Research Paper

Assessment of Locational Factors and Patronage of Museums in Kwara State, Nigeria: Challenges and the Way Forward

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ABSTRACT
This study assessed the locational factors and patronage of Museums in Kwara State, Nigeria. Data for this study were collected from primary and secondary sources.The findings of this study revealed that socio-cultural and financial constraints as well as manpower development and lack of motivation were the major hindrances to the development of recreation and tourism in the study area. This study therefore recommends that the location of museums in the center of the community, where it can be strenuously accessed by everyone should be carried out.This study concluded that illiteracy among Nigerians in terms of proper orientation as to the relevance of museums, recreation and tourism attraction centers' were some of the major challengesto the low patronage of tourists and researchers observed in the study area.
Keywords: Challenges, Location, Museum, Patronage, and Way Forward

I.   INTRODUCTION AND BACKGROUND TO THE STUDY

A tourist attraction sites are of interest, where holidaymakers visit, typically for its inherent or adisplayed natural or anthropogenic value, historical significance, natural or anthropogenic environment, offering leisure and amusement (Shields, 2014). A tourist locational consideration is a city, town or other environments that are inescapablyreliant on possessions from tourism, or "a nation, state, region, city, or town, which is promoted or market itself as a place for tourists to visit". Beirman(2003)specified that, a place may contain one or more touristsattraction sitesand maybe some "tourist problems". Fátima town, for example, is a popular tourist location in Portugal. Siem Reap town is a popular tourist location in Cambodia, mainly due to its proximityto the Angkor temples. The Loire valley, the third tourist location in Paris, is a good example of a regionadvertised and categorized as a place for tourists to visit, mostlyrecognized for its Châteaux of the Loire valley (*Beirman,2003*).

A **museum** is an organization that upkeeps for (preserves) the putting together of work of art and cenotaphs and other substances appealing classification, traditional, ancient, or methodical significance. Many galleries make these resources available for unrestricted viewing through exhibits that may be permanent or temporary (Edward,   *Alexander, Alexander, Porter, 2007).* The major museums are located in foremost cities all over the world, though thousands of native museums occur in smaller cities, towns, and rural areas. Museums have varying emphasis, starting from serving scientists and specialists to serving members of the community.

The main purpose of serving researchers is progressively shifting to serving the attention of the generality of the public. There are many forms of museums, comprising art museums, natural olden times museums, science museums, war museums, and children's museums. Amongst the world's largest and visited museums are the Louvre in Paris, the National Museum of China in Beijing, the Smithsonian Institution in Washington, D.C., the British Museum and National Gallery in London, the Metropolitan Museum of Art in New York City and Vatican Museums in Vatican City. According to the International Council of Museums, there are more than 55,000 museums in 202 countries (COM, 2018).

Largely, museums architecture, belonged to the classification of public, cultural architecture, which includes artifacts and monuments', exhibition hall, gallery and so on. It aims at research, education and appreciation as well as collects, saves, studies, transmits and exhibits witnesses related to human beings and their environment (including objects or specimens of nature, history, art, music, literature, science and technology, Tang et al, 2009).Therefore, environmental analysis of these becomes critical (Aremu, 2011).

An ecotourism site must in no way progressed without arrangement in terms of environmental anxiety (Rahman, 2010). Within the ecotourism establishment, existence of water resources brings advantages in terms of both visuality and utilization. Weather features of an environment, influence tourism directly and indirectly and play a crucial role in the organizational establishment of tourism. Flowering plants are important resources in eco-tourism. Cultural, natural and folkloric values are relevant sources for eco-tourism. According to Soykan. Traditionally, commercial products are one of the most significant appeals leading to the engagement of ecotourism in an environment. This is for the reason that, whole production process from cultivation to harvest and processing breeds cultural changes, and majority of them are implemented in cultural methods (Kiper, 2011).

