

Cultural Tourism and Aluu Community Development in Ikwerre Local Government Area, (LGA) Rivers State

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Abstract

This Study investigated the relationship between Cultural Tourism and Aluu Community Development in Ikwerre Local Government Area, (LGA) in Rivers State. The objectives of the Study were to determine relationship between Tradition and Belief and Aluu Community Development in Ikwerre LGA in Rivers State; evaluate the influence of Norms and Values on Aluu Community Development in Ikwerre LGA in Rivers State; ascertain the relationship between Lifestyle and Aluu Community Development in Ikwerre LGA in Rivers State. The Study adopted descriptive design to help in describing the different information concerning Cultural Tourism and Aluu Community Development. The population of the Study covered indigenes of Aluu Community. 185 respondents were drawn using Simple Random Sampling Technique. Face and Content Validity were employed to assess the relevance of the instrument; while; Cronbach Alpha Statistics was used to determine the reliability of the instrument. The dimensions of Cultural Tourism and Measures of Community Development were analyzed using Mean and Standard Deviation. The Hypotheses were tested using Pearson Product Moment Correlation Coefficient with the Statistical Package for Social Sciences, (SPSS) version 22. The findings revealed that there were significant relationships between the dimensions of Cultural Tourism, (Traditional Belief, Norms and Values and Lifestyle) and Measures of Aluu Community Development., (Infrastructural Development and Revenue Generation). It was therefore, concluded that Aluu Community should preserve their Traditional and Cultural Activities to attract the attention of Tourists to the community. The presence of Tourists will attract Infrastructural and Community Development which will in turn influence the Lifestyle of the people of Aluu. We therefore, recommended that Aluu Community should not neglect their Norms and Values as these will motivate Tourists to get acquainted with the Community, thereby Aluu Community Development will be influenced.

Keywords: *Cultural Tourism, Community Development, Rural Tourism, Culture, Development, Cultural Belief*

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Background to the Study

Cultural Tourism have become both regionalists and regional development, (Ajanthan, 2013). Culture could be referred to as the relationship between the man-made world and the world we living in, (Akindele, 2009). It could be regarded as the totality of society's knowledge, which might ensure cohesion and survival of human community. Nigeria has rich and diverse cultures with good Cultural Tourism Development potentials (Ollor, (2013; Bassey, 2014).

According to AlQashi (2015), Development could be defined as a progression in variety of new choices, new thinking about issues and forestalling changes. Community Development on the other hand, could be the ability of the future generation to meet their needs in eliminating sufferings such as illiteracy and diseases from lives of the people. It could improve standard of living of the people and inculcated sense of citizenship and spirit of civil consciousness among members of the Community (Bassey, 2014).

Cultural Tourism gives visitors the opportunity to understand and appreciate the essential characters of the place and their cultures including history archaeology and lifestyle. These could include: cultural diversity, arts and architecture, food, wine and other local produce, social economic and political structures and landscape (Clark, Wilkie and Wood, 2008).

According to Bassey (2014), of all the elements of Tourism, which include: Transportation, Accommodation, Attractions and Ancillary Services, Culture could be regarded as the main pull factor which have influenced visitors' initial decision to travel to destinations in different parts of the world. Cultural Tourism could be Tourism product, when taken into account the unique sustainability of marketing, with emphasis on the satisfaction of intellectual demands. It could be expressed through Cuisines, Norms and Values and Dress Codes. John, (2000) pointed out that, Cultural Tourism might have been create for the purpose of Infrastructural Development and Jobs. George (2016) indicated that there is positive Correlation between Cultural Tourism and Job Creation. Corbin and Strauss (2014) showed a strong relationship between Cultural Tourism and Infrastructural Development. Cooper (2008) indicated positive relationship between Cultural Tourism and Revenue Generation. There is limited knowledge on Cultural Tourism and Community Development in Nigeria. Hence, this research will find out the relationship between Cultural Tourism and Aluu Community Development in Ikwerre LGA in Rivers State.

