

The Influence of Elements of Urban Tourism on The Development of Cultural Tourism in Osogbo Community, Nigeria

T. M. IKUSEMIJU¹, B. O. ADELEKE², K. OGUNSUSI³

^{1,2}*Department of Hospitality and Tourism Management, Redeemer's University, Ede, Nigeria*

³*Olusegun Agagu University of Science and Technology, Okitipupa, Nigeria*

Abstract- Cultural tourism, as a niche of tourism, is regarded in literature as one of the most important social, cultural, and economic tools that influence the livelihood of people across the globe. Examination of the relationship between elements of urban tourism and the development of cultural tourism in Osogbo town cannot be ignored. Consequently, extant works have reviewed cultural tourism from several points of view. Shockingly, literature reveals that the development of cultural tourism and the influence of urban tourism elements are limited. To bridge this gap, this study provides the lens through which the influence of the elements of urban tourism in the selected destination can be evaluated on the development of cultural tourism. The study adopted the administration of questionnaires for data collection, of which 112 questionnaires and 109 copies were retrieved, representing 97.00%. Meanwhile, the data collected were presented and analysed with the use of a simple percentage method through the path of frequency count, while simple linear regression analysis was adopted in the test of the hypothesis. The result indicated that the regression coefficient ($\beta = 2.98$) of the independent variable is positive and suggested a direct relationship between elements of urban tourism and the development of cultural tourism. Therefore, the null hypothesis was rejected, and it is established that the elements of urban tourism significantly influence the development of cultural tourism in Osogbo. The study concluded that the elements of urban tourism are long-term components, of which the concern of local, state and federal government in Nigeria towards its availability, recognition and improvement has not given necessary attention. Thus, research work recommended that local, state and federal governments in Nigeria and appropriate tourism stakeholders must put the desirable progress of elements of urban tourism in place.

Keywords: Community, Cultural tourism, Development, Elements of Urban tourism

I. INTRODUCTION

Cultural tourism is a category of tourism that is based on the movement of people out of their normal place of abode to explore and experience the totality of life

of people living in an area. Cultural tourism, with its foundation in the Grand Tour, of which most countries seem to rely on its development for communal and monetary progress. The World Tourism Organisation affirmed that cultural tourism accounted for 37% of the global tourism market and it's anticipated to grow at 15% per annum (Richards, 2018). Cultural tourism is a fundamental idea of times past and sociology of leisure that belongs to cultural features that enrich cultural identities and relationships among groups of people at diverse components of growth (Ikusemiju *et al*, 2025). Cultural tourism differs by the distinctiveness of cultural tourism possessions that are available within a specific community and that which is the cultural base for tourism development (Zang, 2011). Thus, cultural tourism is an essential tool for so many communities, regions and nations at large because every physical setting has its unique culture that can be developed (Richards, 2018). It is a form of tourism in which the tourists are stimulated to achieve knowledge of, establish and function through the tangible and non – tangible of existing cultural attractions of a specific locality (Ikusemiju *et al*, 2025).

The emergence of the idea of urban tourism was first anticipated by C. A. Stansfield in 1964 (Qin, 2019). Urban Tourism is a category of tourism activities that usually takes place in dense and urban spaces and involves visiting towns and cities for recreational reasons. Thus, these tourists' attractions are specialised varieties of resorts found in towns and cities and hence have been created, planned and in some cases unplanned (Ikusemiju *et al*, 2025).

UNWTO (2017) outlined that in the year 2015, 54% of the global inhabitants dwelled in urban areas and by the year 2030, the global inhabitants are calculated approximately to grow at 60%. In view of this, urban tourism is indicating an appealing

strength of the development of urban areas will comprise a vital component of the economy, social life and features of the urban areas and thus, becoming a key element in urban area development plans.

Urban tourism is the utilisation of metropolitan elements exhibited by tourists. It is usually categorised with huge, dense, diverse and politically autonomous settlements whose inhabitants are involved in a broad range of non – non-agricultural businesses such as manufacturing, transport, food industries, hospitality businesses, information, communication and technology etc. Consequently, urban tourism seeks to progress cultural tourism activities associated with identities well-known to a municipality, ranging from sports, transport, infrastructure, sightseeing, shopping, business tourism, cinema, parks etc (Ikusemiju *et al*, 2025). Hence, urban tourism are collection of elements, resources, features or activities found in the city and that are made accessible to tourists for the intention of entertainment, business or other forms of recreation (Garbea, 2013). Urban tourism symbolises all attractive elements or possessions of a locality that are aimed to offer tourists for contributions towards the development and regeneration of such a locality. It is acknowledged that the urban community must meet the desires of the tourists who are attracted by the richness of such a community. These desires of the intending tourists are the elements of urban tourism which include cultural and historical amenities, places of enjoyment, physical, social and cultural features, and the security elements that include comfortable tourism accommodation services, reasonable and respectable eateries, shopping malls etc (Garbea, 2013).

Statement of the Problem

A number of researchers have carried out research work on cultural tourism, notably (McIntosh *et al*, 2002; Petroman *et.al*, 2013; Nwakaeze – Ogugua 2015; Mousavi *et.al*, 2016; Yang & Xin, 2016; Shahzalal, 2016; Olaleye & Abayomi, 2020; Daly *et al*, 2021; Moric *et.al*, 2021), but these research works have only clarified the types of cultural tourism, the bond between cultural tourism and urban tourism, and the roles of cultural tourism in the modern tourism industry. Richards (2018) conceptualised cultural tourism as a means employed to achieve socioeconomic development by attracting tourists to a destination. McIntosh *et al* (2002) focused on the

relationship between tourism and cultural resources and the extent to which authenticity of the cultural asset is maintained for urban tourism. Csapo (2021) in his research study aimed at the responsibility of cultural tourism as a modern tourism industry's most developing branch of today's worldwide tourism market. Consequently, Garbea (2013) focused on the connection involving tourism and urban areas.