1.2. STATEMENT OF THE PROBLEM

With the rapid achievement of tourism resources experienced globally, it is no longer news, that some cities have recently developed a new master plan that caters for a fast and quick siting of tourism resources in different places across their environment. Tourism industry is a prosperous industry that develops knowledge, transports socialdevelopment, trade and industry growth. Service industries are of recent development in India compared to developed nations. Currently, tourism and medical tourism are fastrising areas. But, there are lots of difficulties faced by tourists during their trip due to poor amenities, worries, sanitation, security, etc., which daily bring out reports on such issues (Madhavi, &Auroubindo, 2010).

Obinna in (2006) detected that **National Institute for Hospitality and Tourism Studies [NIHOTOUR] as a research institute on Tourism has also been brought to the background and are not communicated, when choicesare made into Tourism activities by the Government at all stages. The leafletsbestowed by this same institute are annulled byroughly government owned organizations in Nigeria. Nevertheless, the bill establishing the institute is under the Ministry of Labor, lately to Tourism and Culture, instead of Education as an institute. The National University Commission has not also find time to observe the institute for advancement as it is done in other nations, where Nigeria go to study in their institute and bestowed certification for higher degrees and these are accepted and upheld in the structures in Nigeria.**

1.3. GENERAL AND SPECIFIC OBJECTIVES OF THE STUDY

The general aim of this study was to assess the locational factors responsible for the siting and patronage of museumin Kwara State with a view to connecting their contributions to the socio-economic enlargement of the State. The specific objectives were to:

i.   identify the salient constraints to the locational factors and patronage of museum and tourism cenotaphsand expansion in the State;

ii.   inspect the issues responsible for the locational factors and sponsorship of museums in Esie;

iii.   make appropriate recommendations for sustainable development of the accessible

features and proceedingsof museum in the study area.

1.4. THE STUDY AREA

Esię is a town in Kwara State in Nigeria. The town was founded by prince Baragbon c. 1770. The dialect of Yoruba spoken in Esie is predominantly Igbonna. The town has a king who is Oba YakubuBabalolaEgunjobi II. It is home to the Esię Museum which was the first museum to be established in Nigeria.

Esie is an Igbomina Yoruba town in Kwara State of Nigeria lying about 48 kilometres South-East of Ilorin and about 128 kilometer north of Ife. Esie is generally known as a home of 800 soapstone figures. The Origin of Soapstone figures is bewildering. Till date, it still remains a mystery. Indeed, nobody knows how these stone images exactly came about but a few explanations have been offered by inhabitants of the city. The most popular among them is that the 800 stone images were rebellious settlers who were turned into stone images.

The source claimed that these rebellious settlers were from another tribe of Yoruba-Land who sent words to Elesie (traditional chief of Esie land) that they were coming to settle down in his town but to their utter disappointment, they did not see anybody to receive them hence they settled outside the city of Esie.

It later became known that these settlers became a threat to the security of the city. They were undermining the administration of the chief and were about to rebel and as a result, the god of the land, being on the side of Elesie of Esie, turned these recalcitrant set of 800 settlers into stone statutes.