Statement of the Problem

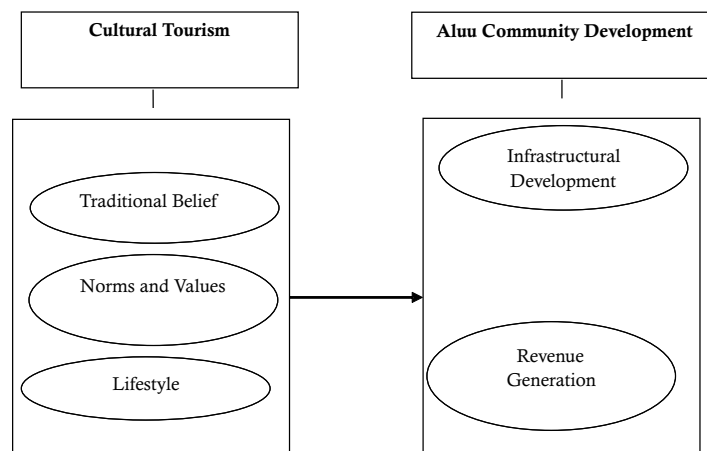
With the current growing interest in Cultural Heritage, growth in Cultural Tourism has increased Cultural Resources as tools for creating Economic Development and preserving Cultural Resources, (Frishammar and Charles, 2012). Cultural Tourism have been said to be one of the fastest growing areas in the Tourism Industry in terms of Revenue Generation and Employment opportunities, (Ollor and George, 2020). Aluu Community, known for rich Culture and Festivals but, site attractions have not been fully developed adequately. There could be some traces of Cultural instability, lack of access to Cultural Products, Lack of finances to develop Cultural Activities, Infrastructural inadequacies to Cultural sites/villages, Illiteracy and Exposure. According to Zins (2009), these inadequacies could lead to poor

Infrastructural Development and Poor Revenue Generation. It is against this backdrop, that this Study will investigate the relationship between Cultural Tourism and Aluu Community Development.

Conceptual Framework

The major Variables of the Study are Cultural Tourism (Independent Variable); and Aluu Community Development (Dependent Variable). The Conceptual Framework is as shown below:

Figure 1: Conceptual Framework of the Relationship between Cultural Tourism and Aluu Community Development



Source: Adapted from Nothando (2017). Contribution of Cultural Tourism to Local Community Development

Purpose of the Study

The Purpose of this Study is to ascertain the relationship between Cultural Tourism and Aluu Community Development in Ikwerre LGA in Rivers State. The Study aims to:

1. Determine the relationship between Tradition and Belief and Aluu Community Development in Ikwerre Local Government Area in Rivers State.
2. Evaluate the influence of Norms and Values on Aluu Community Development in Ikwerre Local Government Area in Rivers State.
3. Ascertain the relationship between Lifestyle and Aluu Community Development in Ikwerre Local Government Area in Rivers State.

Research Questions

In antecedent to the specific Research Objectives, the following are Research Questions:

1. What is the relationship between Traditional Belief and Infrastructural Development in Aluu Community in Ikwerre Local Government Area in Rivers State?
2. How does Traditional Belief affect Revenue Generation in Aluu Community in Ikwerre Local Government Area in Rivers State?

3. Does Norms and Values have any relationship with Infrastructural Development in Aluu Community in Ikwerre Local Government Area in Rivers State?
4. How does Norms and Values affect Revenue Generation in Aluu Community in Ikwerre Local Government Area in Rivers State?
5. What is the relationship between Lifestyle and Infrastructural Development in Aluu Community in Ikwerre Local Government Area in Rivers State?
6. How does Lifestyle influence Revenue Generation in Ikwerre Local Government Area in Rivers State?

Research Hypotheses

In order to have a clear test and validity of the Study, the following Null Hypotheses will be tested.

