

RESEARCH ARTICLE

The Impact of Nwonyo Fishing Festival on Stakeholders in Ibi Local Government Area, Taraba State Nigeria

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Abstract

The study assessed the socioeconomic impact of Nwonyo fishing festival on stakeholders (festival organisers, Ibi Local Government cultural/tourism staff and the local residents) in Ibi Local Government Area. Descriptive survey design was adopted for the study. Yamane's formulae were used to obtain sample size of four hundred (400). Disproportionate stratified sampling was used to distribute the 400 questionnaires among stakeholders in the ten (10) wards of Ibi Local Government Area (LGA) in Taraba State Nigeria. The instruments used for data collection are questionnaire, interview and field survey. The data analysed using descriptive statistics revealed that the socioeconomic impact of Nwonyo Fishing Festival includes Nwonyo Fishing Festival brought new business opportunities, generation of wealth and employments, increment in the volume of sales of fish, increase visitors' stay, creating opportunities for recreation, increase in the standard of living, increase historical heritage, promotion of cultural integration, family reunion and maintenance of public facilities. The challenges militating against the festival identified are globalization, inadequate funds, infrastructural decay, inadequate awareness and publicity, poor coordination among stakeholders and security threats. The study suggested the following recommendations; promotion of cultural globalization, provision of budgetary allocation to cultural festival, construction of access roads to the festival venue, effective awareness and publicity, proper coordination among the stakeholders and improvement in the security services.

Key Words: Impacts, Socioeconomic, Nwonyo Festival, Ibi LGA

1. Introduction

Local culture is regarded today as an important tourism resource (Hunter and Green, 1995) and festivals are prominent "components" in the culture of many societies and are inevitable in the tourism literature for they form part of the heritage of many nations.

Today, as people wake up somewhere or go to bed elsewhere within certain timeframes of the year, in cities, towns and villages, people will be celebrating festival or festivity of some kind.

Getz (2005), festival is an important field in the tourism industry, and has increased tremendously in the past decades and become one of the fastest growing sectors. He defined festival as themed public

celebrations which are held regularly and annually in the same location or held periodically in different locations. Festivals provide unique opportunities for visitors to participate in a distinct experience from everyday life. Yolal, Cetinel and Uysal (2009) festival organizers celebrate their culture and lifestyle, while they share a variety of experiences with local and outside visitors. At the same time, festivals help to enhance and preserve local cultures, especially when festivals become local traditions after many years of celebration.

There are different types of festivals, one of them, is the cultural festival. Cultural festival is an essential category of festival that focuses on culture or ethnicity typically seek to teach members or visitors about their

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traditions. Elders often share stories and provide experiences that bring families and communities together. A cultural festival may be described as a specific event within the cultural domain, which shares the cultural production, experience and wealth of places where these events are organized with locals and visitors (Herrero, Sanz and Bedate, 2011).

Therefore, cultural festivals have attracted the attention of both festival organizers and tourists, and it is definite that the scope and variety of cultural festivals will keep evolving (Delamere, Wankel and Hinch, 2001).

The rapid growth of festivals has brought physical improvements to the host community. For example, added infrastructures through improvement such as new facilities and venues, renewed city image, enhanced sense of community pride and involvement, and enriched cultural activities.

The socioeconomic impact of festival results from the interactions between “hosts” or local people, and “guests” or tourists (Smith, 1995), and can be regarded as changes in customs, lifestyles, values, cultural and social activities.

These changes may encourage the level of community support and involvement in the festival as well as result in community dissatisfaction and rejection. Therefore, it is important to understand the socio-economic impacts of festival to a host community such as Ibi Local Government Area in Taraba State, Nigeria.

1.1 The Problem

Nwonyo Fishing Festival is a cultural festival of the Nwonyo people of Ibi Local Government Area in Taraba State Nigeria which is celebrated in commemoration of the river goddess for a bountiful fishing harvest at Nwonyo Lake.