Thus, the existing research works aimed at the overview of cultural tourism but did not address the influence of elements of urban tourism in enhancing the development of cultural tourism through understanding the thought of urban tourism in reference to the selected destination, as cultural tourism is seen merely as a visit to historical sites, galleries, museums, monuments etc. Similarly, there were shortcomings in the prior research works, as the number of studies available on urban tourism is limited and available literature only focused on cultural and indigenous identities but failed to examine the influence of elements of urban tourism in enhancing cultural tourism development.

Furthermore, all the above-mentioned literature and many studies have recognised that there are significant connections between cultural tourism and elements of urban tourism. On the other hand, it is doubtful what kind of relationship exists between the elements of urban tourism of the selected community and the development of cultural tourism of the area. In the same way, it is observed that elements of urban tourism are often being ignored as an important aspect for the development of cultural tourism. Consequently, no research work has been found on the influence of elements of urban tourism in enhancing the development of cultural tourism in the southwest, Nigeria. Hence, this study is aimed at exploring the influence of elements of urban tourism on the development of cultural tourism in the Osogbo community, southwest, Nigeria.

II. LITERATURE REVIEW

Cultural tourism is the essential movement of people or tourists to learn, ascertain, partake and understand the cultural uniqueness of residents of a particular community, such as their arts, native customs, beliefs, attitudes, lifestyles and other culturally related activities (Fang, 2020; Buczkowska, 2011; Ikusemiju *et al*, 2025). There is no doubt that Nigeria is blessed with cultural inheritances for the growth of

cultural tourism in terms of galleries, historical sites, architectural buildings, archaeological sites, museums, cultural festivals, pottery, monuments etc (Nigeria Embassy, 2022). In addition, Ezenagu (2020) states that inherited resources are important components of cultural tourism and thus, the inherited assets have become commodities aimed at fulfilling the desires of the tourists. Hence, cultural tourism is not just the development of unique cultural products of communities in the past but also the consumption of present-day social, cultural, environmental and economic related activities; that is, the utilisation of elements of urban tourism in a community (Zhang, 2011).

Urban tourism is a term referring to the numerous tourist activities in which the city is the main destination and place of interest. This structure of tourism is quite old, multifaceted and is often the reason for many voyages. Urban tourism, also known as city tourism, is a form of tourism that usually takes place in cities or urban areas. Thus, tourism within these cities is strongly connected with the level of technology, economic, infrastructural and superstructural growth (Ashworth & Page, 2011).

However, there are diverse activities that are explored by city tourists within a city visited, which include visits to historical buildings, museums, art galleries, religious buildings, shrines, architectural buildings etc. Also, urban tourism (city tourism) is associated with attendance at massive events, such as festivals, concerts, parades, conferences, protests and activities that are related to nightlife (Ashworth & Page, 2011).

Furthermore, the demand to travel to cities has greatly increased over the last few decades as many people travel for business or conference reasons, while some travel during leisure time to learn about other cultures, to develop their precise interests, and to seek amusement (Ruetsche, 2006). Also, Garbea (2013) explained the relationship that exists between tourism and urban areas and thus differentiates

among the primary, secondary and additional elements of urban tourism possessions; this is a response to Ruetsche, (2006), who enquired about what exactly are the specific elements of urban tourism that determine the attractiveness of a city for tourists?

However, the primary elements (Figure 1) are distinctive and combine attractions of physical and sociocultural features in a locality (community identities) that cause, motivate, encourage and inspire tourists to visit desired urban areas. The primary elements, such as theatres, concert halls, museums, galleries, art exhibitions, cinemas, cultural festivals etc provide the major reason why tourists visit the desired towns. The secondary elements (Figure 1) are a collection of amenities that assist, enrich and advance the tourists' knowledge when visiting urban areas. The secondary elements, such as accommodation services, banks, shopping facilities etc offer the support crucial to tourists when visiting preferred cities but are not the essential attractors of tourists (Garbea, 2013). However, the additional elements such as transportation, tourist information offices, parking facilities etc (Figure 1) are facilities that ease access to the primary and secondary elements. These additional elements are important for the success of urban tourism, but are not the major attractors of tourists, but rather complement the primary element (Garbea, 2013). Additionally, it should be acknowledged that secondary and additional elements are important for urban tourism but are not the cause, motivation or reason for tourists visiting such an area or geographical location (Ruetsche, 2006). That is, the inadequacy or absence of the secondary and additional elements in an area does not stop tourists from visiting. Meanwhile, it is important to point out that there is a high degree of relationship among the elements of urban tourism as they are being developed by cities for a variety of reasons, including portraying a positive image, attracting tourists and stimulating the cultural tourism for improved urban economy (Garbea, 2013).