- H0₁:** There is no relationship between Traditional Belief and Infrastructural Development in Aluu Community in Ikwerre Local Government Area in Rivers State.
- H0₂:** There is no relationship between Traditional Belief and Revenue Generation in Aluu Community in Ikwerre Local Government Area in Rivers State.
- H0₃:** There is no relationship between Norms and Values and Infrastructural Development in Aluu Community in Ikwerre Local Government Area in Rivers State.
- H0₄:** There is no relationship between Norms and Values and Revenue Generation in Aluu Community in Ikwerre Local Government Area in Rivers State.
- H0₅:** There is no relationship between Lifestyle and Infrastructural Development in Aluu Community in Ikwerre Local Government Area in Rivers State.
- H0₆:** There is no significant relationship between Lifestyle and Revenue Generation in Aluu Community in Ikwerre Local Government Area in Rivers State.

Empirical Review

Relationship between Tradition and Belief and Community Development

Anthony (2005), conducted a study on Tradition and Belief and Community Development in Brazil. Four objectives were used for the study. The instrument for the study was questionnaire titled Service Reliability and Guest Satisfaction (SRGS) for data collection. The findings revealed that Tradition and Belief correlated positively with Community Development in Brazil.

Green (2007), researched on the impact of Tradition and Belief on Tourism Development in Kogi State. Population of 400 respondents were used for the study. Taro Yamane formula was used to select 358 respondents using stratified sampling technique. Data was collected through a structured questionnaire which was issued to each respondent. All the 358 questionnaires issued to the respondents were returned back resulting to a 100% response rate. The result of analysis indicated that Tradition and Belief have significant relationship with Community Development.

Relationship between Norms and Value and Community Development

Shwartz (2015), investigated Norms and Value and Community Development in Bangladesh. A total of one hundred native and international tourists were selected for this study. The self-employed form survey was used to gather information from the respondents. Data was

analysed using SPSS version 22. The relationships between the variables were analysed using Pearson Correlation. Results indicate a significant relationship between Service Responsiveness and Guest Satisfaction. Which means that Norms and Tradition have relationship with Community Development.

Relationship between Lifestyle and Community Development

Douglas (2004) empirically researched on the effect of Lifestyle on Community Development in Malaysia. The data were collected from 330 respondents was used cognitive views and behavioural intentions, as well as emotional empathy measures under the empathic concern and emotional contagion. The results revealed that Lifestyle strongly influenced Community Development.

Fedelina (2010), carried out study on lifestyle and community development in Texas. Two hundred and twenty respondents were used for the study. A sample of eighty (120) respondents were selected for the study. The result revealed that Lifestyle played a significant role in Community Development.

Methodology

Research Design

Population of the Study

Polit and Hungler, (2009), defined population of the study as a census of all items or subject that possess the characteristics or have the knowledge of the phenomenon being studied. Okafor, (2003) noted that research population is a complex set of items that is of interest to a researcher. The research population of this study will cover all the indigenes of Aluu Community in Ikwerre Local Government Area in Rivers State.

Sampling Procedure/Sample size determination

Purposive sampling technique was utilized; selection based on the subjective judgement of the researchers, rather than random selection. The Study was carried out within the confines of Aluu Community in Ikwerre LGA, in Rivers State.

Sample Size

The Freud and Williams Formula was used to determine the sample size.

Data Collection Method

Primary and Secondary data were used and obtained relevant and reliable information needed.

Instrument Design

The Questionnaire was the major instrument for data collection in this study. The Questionnaire was structured on five (5) point Likert Scale with weights assigned as shown below:

Strongly Agree	(SA)	5
Agree	(A)	4
Undecided	(U)	3
Disagree	(D)	2
Strongly Disagree	(SD)	1

These were measured through Ordinal Scale Measurement; each element in the population had known and equal profitability of selection.

Validity of the Instrument

According to Anyanwu (2006) Validity is the appropriateness of an instrument in measuring what it's intended to measure. The Questionnaire items were validated by other experts in the Department of Hospitality Management and Tourism. Their inputs were affected before administrating to the respondents.

