample from hotels and restaurants operating around Osogbo. The sample size used in this research was 150 determined using the Freund and Williams formula (1992). It consisted of managers and supervisors of hotel and restaurant businesses around the Osun-Osogbo grove. The actual selection



distribution of the respondents across 10 hotels and 5 restaurants in the area is shown below.

Table 1: List of Selected Hotels and Restaurants and selection of Respondents for the Study

S/N	List of Hotels in Osogbo	No. of Respondents
1	Aenon Suites	9
2	Eliz Apartments	8
3	Ideal Nest Hotel	9
4	Adolok International Hotels	9
5.	Ambassadors Hotel	
6	Open Gate Hotel	9
7	Alaha Hotel	8
8	Hotel Bofoo Ltd.	9
9	Wumzy Hotels	8
10.	Osogbo Guest House	10
	Restaurants	
1.	Circle VIP Lounge	10
2.	Justnails	9
3.	LucapyLounge	9
4	Graffiti	8
5.	Louviah Sharwama and Grill	10
	Total	125

The actual selection of the sample was based on the size, years of operation and accessibility to the researcher in the major towns of Osogbo which are Iwo, Ila Orangun, Ile-Ife, Ikire, Ejigbo, Ede.

The instrument used for data collection for the research was the questionnaire. The instrument was designed to aid the research elicit responses from managers of hotels and restaurants around Osogbo grove. The questionnaire used by the researcher was to enable the researcher ascertain the effect of Osun-Osogbo cultural festival on hospitality business tourist flow and tourist spending based on the subjective responses of managers and superisors. The questionnaire was personally administered by the researcher.

Face validity , an aspect of content validity was adopted for this study and was validated by tourism and hospitality marketing academics and tourism industry practitioners. The reliability of the research instrument was ascertained with the use of Cronbach Alpha. The value of the Cronbach Alpha was .892 implying that the data collection instrument was internally consistent.

Regarding the operationalization of the variable of the study, the independent variable of the study (Cultural Heritage product Marketing) was measured along the dimensions of cultural preservation, promotion and

celebration of the heritage product (Osun-Osogbo cultural festival). The dependent variable (Hospitality business Performance) was measured using occupancy rate and sales revenue in hotels and restaurants operating in the area based on the subjective responses of the hospitality managers. This was informed by the unavailability of objective quantitative data on tourist arrivals and spending from appropriate and relevant government agencies since the study was conducted few week after the event had ended.

The questionnaire was structured using the Likert 5-point scale. Strongly Agree (SA) was given the value 5, Agree (A) the value 4, Undecided (U) the value 3, Disagree (D) the value 2 and Strongly Disagree (SD) the value 1, based on the measure statistic. Appropriate statistical tools were deployed for data analysis. Respondents' characteristics were analyzed with the use of frequencies and simple percentages. Univariate analysis was performed using mean scores and standard deviation while bivariate analysis (hypotheses testing) was done utilizing the Pearson Product Moment Correlation technique. The analyses were aided by the SPSS (Statistical Package for Social Sciences). The data were tabulated and entered in SPSS for statistical analysis.

Analysis and Results

Table 2 Demographic profile of respondents



S/NO	Demographic Variable	Number	Percentage
1	Gender		
	Male	68	54
	Female	57	46
	Total	125	100
2	Age		
	20 – 29 years	28	22
	30 – 39 years	40	32
	40 – 49 years	23	18.
	39 – 59 years	20	16
	60 years & above	15	12
	Total	125	100
3	Highest Education Qualification		
	WAEC/NECO	61	49
	OND/NCE	16	13
	BSC/HND	18	14
	FSLC	30	24
	Total	125	100
4	Marital Status		
	Single	35	28
	Married	53	42
	Divorced	12	10
	Widowed	25	20
	Total	125	100
5	Status in the Organization		
	Owners	23	19
	Supervisors	14	11
	Managers	88	70
	Total	125	100
6	Religion		
	Muslim	41	33
	Christian	54	43
	Traditionalist	30	24
	Total	125	100

Table 2 shows the information on demographic profile of respondents.