Despite the tremendous socioeconomic importance of this festival to Ibi local government area and Taraba State at large, it appears the impacts have not been assessed by the indigenous people in terms of socio-economic aspect on the host community. It is against this premise that this study seeks to assess the socioeconomic impact of Nwonyo fishing festival in Ibi Local Government Area., Taraba State Nigeria

1.2 Objectives of the Study

The general objective of this study is to assess the socio-economic impacts of Nwonyo fishing festival on stakeholders in Ibi Local Government Area, Taraba State Nigeria. The specific objectives were to:

- i. Assess the socio-economic impacts of Nwonyo Fishing Festival on stakeholders in Ibi Local Government Area, and
- ii. Identify the challenges militating against the development of Nwonyo Fishing Festival in Ibi Local Government Area.

1.3 Research Questions

The study was guided by the following research questions:

- i. What are the socio-economic impacts of Nwonyo Fishing Festival on stakeholders in Ibi Local Government Area?
- ii. What are the challenges militating against the development of Nwonyo Fishing Festival in Ibi Local Government Area?

1.4 Scope of the Study

The study investigated the Nwonyo Fishing Festival socioeconomic impact on the life of the stakeholders in Ibi Local Government Area from 2018 to 2023. The study also identified the challenges militating against the development of Nwonyo Fishing Festival.

1.5 Limitations of the Study

During the study, these limitations are experienced: lack of cooperation from some local residents, inadequate response from the respondents in responding to questionnaires, and difficulty in locating the some respondents. However, these limitations did not affect the outcome of the study.

1.6 Significance of the study

The results of this research provide useful data in planning community festivals in relation to socioeconomic aspect. It would contribute to the future celebrations of Nwonyo fishing festival and the development of event tourism and event planning industry. This study finding is beneficial to the Taraba State Ministry of Culture and Tourism and the Federal Ministry of Culture and Tourism in policy and decision-making as regard to the promotion of cultural festivals.

2. Conceptual Framework

2.1 Concept of Festival Tourism

Festival tourism is a rapidly growing model of tourism on which many nations are capitalizing to shore up the benefits of tourism. Festival tourism is however usually distinguished from other occasions because of their tendency to take their significance

and validity from people's ethnic uniqueness and help to delineate its meaning (Getz, 2004). Moreover, the festival displays bring about a strong appreciation of the historic design and landscape of a place (Picard and Robinson, 2006).

Considerable research indicates that special events have an important impact on their host communities and residents. The socio-cultural impact is one of such impacts. There were increasing conceptual and empirical events which were strongly associated with the research on festivals, and the socioeconomic impact assessment (Gursoy, Kim and Uysal, 2004).

Many researchers have attempted to define the concept of festival, but there is still not an agreed definition. In the early studies, scholars considered religious and ritual events to be festivals, and also thought of cultural anthropological events that are celebrated in community's culture, beliefs, values, and identities as festivals (Falassi, 1987).

According to O'Sullivan and Jackson (2002), festival tourism is a player in ensuring sustainability of local economic growth and has been recognized as "an emerging giant". Among other things, festival tourism helps to build communities and cities through the opportunities it provides. Getz (2005) defined festivals as themed public celebrations which are held regularly or annually in the same location or different locations.

More so, Arcodia and Whitfort (2007) stated that festivals are emerging as growing and vibrant sectors of the tourism and leisure industry, and are seen to have significant economic, environmental, social, cultural, and political impacts on tourism destinations and host groups.

Due to the universality of festival celebrations and particular festival experiences, the nature of festivals is being explored. Recently, festivals have emerged as an appealing research field because it covered all cultures and have the functions of attracting visitors and investments, creating city identities, generating social consequences, and improving the well-being of host communities (Getz, 2010).

Festivals and other cultural celebrated events including carnivals, religious events, concerts, and art festivals have thrived in recent years. Festivals in particular are examined with respect to the community life, urban development, cultural heritage, tourism and social changes, and reasons for attending (Picard and Robinson, 2006). It was investigated that festivals including music festivals, wine festivals, and food

festivals provided a significant boost to the social cohesion, the development of communities, as well as the enhancement of local cultural identities.

