

AWARENESS, PARTICIPATION, AND CONSTRAINTS TO CULTURAL FESTIVALS TOURISM IN IDANRE HILLS RESORT, NIGERIA

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Resumo

Festivais são eventos celebrados em uma determinada comunidade para mostrar a rica herança cultural do povo. Este estudo investigou a conscientização, participação e restrições ao turismo de festivais culturais em Idanre Hills Resort, estado de Ondo, Nigéria. A coleta de dados se deu por meio da aplicação de questionário estruturado e entrevistas com informantes-chave. O tamanho da amostra foi de 250 turistas e 20 informantes-chave. Os dados foram analisados e apresentados de forma descritiva. Foi realizada análise temática dos dados qualitativos coletados por meio de entrevista. A regressão logística foi utilizada para testar a hipótese. O resultado do estudo estabeleceu a presença de quatro festivais culturais atualmente celebrados no Idanre Hills Resort. Mais de metade dos turistas (57,2%) não conheciam os festivais culturais do Resort enquanto 26,0% participavam em festivais culturais. Além disso, 52,4% dos que não participam atualmente de festivais culturais no Resort estão dispostos a participar no futuro. O principal constrangimento potencial ao desenvolvimento do turismo de festivais culturais foi a insegurança (Média=4,20). Educação ($p<0,01$), situação profissional ($p<0,01$) e renda ($p<0,01$) foram os determinantes da consciência dos turistas sobre festivais culturais nos Resorts, enquanto educação ($p<0,01$), religião ($p<0,01$), e situação profissional ($p<0,01$) foram os determinantes da vontade dos turistas em participar do turismo de festival cultural no

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Resort. Recomenda-se uma publicidade e promoção mais ampla, agressiva e sustentada dos festivais culturais, apoio governamental adequado e segurança no destino dos festivais.

Palavras-chave: Awareness. Cultural Festival. Development. Tourism.

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Abstract

Festivals are events celebrated in a particular community to showcase the rich cultural heritage of the people. This study investigated the awareness, participation and constraints to cultural festivals tourism in Idanre Hills Resort, Ondo State, Nigeria. Data collection was through administration of structured questionnaire and key informant interviews. The sample size was 250 tourists and 20 key informants. Data were analysed and presented descriptively. Thematic analysis of the qualitative data collected through interview was carried out. Logistic regression was used to test the hypothesis. The result of the study established the presence of four cultural festivals currently celebrated at Idanre Hills Resort. More than half of the tourists (57.2%) were not aware of the cultural festivals at the Resort while 26.0% participated in cultural festivals. In addition, 52.4% of those not currently participating in cultural festivals at the Resort were willing to participate in the future. The main potential constraints towards the development of cultural festival tourism identified was insecurity (Mean=4.20). Education ($p<0.01$), employment status ($p<0.01$), and income ($p<0.01$) were the determinants of tourists' awareness of cultural festivals at the Resorts while education ($p<0.01$), religion ($p<0.01$), and employment status ($p<0.01$) were the determinants of tourists' willingness to participate in cultural festival tourism at the Resort. Wider, aggressive, and sustained publicity and promotion of cultural festivals, adequate government support and security at the festivals destination are recommended..

Keywords: Awareness. Cultural Festival. Development. Tourism.

1. INTRODUCTION

Festival is an expression of culture of a particular group of the society with intricate social, economic and cultural values. Today, local festivals are regarded as important tourism resource, a prominent component in the culture of many societies and an inevitable part of the heritage of many nations (Kuuder *et al.*, 2010). Festival tourism is among the fastest growing tourist branch. Together with special events, it focuses on culture exchange on international, national and local scale. In their diversity, they engage both artists and

visitors as participants sharing the specific cultural perceptions arising from history and tradition, cuisine and beverages, music and dancing (Stankova & Vassenska, 2015). Undoubtedly, beyond sacredness, ritualistic and religious affairs, worldwide, festivals and local special events are widely acknowledged to make an important contribution to the economic development of their local areas, as they provide opportunities for tourism promotion, commercial outcomes and increased inward investment in host regions and contribute to the extension of the tourism season (Huang *et al.*, 2010).

When festivals connected with tourism, it can be related with economic and social motivation which means it must be viewed from both demand and supply sides that gather people for some common purpose for either leisure or business (Herrero *et al.*, 2012). Properly prearranged cultural festivals have the potentials to fascinate, exhibit cultural traditions and educate the general public about rich culture also at the same time raise the economic impact on the community (Saayman & Rossow, 2011). Cultural heritage festivals perform as a vibrant power behind cultural improvement and social connection while bringing in monetary sustenance (Herrero *et al.*, 2012).

Adeniran and Akinlabi (2011) explained that sustainability of heritage resources cannot be achieved without the direct involvement of the local community. The authors further explained that, if heritage is respected, used and managed by locals, it has better chances to be conserved and protected. Cultural events and festivals were increasingly being used to promote lesser known destinations in a bid to attract more tourists and at the same time enhance their competitiveness and attractiveness in a global tourist park. Thus there is a great need to promote and preserve such cultural events and festivals.

The development and management of events and festivals had become a significant source of interest for many cities especially those rich in history and cultural heritage. Therefore, in the highly competitive environment of modern day tourism, events and festivals may be a way for cities to respond to economic, social, and environmental challenges. Maximizing the benefits of festival tourism development is difficult in many emerging economies because most of these countries lack good governance, financial support and lack of tourism awareness. Nigeria and the host communities stand to benefit a lot if her cultural heritage resources are adequately preserved and managed. This will not only prolong lives of these resources but has great potentials of boosting the country's economy through tourism.