PRIMARY ELEMENTS	
Facilities for activities	Factors of leisure and relaxation
Cultural facilities	Physical characteristics
<ul style="list-style-type: none"> Theatres, Cinemas 	<ul style="list-style-type: none"> Historic streets

<ul style="list-style-type: none"> • Concert halls • Museums and art galleries • Exhibitions 	<ul style="list-style-type: none"> • Religious buildings • Parks and green areas • Rivers, channels • Ports
Sports facilities <ul style="list-style-type: none"> • Stadia • Multipurpose halls 	
Leisure facilities <ul style="list-style-type: none"> • Casinos • Nightclubs • Organised parties 	Socio-cultural characteristics <ul style="list-style-type: none"> • Language • Customs and traditions • Security
SECONDARY ELEMENTS	
<ul style="list-style-type: none"> • Hotels and restaurants • Commercial facilities such as Banks, shopping malls, markets etc. 	
ADDITIONAL ELEMENTS	
<ul style="list-style-type: none"> • Accessibility and parking facilities • Presence of facilities created for tourism purposes • Information offices, tourist guides, maps, leaflets etc. 	

Figure 1: Elements and components of Urban Tourism

Source: Adopted from Garbea (2013).

Hence, this study has its roots in the cultural festival of the residents of the Osogbo community due to the fact that the cultural festival is an offshoot of community identities. Besides, a cultural festival is an event customarily celebrated by residents and typically focuses on some uniqueness (community identities) of the residents of the communities, which frequently aid in accomplishing particular collective reasons (Ogbenika, 2020). In addition, the cultural festival is a thoughtful manifestation of community identities, values and ways of life. That is, a cultural festival is a cultural occurrence that plays an undeniable role that bringing the residents of the community together and offers the means to display affection that bridges intimacy and acceptance among the residents (Ikusemiju *et al*, 2025).

Additionally, cultural festivals across the globe, with no exception to the Yoruba cultural festival, offer a bond of the social world of the Yoruba with the unseen world, as cultural festivals are grouped and celebrated in three categories. Firstly, there are cultural festivals that are famous for agricultural reasons and to strengthen the relationship of harmony among the Yoruba race. Secondly, cultural festivals are celebrated in remembrance of historical personalities (heroes and heroines) who had accomplished remarkably for the people, and thirdly, some cultural festivals have their roots in historical intentions and are celebrated in memory of occurrences that took place in society some years ago

(Ogbenika, 2020). For instance, the Osun Osogbo festival in Osogbo town is generally celebrated for historical purposes to strengthen the connection of harmony among the indigenes and associates of Osogbo and to offer admiration to the river goddess known as Osun (Plate 1). Thus, the Osogbo community in Osun State was selected purposively because it is the only community in the southwest, Nigeria that is home to the only dense forested area with shrines and sanctuaries known as Osun Osogbo Sacred Grove, which was designated as a UNESCO World Heritage Site in 2005 (Peter, 2011). Thus, the Osogbo community is among the communities in Yoruba land that have a unique culture with deep beliefs and traditions (community identities) that are expressed in celebration of the various cultural festivals annually to display the unique features of the community, such as dressing, food, drinks, customs, inheritance etc (Abdulgafar, 2015).

This research work has four specific objectives as follows:

1. To reveal the categories and specific community identities that aid urban tourism in the Osogbo community.
2. To divulge the elements and components of urban tourism in the Osogbo community that influence the development of cultural tourism.
3. To evaluate the cultural products that aid cultural tourism in the Osogbo community.

4. To investigate the benefits of the development of cultural tourism in the Osogbo community.

Hypothesis of the Study

H₀: Elements of Urban Tourism do not significantly influence the development of Cultural Tourism in Osogbo.

III. METHODOLOGY

3.1 Study area

Osogbo community, on coordinates 7° 46' N and 4° 34' E is a town known popularly in Yoruba land and the nation at large as “Ilu Aro” – Home of Tie and Dye, as the town is majorly made up of traditional development centres such as the dyeing centre. Other forms of arts and crafts found in Osogbo include bead making, traditional drum making, calabash and gourd making. The ruler of the Osogbo community is the Ataoja of Osogbo.

3.2 Study context

Osogbo community is the home to the popular Osun Osogbo cultural festival, which is yearly celebrated with a rich display of Osogbo culture to offer admiration to the river goddess known as Osun. It is a very unique festival because it is a unifying factor for all sons and daughters and is celebrated by people worldwide.

This research work has its basis purposively on the Osun Osogbo festival because it is a cultural festival that has been celebrated for some years in paying homage to the king in admiration of the river goddess (Plate 1). It is a unifying factor for all sons and daughters of the town and is celebrated by the people worldwide, which has its roots in historical intentions in memory of an occurrence that took place in the community several years ago. Thus, the local leaders, custodians and devotees of the Osun Osogbo festival were utilised purposively as the sampling frame for selection of the respondents for the study because they are keenly involved in the Osun Osogbo cultural festival that served as a base for this study, and they are most knowledgeable about the elements of urban tourism in the Osogbo community.

Due to the study approach, the respondents who provided the information for the research were purposively chosen from among the local leaders, custodians and devotees of the Osun Osogbo cultural festival. Investigation revealed the local leaders,

custodians and devotees of the Osun Osogbo festival are most knowledgeable about the creative activities of the residents of the Osogbo community.



Plate 1: The votary maid (Arugba Osun) conveying the resources for admiration to the river goddess during the Osun Osogbo festival, 2022

Data collection and analysis

This study adopted a purposive sampling method that corresponds to the laid standard of collecting information about the categories of community identities and elements of urban tourism of the residents from certain residents of the community, such as local leaders, custodians and devotees of the Osun Osogbo festival, who served as the respondents. The respondents were chosen from the above categories because they represent different community groups from which vital information on elements of urban tourism and categories of community identities can be obtained (Table 3). Thus, the researchers adopted a simple percentage method through the path frequency count in the quantitative data analysis in order to bring about the arrangement of observations or views presented by the respondents, taking into account the position and different perceptions of the respondents (Ikusemiju et al, 2025).