Source: Authors Field Work Report, 2021

Paradoxically, the Esie people reverence them every year. Though, most of these soapstone figures have lost heads or limbs. They seem to represent a variety of persons. Some are men, while some are women. A specific one, adorned with high cap neck and wrist beads was said to be their king. It is this one that receives the annual sacrifice offered by the Esie people on behalf of others. The soapstone figures of Esie are major collection of stone carvings still in Black Africa. They were found in groves outside the settlement of Esie.
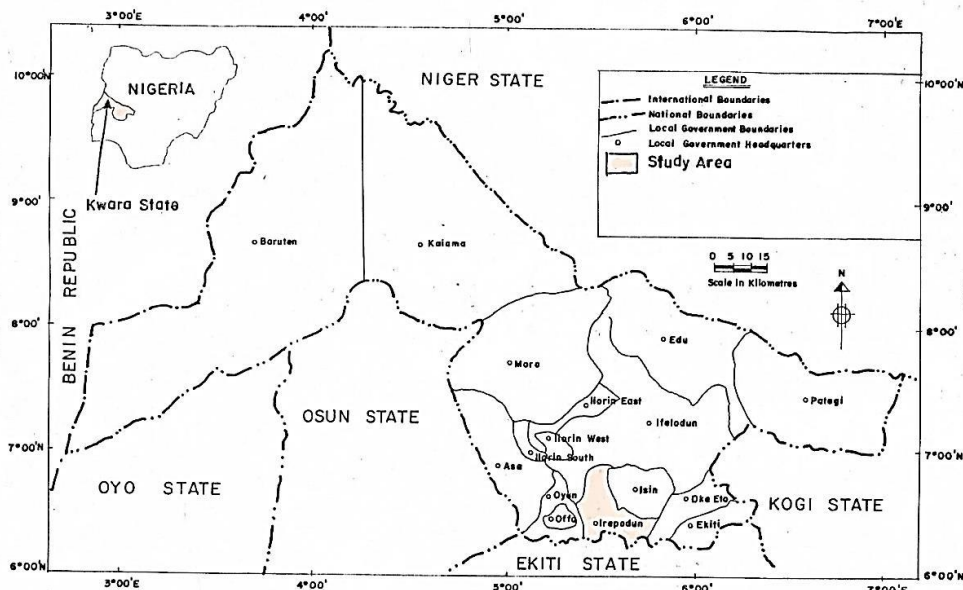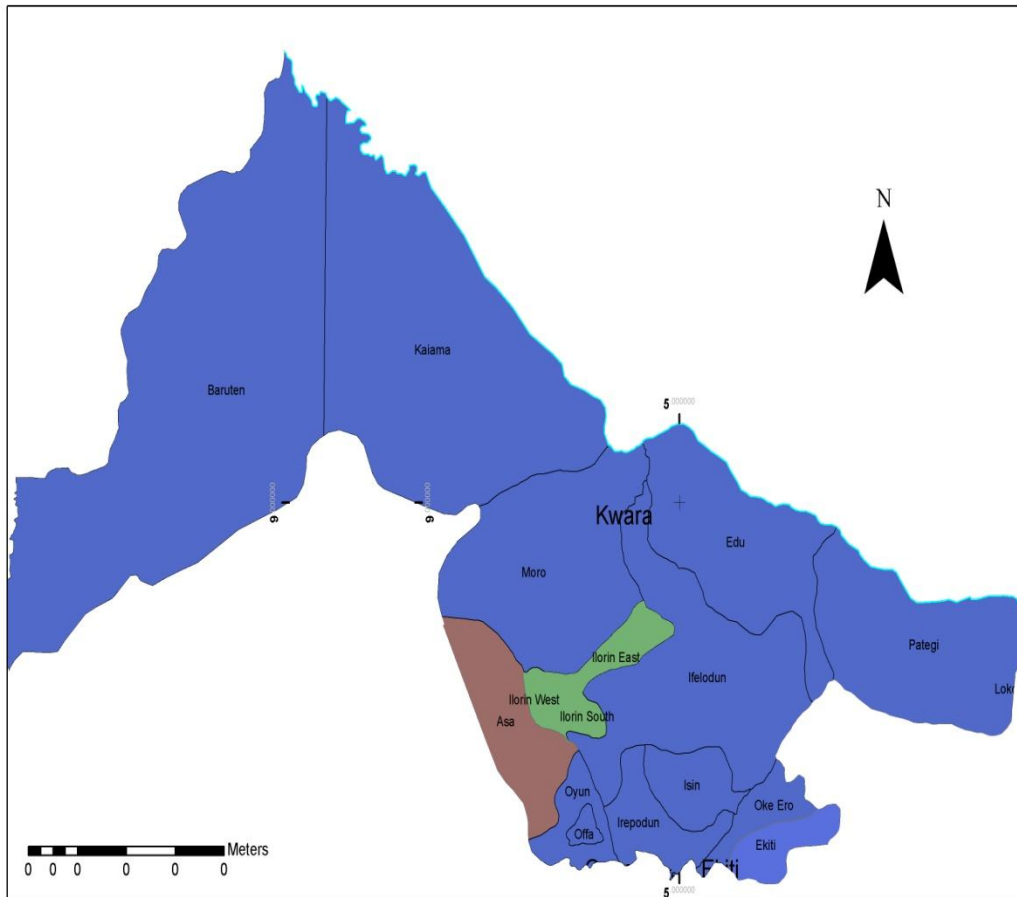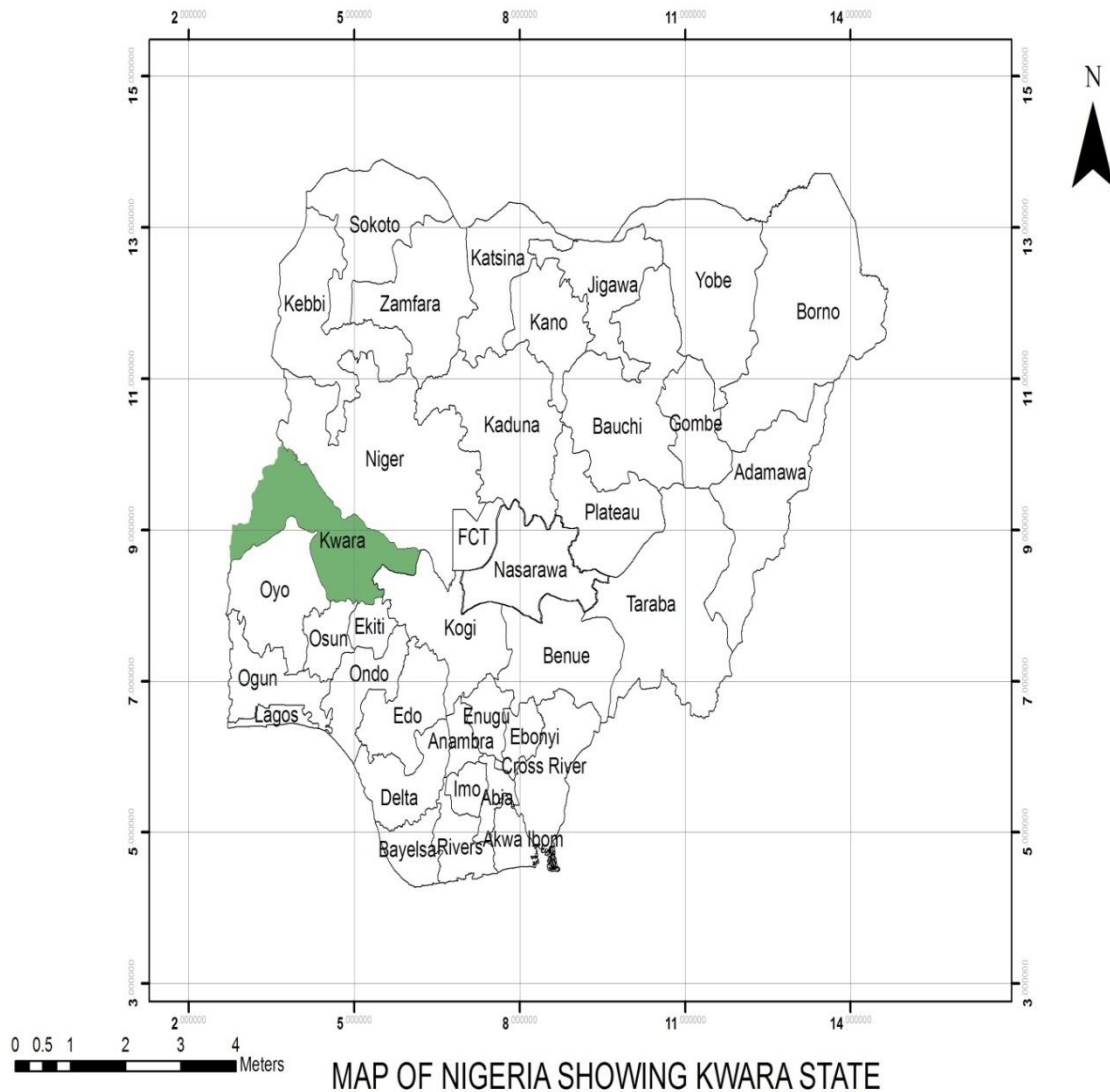