Studies have been conducted on Idanre community and Hills Resort. Some of these studies were on impact of Orosun dance (Adegbite, 2010), visitation pattern (Ogunbodede, 2012) motivation and place attachment (Ogunjinmi *et al.*, 2019)), and impacts and benefits of festivals (Arowosafe *et al.*, 2020). However, studies focusing on tourists' awareness, participation, and constraints to cultural festivals tourism in Idanre Hills Resort are scant. Therefore, this paper investigated tourists' awareness, participation and constraints to cultural festival tourism at Idanre Hills Resort, Ondo State Nigeria.

2. LITERATURE REVIEW

Tourism is developing at a faster rate globally and more countries are getting awareness about the need to develop tourism for economic advantages (Ayeni and Ebohoh, 2012). Tourism serve as a catalyst for enhancing many country destination employment opportunities, income and revenue through sales and taxation, foreign exchange, quality of life, national and international cooperation and infrastructural facilities (Eja *et al.*, 2012). WTTC reported that, travel and tourism industry has contributed nearly US\$ 8.8 trillion to global economy which is equal to 10.4% of global GDP (Sun, 2020). Across the world, mainly 330 million people has been engaged in this sector with an economic growth of 3.2% and 1 out of every 10 jobs (330 million) held on the planet comes from the sector (WTTC, 2018).

Across the globe tourist destinations are developing and promoting events as a means of attracting and enhancing visitor experience. Events around the world have developed an interest in festivals that are economic, socially and environmentally sustainable and often function as tourist attractions (Siyabonga and Lihle, 2018). Festivals of all kinds are being increasingly promoted as a means of enhancing the identity, both externally and internally, of a destination. Festivals in Africa have been practiced for a long time but they are not seen as tourist attractions. However, this is steadily changing as festivals are now becoming tourist attractions because of the number of visitors who come to a developing destination to experience festivals due to international recognition (Kemang, 2012). Nevertheless, It provides huge importance in aggravating existential attitudes and unique and unforgettable experiences (Huang *et al.*, 2010). They are one of the most common representations of diversification strategies in tourist demand in cities boasting

abundant heritage which are beneficial to both the attracted visitors and the communities that host them.

Tourism awareness is very important as it can increase the participation of the communities in tourism. Awareness can also change the community's perceptions about tourism. Therefore, tourism awareness and perceptions are the cornerstones of community participation in tourism (Lekaota, 2017). Heritage awareness is a fundamental part of any heritage preservation and management. It requires commitment and local support. One of the basic reasons for damage of heritage is the lack of awareness and non-involvement of the public (Shankar & Swamy, 2013).

Heritage awareness is a key component of heritage safeguarding and management (Srivastava, 2015). Cultural awareness is revealed when an individual identifies his or her personal heritage, beliefs, and values in order to identify others beliefs. This awareness allows one to recognize faces of similarity and disparities of culture and its influence on various aspects an individual's life. The more interaction between different groups is effective, the more the value for cultural awareness enhances (Mfa *et al.*, 2013). What is considered as appropriate in one culture is possible to be inappropriate in another, and then, misunderstandings arise when people communicate (Baird *et al.*, 2011). Srivastava (2015) conducted a study to investigate the awareness of cultural heritage amongst the staff members at University Level. The results reveal that female staff's cultural heritage awareness is better than male staff. The development of cultural awareness often necessitates a period of time and it requires commitment and support of the local community. Communities have to be knowledgeable and aware of tourism activities taking place in their own surroundings to ensure posterity of their heritage (Srivastava, 2015).

The public is entitled to participate in planning activities that impact their daily lives. Community participation is a categorical term that legitimizes various forms (direct, indirect, active, passive, and so on) of participation at different levels (local, regional, and national) under specific circumstances (Mak, 2012; Thetsane, 2019). Community Participation has been extensively debated in tourism literature in the area of sustainable tourism in ancient communities. It plays a major role in the recovery and sustainable development of rural communities (Jaafar *et al.*, 2015). With the participation of community residents, tourism development could integrate the opinions of residents, thereby helping to satisfy residents' expectations. Moreover, community participation in tourism development plays a significant

role in improving the economic development of residents and their overall quality of life (Wang *et al.*, 2021). Community participation in tourism development is not only crucial for promoting the economic and social development of the local community but also better meeting the needs of tourists. Furthermore, if residents participate in the decision-making process, it helps to promote the local community's support for tourism development and strengthen residents' willingness to preserve their traditional lifestyle and values (Wang *et al.*, 2021).

Active participation and engagement in the festival has been shown to provide actual and potential opportunities that bring people together to partake in a shared experience for their mutual benefit (Laing & Mair, 2015). The benefits of arts participation include empowerment, improved mental health and wellbeing, social inclusion, and a perception of improved health and happiness (Davies *et al.*, 2016). Research has shown that where individuals have a sense of purpose, a sense of agency, and are given opportunities to achieve their potential, they are more likely to report heightened wellbeing (Chummun, 2011). Consequently, wellbeing may be strengthened through activities that provide communities with participatory opportunities to develop and deepen relationships. Moreover, where these communities are actively involved in co-production or development of communal activities, there is potential opportunity to develop strong bonds, relational ties and social capital (Rhodes & Schechter, 2014, Sardu *et al.*, 2011).