Reliability of the Instrument

Reliability, according to Baridam, (2001), is the extent to which a measuring instrument is consistent in measuring whatever it measures. A measure is said to be reliable if it is consistently reproducing the same result. To ensure reliability, the researchers adopted Cronbach's Alpha Coefficient to obtain the reliability index for the Study.

Data Analysis Technique

The data generated were computed using the Statistical Package for Social Sciences (SPSS) software version 22.0. Descriptive Statistics was used to illustrate sample characteristics and the nature of each Variable. This covered the Mean Scores and Standard Deviations. Pearson Product Moment Correlation Coefficient was used to test the Hypotheses.

Data Presentation and Analysis

Table 1: Questionnaire Distribution

	Number distributed	Number returned	Number used
Frequency	185	183	183
Percentage	100%	98%	98%

Source: Field Survey, 2021.

Table1 above, showed the Questionnaire distribution and retrieval process. The cleaning process included: A cross examination of item, checks, blank Questionnaire and invalid responses. On the whole a total of 185 Questionnaire were distributed out of which, 183 were retrieved at 98%. This is considered adequate for representation.

Demographic Analysis

Table 2: Gender Distribution of Respondents

Valid	Frequency	Percent
Male	94	51.3
Female	89	48.7
Total	183	100

Source: Field Survey, 2021.

Table 2 above, reveals that male 94 (51.3%) in the Study were male respondents, 89 (48.7%) respondents in the whole were female. This shows a greater number of male respondents compared to their female counterparts.

Table 3: Age Distribution of Respondents

Age	Frequency	Percent
25 – 34 years	75	43
35-44 years	34	18
45-54 years	58	31
55 years and above	16	8
Total	183	100

Source: Field Survey, 2021.

Table 3 above, showed that more of the respondents fall between the age brackets of 25 – 34 years (43%) followed by the 35 – 44 years (18%), 45 - 54 years (31%) and 55 years and above 8% respectively. This implies that majority of the respondents had age level of 25 – 34 years.

Table 4: Educational Qualification of Respondents

Valid	Frequency	Percent
OND	75	45
B.Sc/HND	34	25
M.Sc.	58	19
Ph.D	16	11
Total	183	100

Source: Field Survey, 2021.

Table 4 above, indicated that majority of the respondents have obtained OND (45%), 34 (25%) of the respondents obtained B.Sc/HND certificates, (19%) are of the respondents are M.Sc certificate holders and (11%) are Ph.D holders. This shows that the respondents are educated.

Univariate Analysis of Cultural Tourism

Table 5: Data Related to the Tradition and Belief

	Statement	SA (5)	A (4)	U (3)	SD (2)	D (1)	Total	Mean	Remark
1	The custom of this community is unique	75 35.70% 375	78 44.60% 312	5 8.90% 15	14 3.50% 28	11 7.10% 11	183	4.04	Accepted
2	The cultural practice in this community satisfies the visitors' needs	77 33.90% 385	74 41.10% 296	8 10.70% 24	15 3.60% 30	9 10.70% 9	183	4.06	Accepted
3	The maintenance of ritual practice attracts tourists to this community	80 39.30% 400	73 32.10% 292	7 12.50% 21	15 10.70% 30	8 5.30% 8	183	4.10	Accepted
4	The dynamic nature of the belief system in this community is attracting foreign visitors to this community	79 42.90% 395	74 30% 296	6 7.10% 18	17 9% 34	7 10.10% 7	183	4.09	Accepted

Source: Field Survey, 2021.

Table 5 above, revealed items 1 with (4.04) Mean responses, 2 with (4.06) Mean responses, 3 with (4.10) Mean responses and 4 with (4.09) Mean responses. Mean responses were all regarded as accepted with Mean Scores above Criterion Mean of 2.5. Tradition and Belief are important elements in Community Development.