FIG. 1   : KWARA STATE : IREPODUN.
SOURCE : Min. of Lands & Housing, Survey Division, Kwara State/ Dept. of Geography and Planning Science, Cartographic
Unit, Ekiti State University, EKSU, Ado-Ekiti.

FIG.2: MAP OF KWARA STATE SHOWING ILORIN THE STUDY AREA
SOURCE: MINISTRY OF HOUSING AND URBAN DEVELOPMENT;
SURVEY DEPARTMENT, KWARA STATE (2021)

FIG.3: MAP OF NIGERIA SHOWING KWARA STATE
SOURCE: MINISTRY OF HOUSING AND URBAN DEVELOPMENT;
SURVEY DEPARTMENT, KWARA STATE (2021)

1.5. LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

Sugar (2016) tourism is travel for pleasure or business; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours.*Oxford English Dictionary (Online ed.2020)* noted that, the World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure and not less than 24 hours, business and other purposes".

Recognition of the damaging effect of tourism has led to a focus on encouraging 'alternative Tourism'. Alternative Tourism raises the question alternative to what?' (Smith and Eadington, l992),) Most commentators refer to an alternative tourism to mass tourism, if viewed in this way then sustainable tourism becomes a niche market. In reality, this is what seems to have occurred (UNWTO,2004). To some extent, this pattern of product growth is contrary to the model of sustainable development. The reason for this is that the diversity of tourism products and environments has increased. The ideals of sustainability need to infiltrate the entire tourism scheme, if environments have people are to be protected from the opposing force of change.

The concept of sustainable development is applicable to this study. The concept of sustainability first appeared in the public scene in the report put out by the World Commission on Environment and Development

(Brundtland Commission) in 1987. The commission report advances the idea of sustainable development by noting that economic growth and environmental conservation are not only compatible but they are necessary partners. One cannot exist without the other (Harris et al., 2002).Sustainable development is high potential for any community within economic, social, cultural, ecologic and physical constraints (Bhuiyan et al., 2012).

Sustainable development has been defined in many ways, but the most frequently quote definition is from Our Common Future, also known as the Brundtland Report:

"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It contains within it two key concepts (IISD, 2012):

• The concept of needs, in particular the essential needs of the world's poor, to which overriding priority should be given; and

• The idea of limitations imposed by the state of technology and social organization on the environment's ability to meet present and future needs."

Van der Merwe & Van der Marwe (1999) add that Sustainable development is a program for changing the process of economic development so that it ensures a basic quality of life for all people and at the same time protects the ecosystems and community systems that make life possible and worthwhile.

This was the dominant dilemma addressed by the Brundtland Commission which indicated that sustainable development should, as a minimum, address the following elements (Wall, 2007);

• Maintenance of ecological integrity and diversity;

• Meet basic human needs;

• Keep options open for future generations;

• Reduce injustice; and

• Increase self-determination.

It was further suggested that in order for this to occur, it would be necessary to:

• Revive economic growth;

• Change the quality of growth;

• Meet essential needs such as for jobs, food, energy, water and sanitation;

• Conserve and enhance the resource base;

• Reorient technology and manage risk; and

• Merge environment and economics in decision making.

1.6. METHODOLOGY

Research Design

Data for this study were generated through primary and secondary sources: The primary source includes qualitative and quantitative methods through in-depth interview and management of questionnaire, though the secondary basis involved the use of existing literature and other related materials under focus of this study.

Study Population/Sample Size

The researcher visited the following places: Okuta community, Baruteen Local Government Secretariat, Kwara State Tourism Board, National Commission for Museum and Monuments offices for the research study.