3. METHODOLOGY

The study was carried out in Idanre Hills Resort, Ondo State, Nigeria. Idanre Hills Resort is one of the famous historical destinations in Nigeria characterised by morphological and geomorphological formations. The site is situated in Odode Idanre, a community adjoined by Alade Idanre and Atosin Idanre in Idanre Local Government Area of Ondo State, Nigeria (Figure 1). Idanre town town is located about 25km from Akure, the Capital of Ondo State and comprises of three major settlements, Alade, Odode and Atosin. All these communities, together, spread over a landscape of about 633.7 hectares of land and lies between longitudes 07° 00' and 7° 10' and latitude 5°00 and 5°13. They are surrounded in the north by Akure; in the south by Siluko (Edo State); Onisere and Ikale, in the east by Benin, Edo State and in the West by Ondo Town. Oke Idanre hill consists of high plain with spectacular valleys interspersed with inselbergs of about 3,000 ft above sea level. Its

physical attributes include Owa's Palace, Shrines, Old Court, Belfry, Agboogun foot print, thunder water (Omi Aopara) and burial mounds and grounds. Idanre hill is one of the most awesome and beautiful natural landscapes in Ondo State and Nigeria. Added to its beauty which fires human curiosity is the fact that the entire people of Idanre lived on these boulders for almost a millennium. Since emigration down hill in 1923, the topography, vegetation as well as the fauna and floral life have remained undistributed. However the festivals provides occasions for reconciliation of the low-landers and their natural environments as well as reenactments or .historical episodes in local Idanre history and its wider Yoruba ideology, mythology and confederacy (UNESCO, 2007). It also has diverse and variegated eco-systems of flora and fauna. Oke Idanre contains very important bio-physical and land form features whose interaction with the physical features created an enduring cultural landscape within the setting (UNESCO, 2016).

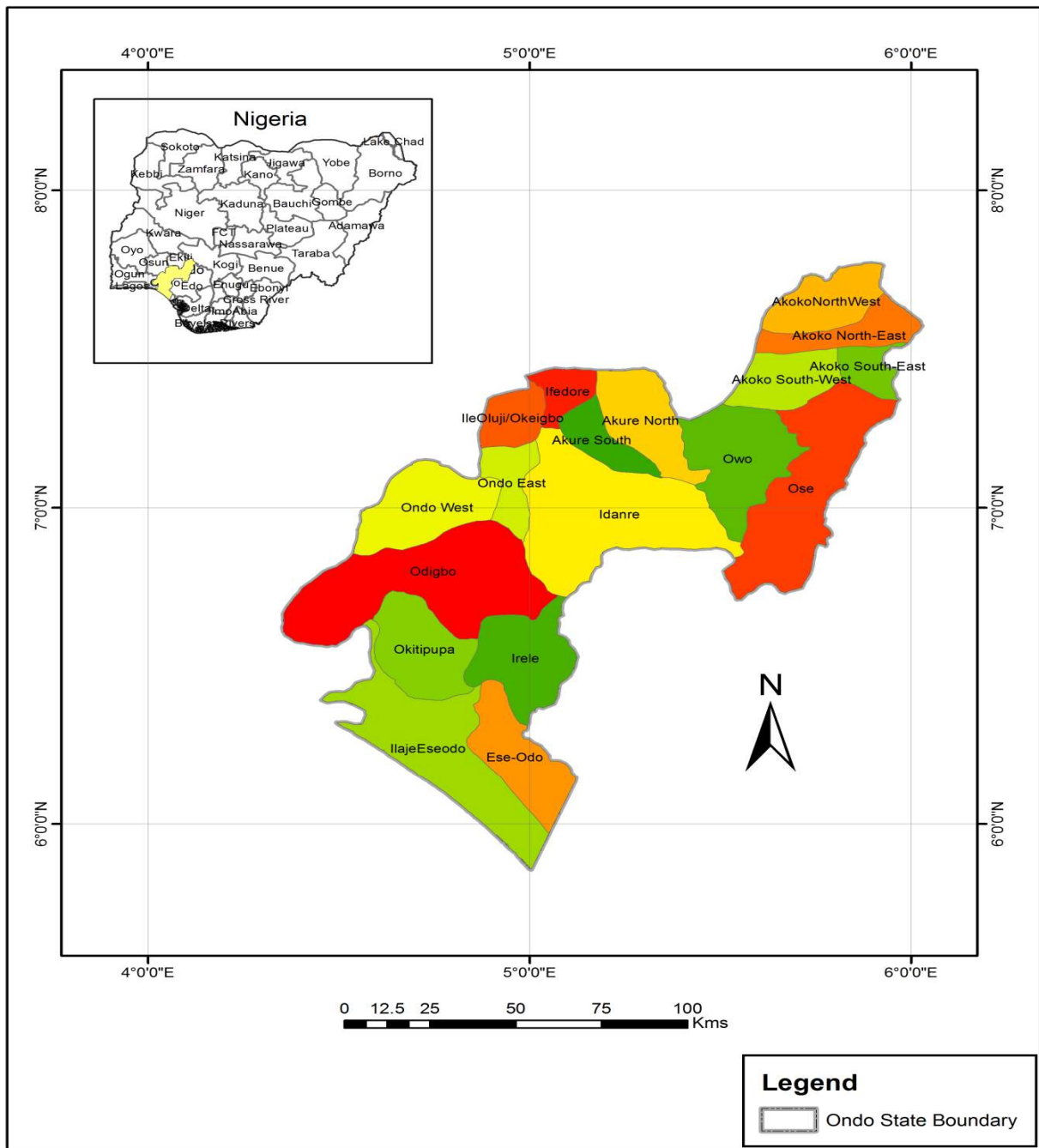


Figure 1: Map of Ondo State showing the study area

Source: Oyeniran, 2016.