Table 6: Data related to Norms and Value

		SA (5)	A (4)	U (3)	SD (2)	D (1)	Total	Mean	Remark
1	This community has respect for visitor	34 32% 170	42 39% 168	53 9% 159	35 9% 70	19 11% 19	183	3.20	Agreed
2	The people of this community are hospitable and welcoming	69 45% 345	25 36% 100	38 5.40% 114	46 9% 92	5 5.40% 5	183	3.58	Agreed
3	Tourists always visits this community because of their moral obligations	54 50% 270	46 27% 184	41 7.10% 123	18 7.10% 36	24 9% 24	183	3.48	Agreed
4	Tourists always visits this community because of their unique culture	51 52% 255	56 28.60% 224	29 5.40% 87	23 10.70% 46	24 3.60% 24	183	3.47	Agreed

Source: Field Survey, 2021.

Table 6 above, revealed items 1 with (3.20) Mean responses, 2 with (3.58) Mean responses, 3 with (3.48) Mean responses and 4 with (3.47) Mean responses. Mean responses agreed with

the statement with Mean Scores above Criterion Mean of 2.5. This indicated that Norms and Value were important in drawing Tourists to the Community.

Table 7: Data Related to Lifestyle

	Statement	SA (5)	A (4)	U (3)	SD (2)	D (1)	Total	Mean	Remark
1	The character of the people of this community motivates me to visit this community	6 30.4% 30	11 33.90% 44	56 17.90% 168	43 3.40% 86	67 14.30% 67	183 183	2.15	Agreed
2	The people of Aluu community are very serious in their cultural activities	43 37.50% 215	42 35.70% 168	41 5.40% 123	33 9% 66	24 12.50% 24	 183	3.25	Agreed
3	The end of the year cultural festival in this community is always attractive	64 50% 320	70 27% 280	4 7.10% 12	20 7.10% 40	25 9% 25	 	3.69	Agreed
4	They allow strangers to showcase their different cultures during their yearly festivals	67 41.10% 335	57 32.10% 228	31 5.40% 93	16 10.70% 32	12 10.70% 12	183 	3.82	Agreed

Source: Field Survey, 2021.

Table 7 above, revealed item 1 with (2.15) Mean responses, item 2 with (3.25) Mean responses, item 3 with (3.69) Mean responses and item 4 with (3.82) Mean responses. From the analysis, majority of the respondents agreed with the statement while only item 1 disagreed with Mean Scores of 2.15 which is less than the Criterion Mean of 3. This indicated that Lifestyle is a crucial element of Cultural Tourism.

Univariate Analysis of Community Development

Table 8: Data Related to Infrastructural Development

S/N	Statement	SA (5)	A (4)	U (3)	SD (2)	D (1)	Total	Mean	Remark
1	Electricity installation is available in this community	18 28.60% 90	24 42.90% 96	54 17.90% 162	74 3.60% 148	13 7.00% 13	183 	2.78	Agreed
2	There is good road network in this community	55 41.10% 275	49 35.70% 196	20 8.90% 60	42 5.40% 84	17 8.90% 17	183 	3.45	Agreed
3	Recreational facilities are available for both indigenes and tourists	44 39.30% 220	59 32.10% 236	21 12.50% 63	36 10.70% 72	23 5.40% 23	183 	3.35	Agreed
4	Equipped healthcare centres are available in this community	49 37.50% 245	63 30.40% 252	27 8.90% 81	28 12.50% 56	16 10.70% 16	183 	3.55	Agreed

Source: Field Survey, 2021.

Table 8 above, reveals item 1 with (2.78) mean responses, item 2 with (3.45) mean responses, item 3 with (3.35) Mean responses and item 4 with (3.55) Mean responses. Mean responses agreed with the statement with Mean Scores above Criterion Mean of 2.5. This indicated that the level of Infrastructural Development in Aluu Community was appreciable.

