

**A COMPARATIVE ASSESSMENT OF ABUJA CARNIVAL  
OF 2011 AND 2012**

**BY  
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PG/M.A/2012/61776**

**DEPARTMENT OF ARCHAEOLOGY AND TOURISM  
UNIVERSITY OF NIGERIA  
NSUKKA, ENUGU STATE**

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IN CULTURAL RESOURCE MANAGEMENT AND TOURISM OF THE  
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**SUPERVISOR: DR. L.C EKECHUKWU**

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**TITLE PAGE**

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**APPROVAL PAGE**

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**THIS RESEARCH PROJECT HAS BEEN APPROVED FOR THE  
DEPARTMENT OF ARCHAEOLOGY AND TOURISM, UNIVERSITY OF  
NIGERIA, NSUKKA.**

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## CERTIFICATION

OKAFOR, IFEOMA IJEOMA, a Postgraduate Student in the Department of Archaeology and Tourism, University of Nigeria, Nsukka, Enugu State, with Registration No. PG/MA/2012/61776 has satisfactorily completed the requirements for the course and research work for the degree of Masters of Arts in Cultural Resource Management and Tourism.

The work embodied in this research is original and has not been submitted in part or whole for any other diploma or degree of this or any other University.

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Dr. L. C. Ekechukwu  
(Supervisor)

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Prof. E. E. Okafor  
(Head of Department)

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External Examiner

## **DEDICATION**

This research work is dedicated to God Almighty for His mercy, guidance and protection throughout my years of academic pursuit. I also dedicate this research work to my dearest parents: Mr. and Mrs. Okafor, my dearest aunty, Mrs. Ogbu, my guardians and also to my brothers, sisters and uncles.

## ACKNOWLEDGEMENT

Writing this project has been a challenging task, much more challenging than I could ever imagine. During the journey, many people have been of great help and without whom the completion of this project would not have been possible.

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I would like to thank my dearest and ever loving parents ó Mr. and Mrs. Okafor, who had tirelessly contributed both financially and morally to my stay in this great University and also my dearest aunty, Mrs. Njoku for the love she showed me during the course of this programme. I would also like to thank all my respondents in the Federal Ministry of Culture, Tourism and National Orientation, whose pictures are used in this work, Abuja Carnival Committee Office, Nigerian Tourism Development Corporation and National Council for Arts and Culture that took part in the study for their time and interest.

Last but not the least, I would like to thank my friends for their continuous support and always being there when I needed them most namely Akintunde Oloidi, Kenechukwu, Afam, Chinenye, Nneoma and Ogechukwu and to all my siblings and aunties. May Jah bless you all!

## **ABSTRACT**

I was moved to embark on this research in an attempt to have an insight into event management and Tourism Development and Promotion in Nigeria: A Comparative Assessment of Abuja Carnival of 2011 and 2012. This research work is divided into five (5) chapters and sub-chapters. Chapter one deals on introduction of the topic, the reason for the research, the objectives of carrying out the research and methods used in carrying out the research. Also the significance of the research to the community, governments, Ministry of Culture, Tourism and National Orientation, tourism developer and stakeholders were discussed. The limitations definition and clarification of concepts such as event, event management, tourism, tourism development promotion and development were discussed. Chapter two has to do with literature review which comprises theoretical literature, empirical literature and theoretical orientation. Theoretical literature is all about theories used and they include Systems theory and functionalism. Empirical literature is the view of different authors a regards to the topic understudy. Theoretical literature is the application of theories in the work. Chapter three come the background information of the Abuja. Also geographical location, historical background of Abuja, climate and vegetation, history of Abuja carnival and venues for the various events were discussed in details in this chapter. Chapter four come the data presentation and analysis. Those that participated at the carnival, activities at the Abuja carnival were also mentioned. Those that manage this event were equally discussed and they include Abuja Carnival Management Committee (CCMC), Nigeria Tourism Development Corporation (NTDC), National Council for Arts and Culture (NCAC), National Orientation Agency (NOA), Abuja Environmental Protection Board to mention a few. Those who support these events were equally discussed. There are problems that faced the staging of this mega event in Nigeria and solutions to the problem were discussed in details. Comparative assessment of the Abuja carnival of 2011 and 2012 were equally mentioned. The impacts of the carnival to the host community and tourism development were discussed. Ways by which these mega events in Nigeria were promoted and the role of private sector and its impact were discussed. Finally, recommendation summary and conclusion were discussed in chapter five.