There are relationships between the cultural and social order in festivals and other cultural celebrations, whether those events operated the culture order from the top down or the bottom up, or whether they foster the social order or are oppressive, tourism festivals and cultural celebrations have profoundly implicated people's lives (Waterman, 1998).

2.2 Concept of Socioeconomic Development

This is the process of social and economic development in a society. Socio-economic development is measured with indicators such as Gross Domestic Product (GDP), life expectancy, literacy and levels of employment.

Changes in less tangible factors are also considered, such as personal dignity, freedom of association, personal safety and freedom from fear of physical harm and the extent of participation in civil society. Causes of socio-economic development are basically changes in technology and in laws which is one of responsibilities of the state in the process of governance.

Chrisman (1984) views socioeconomic development as a process of societal advancement, where improvements in the wellbeing of people are generated through strong partnership between all sectors, corporate bodies and other groups in the society. Socio-economic development is the combination of social and economic development.

2.3 The Economic Benefits of Festival Tourism

One of the primary realisations of festival tourism has been seen in the area of enhancing capacity of the inhabitants of the community.

With festival tourism comes the pre-festival training and capacity development, creation and improvement of indigenous products and services which translate into financial gains for existing and start-up businesses (increasing the flow and circulation of funds through visitors as well as indigenes spending (Gursoy, et al, 2004)

local business development (Derret, 2005) as well as revenue generation for both the local authority and the state especially through the extension of the tourism period (O'Sullivan and Jackson, 2002). Nigerians and indigenes in localities have also benefited from tourism by way of tax revenues for the local government and business opportunities for the indigenes (Agbabiaka, Omoike and Olufemi, 2017). Other economic gains

include generation of employment and improved standards of living. However, the economic gains of festival tourism have been criticised by some researchers who contest that the financial returns from festival tourism are not commensurate with the input that local businesses and indigenes make into the festival (Christie, 2003.).

2.4 The Challenges of Cultural Festivals

Festival tourism is one of the components of cultural tourism which is among the fastest growing globally and enjoying cultural tourism as high popularity tourism branch (Getz, 2008). The major issue is that the administration of cultural heritage is usually in the hands of many different actors, and the more intangible factors of the relationship between tourism and culture are usually not taken into account in forecasting.

Locals often lack the skills to manage regional integration. Coordinated management of tourism requires introducing governance systems that involve local government, the tourism stakeholders, local tourism enterprises and the local communities (Mengistu, 2008; Organisation for Economic Cooperation and Developments, 2009).

Another basic issue in cultural heritage and tourism is the technique of restructuring the past in the present through interpretation. Interpretation does not only explain historic facts, but generates understanding, increases appreciation, knowledge and pleasure (Herbert, 1989). Another major issue for the cultural heritage industry is funding (Petronela, 2016; Organisation for Economic Cooperation and Development, 2009).

2.5 Empirical Review

Arowosafe, Oladeji and Aderinola (2019) explore significance, impacts and benefits of Mare festival to the host community of Idanre in Ondo State, Nigeria. Data collection was done through administration of structured questionnaires to 200 respondents and Key Informant Interview with the purposively selected Staff of Ondo State Ministry of Culture and Tourism; and High Chief Soore of Idanre.

Data was analyzed using SPSS 21 and presented descriptively in form of tables and figures. Thematic analysis of the qualitative data collected through interview was carried out. The study revealed that Mare festival has cultural (52%), social (56%) and historic (48.5%) significance as expressed by the respondents. Mare festival has impacted the respondents positively (67%) through additional sales

of goods and services (64.5%). The study recommends collaboration and partnership with other relevant organizations in celebrating the event. The need for improved infrastructure facilities and incorporating cultural attributes of people of Idanre in Mare festival are emphasized.

Mmom and Ekpayong (2015) carried out an investigation into the Potential Impact of CANIRIV on Socio-economic Activities in Rivers State, Nigeria. The study adopted simple survey technique to generate the data used for the report. A total of 1,000 respondents distributed across the study area, were used for this study.