The study population at Esie community include the following people: the kabiyesi- Elesie of Esie in council and some members of the local community sixteen (16) people, the General Manager and Directors of Kwara State Tourism Board four (4) people on the whole, Tourism officer of Irepodun Local Government one (1) person, some tourists twelve(12) people. National heritage officer, two curators, two heads of department of National Commission for Museums and Monument, five (5) people. Thirty-eight (38) people on the whole. The choice of the above population was to gain divergent opinion on the research issue. Gender division revealed that only three (3) respondents were females while the remaining were males. This was not in any way by design. It was brought about by circumstances of who holds what position at the particular point in time. The beauty of this is that all these female respondents are highly placed in respective positions with necessary information that this study needs for meaningful results. For the quantitative analysis, 120 questionnaires were distributed, 100 was returned and found useable.

Data Types and Sources

The method of data collection for this study employed, the primary and secondary methods, the primary method of data collected includes:

• Participant observation

• Personal interviews

• Focus group discussions

• Site visitations

• Administration of questionnaire

Personal Observation

This involves the researchers observing behaviors and events that are relevant to the research study and to participate in as many activities as possible. This enabled the researchers to have a better view of the Esie Museum with a view of ascertaining the extent of its patronage.

Focus Group Discussion

The purpose of the focus group discussion was to get a range of options from the respondents. The focus group discussion was to get sessions, one with the Kabiyesi-Elesie of Esie and other key informants, another with the management of Kwara State Tourism Board.

Methods of Data Analysis

Both descriptive and inferential statistics was employed in this study. Percentage (%), frequency table and charts were used to describe the characteristics of the population under study. Results obtained were presented in tables and charts.

1.7. Findings and Discussions

Table 1.Respondents View on Reasons They Visit Museum

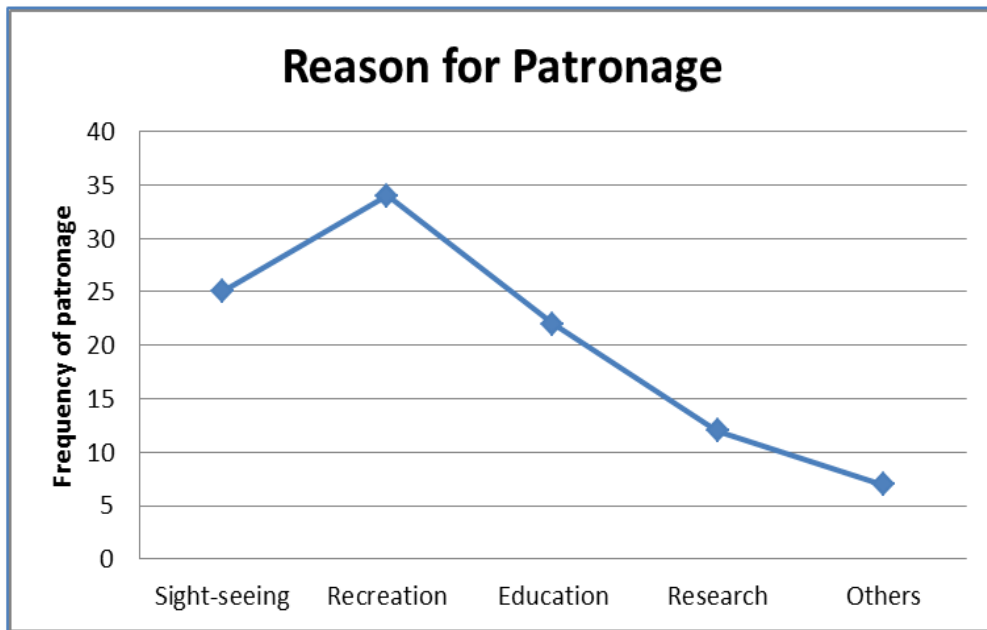| Reasons	Frequency	Percentage
Sight-seeing	50	25
Recreation	68	34
Education	44	22
Research	24	12
Others	14	7
Total	200	100