The table revealed that 68 respondents (45.4%) were male while 57 respondents (45.6%) were female. This implies that male respondents were of the majority.

The information on age bracket of the respondents in section 2 of Table 2 above shows that 28 respondents (22.4%) were within 20 – 29 years, 40 respondents (32.%) were within 30 – 39 years, 23 respondents (18.4%) were within 40 – 49 years, 20 respondents (16%) were within 50 – 59 years, 15 respondents were within 60 years and above. This information shows that majority of the respondents were within the ages of 20 – 29 years.

Section 3 of Table 2 above shows information on the respondents' level of education. They were represented as follows: WAEC/NECO (61) (48.8%), OND/NCE (16) (12.8%), BSC/HND (18) (14.4%), FSLC (30) (24%). From the information it shows that respondents with WAEC/NECO are of the majority.

Section 4 of Table 2 shows the marital status of respondents. 35 respondents (28%) were single, 53 respondents (42.4%) were married, 12 respondents (9.6%) were divorced, 25 respondents (20%) were widowed. This information shows that married respondents are majority.

Section 5 of Table 2 records the status of respondents in the organizations. 23 respondents (18.4%) are owners, 14 respondents (11.2%) are supervisors, 88



respondents (70.4) are managers. This information shows that majority of the respondents were managers of hospitality and tourism businesses operating in the area.

Section 6 of Table 2 records the religion of respondents. 41 respondents (33%) are muslims. 54

respondents (43%) are Christians, 30 respondents (24%) are traditionalist. This information shows that majority of the respondents were Christians who operated tourism and hospitality businesses in the town.

Univariate Analysis

Table 3 : Summary of Descriptive statistics on Heritage Product Marketing and Hospitality business Performance (Aggregate mean)

Heritage Product Marketing	Mean	Std.dev	N
Heritage product preservation by custodians and devotees	4.2000	1.07012	125
Adequate promotion through old and new media.		.89608	
Collaborative marketing of the event by tourism/hospitality firms	2.3840	.86529	125
	2.2421		125
Celebration through procession, rituals, displays, singing and dancing	4.1304	.79732	125
Hospitality business Performance	Mean	Std.dev	N
More guests for hotels and restaurants during the festival	4.0811	.85743	125
Increase in occupancy rates for hotels during the festival	4.0312	.86776	125
Increase in sales for restaurants and hotels during the festival	4.1205	.83673	125

Information on Table 3 above shows the result of descriptive statistics on items of cultural heritage product marketing and hospitality business performance with the use of IBM SPSS Statistics version 20.0 output. Except for promotion and collaboration, the mean scores of all the other items were greater than the threshold of 3.9. The grand mean of 3.9>3.0 mean score on five point Likert scale is considered appropriate as regards acceptability. This suggests that there was a weak collaborative effort on

the part of hospitality business managers towards the marketing of the festival and promotion of the event was perceived to be inadequate.

Bivariate Analysis

The Pearson Correlation statistical technique was used to ascertain the degree of relationship between the independent and dependent variables in line with the hypothesized relationship.

Table 4: Summary of Hypotheses Test Results using Pearson Product Moment Correlation on the relationship between Cultural Heritage Marketing and Hospitality business Performance

HP	Predictor Variables	Criterion Variables	Correlation Co-efficient (r)	P-Value (sig.)	Level of Sig.	Decision
H1	Heritage preservation.	OR	r =.941.	.000	$p=.000 < 0.05$	<i>Supported</i>
H2	Heritage promotion	OR	r =.865	.001	$p=.001 < 0.05$	<i>Supported</i>
H3	Heritage celebration	OR	r =.899	.001	$p=.001 < 0.05$	<i>Supported</i>
H4	Heritage preservation.	S	r =.835	.000	$p=.000 < 0.05$	<i>Supported</i>
H5	Heritage promotion	S	r =.879	.002	$p=.002 < 0.05$	<i>Supported</i>
H6	Heritage celebration	S	r =.729	.000	$p=.001 < 0.05$	<i>Supported</i>

Table 4 shows that all the dimensions of cultural heritage marketing have a positive and significant correlation with hospitality business performance (HBP) metrics of occupancy rate and sales at the Osun-Osogbo cultural festival in Osogbo, Osun State, Nigeria, thus, implying the rejection of all the null hypotheses.