Structured questionnaires were used to elicit needed information from the respondents and the generated data were simply analyzed using percentages. The study showed that local businesses around the festival village revealed that there were increased in business activities during the festival period.

Some of the business ventures surveyed said that that festivals provide economic benefits to them, as expressed in increases in the number of customers and in turnover. They concluded that, it is important to nurture the understanding of the economic value of festivals and events, it remains equally important to continue to keep an eye on the cultural and social value.

Asogwa, Umeh and Okwoche (2012) examined community fishing and the economics of Argungu Fishing Festival in Kebbi State, Nigeria. Secondary data from the Kebbi State Tourism Board, Birnin-Kebbi was generated for the study.

The data were analysed using descriptive statistics such as frequency distribution, percentages and means while inferential statistics comprising regression model were also used to analyse data. The study showed that variation in the interval between successive festivals explained the largest proportion of changes in fish weight at the festival.

Furthermore, variation in the number of tourists explained the largest proportion of changes in the total income from the festival. They recommended that the interval between successive festivals should be increased in order to increase fish productivity and boost the community competitiveness at the festival. The tourism potential of the festival should be boosted so as to increase the tourist attraction of the festival with a resultant increase in the income generated from the festival.

2.6 Theoretical Framework: Social Exchange Theory

Social exchange theory was developed by George Homans, a sociologist. It first appeared in his essay “Social Behaviour as Exchange” in 1958. Homans studied small groups, and he initially believed that any society, community or group was best seen as social system.

Ap (1992) states that the theory was “concerned with understanding the exchange of resources between individuals and groups as they interact”. The goal of this theory was to evaluate the exchange of benefits and the costs of social relationships. When the costs from social interaction outweighed the benefits, the exchange relationship terminated and when the opposite was true, the exchange activity continued.

A further explanation for this theory was that the relationship was evaluated as positive or negative according to how individuals judge the rewards and the costs of such an exchange. Perceptions of the exchange could be different in that an individual who perceived a positive outcome in a different way from who perceived it negatively.

Local people’s initial exchange motive is to improve the quality of life through participating and promoting the festival. Usually they need to pay the price of inconvenience and risks caused by the festival to achieve initial goals. When benefits are equal to or more than the payoff for support or participation, the exchange evaluation is considered as positive.

Positive evaluation reflects their favourable attitude and behaviour toward visitors and festival organizers, thereby reinforcing the desire for future participation in the exchange relationship. Otherwise, it benefits

are not equivalent to or less than costs, then negative evaluation occur and the exchange relationship cease or stop.

2.7 Relevance of Social Exchange Theory to the Study

Many social researchers have applied the social exchange theory to explain residents’ perceptions towards tourism planning and development (Allen, 1988). Most of these studies evaluated local community perception and participation of tourism development and their support for further tourism development on their particular regions.

Social exchange theory involves the trading and sharing of tangible and intangible resources between individuals and groups where resources can be material, social or psychological in nature (Pongponrat, 2011). For the purpose of tourism sustainability, a certain change must occur. Participation of tourists to their communities is mainly driven by the desire to improve the economic and social conditions of the area (Lundberg, 1995).

That is, residents’ participation in tourism planning and developing stage, and the operation of tourist attraction could contribute to the wellbeing of the community by maximising benefits to be gained from tourism returns. As used in the following studies; Raymond, Kenter, and Kendal (2018) “Give and Take” A social exchange perspective on festival stakeholders relations.

2.8 Study Area

The study area is Ibi Local Government Area in Taraba state, Nigeria. Ibi Local Government Area(LGA) is located on Latitude 8.35’ N and Longitude 9.74’E.