The population of the study comprised residents of the Osogbo community, Osun State. A simple random sampling technique was adopted in the selection of respondents from the sampling frame, because the target population are known and in order to communicate directly with the target population, obtain useful information and for adequate representation of the residents. The sampling frame adopted by the researchers was the list of all elements (Table 1).

The sampling frame of the local leaders, custodians and devotees of the Osun Osogbo festival, Osogbo was put at one hundred and fifty-eight (158).

Furthermore, the Krejcie and Morgan (1970) formula of sample size was adopted by researchers for the sample size. The sample size for the study was one hundred and twelve (112). Hence, one hundred and twelve (112) questionnaires were administered, of which only one hundred and nine (109) questionnaires were recovered, representing a ninety-seven percent (97%) return rate. The data

obtained from the respondents were presented and analysed using descriptive statistics following the path of frequency counts. Additionally, simple linear regression analysis through the statistical package for social sciences (SPSS) was used in the test of the hypothesis of the study in order to predict the outcome of dependent and independent variables, which assisted the study in a logical deduction.

Table 1: The Local leaders, custodians and devotees of Osun - Osogbo Festival, Osogbo

S/N	Names	Number
1.	Iya Osun (Osun Priestess)	1
2.	Aworo (Osun Chief Priest)	1
3.	Baba Osun (The Representative of Ataoja)	1
4.	Otun Aworo (Chiefs and Assistants to Osun Chief Priest)	10
5.	Iworo Osun (Chiefs and Assistants to Osun Priestess)	40
6.	Arugba Osun (Votary Maid)	1
7.	Past Arugba Osun (Former Votary Maids)	20
8.	Staff of the National Commission for Museums and Monuments, Osogbo	84
	Total	158

Source: Field survey (2023).

IV. FINDINGS AND DISCUSSIONS

Demographic Characteristics of the Respondents in Osogbo Community

The section is dedicated to demographic characteristics of the respondents in the Osogbo community. The result in Table 2 revealed that in the sex category that 40 of the respondents representing 36.70% were male, while 69 respondents representing 63.30% were female, indicating that there were more women than men in the tourism activities in the Osogbo community. In the age category, 29 of the respondents representing 26.60% were aged of 50 years and above, 43 of the respondents representing 39.40% were between the age of 42 – 49 years, 35 respondents representing 32.10% were between the age of 34 – 41 years while one (1) of the respondents each representing 0.90%

were between the age 26 – 33 years and between the age of 18 – 25 years.

In addition, in the marital status, 11 of the respondents representing 10.10% were single. Meanwhile, 96 respondents representing 88.10% were married, one (1) respondent each representing 0.90% were in the category of widow/widower and separated. Furthermore, in the educational categories; 38 respondents representing 34.90% had senior secondary certificate education, 35 respondents representing 32.10% had National Diploma or National Certificate Education, 27 respondents representing 24.80% had Bachelor of Science or Higher National Diploma, three (3) respondents representing 2.80% had masters while six (6) respondents representing 5.50% had other categories of educational qualifications.

Table 2: Demographic Characteristics of the Respondents in Osogbo Community

S/N	Variable	Frequency	Percentage (%)
1	Gender		
	Male	40	36.70 %
	Female	69	63.30 %
	Total	109	100.00 %
2	Age		
	18 – 25 Years	1	0.90%
	26 - 33 Years	1	0.90%
	34 - 41 Years	35	32.10%

	42 - 49 Years	43	39.40 %
	50 Years and Above	29	26.60 %
	Total	109	100.00 %
3	Marital Status		
	Single	11	10.10%
	Married	96	88.10 %
	Widow / Widower	1	0.90 %
	Separated	1	0.90 %
	Total	109	100.00 %
4	Educational Qualifications		
	Senior Secondary Certificate Education	38	34.90 %
	National Diploma / National Certificate Education	35	32.10 %
	Bachelor of Science / Higher National Diploma	27	24.80 %
	Masters	3	2.80 %
	Others	6	5.50 %
	Total	109	100.00 %

SA - Strongly Agreed, A - Agreed, U – Undecided, D – Disagreed, SD – Strongly Disagreed

Categories and specific community identities in the Osogbo community

Results in Table 3 revealed that categories and specific community identities in the Osogbo community include the presence of archaeological, cultural and historical identities Palace of Ataoja of Osogbo, Osun – Osogbo grove, Centre for Black Culture and International Understanding etc. Also, the findings revealed that there are culinary identities which include Esuru, Asala, Akara, and Asaro with efo yanrin. Similarly, the result revealed that there are creative identities in Osogbo, and such include cloth weaving, blacksmithing, bead making etc. In addition, the result revealed that there are living identities in the Osogbo community, which include Osun – Osogbo festival, Egun festival etc.

The above findings are in conformity with Cultural Heritage Studies (2022), which states that community identities are an inheritance of physical and intangible characteristics of a community, and that community identities are elements that offer links between the past, present and future with the use of diverse cultural methodology to the present. Similarly, the findings are in line with Ezenagu (2020), which also states that community inheritances are fashioned by man's interaction with the environment and that they have become the foundation of cultural identities and national pride, which are today drivers of cultural tourists. In addition, the findings are in line with the Eritrea Ministry of Information (2019), which equally states that community identities are physical and non-physical cultural assets of communities that are inherited from the forefathers.