Discussion



The Pearson correlation result showed a positive and statistically significant relationship between the preservation of Osun-Osogbo cultural festival and occupancy rate and sales in hospitality businesses in Osogbo, Osun state of Nigeria. This suggests that the preservation of the annual cultural heritage continues to attract thousands of visitors, including devotees, tourists, and cultural enthusiasts from Nigeria and beyond. Our analysis further revealed the influx of visitors during the festival had a significant and positive economic impact on hotels and restaurants due to increase in patronage for their products and services. The result is consistent with Solate (2024), Etuk (2021) Oyebode (2021), Kareem and Habibi (2015), Proenca and Soukiazee (2013) who established that heritage preservation was crucial to their sustainability. The finding is also in agreement with extant tourism literature which is of the view that cultural and heritage tourism is a tool for socio-economic development through attracting visitors outside the host community and amount of money spent at the destination (Silberberg, 2015). However, as our data from subjective responses of hospitality business managers further revealed, tourist arrival and spending at the 2024 Osun-Osogbo cultural festival were lower when compared with the one held in 2023. This may not be unconnected with the current economic hardship in Nigeria, which might have affected tourist flow and patronage of hotel and restaurant services located around the Osogbo grove.

The result of our analysis also showed a positive and statistically significant relationship between the promotion of Osun-Osogbo cultural festival and hospitality business performance in Osogbo, Osun, State in Nigeria.. The finding of this study is consistent with Adejumo (2016), Chikos (2016), Bayode (2015) who indicated in their studies that promotion created awareness and stimulated demand for products and services.

The implication of the finding is that awareness creation is very crucial for this annual event. Therefore, at the local government level, local tourism committees could be involved in local advertising with the objective of attracting domestic tourists while the state and federal government are expected to advertise our national cultural heritage in the international media so as to attract foreign tourists to Nigeria in general and Osun-Osogbo cultural festival in particular. This finding also supports the argument of Kotler (2010) that advertising as a marketing

communication tool helps in the creation of awareness about products and services as well as customers spending at the destinations which supports local economy.

Finally, the result of the test of hypothesis shows a positive and statistically significant relationship between cultural heritage celebration and hospitality business performance in sales and occupancy rate during the festival in Osogbo, Osun state , Nigeria. This result is consistent with the views of Egweatu (2019), Statistica Travel and Hospitality Report (2019), Perrira and Don-Santos (2017) who found out in their studies that festivals draw tourists from far and near. In the process, tourists spend their money in the consumption of services provided by hospitality and restaurants as well as other tourism business operators in the area. This, in turn, improves the local economy. As noted by the various authors, cultural tourism has become one of the desirable development options for various countries of the world. This is because tourists are generally motivated to find true touristic experience, meet and get to know people as well as exploring diverse cultures. This is factual because Osogbo people are known for celebrating this important cultural event for the past 500 hundred years.

Findings, Conclusions and Implications

This study examined the relationship between cultural heritage Product (fOsun-Osogbo festival) marketing and hospitality business performance in Osogbo, Osun State of Nigeria. Our findings showed that the Osun-Osogbo cultural which takes in August every year is an enduring cultural heritage of Osogbo people in particular and Youriba land as a whole which has lasted for over 500years.It was also found that the event was given wide coverage by local conventional media in Osun State and social media. The study further revealed that the Osun-Osogbo festival has been sustained by local custodians and devotees through sacrifices, rituals and procession to Osun shrine and celebration. In addition, it was found that last year's event which took place in August, 2024 attracted local and foreign tourists to Osogbo, although the actual number could not be established at the time the study was being conducted. Finally, the study revealed that hotels and restaurants operating around Osun-Osogbo grove recorded an increase in customers' patronage and revenue during the festival. However, the level of patronage and revenue recorded



by hotels and restaurants during the festival in 2024 was low compared to their performance at the same time last year, which may be due to economic hardship in the country today.