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# CHAPTER ONE

## INTRODUCTION

Events are important motivator of tourism, and figure prominently in the development and marketing plans of most destinations. The roles and impacts of planned events within tourism have been well documented, and are of increasing importance for destination competitiveness. Yet, it was only a few decades ago that event tourism became established in both tourism industry and in the research community, so that subsequent growth of this sector can only be described as spectacular (Getz, 2008).

Event management is the application of project management to the creation and development of festivals, events and conferences. Event management involves studying the intricacies of the brand, identifying the target audience, devising the event concept, planning logistics and coordinating the technical aspects before actually launching the event. <http://www.wikipedia.org/eventmanagmment> .

Equally, event management is a fast growing professional field in which tourists constitute a potential market for planned events, and tourism industry has become a vital stakeholder in their success and attractiveness. Similarly, events have other important role to play, from community building to urban renewal, cultural development to fostering national identities - tourism is not the only partner or proponent (Getz, 2008).

It is in the light of the above that this work seeks to illuminate the event management and tourism development and promotion angles of Abuja carnival. This is one of the famous and attractive annual national festivals in Nigeria that involves domestic, regional and international tourists.

The Abuja carnival is a street carnival of arts and culture which takes place annually in the heart of the Abuja municipality and last for four days. It is believed to be the largest street carnival and culture of its kind in the world. Since inception,



the street carnival of arts and culture has attracted over 2 million people to the streets of Abuja municipal at various points of spectacular inter-carnival activities. The Abuja carnival is a creative occasion showcasing Nigeria's unique heritages of history, culture and modernity to the world. It is the whole of Nigeria presented through the eyes of the city of Abuja, the heart and mind of Nigeria. This national carnival involves the thirty-six (36) States of the Federation, the Federal Capital Territory of Nigeria, and the private sectors from different parts of the world to elaborately grace the event.

The features of Abuja Carnival include cultural displays of history, people, cuisine, fashion, art and culture of Nigeria. With over 250 ethnic groups, Nigeria has a vast cultural diversity with an added flavour of modernity. Notably, Nigeria is the largest black nation on earth with a population of over 140 million people. Nigeria is also the 9<sup>th</sup> largest market for products and services in the world. Together with massive carnival spectator presence and the massive media coverage, the Abuja Carnival provides opportunities for effective and focused promotional and marketing initiative for companies (<http://www.abujacarnival.com>)

This work highlights Abuja carnival as a major event in Nigeria and how it can be managed and promoted in order to attract more tourist flow in the country as well as impact more positively on local communities/traditions. All these activities attract states of the federation and also foreign visitors to Nigeria.

## **1.1 Statement of the Problem**

Abuja Carnival is an annual event in Nigeria that involves many participants or contingents from different parts of the globe. This was planned to promote national unity and cultural integration among the heterogeneous people of Nigeria, but as at now, the reverse is the case, because of different difficulties in the areas

of planning and management. The following issues now draw the attention of the researcher to this event.

- Abuja Carnival as an annual national event has not been effectively and efficiently planned and managed for tourism development in Nigeria.
- Despite the various activities and resources scheduled for this event, it has been discovered that there is no comprehensive documentation for future references. In this case, there is lack of transparency and accountability before, during and after the programme.
- There are inadequate professionals to handle the event; because most of those involved in the planning are not into event management or tourism development.
- There is inadequate disbursement of fund by Federal government to the organizers and other resources for proper preparation. Most of the resources needed to tackle the problems of accommodation, transportation, security, attractions and human are not sufficient.

## **1.2 Research Questions**

Having appreciated the above problems, the following questions readily come to mind:

- Who are the organizers and how effectively are they managing the carnivals?
- What was the level of participation between 2011 and 2012 carnivals?
- Do we have enough activities that can attract a huge number of tourists?
- Can the carnival help to impact on the life of people and generate tourism development in Nigeria?
- Is Abuja carnival properly funded and promoted?
- What are the problems facing the staging of this carnival?