3.2 Sampling, Data Collection and Analysis

The study populations were the tourists and the residents of the host communities. The sample frames was limited to Odode- Idanre, Atosin –Idanre and Alade –Idanre. The three communities were purposively selected based on their proximity to Idanre Hills Resort.

The sample size for the tourist was 250 respondents that were randomly selected among the tourists to the destination during the period of data collection for the study. A total of 20 key informants were purposively selected from the communities based on their experience, knowledge of the tradition and custom of the community. The key informants held various positions such as Community Heads (3), Family Heads (4), Priests (2), and Chiefs (11) and thus conversant with cultural festivals in Idanre community. Data were collected from the tourists to the Resort through questionnaire administration while qualitative data were collected through oral interviews of the key informants. The questionnaire consisted socio-demographic characteristics of the tourists, awareness of cultural festivals, level of awareness of cultural festivals, participation in cultural festival tourism, willingness to participate participate in cultural festival tourism and constraints to participation. On the other hand, oral interviews was conducted. Reliability of the instrument(questionnaire) was determined using Cronbach's (1951) method for determination of reliability. The Cronbach's Alpha Coefficient for awareness of cultural festivals was 0.71, participation in cultural tourism was 0.96, and potential constraints to participation was 0.77 indicating the items used in the study are reliable and there is internal consistency was above the threshold of 0.70.

4. RESULTS

4.1 Socio-demographic Characteristics of the Tourists

Table 1 reveals socio-demographic characteristics of tourists. It shows that 62.0% were male and 38.2% were female. This is inconsistent with 56.1% female recorded by Li (2019) while it is consistent Ogunjinmi et al (2022). The age distribution reveals that majority of respondents were between 18-24 years (49.6%) and 25-54 years (44.4%). This is consistent with what was reported by Ogunjinmi *et al.* (2019) at the Site. In addition, 49.6% had tertiary education. This agrees with Li (2019) who reported that College and Graduate degree as majority and Ogunjinmi (2022) who reported 78.7% tertiary education. Large percentage were single (58.0%), an indication that singles are mostly engaged in nature based recreational activities. In addition, 59.2% reported to be Christians, which could imply that Christians visit Idanre Hills Resort than other religious groups. Finding also shows that all the respondents were Nigerians (100.0%). This revealed poor visitation to the Hills Resort

by international tourists. Poor level of visitation by international tourists to Idanre Hills Resort could be as a result of insecurity such as kidnapping and banditry that are currently widespread in Nigeria. The employment status of the respondents shows that large percentage were students (48.8%), which agrees with Ogunjinmi and Binuyo (2018). The respondents with income less than ₦30,000 (US\$72.40) (71.6%) were the majority, and thus revealed that large percentage of the respondents were low income earners since they earn less than the Country (Nigeria) minimum wage of ₦30,000. This income level is higher than what was previously reported by Arowosafe *et al.* (2020).

Table 1 - Socio-demographic characteristics of tourists (n=250)

Variables	Freq.	Percentage (%)	Variables	Freq.	Percentage (%)
Gender			Religion		
Male	155	62.0	Christianity	148	59.2
Female	95	38.0	Islam	94	37.6
Age			Traditional belief	8	3.2
18-24 years	124	49.6	Nationality		
25-54 years	111	44.4	Nigerian	250	100
55-64 years	15	6.0	Foreigner	0	0
65 years and over	0	0.0	Employment Status		
Education			Employed	56	20.4
Non-formal education	5	2.0	Unemployed	41	16.4
Primary education	30	12.0	Self-employed	31	12.4
Secondary education	66	26.4	Student	122	48.8
Tertiary education	124	49.6	Apprentice	5	2.0
Vocational educational	25	10.0	Income (N)		
Marital Status			Less than 30,000	179	71.6
Single	145	58.0	31,000 - 60,000	70	28.0
Married	83	33.2	61,000 – 90,000	1	0.4
Divorced/Separated	17	6.8	91,000 – 120,000	0	0
Widow/widower	5	2.0	121,000 -150,000	0	0
			Above 150,000	0	0

4.2 Tourists and Community's Awareness of Cultural Festivals Celebrated at Idanre Hills Resort

Figure 2 shows that more than half (57.2%) of tourists were not aware of the cultural festivals while 42.8% were aware. The tourists were aware of the three festivals, 'Ije', 'Orosun' and Bat 'Use' festivals. This could be as a result of low level of advertisement and publicity of the cultural festivals at Idanre Hills. The low advertisement and publicity could be a potential drawback to tourists' participation in cultural festival. This is because without awareness, the tendency for tourists to attend such festivals is diminished. The level of awareness of those that were aware varies from least aware (34.6%), aware (28.0%), somewhat aware (29.0%) to most aware (8.4%) (Figure 3). Majority (55.0%) of respondents that were aware of the cultural festivals in Idanre Hills Resort were aware through the word of mouth while others were aware through radio (32.7%) and social media (10.3%) (Figure 4). This is an indication of the importance of word of mouth as means of domestic tourists information source about tourist destinations. This is consistent with Gartner (1993) who opined that among traditional information sources, word of mouth and previous vacation experiences are widely accepted as the most reliable and influential information. This finding is however contrary to Ziyadin *et al.* (2019) who reported social media as the main form of tourists' source of information on festivals. The difference could be as a result of low level of use of social media as tourists' information sources in Nigeria despite increasing subscription among the public, compared with word of mouth from friends and family.