Table 9: Data Related to Revenue Generation

S/N	Statement	SA (5)	A (4)	U (3)	SD (2)	D (1)	Total	Mean	Remark
1	The influx of tourists to the community has helped them to generate more revenue	53 35.70% 265	78 44.60% 312	18 8.90% 54	15 3.50% 30	19 7.10% 19	183	3.71	Agreed
2	The availability of tourist products has improved sales revenue	72 33.90% 360	74 41.10% 296	14 10.70% 42	12 3.60% 24	11 10.70% 11	183	4.0	Agreed
3	Their unique culture and value have increased sales return	67 39.30% 335	59 32.10% 236	22 12.50% 66	17 10.70% 34	18 5.40% 18	183	3.76	Agreed
4	Cultural Tourism generate more revenue to the community	59 42.90% 295	62 30% 248	45 7.10% 135	10 9% 20	7 11.00% 7	183 183	3.85	Agreed

Source: Field Survey, 2021.

Table 9 above, revealed item 1 with (3.71) Mean responses, item 2 with (4.0) Mean responses, item 3 with (3.76) Mean responses and item 4 with (3.85) Mean responses. Mean responses agreed with the statement with Mean Scores above Criterion Mean of 2.5. This implied that their unique Culture, Value and the availability of Tourist Products have increased Sales Return and generated more Revenue to the Community.

Bivariate Analysis (Testing of Hypotheses)

Decision rules

The strength of association and statistical significance decision were made and interpreted based on Table 10 below:

Where (+) stands for positive relationship and (-) means negative relationship.

Table 10: Decision Table for the Strength of Variable relationships

S/ No	Statistical Significance	Association/ Relationship
i.	± 0.0 – 0.19	Very Weak
ii.	± 0.2 – 0.39	Weak
iii.	± 0.4 – 0.59	Moderate (<i>Significant</i>)
iv.	± 0.6 - 79	Strong
v.	±0.8 – 1.00	Very strong

Source: Desk Research, 2021

Hypothesis One

H0₁: There is no significant relationship between Tradition and Belief and Infrastructural Development in Aluu Community in Ikwerre Local Government Area in Rivers State.

Table 11: Correlation between Tradition and Belief and Infrastructural Development

Correlation		Tradition and Belief	Infrastructural Development
Tradition and Belief	Pearson Correlation Coefficient	1.000	.699**
	Sig. (2-tailed)	.	.000
	N	183	183
Infrastructural Development	Pearson Correlation Coefficient	.699**	1.000
	Sig. (2-tailed)	.000	.
	N	183	183

** . Correlation is significant at the 0.01 level (2-tailed).

Table 11 above, revealed that the correlation value is 0.699 using a two-tailed test $p > 0.000$ at $p < 0.05$ level of significance, indicated positive Correlation, which means strong significant relationship between Tradition & Belief and Infrastructural Development. Thus, the Null Hypothesis is rejected and alternate hypothesis accepted. There is a significant relationship between Tradition & Belief and Infrastructural Development.

Hypothesis Two

H0₂: There is no significant relationship between Tradition and Belief and Revenue Generation in Aluu Community in Ikwerre Local Government Area in Rivers State.

Table 12: Correlation between Tradition and Belief and Revenue Generation

Correlation		Tradition and Belief	Revenue Generation
Tradition and Belief	Pearson Correlation Coefficient	1.000	.731**
	Sig. (2-tailed)	.	.000
	N	183	183
Revenue Generation	Pearson Correlation Coefficient	.731**	1.000
	Sig. (2-tailed)	.000	.
	N	183	183

** . Correlation is significant at the 0.01 level (2-tailed).

Table 12 above, revealed that the correlation value is 0.731 using a two-tailed test $p > 0.000$ at $p < 0.05$ level of significance, indicates a positive correlation, showing a strong significant relationship between Tradition & Belief and Infrastructural Development. Thus, Null

Hypothesis rejected and alternate hypothesis accepted; meaning that there is a significant relationship between Tradition & Belief and Infrastructural Development.