Fig. 1: Reasons for Patronage of Museum
Source: Authors Field Survey

Table 1 and Fig. 1 shows that respondents majorly visit Museum for sightseeing purpose at the percentage of 25% which is lower than that of recreation at 34%, education at 22%, research at 12% and others at 7.0%. The result indicated that museum experience its highest period during the festive season; Easter celebration in April, Esie day in August and Christmas celebration in December. It was gathered that the museum experience a reasonable attraction level, when academic session is on, as a result of visits by student for educational tours.

Table 2: Rate of Patronage of Customers

Months of the Year	Number of Customers
January	150
February	200
March	220
April	375
May	100
June	88
July	70
August	416
September	280
October	75
November	130
December	623

Source: Esie Museum
Field Survey
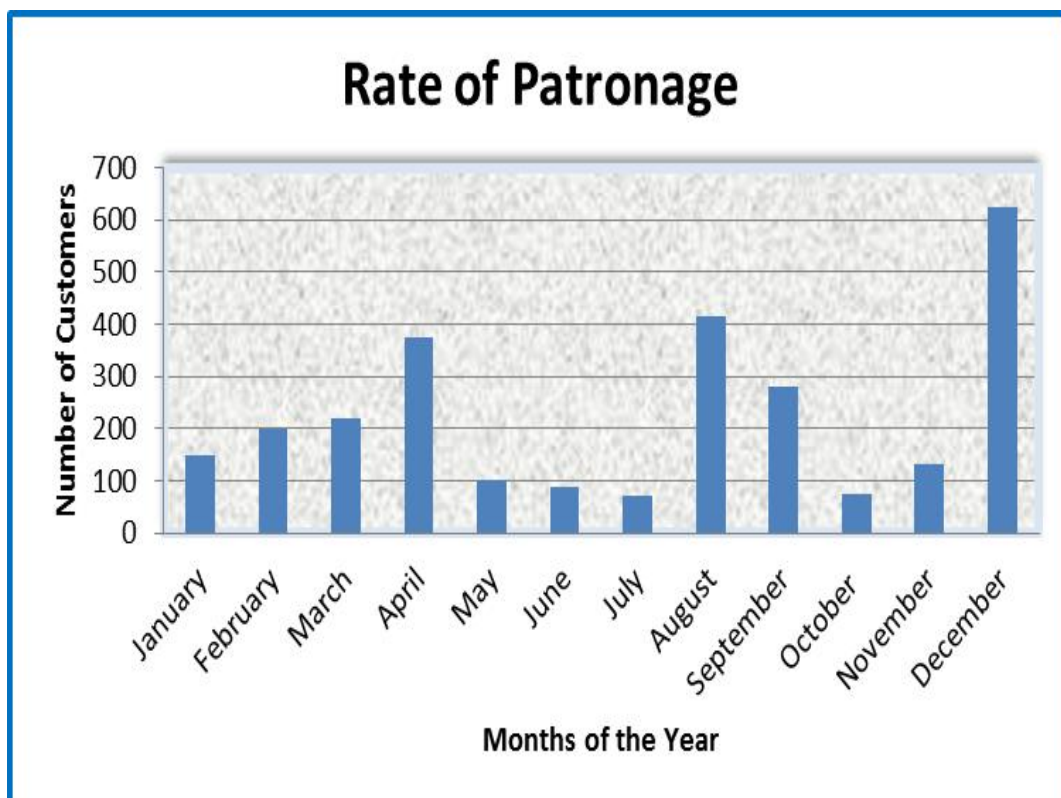
Fig. 2: Rate of Patronage of Museum