Table 3: Categories and specific community identities in the Osogbo community

S/N	Categories of community identities	Sub – categories of community identities	Specific community identities
1.	Archaeological, cultural and Historical Identities	Historical sites, memorial sites, monuments etc.	<ol style="list-style-type: none"> Palace of Ataoja of Osogbo. Osun Osogbo Grove. Susan Wenger’s House. Centre for Black Culture and International Understanding. Late Oyin Adejobi’s House. National Museum and Monument.
2.	Culinary Identities	Food identities	<ol style="list-style-type: none"> Esuru (Bitter Yam) with Palm Oil. Asala (Walnut). Akara Senke.

			4. Asaro with Efo Yanrin.
		Beverage identities.	1. Palm wine.
3.	Creative Identities	Local arts and crafts etc.	1. Cloth weaving. 2. Tie and dye. 3. Wood Carving and Sculpture. 4. Blacksmithing. 5. Bead Making.
		Galleries.	1. Nike Arts Gallery. 2. Genesis Arts Gallery. 3. Mbari Mbayo Gallery. 4. Buraimoh Art Gallery 5. Twin Seven Seven Gallery. 6. Okonfo Rao Kawawa Centre. 7. Onirese Calabash and Antiquity Centre etc.
		Clothing and Dressing.	1. Tie and dye. 2. The pattern of dressing in Osogbo is not different from that of the rest of the communities in Yoruba land and such include Aso – Oke (Ofi), Agbada, Kembe, Ipele or Iborun (Shawl), different styles of Head-gear etc.
		Adornments	1. Beads are generally worn by the locals on the neck, the wrist and the ankle. 2. A piece of yellow beads and cowries are worn by the devotees of Osun deity on the neck, wrist and the ankle.
4.	Living Identities	Tradition, Belief and Customs and Festivals etc.	1. Osun Osogbo Festival. 2. Ifa Festival. 3. Ogun Festival. 4. Egungun Festival.
		Music and Musical Instruments	Music is an important aspect of the people of Osogbo, and it can be achieved to a certain degree called music drama. Music in Osogbo includes Oroki Music, Apala Music and Juju Music. Musical instruments of the Osogbo community include Sekere, Bata.

Source: Field survey (2023).

Elements and components of urban tourism in the Osogbo community that affect the development of cultural tourism

Findings of the elements and components of urban tourism in the Osogbo community that affect the development of cultural tourism as presented in Table 4. In the Osogbo community, there are several religious buildings in the community as well as theatre, cinema, concert and exhibition centres are available in the community. Likewise, there is a wide range of sports facilities for tourists' use in the community, as well as there are casinos and

nightclub facilities in the community. In addition, there is a wide range of hotels and restaurants in the community.

Similarly, there are wide range of markets in the community and there are a wide range of commercial facilities such as banks, shopping malls for tourist use in the community. In addition, in the Osogbo community, there are wide range of parking facilities in the community, and there are wide relaxation arenas in the community. Furthermore, tourism Information offices are available in the community.

Results of the study revealed that elements and components of urban tourism in Osogbo community that affect development of cultural tourism are in line with Garbea (2013) that states that there is a high

degree of relationship among the elements of urban tourism as they are being developed by cities for a variety of reasons including portraying a positive image, attracting tourists and stimulating the cultural tourism for improved urban economy.

Table 4: Elements and components of urban tourism in the Osogbo community that affect the development of cultural tourism

S/N	Elements and components of urban tourism	Frequency (Percentage)			Total (Percentage)
		YES (%)	NO (%)	UNDECIDED (%)	
1.	There are several religious buildings in the community.	107 (98.20%)	1 (0.90%)	1 (0.90%)	109 (100%)
2.	Theatre, cinema, concert and exhibition centres are available in the community.	84 (77.10%)	12 (11.00%)	13 (11.90%)	109 (100%)
3.	There is a wide range of sports facilities for tourists' use in the community.	79 (72.50%)	15 (13.80%)	15 (13.80%)	109 (100%)
4.	There are casinos and nightclub facilities in the community.	66 (60.60%)	19 (1.40%)	24 (22.00%)	109 (100%)
5.	There is a wide range of hotels and restaurants in the community.	100 (91.70%)	7 (6.40%)	2 (1.80%)	109 (100%)
6.	There is a wide range of markets in the community.	90 (82.60%)	17 (15.60%)	2 (1.80%)	109 (100%)
7.	There is a wide range of commercial facilities, such as banks, shopping malls, for tourists' use in the community.	86 (78.90%)	21 (19.30%)	2 (1.80%)	109 (100%)
8.	There are wide range of parking facilities in the community.	80 (73.40%)	28 (25.70%)	1 (0.90%)	109 (100%)
9.	There are wide relaxation arenas in the community.	84 (77.10%)	19 (17.40%)	6 (5.50%)	109 (100%)
10.	Tourism Information offices are available in the community.	58 (53.20%)	50 (45.90%)	1 (0.90%)	109 (100%)

SA - Strongly Agreed, A - Agreed, U – Undecided, D – Disagreed, SD – Strongly Disagreed

Cultural products that aid cultural tourism in the Osogbo community

Results of this study on the cultural products that aid cultural tourism in the Osogbo community, as presented in Table 5, revealed that there are archaeological and monument sites in the community that can aid cultural tourism and that there are historical sites in the community that enhance cultural tourism. Furthermore, the results revealed that there are cultural sites in the community that can aid cultural tourism. Similarly, practices of the community that enhance cultural tourism include food and beverage. Also, findings revealed that

practices of the community that enhance cultural tourism include arts and galleries. In addition, practices of the community that enhance cultural tourism include clothing and dressing. Likewise, traditions and customs practices of the community enhance cultural tourism.