Hypothesis Three

H0₃: There is no significant relationship between Norms and Values and Infrastructural Development in Aluu Community in Ikwerre Local Government Area in Rivers State.

Table 13: Correlation between Norms and Values and Infrastructural Development

Correlation		Norms and Values	Infrastructural Development
Norms and Values	Pearson Correlation Coefficient	1.000	.690**
	Sig. (2-tailed)	.	.000
	N	183	183
Infrastructural Development	Pearson Correlation Coefficient	.690**	1.000
	Sig. (2-tailed)	.000	.
	N	183	183

** . Correlation is significant at the 0.01 level (2-tailed).

Table 13 above, revealed that the Correlation Value is 0.690 using a two-tailed test $p > 0.000$ at $p < 0.05$ level of significance, indicated positive Correlation; which means that there is a strong significant relationship between Norms & Values and Infrastructural Development. Thus, the Null Hypothesis was rejected and alternate hypothesis accepted. There is a significant relationship between Norms & Values and Infrastructural Development.

Hypothesis Four

H0₄: There is no significant relationship between Norms and Values and Revenue Generation in Aluu Community in Ikwerre Local Government Area in Rivers State.

Table 14: Correlation between Norms and Values and Revenue Generation

Correlation		Norms and Values	Revenue Generation
Norms and Values	Pearson Correlation Coefficient	1.000	.654**
	Sig. (2-tailed)	.	.000
	N	183	183
Revenue Generation	Pearson Correlation Coefficient	.654**	1.000
	Sig. (2-tailed)	.000	.
	N	183	183

** . Correlation is significant at the 0.01 level (2-tailed).

Table 14 above, revealed that the Correlation Value is 0.654 using a two-tailed test $p > 0.000$ at $p < 0.05$ level of significance, indicating a positive Correlation; showing a strong significant relationship between Norms & Values and Revenue Generation. Thus, the Null Hypothesis was rejected and alternate hypothesis accepted. This means that there is a significant relationship between Norms & Values and Revenue Generation.

Hypothesis Five

H0₅: There is no significant relationship between Lifestyle and Infrastructural Development in Aluu Community in Ikwerre LGA in Rivers State.

Table 15: Correlation between Lifestyle and Infrastructural Development

		Lifestyle	Infrastructural Development
Lifestyle	Pearson Correlation Coefficient	1.000	.818**
	Sig. (2-tailed)	.	.000
	N	183	183
Infrastructural Development	Correlation Coefficient	.818**	1.000
	Sig. (2-tailed)	.000	.
	N	183	183

** . Correlation is significant at the 0.01 level (2-tailed).

Table 15 above, revealed that the Correlation value is 0.818 using a two-tailed test $p > 0.000$ at $p < 0.05$ level of significance, indicated a positive Correlation; showing a strong significant relationship between Lifestyle and Infrastructural Development. Thus, the Null Hypothesis was rejected and alternate hypothesis accepted. Which means that, there is a significant relationship between Lifestyle and Infrastructural Development.

Hypothesis Six

H0₆: There is no significant relationship between Lifestyle and Revenue Generation in Aluu Community in Ikwerre LGA in Rivers State.

Table 16: Correlation between Lifestyle and Revenue Generation

		Lifestyle	Revenue Generation
Lifestyle	Pearson Correlation Coefficient	1.000	.868**
	Sig. (2-tailed)	.	.000
	N	183	183
Revenue Generation	Pearson Correlation Coefficient	.868**	1.000
	Sig. (2-tailed)	.000	.
	N	183	183

** . Correlation is significant at the 0.01 level (2-tailed).

Table 16 above, revealed that the Correlation Value is 0.868; using a two-tailed test, $p > 0.000$ at $p < 0.05$ level of significance, indicates a positive correlation, showing a strong significant relationship between Lifestyle and Revenue Generation. Thus, the Null Hypothesis is rejected and alternate hypothesis accepted; meaning that there is a significant relationship between Lifestyle and Revenue Generation.