### 1.3 Research Objectives

The objectives of this research are as follows

- To examine the levels of participation of various states of the Federation at the carnival.
- To identify the venues for the various events
- To evaluate the local tourism products and foreign tourism demand to the carnival.
- To study how Abuja carnival as event has been managed in order to aid tourism development and promotion in Nigeria.
- To assess the problem facing the staging of this carnival in 2011 and 2012.
- To show how Abuja carnival has impacted on the host community

### 1.4 Research Methodology

The research is qualitative in nature and researcher made use of ethnographic study. The various methods that were used for sourcing information in this research are:

- **The primary source** – Primary data are collected specifically for research at hand and the most common data collection methods are surveys and interviews. In order to acquire information on the event management and tourism development and promotion on Abuja Carnival, in-depth interviews which is semi structured, using interview guide (see appendix I) were conducted with the representatives of Federal Ministry of Culture, Tourism and National Orientation, Abuja Carnival Committee Office and Nigerian Tourism Development Corporation (NTDC). Tape recorder field note and photographs were also used to document interview and responses.
- **The secondary Sources** – The secondary sources of data collection was also used. Secondary data here consists of literature both published and unpublished

materials that was used to build up the theoretical framework. Information was also retrieved from the home pages of the Ministry and Carnival Office, journals, magazines and newspaper. Visual materials was also used such as maps, pictures that help people understand, learn or remember information. Information derived from secondary sources was used to supplement data collected from primary sources.

### **1.5 Research Scope**

Abuja Carnival started in 2005 and continues till 2011 and 2012. But in this research it is only limited to 2011 and 2012 Abuja Carnival. The topic was chosen because they are the current editions and to know the direction, trends and features of the Abuja Carnival of 2011 and 2012. This research is aimed at finding the levels of participation of various states of the Federation at the Carnival and to evaluate the Local tourism product and foreign tourism demands to the Carnival.

### **1.6 Significance of the Study**

This research will be of immense value for understanding event management and tourism development and promotion in Nigeria. It will serve as an eye opener and lead to more researches on carnivals/ cultural celebrations and its contributions to tourism development and promotion.

Significantly, this research work will offer a frame work for problem solving and analysis in event management and tourism development and motivate those who seek to make their career in the area to be aware of their social responsibility.

This project will also help the host communities to appreciate events in their environment and support tourism promotion and development. They would be enlightened more on how to conserve and preserve their heritage in order to enhance their tourism values.

Moreover, it will benefit the government and stakeholders who are entrusted with tourism development and enable them to brace up to their responsibilities, especially the Ministry of Culture, Tourism and National Orientation. Tourism developers and stakeholders will also use the information generated on this study to market the tourism product of this country.

### **1.7 Limitations of the Study**

Research works are most often surrounded by a lot of hindrances, which impede the progress of this research. As a result this work suffered some setbacks such as finance, paucity of written materials, time, transportation, and distance.

The first constraint however was paucity of written materials on event management since only little has been written on it. So, going round looking for related materials on event management posed a lot of hitches to this research. Also at the ministry of culture, Tourism and National Orientation, the researcher found it difficult to get information since there is no proper documentation of Abuja Carnival right from the inception of this Carnival.

Secondly, finance is another problem the researcher encountered, since several trips were made to Abuja from the researcher's base. Also going round the city of Abuja from Ministry of Culture, Tourism and National Orientation to Abuja Carnival Committee office cost a lot of money. Several trips were made to these ministries.

Thirdly, time is another problem encountered. The researcher in the course of writing this project spent a lot of time sourcing for materials for the project because during the course of writing it, strike interrupted and lasted for months thereby it took a long time for the completion of the work.

Fourthly, distance is order of the day in this research work. Traveling from Nsukka to Abuja and from Abuja to Nsukka is quite a long journey. Because of the fairness of Abuja, the researcher spent some weeks trying to elicit information.

Furthermore, transportation cost also posed a lot of problem to the researcher. The cost of traveling from Nsukka to Abuja is ₦2500 and equally from Abuja to Nsukka is ₦2500, in fact the researcher spent about five thousand naira (₦5,000) for just a single trip not to talk of the ones spent going round the city from one Ministry after another.

Finally, most of my respondent did not allow the researcher to snap with them especially those at the Ministry of Culture, Tourism and National Orientation.

## **1.8 Definition and clarification of concepts**

### **1.8.1 Event**

Okoli (2007) defines an event as a planned public or social occasion, often important, interesting and memorable. It is usually a joyous occasion and, indeed a celebration. According to him, event is all about people: people coming together to create, operate and participate in an experience. Anderson and Weslan (2002) observe that though events contain tangible elements, such as food, beverages or other products sold or given away, they are essentially services in that they consist of intangible experiences of finite duration within a temporary managed atmosphere. The term, event is used for describing different activities for different purposes. These activities include arts, sports, tourism and social activities. According to Beridge (2007), in his own contribution described event as a unique moment in time and aside from everyday occurrence. Event can therefore, be described as a themed public function or celebration which extends leisure and social interaction beyond everyday experiences and choices. Events generally are social public activities though some are strictly religious and academic.