Given the findings of the study, the study concludes that the way the Osun-Osogbo cultural festivals has been managed and marketed through heritage preservation, promotion and event celebration influenced to a large extent, hospitality business performance as gleaned from the performance of hotels and restaurants through tourist flow and tourist spending at the 2024 Osun-Osogbo cultural festival in Osun State.

The findings and conclusion of the study hold some implications for the government and operators of tourism and hospitality business operators in the area for service improvement. First, tourism stakeholders in Osun State of Nigeria should adopt collaborative advertising as e-advertising aimed at creating awareness about the festival in 2025 to potential domestic and international tourists. Another implication of the finding is that at the micro level, a destination marketing organization should be formed by stakeholders at the local government level with the objective to coordinate all tourism marketing activities for the Osun-Osogbo cultural festival 2025. Furthermore, the event should be promoted to the other regions of Nigeria beyond Yoruba land. This should be done in collaboration with private investors and the Nigerian Tourism Development Corporation (NTDC). The federal government of Nigeria should re-evaluate its economic policies to reduce hardship so that more Nigerians can attend the event for their overall wellbeing. Finally, governments at all levels in Nigeria should tackle the issue of insecurity in their domain so that foreign tourists can visit Nigeria on cultural tourism.

Limitation and Suggestions for further research

Our study was limited to one (1) heritage product (Osun-Osogbo cultural festival) marketing and its correlation with the performance of hospitality business organizations around the Osun-Osogbo grove. Our heritage marketing functions were limited to product preservation, promotion and organized celebration. Hospitality business performance was measured using patronage or occupancy rate and sales revenue based on the subjective responses of hospitality business managers in the area. We could not extend our empirical searchlight to other heritage

products in Nigeria due to logistical challenges. Further research effort should be directed towards investigating the packaging and promotion of other heritage products in other geo-political zones and the effect on hospitality business performance. Expost facto research design should be utilized by further researchers to ascertain visitors' experience with the event. Further research effort should also be directed at ascertaining tourist satisfaction with the event.

Finally, more empirical studies should be conducted to obtain concrete quantitative data in terms of actual numbers of visitors (local and foreign) and the amount of tourists spending at the event from appropriate government agencies. This is important because our study only relied on the subjective evaluations of performance by hotel and restaurant managers regarding the event as it was conducted a few weeks after the festival had ended.

REFERENCES

1. Abara, C.J. (2010). The challenges of safeguarding and securing cultural heritage materials during violent conflict in Nigeria. *Journal of world heritage and preservation* 24(64) 346-362.
2. Abiodun, B. (2002). The Nigerian tourism sector: Economic contribution, constraints, and opportunities. *Journal of hospitality financial management*, 10(1) 69-85.
3. Adeniran, J.A. & Fadamiro, J.A. (2011). Perceptions on cultural significance and heritage conservation: A case study of Sussan Wenger's building, Osogbo, Nigeria. *African journal of history and culture* 3(5) 73-88.
4. Agatha, P. (2016). The correlation between international tourist arrivals and tourism receipts – A key factor of tourism efficiency. *Journal of economics engineering*, 16(4), 299-306.
5. Ajake, A.O. & Amalu, T.E. (2012). He relevance of tourism on the economic development of Cross Rivers State, Nigeria. *Journal of geography and regional planning* 5(1) 14-20.
6. Anah, E.J. (2005). Tourism development in Cross Rivers, Nigeria: "A compendium of tourist sites and potential tourism areas". *Calabar journal of liberal studies, (CAJOLIS)* 8, No. 2, 57-78.