The aforementioned findings are in line with Nigeria Embassy (2022) that states that Nigeria is blessed with cultural opportunities for the development of cultural tourism collections in terms of historical sites, archaeological sites, museums, festivals, tanneries, tie and dye pits etc In addition, the above

results are in line with that of Ezenagu (2020), which states that inheritance resources are important components of cultural tourism and thus, the

inheritance assets have become commodities aimed to accomplish the desires of the tourists.

Table 5: Cultural products that aid cultural tourism in the Osogbo community

S/N	Cultural products that aid cultural tourism	Frequency (Percentage)					Total (Percentage)
		SA (%)	A (%)	U (%)	D (%)	SD (%)	
1.	There are archaeological and monument sites in my community that can aid cultural tourism.	68 (62.40%)	35 (32.10%)	6 (5.50%)	-	-	109 (100%)
2.	There are historical sites in my community that enhance cultural tourism.	63 (57.80%)	45 (41.30%)	1 (0.90%)	-	-	109 (100%)
3.	There are cultural sites in my community that can aid cultural tourism.	66 (60.60%)	38 (34.90%)	-	5 (4.60%)	-	109 (100%)
4.	Practices of my community that enhance cultural tourism include food and beverage.	65 (59.60%)	24 (22.00%)	20 (18.30%)	-	-	109 (100%)
5.	Practices of my community that enhance cultural tourism include arts and galleries.	67 (61.50%)	30 (27.50%)	12 (11.00%)	-	-	109 (100%)
6.	Practices of my community that enhance cultural tourism include clothing and dressing.	57 (52.30%)	45 (41.30%)	7 (6.40%)	-	-	109 (100%)
7.	Traditions and customs practices of my community that enhance cultural tourism.	66 (60.60%)	40 (36.70%)	3 (2.80%)	-	-	109 (100%)

SA - Strongly Agreed, A - Agreed, U – Undecided, D – Disagreed, SD – Strongly Disagreed

Benefits of the development of cultural tourism in the Osogbo community

Findings of the benefits of the development of cultural tourism in the Osogbo community are presented in Table 6. In the Osogbo community, cultural tourism enhances a better understanding of both the residents and tourists about the norms and traditions of the community, as it helps to foster unity among the residents of the community. Likewise, cultural tourism helps to boost social infrastructure in the Osogbo community, as well as put the Osogbo community on the global track record of tourism. Cultural tourism helps create awareness and develop more sensitivity in the residents toward cultural tourism. In addition, cultural tourism emphasises the confirmation and authenticity of cultural values of the communities between the individual and group that lead to tourists' satisfaction and loyalty.

Similarly, cultural tourism in the Osogbo community improves communal values in terms of intellectual, emotional, uniqueness, self-esteem, strength, uniformity, athletic lifestyles, and creative expression. Cultural tourism further enhances destination loyalty, the development of local crafts, food, and beverages, and festivals.

In addition, in the Osogbo community, cultural tourism encourages entrepreneurial activities, helps generate employment opportunities in the community, and improves the standard of living of the community. Furthermore, cultural tourism helps to boost the local economy of the community, helps contributes towards regional economic activities, and helps in generating income for the residents of the community.

Findings of the study revealed that the benefits of the development of cultural tourism in the Osogbo community are in line with Richards (2018) states, that cultural tourism is a tool of social and economic development that is used to achieve social and economic growth by attracting visitors from outside a tourist destination. The results are also in line with (Petroman *et.al*, 2013), which states that cultural tourism is an essential theme of history and sociology of leisure and belongs to cultural characteristics that

studies cultural mobility, cultural identities and relationships among societies at different facets of development. In addition, the aforementioned results are in line with Zhang (2011), who states that cultural tourism is not just the exploitation of unique cultural products of the communities in the past, but also the utilisation of present-day social and cultural-related activities of the people in a community for development.

Table 6: Responses of the respondents on the benefits of the development of cultural tourism in the Osogbo community

S/N	Benefits of the development of cultural tourism	Frequency (Percentage)					Total (Percentage)
		SA (%)	A (%)	U (%)	D (%)	SD (%)	
1.	Cultural tourism enhances a better understanding of both the residents and tourists about the norms and traditions of the community.	71 (65.10%)	37 (33.90%)	-	-	1 (0.09%)	109 (100%)
2.	Cultural tourism helps improve unity among the residents of the community.	65 (59.60%)	41 (37.60%)	2 (1.80%)	1 (0.09%)	-	109 (100%)
3.	Cultural tourism helps boost social infrastructure in the community.	64 (58.70%)	25 (22.90%)	9 (8.30%)	-	11 (10.10%)	109 (100%)
4.	Cultural tourism put the communities on the global track record of tourism	67 (61.50%)	33 (30.30%)	8 (7.30%)	-	1 (0.09%)	109 (100%)
5.	Cultural tourism helps create awareness and develop more sensitivity in the residents toward cultural tourism.	74 (67.90%)	34 (31.20%)	-	1 (0.09%)	-	109 (100%)
6.	Cultural tourism emphasises the confirmation and authenticity of cultural values of the communities among individuals and groups that lead to tourists' satisfaction and loyalty.	61 (56.00%)	28 (25.70%)	19 (17.40%)	-	1 (0.09%)	109 (100%)
7.	Cultural tourism improves communal values in terms of intellectual, emotional, uniqueness, self-esteem, strength, uniformity,	65 (59.60%)	33 (30.30%)	-	1 (0.09%)	10 (9.20%)	109 (100%)