### **1.8.2 Event Management**

Getz (2008), defines event management as the applied field of study and area of professional practice devoted to the design, production, and management of planned events, encompassing festivals and other celebrations, entertainments, recreation, political and state, scientific, sport and arts events, those in the domain of and corporate affairs (including meetings, conventions, fairs, and exhibitions), and those in the private domains including rites of passage such as weddings and parties, and social events for affinity groups.

Okoli (2007) defines event management as the making of an event and the way in which an organization handles event. It may include formulation of the event objectives, scheduling, assigning roles and responsibilities, processes and technologies involved, identification and analysis of critical success factors, event standards and procedures. He also sees event management as fragmented into catering services, venue management including hall decoration, video and photo coverage, protocol (including ushering master of ceremony, MC, and the public addressing system). However, the core professionals go the whole hog of planning and organizing the entire event and are designated as event managers.

### **1.8.3 Tourism**

Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purpose not related to the place visited. Also a visitor can be seen as any person traveling to a place other than that of his/her usual environment for less than twelve months and whose main purpose of trips is other than the exercise of an activity remunerated from within the place visited (Wall & Mathieson, 2006: 14).

According to Okpoko and Okpoko (2002:20) tourism can be seen as the temporary short-term movement of people to destinations outside the places where they normally live and work, and activities during their stay at these destinations. It

includes movement for all purpose as well as day visit or excursion. However, tourism has two main characteristics:

- That travelers concerned mean to return home after a comparatively short time, and
- That money they spend is money derived from home not earned in the places visited.

Dieke (2006:54) defined tourism as all travel that result in one or more nights being spent away from home. The purpose of the travel according to him follows the United Nations statistical commissions definition which encompassed leisure, business and other reason (e.g. VFR-Visiting of Friends and Relatives).

#### **1.8.4 Tourism Development**

Tourism development can be viewed as improvement in tourism products and services and their exploitation, social, economic and ecological well being of the society (Okpoko, 2006). Therefore tourism development hinges on the availability of tourism products and services.

Neto (2003) sees tourism development as the establishments of valuable infrastructure in conjunction with the improvement in social life that can attract other industries, thereby acting as a stimulus for regional and economic development.

Tourism development according to Cooper et al (1999:8) can be approached from three points of view the sociological, psychological and social economics. From the psychological point of view he suggests that the bases of tourism development will be to satisfy the yearnings of those seeking culture and environmental differences from their norms. From the sociological point of view, tourism development is motivated by the desire to find a common meeting place with the people of diverse culture. From the socio-economic point of view, tourism facilities are developed to offer employment to people thus empowering them and giving them a sense of fulfillment.



Dieke (2006) sees tourism development as a two way thing (1) the way in which tourism is developed, (2) the nature of tourism activities. It is pertinent to note that a successful tourism development is the one in which the attraction serves as facility for both resident and visitors. Tourism development is the improvement or harnessing of the tourism resources of a destination and their eventual utilization for the benefit of the tourist and the host community.

### **1.8.5 Promotion**

Promotion means activities that communicate the merits of the products and persuade target customers to buy it (Kotter et al, 2010:510-511).

In the words of Cooper et al (1993), promotion is the descriptive term for the mix of communication activities which tourism companies, or tourist boards, carryout in order to influence those publics on whom their sales depend. The important of groups which need to be influenced are simply the target market group of current and potential customers. They also asserted that there is need also to influence trade contracts such as retail agents and suppliers as well as opinion formers such as journalists and travel writers. Even local, national and international politicians and important professional groups may need to be influenced. An important part of promotional efforts is the building of brand and product awareness. Other ways, includes advertising and sales promotion, pubic relations, personal selling, and direct marketing.

According to Ekechukwu (2006:20), promotion usually provides target audience with all the accurate information they need to help them take decisions to a particular destination/ side. The information should be accurate and timely and should not be misrepresented so as to satisfy the customers and create a positive image in a destination. To effectively and efficiently market Nigerian tourism, he admits that a number of promotional methods can be used. These include the use of mass media such as the television, radio, newspaper, internet and magazine.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1 Theoretical Literature

A theory is a set of assumptions, propositions, or accepted facts that attempts to provide a plausible or rational explanation of cause- and- effects relationship among a group of observed phenomenon (<http://www.definitionoftheory.com>)

Okpoko (2006:11) defines theory as a basis for research practice and application. It serves as a tool and as a goal. For the purpose of this research systems theory and functionalism theory were used.