7. Aniah, E., Eja, E.I., Out, J. & Ushie, M.A. (2009) Resort potentials as a strategy for sustainable tourism.
8. Aniah, E.J. & Eja, E. Iwara (2005). An exposition and analysis of tourist sites in Nigeria. *Calabar journal of liberal studies*. No. 1, 139 – 157.
9. Aniah, E.J. & Eja, E. Iwara (2005). Tourism development in Cross River State Nigeria: A compendium of tourist sites and potential tourism areas. *Calabar journal of liberal studies* 8 No.2, 51-78.
10. Anikpo, M.O.C. & Atemie, J.D. (2010). Nigeria's socio-cultural heritage fourth edition, Choba, University of Port Harcourt printing press.
11. Anwuri, P. N., & Osuoha, I. J. (2022). Cultural festivals and income generation in Ikwerre Local Government Area of Rivers State. *Gph-international journal of business management*, 05(01), 2022-03-18. <https://doi.org/10.5281/zenodo.6748544>
12. Ayah, P. & Etuk, J.S (2020). Cultural heritage management and in-bound tourism in Oron, Akwa-Ibom State, *Journal of Contemporary Tourism Research*, 12(21), 123-140
13. Bankole, E., Bolayoko, A. & Toluope, O. (2014). Nigerian museum and art preservation: A repository of cultural heritage. *The international journal of the inclusive museum* 6(11) 94-105.
14. Bello Y. O. & Bello, M. B. (2017). Tourism planning and development in an Emerging Economy, Ondo: Excellent Grace Publishers.
15. Bhartia, A. K. (2010) International Tourism Management, revised ed. New Delhi, Sterling Publishers Ltd . 39
16. Chacko, H. E. (2018). Positioning a *tourism* destination to gain a competitive edge. Ideas and Trends Asiaa Pacific *Journal of Tourism Research*
17. Dike, C.W. (2015). Creating prosperity and delivering happiness through innovative business opportunities in Tourism. A paper presentation at World Tourism Day celebration in Port Harcourt.
18. Detlef, K.H. (2008). Managing cultural and natural heritage resources: Part 1- from concepts to practice. *Journal on American regional planning and conservation* 12(17) 252-264).
19. Development in Plateau State, Nigeria. *Journal of sustainable development* 2(2) 14-24.
20. Eccles, G. & Costa, J. (1996). Perspectives in tourism development. *International journal of contemporary hospitality management*, 8(7), 44-51.
21. Ekeke, J.N. (2021). Tourism and hospitality Marketing. Nijikoka: Paper world St. Patrick Ltd.
22. Ekeke, J.N. (2021). Tourism and hospitality management. Nijikoka: Paper world St. Patrick Ltd.
23. Ekundayo, M. & Abutu, G. (2015). Nigerian Tourism: A catalyst for sustainable National Development. *Journal of public administration and management research*. 3(1) 37-50.
24. Ekwelem, V.O, Okafor, V.N. & Ukwoma, S.C.(2011). Preservation of cultural heritage: The strategic role of the library and information science professionals in South East Nigeria. *Journal of library philosophy and practice* 15(24) 64-77.
25. Emin-Bentum, I. (2014). What drives international tourists from developed world to Ghana? *International journal of development and sustainability*, 3(11) 2126-2139.
26. Etuk, J.S. (2021). Destination marketing capabilities and beach tourism performance in Akwa –Ibom State. Published Ph.D. Thesis, University of Nigeria, Enugu Campus.
27. Esu, B.B. & Arrey, E.M. (2009). Tourists satisfaction with cultural tourism festival: A case study of Calabar carnival festival, Nigeria. *International Journal of business and management*. 4(3) 15-27.
28. Familmaleki, M., Aghighi, A and Hamid, K. (2015). Analyzing the influence of sales promotion on customer purchasing behavior. *International Journal of Economics and Management Sciences*, 4(4), 1-6.
29. Gbadegesin, J.T. & Osaghale, G. (2014). Management challenges of cultural property in Nigeria. *Journal of hospitality, tourism and leisure* 3(1) 1-6.
30. Inim, N. & Andrea, S. (2005). Determinants of tourist arrivals in Africa: A panel data regression analysis. *International journal of tourism economics*, 11(3), 365-391.
31. Kigoth, W. (2000). Sustainable tourism: A regional perspective. *Tourism Management*. 18, 433-440.