	athletic lifestyles, creative expression etc.						
8.	Cultural tourism enhances destination loyalty.	56 (51.40%)	46 (42.20%)	6 (5.50%)	1 (0.09%)	-	109 (100%)
9.	Cultural tourism enhances the development of local crafts.	81 (74.30%)	26 (23.90%)	-	1 (0.09%)	1 (0.09%)	109 (100%)
10.	Cultural tourism enhances the development of food and beverage.	48 (44.00%)	45 (41.30%)	16 (14.70%)	-	-	109 (100%)
11.	Cultural tourism enhances the development of festivals.	62 (56.90%)	36 (33.00%)	9 (8.30%)	1 (0.09%)	1 (0.09%)	109 (100%)
12.	Cultural tourism encourages entrepreneurial activities in the community	79 (72.50%)	27 (24.80%)	1 (0.09%)	1 (0.09%)	1 (0.09%)	109 (100%)
13.	Cultural tourism helps generate employment opportunities in the community.	74 (67.90%)	22 (20.20%)	13 (11.90%)	-	-	109 (100%)
14.	Cultural tourism helps improve the standard of living of the community.	89 (81.70%)	17 (15.60%)	3 (2.80%)	-	-	109 (100%)
15.	Cultural tourism helps boost the local economy of the community.	62 (56.90%)	24 (22.00%)	20 (18.30%)	2 (1.80%)	1 (0.09%)	109 (100%)
16.	Cultural tourism helps contribute towards regional economic activities.	71 (65.10%)	33 (30.30%)	3 (2.80%)	2 (1.80%)	-	109 (100%)
17.	Cultural tourism helps generate income for the residents of the community.	70 (64.20%)	35 (32.10%)	3 (2.80%)	-	1 (0.09%)	109 (100%)

SA - Strongly Agreed, A - Agreed, U – Undecided, D – Disagreed, SD – Strongly Disagreed

Inferential Analysis

Hypothesis: Elements of Urban Tourism do not significantly influence the development of Cultural Tourism in Osogbo.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.42 ^a	.18	.17	.38	.18	24.16	1	107	.000

Source: Output from SPSS Ver. 23 (2023)

Table 7 presents the summary of the linear model. The R coefficient value of 0.42, which implies 42 percent indicates a moderate positive association between elements of urban tourism and the development of cultural tourism in Osogbo. The Adjusted R-squared value of 0.17 implies that the predictor variable explains 17 per cent of the total variation in the exploratory variable.

Table 8: ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1. Regression	3.63	1	3.63	24.16	.000 ^b
Residual	16.08	107	.15		
Total	19.71	108			

- a. Dependent Variable: Cultural Tourism
 b. Predictors: (Constant), Elements of Urban tourism.

Source: Output from SPSS Ver. 23 (2023)

The ANOVA result helps to ascertain the model fit. The F-statistic (F = 24.16) is statistically significant at the 5% level (p = 0.000), suggesting a good model effect.

Table 9: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1. (Constant)	2.98	.313		9.53	.000
Elements of Urban Tourism	.56	.115	.42	4.91	.000

- a. Dependent Variable: Cultural Tourism
 Source: Output from SPSS Ver. 23 (2023)

The regression coefficient ($\beta = 2.98$) of the independent variable is positive, suggesting a direct relationship between elements of urban tourism and the development of cultural tourism. The t-statistic (t = 9.53) of this coefficient is significant at the 5% level (p = 0.000). Therefore, the null hypothesis is rejected, and it is established that elements of urban tourism significantly influence the development of cultural tourism in Osogbo.

The above result is in line with Garbea (2013), who states that there is a high degree of connection amongst the elements of urban tourism as they are being developed by cities for a variety of reasons, including portraying a positive image, attracting tourists and stimulating the cultural tourism for improved urban economy.

Summary of findings

The study revealed that there are numerous elements of urban tourism and rich community identities in the Osogbo community. Findings revealed that elements of urban tourism influence the development of cultural tourism in the Osogbo community. Also, findings established that there are cultural products that aid the development of cultural tourism in Osogbo. In addition, findings revealed the benefits of

the development of cultural tourism in the Osogbo community.

V. CONCLUSION AND RECOMMENDATIONS

Elements of urban tourism in the Osogbo community are an inevitable sector that must be activated to help stimulate cultural tourism in the community. The elements of urban tourism are long-time components, of which the concern of local, state and federal government in Nigeria towards its availability, recognition and improvement has not been given the necessary attention. Thus, research work recommended that local, state and federal governments in Nigeria and appropriate tourism stakeholders must put the desirable progress of elements of urban tourism in place, while its development and recognition would have a significant influence on the development of cultural tourism and thereby stimulating the local economy both directly and indirectly all the way through multiplier effects.

This study strengthens the importance of elements of urban tourism as a demonstration of the image of the residents in a community as being very unique to the

community, and also as uniformity of the components of cultural tourism that holds the people of the community in unity. These elements of urban tourism encompass the community identities that are significant to the development of cultural tourism. Within the viewpoint of this study, elements of urban tourism have been discovered to contribute to the cultural tourism of which its enrichment enhances a better understanding of both the residents and tourists about the tradition and practices of the community. This study extended research work on the concepts that were not or only partially explored in previous research (McIntosh, Hinch & Ingram, 2002; Garbea, 2013; Richards, 2018).

Practical implications

This research study suggests that cultural custodians, local, state and federal governments should initiate enormous and passionate advancement of elements and components of urban tourism. If this is done, it would largely facilitate the development of cultural tourism.