See Figure 1 below:

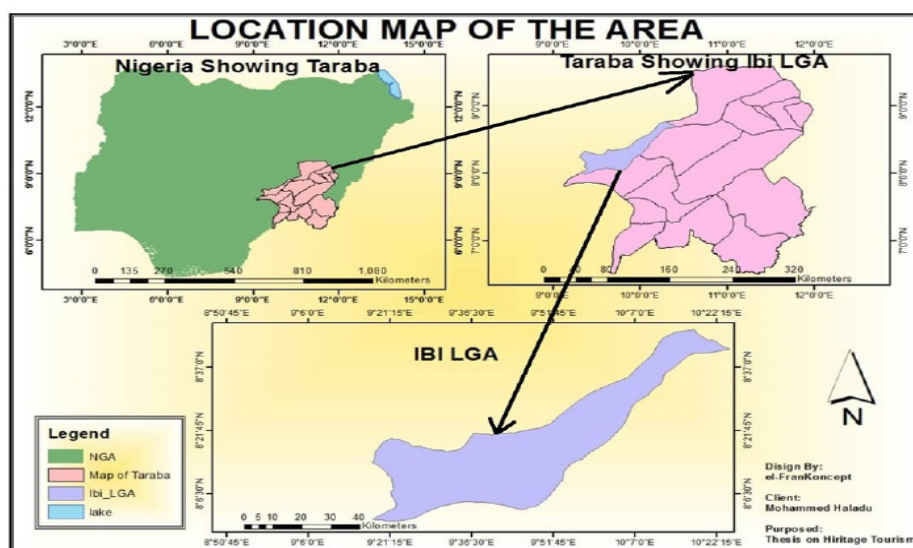


Figure 1. The Study Area

Source: Taraba State Bureau for Land and Survey, Jalingo 2023

3. Research Methodology

The descriptive survey design was adopted for this study. The population of the study area was 84,054 (National Population Commission, 2006). The study adopted the 2023 population projection of 132,600 as the population of the study (Projected population,2023).

The projected population consists of the stake holders(festival organisers, Ibi Local Government cultural/tourism staff and the local residents). The stakeholders have attended the festival and they are residents in the study area. The study used Yamane (1964) was used to obtained sample size of 400. A disproportional stratified sampling technique was employed for sampling selection. Close-ended questionnaire was used for respondents to select one of the specific categories provided.

The questionnaire was divided into three sections A, B, and C. Sections A; demographic information of the respondents. Section B; socioeconomic impacts of Nwonyo Fishing Festival; and Section C, the challenges militating against the Festival. A 4-point Likert scale of Strongly Disagree (SD), Disagree (D), Agree (A), and Strongly Agree (SD) was used in statements for sections B and C of the questionnaire. An unstructured interview was conducted in order to obtain first-hand information from some stakeholders within the community.

The respondents were asked on the socioeconomic impacts of theNwonyo fishing festival and also the challenges of the Nwonyo fishing festival.Descriptive statistics involved frequency counts, percentage and mean were used to analyse the data obtained from the respondents.The decision rule on socio-economic impact of Nwonyo Fishing Festivaland challenges militating against the development ofNwonyo Fishing Festival is “accepted”, when the mean is 2.5 or more and “rejected” when the mean is less than 2.5.

4. Results

4.1 Socio-Economic Impacts of Nwonyo Fishing Festival

Table1below is results of data analysis obtained from the stakeholders (respondents) on Nwonyo fishing festival in Ibi local Government, Taraba State Nigeria. The results indicated that 82.6% statements on socioeconomic impacts are “accepted”. This implies that the Nwonyo fishing festival has positive socioeconomic impacts on the stakeholders as thus:

- i. Nwonyo fishing festival brought about new business opportunities, mean of 3.57;

- ii. The festival generates wealth and employment for participants, mean of 3.44;
- iii. There is increase in volume of sales/income during Nwonyo fishing festival, mean of 3.72;
- iv. The festival increases visitors (tourists) stay, mean of 3.34;
- v. The festival enhances good contribution to tourism development,mean of3.09;
- vi. The festival creates opportunities for recreation and social interactions,mean of3.09;
- vii. Nwonyo fishing festival enhances local image and identify of our community; meanof 3.33;
- viii. The festival leads to increase in living standard of the residents in our community, mean of 3.32;
- ix. Festival generates income to the government within the said period, mean of 3.08;
- x. The festival increase pride in the community, mean of 3.34;
- xi. The festival increase residents’ interest in historical heritage, mean of 3.09;
- xii. It enhances positive perception of the festival quality, mean of 3.07;
- xiii. Nwonyo festival increases sales of fish during the celebration, mean of 3.10;
- xiv. Nwonyo festival promotes cultural integration among the residents of Ibi LGA, mean of 3.46;
- xv. Nwonyo festival increases entertainment opportunities for local residents in Ibi LGA, mean of 3.40;
- xvi. It leads to exchange of ideas between the tourists (visitors) and the local residents in Ibi LGA, mean of 3.56;
- xvii. Nwonyo festival promotes family reunion among residents in Ibi LGA, mean of 3.60;
- xviii. Public facilities (roads, schools, hospitals, e.t.c) are maintained due to the festival, mean of 3.27; and
- xix. The festival increases visitors (tourists) spending during the celebration, mean of 3.56;