On the awareness of festivals by the key informants in the communities, the respondents stated thus:

We are members of this community, and we are fully aware of the existence of cultural festivals celebrated on the hills. No member of this community, even, non-native can say he or she is not aware of the festivals celebrated in our community. There are four major cultural festivals we celebrate on the hills. These festivals are: Ije festival, celebrated in December and Orosun festival, celebrated in May, Use (Bat) festival, celebrated in February and Ijesu festival, celebrated in August.

The oral interview thus show that the residents of Idanre Community are highly aware of the festivals being celebrated annually on Idanre Hills. Firma *et al.* (2021) however reported moderate awareness of cultural festival among the residents while Kamel (2019) reported low level of awareness of cultural festivals. The key informants also stated their sources of awareness of the festivals celebrated on the hills:

We are the custodians of our festivals. We always try and ensure that the festivals are known, even outside our community. In the past, we advertise on radio and television only. With the advent of social media, we ensure that it is popularize on social media, particularly, by our youths and educated elites residing in other big cities. Our community and family heads do spread the celebrations of the festivals through word of mouths.

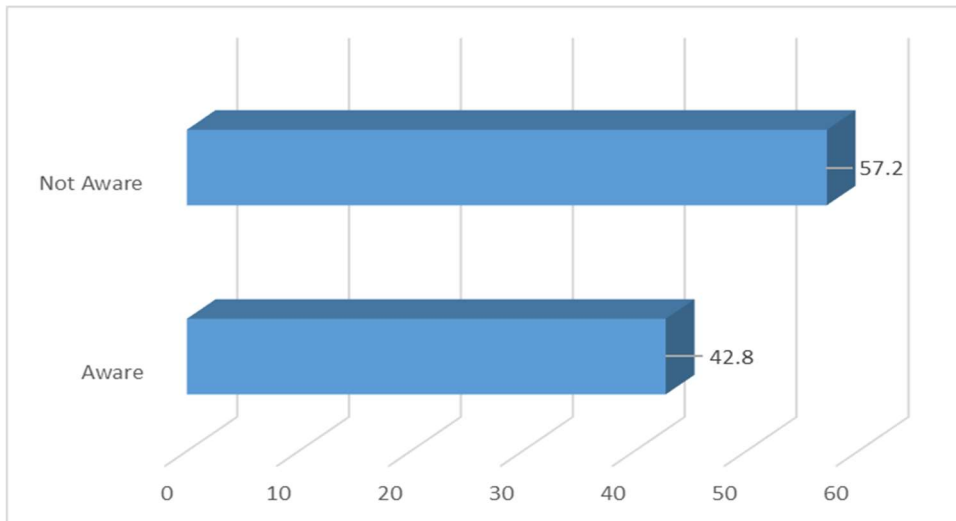


Figure 2: Tourists' awareness of cultural festivals (%)

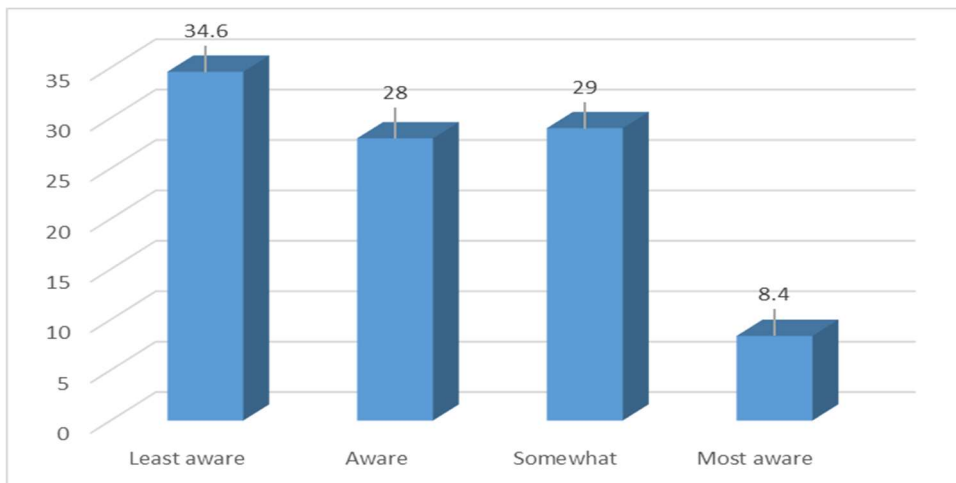


Figure 3: Tourists' level of awareness of cultural festivals (% , n=107)