Discussion of Findings

Tradition and Belief and Infrastructural Development

H₀₁: There is no relationship between Tradition and Belief and Infrastructural Development in Aluu Community in Ikwerre Local Government Area in Rivers State. The important finding of this research is that there was a positive relationship between Tradition and Belief and Infrastructural Development. This was revealed using Pearson Product Moment Correlation Coefficient which indicated with $r = .699$. The p value = .000 which is less than 0.05, meaning that the correlation is significant. This means that the Tradition and Belief of Aluu community is an avenue of attracting tourists to the community. This is in line with Anthony (2002) who supported that Tradition and Belief are behaviors passed down within a group or society with symbolic meaning or special significance with origins in the past that attracts visitors to visit the community.

Tradition and Belief and Revenue Generation

In analysis two, it is disclosed that there is a positive and significant relationship between Tradition and Belief and Revenue Generation. This was predicated in the Pearson Correlation Coefficient which indicated that $r = .731$. The p value = .000; which is less than 0.05, meaning that the Correlation is significant. The finding agrees with Green, (2007) that Tradition and Belief has a strong relationship with Revenue Generation because Tradition and Belief system of the people attracts different people to the community and as well Generate Revenue to the Government.

Norms and Value and Infrastructural Development

The null hypothesis three was tested statistically at a 0.01 significant level and a degree of freedom of $n-2$, the correlation (r) value of 0.690 revealed that there is a significant

relationship between Norms and Value and Infrastructural Development. The implication is that when Norms and Values are observed in the community it will encourage tourist to visit the community. This finding is consistent with Schwartz, (2015) who opines that Norms and Values are people's conceptions of the goals that serve as guiding principles in their lives which correlated positively in attracting Infrastructural Development in the Community.

Norms and Value and Revenue Generation

The null hypothesis four was tested statistically at a 0.01 significant level and a degree of freedom of $n-2$, the correlation (r) value of 0.654, revealed that there is a strong and positive relationship between Norms and Value and Revenue Generation. This finding corroborates with Rokeach, (2003), who empirically researched on Norms and Value and Revenue Generation in Ghana. The result shows that Norms and Value has a strong correlation with Revenue Generation. Hall, (2007) also supports that culture controls the behavior of people in deep and persisting ways, many of which are out of their awareness, being the link between people and the means they have of interacting with others.

Lifestyle and Infrastructural Development

In analysis of hypothesis five, the relationship between Lifestyle and Infrastructural Development. This was revealed using Pearson product moment correlation coefficient which indicated correlation value of 0.818. This is consistent with Gideons, (2003) who deduced that lifestyle typically reflects an individual's attitudes, way of life, values, or world view. Therefore, a lifestyle is a means of forging a sense of self and to create cultural symbols that resonate with personal identity.

Lifestyle and Revenue Generation

The null hypothesis six was tested statistically at a 0.01 significant level and a degree of freedom of $n-2$, the correlation value of 0.868, revealed that there is a strong and positive relationship between Lifestyle and Revenue Generation. This finding agrees with Lustig (2013) that the lifestyle of people contributes immensely to community development as it will allow people to interact and share their common culture together. Lifestyles offer the possibility to create and further individualize the self with different products or services that signal different ways of life.

Conclusion

Concluded that Aluu Community should preserve their Traditional and Cultural Activities to attract the attention of Tourists to the community. The presence of Tourists will attract Infrastructural and Community Development which will in turn influence the Lifestyle of the people of Aluu. The outcome of the research revealed that Lifestyle had the greatest effect on Infrastructural Development and Revenue Generation.

Recommendations

Based on the findings and conclusion of this study, the following recommendations were made:

1. The indigene of Aluu Community should continue with their traditional Values in order to attract Tourists to the community.

2. Aluu Community should not neglect their Norms and Values; they are why travelers get acquainted to Cultural Values and motivated by Cultural Events.
3. The indigene of Aluu Community should preserve their Culture so as to draw the attention of Tourists to the Community.

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