32. Kotler, P., Bowen, J. T. & Makens, J. C. (2010). Marketing for hospitality and tourism, 4thed. New York: Pearson Books.
33. Leonard, J.L. (2005). The future of tourism: An introductory forum. Aba: Spectrum press.
34. Mason, P.J.L. (2005). Popular participation, employment and the fulfillment of basic needs. *International labour review*, 118(1), 27-38.
35. Middleton, V.T.C. & Clarke, J.(2008).Marketing in travel and tourism,3rd Ed.,New York: Butterworth Heinemann
36. Mirna, W. & Gilliland, T. (2013). Cultural heritage: A patrimony. *Journal of Buckland cultural heritage* 6(11) 25-37.
37. Nalajuya, A., Sheru, M. & Yunusa, M. (2014). The possible impact of tourism industry on Nigeria economy: *Journal of public administration and management* 3(5) 66-74.
38. Nbinye, S. I. (2014).Theimpact of marketing communication on the corporate performance of Mobile Telecommunications in Port Harcourt.*Journal of Business Research*, 10 (8). 8- 104
39. Ndanusa, M. Yoshifumi & Amunul, I. (2014). Challenges to growth in tourism industry of a developing country: The case of Nigeria. *Journal of science and innovation* 10(19) 282-289.
40. Obilo, E. (2023). Osun cultural heritage, *Cultural Review*. 2 (8). 11
41. Okhiria, A.O., Adebayo, A.D., & Usdame, J.O. (2014). Threats and Challenges of tourism to indigenous culture in some selected tourism sites in Akwa Ibom, Nigeria. *European journal of business and social sciences* 3(4) 20-28.
42. Onyima, B.N. (2016). Nigerian cultural heritage: Challenges and prospects. Ogirisi: *A new journal of African studies* 12(2) 270-291.
43. Oyinloye, M.A.C. (2018). Sustaining aspects of cultural heritage management in Nigeria: A case study of wooden objects in the national museum in Osogbo, Nigeira. *International journal of African society, cultures and traditions* 6(1) 28-40.
44. Oyeboode, A.O. (2017). Marketing strategy and tourism patronage in Southwest Nigeria. *Babcock University*.Ileshan Remo, Ogun State.
45. Page, S. J. & Connell, J. (2006). Tourism: A modern synthesis 2nd ed, London: Thomson Learning.
46. Pereira, L. A., Limberger, P. F., da Silva, L. C., Floresand Pereira, M.D.L. (2018). An empirical investigation of destination branding: The case of the City of Rio de Janeiro, Brazil
47. Solate,, E. (2024). The Osun-Osogbo Festival: A timeless celebration of Yoruba culture and heritage. *Osun State Development*.
48. Song, H. & Gang, L.I. (2010). Tourism demand modelling and forecasting: How should demand be measured? *Journal of tourism economics* 16(1), 63-81.
49. United Nations Educational, Social and Cultural Organization (UNESCO) (2019). World tourism day report.
50. United Nations World Tourism Organization. (2012). Gender and tourism ; Regional seminar on responsible tourism: Opportunities for women and youth in Nigeria.
51. United World Tourism Organisation (UNWTO). (2012). Tourism highlights 2nd (Ed.). Retrieved December 12, 2012, from www.unwto.org/facts/menu.
52. UNWTO.(2011). Religious tourism in Asia and the pacific. Madrid, Spain : World tourism organization.
53. United Nation World Tourism Organization (2004). United nation world tourism organization, national and regional tourism planning. *Methodologies and case study*. UNWTO, Madrid, Spain.
54. United Nation World Tourism Organization (2005). United national tourism organization, market, tourism more sustainable. A guide for policy makers, UNWTO, Madrid, Spain.
55. Walter, J. (2000). The challenges of sustainable community cultural heritage tourism. *Journal of cultural heritage management* 7(4) 10-19.
56. Wordu, S. A. (2011). Festivals, carnivals and cultural tourism in Nigeria, Nigerian socio-cultural heritage. GES, 4th Ed. University of Port Harcourt. 164-177.
57. World Tourism Organization (2018). Un WTO world tourism barometer.
58. World Travel and Tourism Council Report (2018). Travel and tourism economic impact, Nigeria.
59. World Travel & Tourism Council Report (2017). Travel and tourism economic impact, Nigeria



World Bulletin of Social Sciences (WBSS)

Available Online at: <https://www.scholarexpress.net>

Vol. 39, October 2024

ISSN: 2749-361X