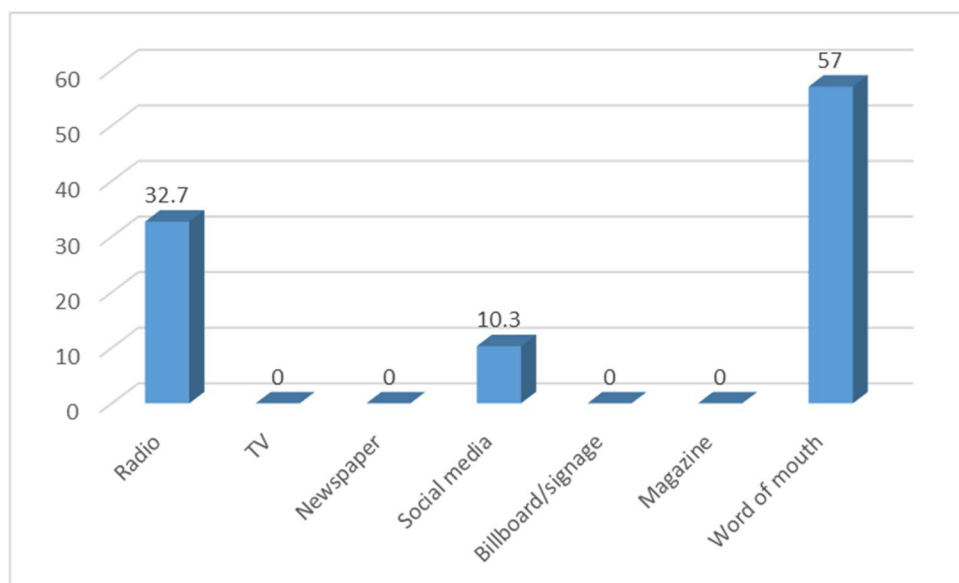


Figure 4: Tourists' sources of awareness of cultural festivals (% , n=107)

4.3 Tourists' and Local Community Participation in Cultural Festival in Idanre Hills Resort

The result in Figure 5 indicates that 26.0% of tourists participated in the cultural festivals while 74.0% did not participate. The findings of this study imply low level of participation in cultural activities celebrated on the hills among the tourists. This could be as a result of low level of publicity and advertisement of the festivals among the wider public as well as stigmatisation of cultural festivals due to religious belief, particularly among Christianity and Islam adherents. The study also reveals that tourists participated in the festivals due to their social preference (73.8%), experiencing other people's culture (67.7%), and meeting new people (61.5%) are major reasons for participation. Change from everyday life, friends and family togetherness, and experiencing the activities were reported by Nongsiej and Mothilal (2019) as the reasons for participating in festivals. In addition, their forms of participation are through patronizing the traders and as spectators (Figure 6). This suggests that their participation served local economic and entertainment benefits. Similarly, religion affiliation (75.7%), performance taking place at night (69.7%), lack of awareness (61.1%) and remoteness of the location (51.4%) were identified by the respondents as reasons for non-participation in cultural festivals at the Resort (Table 7). The study thus suggests that religious affiliation such as Christianity and Islam hinder tourists' participation in cultural festivals at Idanre Hills Resort.

However, more than half (52.4%) of the respondents' who are not currently participating were willing to do so in the future, an indication of future potential of cultural tourism festivals at the Hills Resort. All the key informants admitted high level of participation in the cultural festivals by Idanre Community, although the forms and levels of participation vary: Below is the summary of their responses:

Idanre Hills is our ancestral home. The festivals are part of culture and tradition, and they are our heritage. Every family has affinity with the festivals. We are fully involved and participate every year, both young and old, the youths, including girls and women. Some people in our community participate through cash donations, some through kinds. Many individuals are involved in activities such as ritual performance, volunteered work, dancing, drumming, chanting traditional songs and women are involved in food preparation while some by the virtue of their position attended to pay homage to the king.

The findings from oral interviews show high level of participation in cultural festivals by Idanre community residents at Idanre Hills Resort. This is in agreement with Sakitri (2018) that who reported that the local community actively engaged in festival and the findings of Singgalen *et al.* (2019) who reported the existence of community participation in Tanjung Bongo Festival in Indonesia. The level of community participation in Tanjung Bongo Festival also varies and are on planning, implementation, evaluation, and supervision. However, the finding is in contrast with what was reported by Aideed (2021) who reported that interviewees indicated that community involvement in Salalah Tourism festival was low, limited to selling traditional food.

From the findings, religion affiliation, remoteness of the location, and lack of awareness are responsible for non-participation in cultural festivals in Idanre Hills Resort by tourists. The influence of external agents of change such as rival religious practices (Christianity and Islam) makes the future prospect of cultural festivals to be bleak (Adejube and Ojike (2021)..

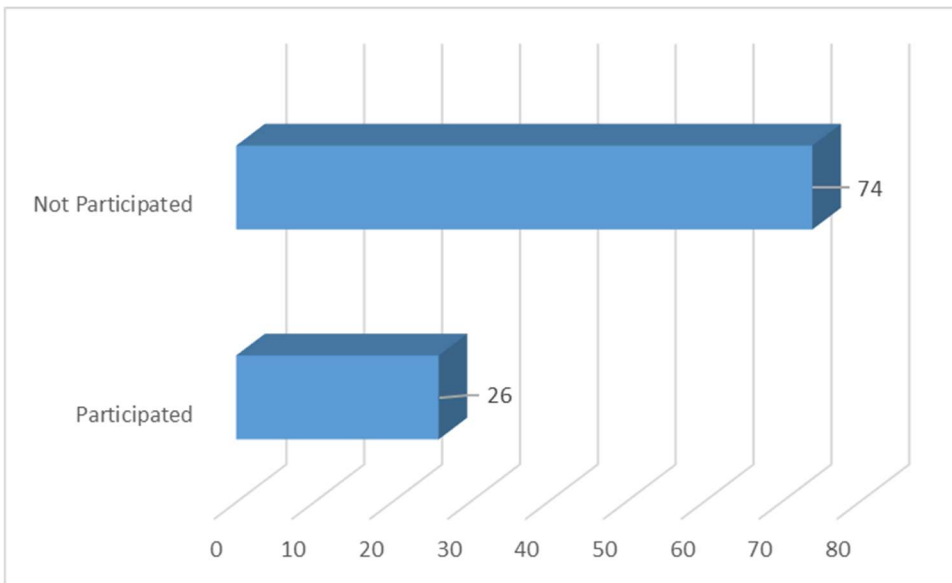


Figure 5: Tourists' participation in cultural festivals in Idanre Hills Resort (%)