Table 3. Respondents Frequency of Visit

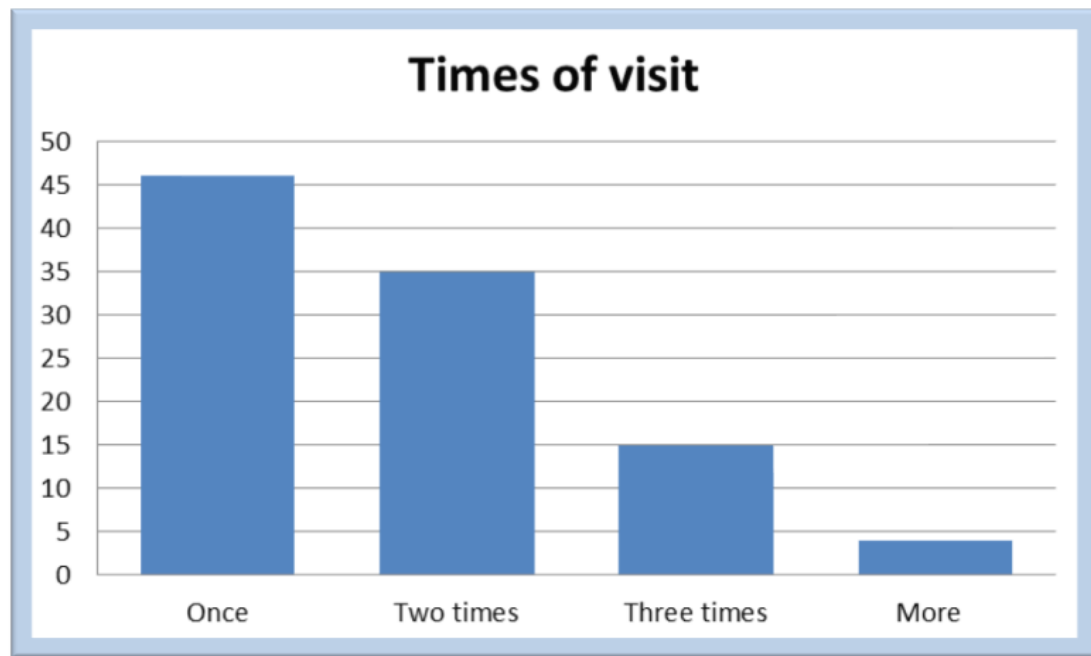| Visits	Frequency	Percentage
Once	92	46
Two times	70	35
Three times	30	15
More than three times	8	4
Total	200	100

Fig..3: Number of Visits by Respondents

From the table 3 and Fig.3, it can be concluded that 46% of the respondents only visited Museum once as in relation to other visitors, who have visited 2 times (35%), 3 times (15%) and more than three times having the lowest percentage of 4.0%.

1.8. Recommendations

The researcher hereby recommends that museumis a very worthy attraction, therefore, should be developed fully into international standard. The stakeholders that should bring about its development should not hesitate to do so. Further recommendations that will enhance the patronage of museum and tourism cenotaph are:

- Proper situation of museums in the center of the community where it can be easily accessed by all and sundry.
- Comfort, security, amenities, shelter, ambience, vistas, recreational facilities, convenience, food and beverages facilities as well as new impressions.
- Visitors flow into the monument must be kept accurately in order to measure progress and develop other favorable policies based on evidence produced by statistical records.
- It is equally recommended that an aggressive publicity of monuments is necessary to enhance adequate awareness even from the host community and its environs and to extend it to every area necessary, especially creating an online presence for the world at large to explore
- There should be an audio-visual materials about the museums and tourism monument
- The publication of brochure, travel guides to these, museums and tourism monument should be published
- Lastly the Government needs to wake up from the crude oil chase and develop other economically enhancing potentials the country has which one of it is the tourism sector.

1.9. Conclusion

This study has critically assessed the locational factors and patronage of Museum.Ignorance or lack of education of some Nigerians in terms of proper orientation as to the value of museum and tourism monument is a major challenge; this resulted to the low patronage of the monument as experienced. Lack of adequate development resulting from ignorance and rickety attitude of stakeholders have largely been responsible for the low patronage experienced. Lack of relaxation culture of citizens from hard work is also a factor to be considered,

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