The advancement of elements of urban tourism in the Osogbo community for the development of cultural tourism should be put into practice by local, state and federal governments in collaboration with appropriate tourism stakeholders. This should be extended to other communities in Nigeria, of which the elements of urban tourism could be utilised to attract tourists, particularly from the international communities. In addition, promoting and safeguarding the elements and components of urban tourism in the Osogbo community through collaborative efforts for socioeconomic development, which should be incorporated with capacity growth for infrastructural development, income generation, and job generation.

Furthermore, the findings of the study established that cultural tourism in the Osogbo community will further boost destination loyalty, the development of local crafts, food and beverage, as well as cultural festivals. Consequently, if elements of urban tourism in the community are made stronger, it will significantly influence the development of cultural tourism, which will help to enhance the local economy of the society, help towards regional economic activities and help in generating income for the residents of the community.

ACKNOWLEDGEMENTS

The authors would like to thank the informants for their participation in the study.

DISCLOSURE STATEMENT

There were no potential conflicts of interest reported by the authors.

REFERENCES

- [1] O. F. AbdulGafar (2015), Ijebu – Ode’s Ojude –Oba Festival: Cultural and Spiritual Significance. *SAGE Journal*, 5(1), Page 1 -11.
- [2] G. Ashworth & S. J. Page (2011), Urban Tourism Research: Recent Progress and Current Paradoxes. *Journal of Tourism Management*, Volume 32, Number 1, Page 1-15
- [3] K. Buczkowska (2011), Cultural Tourism – Heritage, Arts, Creativity. Poznan; Page 38 – 50.
- [4] J. Csapo (2012), The Role and Importance of Cultural Tourism in Modern Tourism Industry, Strategies for Tourism Industry - Micro and Macro Perspectives, Dr. Murat Kasimoglu (Ed.), Available Online: <http://www.intechopen.com/books/strategies-for-tourism-industry-micro-and-macroperspectives/the-role-and-importance-of-cultural-tourism-in-modern-tourism-industry>
- [5] Cultural Heritage Studies (2022). Concept and History: The Concept and History of Cultural Heritage, Central European University, Wien. Available online: <https://www.culturalheritagestudies.ceu.edu/concept-and-history-cultural-heritage>. Accessed 15th December, 2022
- [6] Eritrea Ministry of Information (2019). The Significance of Cultural Heritage: History and Culture, Asmara. Available Online: <https://www.shabait.com/2019/10/02/the-significance-of-cultural-heritage/>. Accessed 15th December, 2022
- [7] N. Ezenagu (2020). Heritage Resources as drivers for Cultural Tourism in Nigeria. *Journal of Cogent Arts and Humanities*, 7(1), 1 – 24.
- [8] W. Fang (2020). Tourism in emerging Economies: The way we Green, Sustainable

- and Healthy, eBook, Taipei, Springer Nature Publication
- [9] R. V. Garbea (2013), Urban Tourism between Content and Aspiration for Urban Development, *Journal of Management and Marketing*, Volume 11, Number 1, Page 193-201
- [10] T. M. Ikusemiju, B. O. Adeleke, & K. Ogunsusi (2025), The Importance of Community Identities in the Socio – Economic Contributions of Cultural Tourism in Ijebu-Ode, Southwest, Nigeria, Unpublished.
- [11] R. V. Krejcie & D. W. Morgan (1970). Determining Sample Size for Research Activities, *Journal of Educational and Psychological Measurement*, 30(3), 607 – 610. Available Online: <https://doi.org/10.1177/001316447003000308>. Accessed 6th March, 2022
- [12] A. J. McIntosh, T. Hinch & T. Ingram (2002), Cultural Identity and Tourism, *International Journal of Arts Management*, Vol. 4, No. 2, Page 39-49.
- [13] Nigeria Embassy (2022). About Tourism: Culture and Tourism, Berlin. Available online: <http://www.nigeriaembassygermany.org/culture---tourism.htm>. Accessed 10th December, 2022
- [14] G. E. Ogbenika (2020). Festivals in African and Social Mobilization. *International Journal of Research and Innovation in Social Science (IJRISS)*, 4(3), 291 - 295.
- [15] P. Peter (2011), *Osogbo and the Art Heritage, Monuments, Deities and Money*, Bloomington, Indiana University Press.
- [16] I. Petroman, C. Petroman, M. Diana, C. Ramona, V. Loredana & P. Ioana (2013), Types of Cultural Tourism, *Scientific Papers: Animal Science and Biotechnologies*, Volume 46, Number 1, Page 385 – 388.
- [17] J. Qin (2019), Urban Tourism Development Model for Chengdu China: Based on Global Tourism Theory, *Journal of Advances in Economics, Business and Management Research*, Volume 84, 2019 Series, Page 36 - 44
- [18] G. Richards (2018). Cultural Tourism: A Review of recent Research and Trends. *Journal of Hospitality and Tourism Management*, 36, 12-21.
- [19] J. Ruetsche (2006), Urban Tourism: What attracts Visitors to Cities? E – Newsletter, Lets' Talk Business, Issue 117, May 2006, University of Wisconsin – Extension, Madison
- [20] UNWTO, United Nations World Tourism Organisation (2017), Urban Tourism, Madrid, World Tourism Organizations. Available Online: <https://www.unwt.org/urban-tourism>. Accessed 8th January, 2023
- [21] Y. Zhang (2011), Cultural Tourism Products: A Case Study in the Xi'an City, UNLV Theses, Dissertations, Professional Papers, and Capstones. Accessed Online: <http://dx.doi.org/10.34917/2462753>