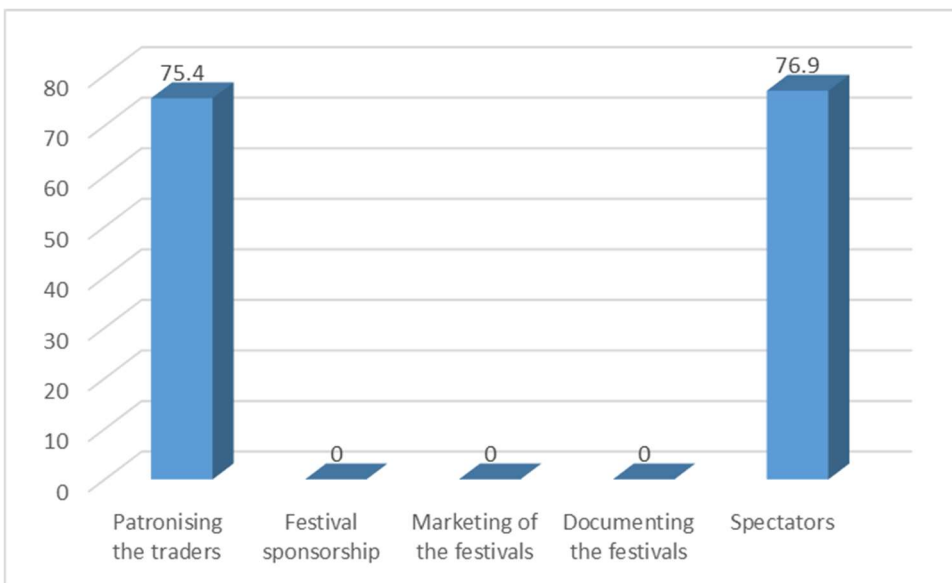


Figure 6: Forms of participation in cultural festival in Idanre Hills by tourists (% , n=65)

Table 2 - Respondents' reasons for participation and non-participation in cultural festivals

Reasons for participation (n=65)	*Percentage (%)		Reasons for Non-participation (n=185)	*Percentage (%)	
	Yes	No		Yes	No
Cultural preference	38.5	61.5	Religion affiliation	75.7	24.3
Social preference	73.8	26.2	Sacredness of the festival	23.8	76.2
Explore new things	21.5	78.5	Remoteness festival location	51.4	46.6
Fulfillments	43.1	57.9	Lack of awareness	61.1	38.9
Meet new people	61.5	38.5	Taboo associated with festival	31.9	68.1
Experience other people's culture	67.7	32.3	Gender sensitivity	18.4	81.6
			Ritual associated with the festival	17.3	82.7
			Performance taking place at night	69.7	30.3

*Multiple responses recorded

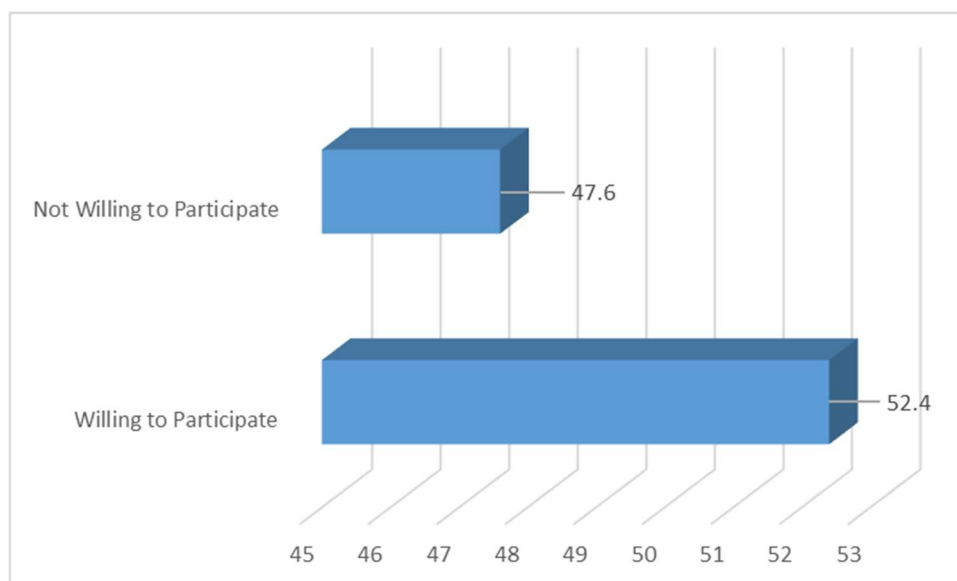


Figure 7: Tourists' willingness to participate in future cultural festival (% , n=185)

4.4 Perceived Potential Constraints to Cultural festivals Tourism Development in Idanre Hills Resort

According to the tourists, insecurity is the major constraint to the development of cultural festival tourism (\bar{x} =4.20, S.D=0.98), followed by lack of government support and publicity (\bar{x} =4.01, S.D=1.12) and environmental threat (\bar{x} =3.43, S.D=1.34) (Table 3). Key informant interviews also reveal:

The security at the venue is a limitation to the development of the festivals that we celebrate on the hills. Some of the activities during the festivals take place at night and may be difficult for tourists to attend or post risks for tourists. In addition, contemporary religion affiliation is a threat to the development of our cultural festivals for tourism. The morale for participation and involvement in cultural activities among members of the community is gradually diminishing as many people see the festivals as fetish, even some traditional title holders are not excluded from this view. The influx of visitors is inevitable when the cultural festivals tourism is developed, this will increase in crime and other immoral activities among the youths.