However, 17.4% of the statements on socioeconomic impacts of the Nwonyo fishing festival show that the festival has negative impacts on stakeholders. This includes:

- i. The festival causes increase in crime, alcohol and drug abuse, mean of 3.09

- ii. The festival leads to increase in the price of goods and services, mean 3.39;
 - iii. Overcrowding in local shops, streets and facilities during the festival, mean of 3.32; and
 - iv. The festival leads to disagreement between/among social groups during celebration, mean of 3.11.
- Trash and litters are increased during the festival celebration, mean of 3.38;

Table 1. Socio-Economic Impacts of Nwonyo Fishing Festival

S/N	Statements	SD	A	SD	D	Mean	Remarks
1	Nwonyo fishing festival brought about new business opportunities	316	19	15	38	3.57	Accepted
2	The festival generates wealth and employment for participants	293	42	26	27	3.44	Accepted
3	There is increase in volume of sales/income during Nwonyo fishing festival	325	30	23	10	3.72	Accepted
4	The festival increases visitors/(tourists) stay	236	85	33	34	3.34	Accepted
5	The festival enhances good contribution to tourism development	197	93	35	63	3.09	Accepted
6	The festival creates opportunities for recreation and social interactions	197	93	35	63	3.09	Accepted
7	Nwonyo fishing festival enhances local image and identify of our community	211	126	22	29	3.33	Accepted
8	The festival leads to increase in living standard of the participants in our community	236	83	30	39	3.32	Accepted
9	Festival generates income to the government within the said period	191	97	43	57	3.08	Accepted
10	The festival increase pride in the community	235	86	34	33	3.34	Accepted
11	The festival increase residents’ interest in historical heritage	190	98	45	55	3.09	Accepted
12	It enhances positive perception of the festival quality	194	95	32	67	3.07	Accepted
13	Nwonyo festival increases sales of fish during the celebration	202	84	44	58	3.10	Accepted
14	Nwonyo festival promotes cultural integration among the residents of Ibi LGA	246	99	22	21	3.46	Accepted
15	Nwonyo festival increases entertainment opportunities for local residents in Ibi LGA	244	86	29	29	3.40	Accepted
16	It leads to exchange of ideas between the tourists (visitors) and the local residents in Ibi LGA	279	74	11	24	3.56	Accepted
17	Nwonyo festival promotes family reunion among residents in Ibi LGA	289	61	21	17	3.60	Accepted
18	Public facilities (roads,schools, hospitals, e.t.c) are maintained due to the festival	211	102	44	31	3.27	Accepted
19	The festival increases visitors(tourists) spending during the celebration	269	81	25	13	3.56	Accepted
20	The festive causes increase in crime, alcohol and drug abuse	201	85	44	57	3.09	Accepted
21	The festival leads to increase in the price of goods and services	223	87	29	29	3.39	Accepted
22	Overcrowding in local shops, streets and facilities during the festival	56	88	169	75	2.32	Accepted
23	The festival leads to disagreement between /among social groups during celebration	200	90	35	63	3.11	Accepted

Source: Field Survey, 2023

This study results above agreed with the study findings of Asogwa, Umeh and Okwoche (2012), Mmom and Ekpayong (2015), and Arowosafe, Oladeji and Aderinola (2019) that festivals have positive impacts such as new business opportunities, generates wealth and employment for the stakeholders, increases visitors (tourists) stay, enhances local image and identify of local community; generates income to the government, increase pride in the community, increase residents’ interest in historical heritage, leads to exchange of ideas between the tourists (visitors) and the local residents among others.

Challenges Militating Against Development Of Nwonyo Fishing Festival

According to the respondents as shown in Table 2, the challenges militating against the development of Nwonyo Fishing Festival in Ibi Local Government Area are identified below:

- i. Globalization is a threat to Nwonyo Fishing Festival; having mean of 2.72;
- ii. Lack of funds for Preservation and Maintenance of Cultural Sites and Monuments affects Nwonyo Fishing Festival; a mean 3.68;

- iii. Infrastructural Decay affects Nwonyo Fishing Festival; with mean of 2.75;
- iv. Lack of Awareness and Publicity affects Nwonyo Fishing Festival; a mean of 2.81;
- v. Poor Coordination among Stakeholders affects Nwonyo Fishing Festival; mean of 2.78; and
- vi. Security threats affect Nwonyo Fishing festival, mean of 3.11.

Table 2. Challenges Militating Against Development of Nwonyo Fishing Festival

S/N	Statements	SD	A	SD	D	Mean	Remarks
1	Globalization is a threat to the festival	50	224	73	41	2.72	Accepted
2	Lack of funds for preservation and maintenance of cultural sites and monuments	318	35	16	19	3.68	Accepted
3	Infrastructural decay affects Nwonyo Festival	76	205	44	63	2.75	Accepted
4	Inadequate awareness and publicity affects Nwonyo fishing festival.	19	312	25	32	2.81	Accepted
5	Poor coordination among stakeholders affects Nwonyo fishing festival	97	186	31	74	2.78	Accepted
6	Security threats affects Nwonyo Fishing festival	184	99	71	34	3.11	Accepted

Source: Field Survey, 2023

5. Conclusion

The socioeconomic impacts of Nwonyo fishing festival to residents of Ibi community include bringing about new business opportunities, generation of substantial wealth and employment for participants, increase in volume of sales from business, contribution to tourism development, generation of income to the government, increases in living standard of community members, increases residents’ interest in historical heritage, promotion of cultural integration, exchange of ideas between tourists and local residents, promotion of family reunion, offers educational experience, causes noise pollution and overcrowding in local shops and streets.

The study also identified challenges militating against the festival such as globalization, lack of funds for preservation and maintenance of cultural sites and monuments, infrastructural decay, lack of awareness and publicity and poor coordination among stakeholders.

Recommendations

Based on the findings of this study, the following recommendations are proffered to tackle the identified challenges:

Stakeholders should Promote Cultural Globalization: Globalization can lead performers to discard traditional instruments leading to westernization of culture. Therefore, cultural globalization should be practiced to promote our local culture and tradition.

Government should Provide Adequate Budgetary Allocation to Cultural Festival: Taraba State Government and Ibi Local Government Council should provide adequate fund for Nwonyo fishing festival. The funds allocated to the Nwonyo fishing festival should be judiciously utilised. The

stakeholders should also make efforts to persuade investors to invest in Nwonyo fishing festival.

Government should Construct Accessible Road to the Nwonyo Lake (Festival Venue): Ibi Local government Council and Taraba State Government are to construct access road leading to the Nwonyo Lake, the venue of the festival.

The Organizers of Festival Should Ensure Effective Awareness and Publicity: The study recommends that more awareness about Nwonyo fishing festival should be created in order to increase the tourists’ visit. This can be achieved through promotion of the festival in newspapers; radio stations television stations and social media.

There should be Proper Coordination among the Festival Stakeholders: There should be collaboration and synergy among the Nigeria Tourism Development Authority, Taraba State Government and Local Organizers of the festival in Ibi Local Government Area.

This would help the organizers to provide the necessary facilities and services that would ensure visitors satisfaction and comfort during the festival. Improvement of Security Service during the festival: Security of the tourists and their luggage is paramount and should not be compromised during the festival.

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