Diminyi *et al.* (2022) also reported insecurity and inadequate active involvement in the promotion of cultural festivals as some of the challenges facing the development of festivals into cultural tourism attractions. In addition, Oyeniran (2019) found institutional support as one of the threats to cultural heritage development and sustainability. Insufficient or ineffective advertising has also been reported by Stankova and Vassenska (2015) as one of the obstructions facing the staging of festival. The institutional support could be in terms of funding, publicity and advertisement as well as provision of security during the festivals.

Table 3 – Tourists’ perceived potential constraints of cultural festival on tourism development

Variables	SA %	A %	UD %	D %	SD %	MEAN	STD DEV
<i>Environmental threat</i>							
Noise pollution will increased to an unacceptable level during festival	21.2	28.4	26.0	7.6	16.8	3.30	1.34
Solid and liquid waste will increase during the festival	30.0	25.2	24.0	8.8	12.0	3.52	1.32
Traffic will increase to unacceptable levels during the festival	29.2	26.0	19.6	9.2	16.0	3.43	1.41
Community facilities will be oversued during the festival	18.0	43.2	18.0	5.2	15.6	3.43	1.29
Mean						3.43	1.34
<i>Government support and publicity</i>							
Inadequate government support for the cultural festivals in the community	50.2	33.8	26.4	6.0	9.6	4.07	1.29
Inadequate publicity of the cultural festivals to attract more tourists	37.6	47.2	10.4	0	4.8	4.13	0.95

Mean							4.01	1.12
Insecurity								
Inadequate security, posing risk to lives and property	34.8	42.8	17.6	0	4.8	4.03	0.98	
Most of the performances take place in the evening and run through the night	50.0	32.8	12.4	0	4.8	4.23	1.00	
Tendency of overcrowding	34.8	59.2	1.2	0	4.8	4.19	0.87	
Tendency to violate residents privacy by tourists during the festival	37.2	32.4	4.0	9.2	17.2	4.35	0.92	
Tendency of increased crime/vandalism	11.2	20.4	32.0	30.0	6.4	3.28	1.14	
Mean							4.20	0.98

SA= Strongly agree, A= Agree, U=Undecided, D=Disagree, SD=Strongly disagree

4.5 Relationship Between Tourists' Socio-demographic Characteristics and their Awareness and Willingness to Participate in Cultural Festival Tourism in Idanre Hills Resort

Result in Table 4 shows that education (wald=14.379, $p < 0.01$), employment (wald=22.80, $p < 0.01$), and income (wald=14.894, $p < 0.01$) had significant relationship with respondents awareness of cultural festival. Furthermore, education (wald 13.07, $p < 0.01$), religion (wald=11.26, $p < 0.01$) and employment status (wald=13.92, $p < 0.01$) had significant relationship with the respondents willingness to participate in cultural festivals at the site. The findings thus suggest that education, employment status, income and religion are the important determinants of tourists' awareness and willingness to participate in cultural tourism in Idanre Hills Resort.

Table 4 - Logistic Regression results on relationship between tourists' socio-demographic characteristics and awareness and willingness to participate in cultural festival

Independent variables	Awareness of cultural festivals	Willingness to participate in cultural festivals		
	β -value	Wald	β -value	Wald
Education	1.43	14.38**	17.91	13.07**



Marital status	0.02	1.962	0.47	2.79
Religion	-0.64	1.157	-21.70	11.26**
Employment status	-0.73	22.80**	18.27	13.92**
Income	2.10	14.89**	-.0350	0.32
Constant	-1.265	0.388	-0.480	β0.00
% correct	71.60		% correct	76.40
Chi-square	80.87		Chisquarre	76.07
Nagelkerke square	R 0.37		Nagelkerke R square	0.36

*P<0.05, **P<0.01

5. CONCLUSION

The study revealed a low level of awareness of the cultural festivals among the tourists to Idanre Hills. Nevertheless, the strategies used to create awareness on the cultural festivals were predominantly radio, TV, and word of mouth. However, there was high level of participation among the residents. Low level of tourists' participation was due to religion affiliation, insecurity, lack of awareness among others. The security at the venue is likely to be threatened because some of the cultural festival activities take place at night. Holding some of the activities at night could serve as an important risk factor for tourists safety. In addition, community residents sourced fund among themselves to organize the cultural festivals due to inadequate government support. Inadequate government support particularly in the area of promotion of the festivals is an indication of low priority accorded tourism, particularly harnessing cultural tourism for development by the State and Local Governments. To boost awareness and participation in cultural tourism as well as enhancing the development of cultural festivals at Idanre Hills Resort, government and other stakeholders should partner in the effort of promoting cultural festival tourism development. Thus, this could be realized through effective publicity and by integrating social media into promotional mix. This will not only create awareness but also increase public participation in cultural festivals.

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