##### 2.1.1 Systems theory

A system is a set of interacting or interdependent components forming an integrated whole or a set of element and relationships which are different from relationships of the set or its elements to other elements or sets. A set of connected things or parts form a complex whole in particular, or a set of things working together as parts of mechanism or interconnecting network. System theory is an interdisciplinary field of science and the study of the nature of complex systems in nature, society, and science. More specifically, it is a framework by which one can analyze and/or describe any group of objects that work together to produce some result. This could be a single organism, any organization or society, or any electro-mechanical or information artifact.

System theory as a technical and general academic area of study predominantly refers to science of systems that resulted from Betalanffy's General System Theory (GST) among others, in initiating what became a project of system research and practice. It was Margaret Mead and Gregory Bateson who developed interdisciplinary perspectives in systems theory. Systems theory focuses on the arrangement of and relations between parts which connect them into a whole. This particular organization determines a system, which is independent of concrete substance of the elements. The

general systems theorists have argued that any organization may be studied as a system in order to examine how its component parts are related and how changes in the overall system (Sharer and Ashmore, 1979).

Systems theory focuses on complexity and interdependence. A system is composed of regularly interacting or interdependent groups of activities/parts that form a whole. Systems theory has also been developed within sociology. The most notable scientist in this area is Niklas Luhmann (Luhmann, 1994). The systems framework is also fundamental to organizational theory as organizations are dynamic living entities that are goal-oriented. He emphasizes that real systems are open to, and interact with their environments, and that they can acquire qualitative new properties through emergence resulting in continual evolution. Rather than reducing an entity (e.g. the human body) to the properties of its elements (e.g. organs or cells), systems theory focuses on the arrangement of and relations between the parts which connect them into a whole. This particular organization determines a system, which is independent of the concrete substances of the elements (e.g. particles, cells, transistors, people etc). Thus, the same concept and principles of organization underline the different disciplines (physics, biology, technology, sociology etc), providing a basis for their unification. System concepts include system environment boundary, input, output, processes, state hierarchy, goal-directedness and information. General systems theory is a name which has come into use to describe a level of theoretical model building which lies somewhere between the highly generalized construction of pure mathematics and the specific theories of the specialized disciplines. Mathematics attempts to organize highly general relationships into a coherent system, a system however which does not have any necessary connections with the real world around us. It studies all thinkable relationships abstracted from any concrete situation or body of empirical knowledge. (Kenneth 1956).

Systems theory is a theory that draws significantly from the conclusions of structural and functional analysis for enquiring into any integrity especially the social, examining

the nature of its internal organization, the interrelationship between components, between them and their collective environments, and the consequences of these processes upon the survival of the system and attainment of its purpose. In other words, for an object to be considered a system, it must possess a level of integrity with a knowable structure or logically arranged parts, such parts or elements must interrelate in a certain, law-governed manner to fulfill a purpose or produce an ordered outcome (Obasi, 2007).

Also, system theory upholds that a whole body with its federation units must work hand in hand or in order that there would be smooth operation of the body. This implies that a system could only exist when the parts which made it up are playing the expected roles or otherwise the system collapses.

Applying systems theory to this work Abuja carnival can be seen as a system of interacting component where all the organizers such as National Orientation Agency, Ministry of Federal Capital Territory Abuja Environment Protection Board, Federal Capital Hospital Management Board, Nigeria Police and Federal Road Safety Commission, work together as parts of interconnecting network. Both the organizers, committees and participants are interdependent on each other with the aim of achieving a common goal. They all functions as a body for the smooth operation of the events.

### **2.1.2 Functionalism**

Functionalism is a sociological paradigm that originally attempted to explain social institution as a collective means to fill individual biological needs. Later, it came to focus on the ways in which social institutions fill social needs especially social stability. Functionalism is a major sociological traditions, alongside others schools of thought, such as conflict theory and interactionism. This theory is associated with Emile Durkheim and more recently with Talcott Parson. It was

developed by other sociologists in the 20<sup>th</sup> century and was a popular idea until the 1970s when it came under criticism from new ideas.

Functionalism views society as a system: that is, as a set of interconnected parts which together form a whole. There is a relationship between these parts and agents of socialization and together they all contribute to the maintenance of a society as a work. The basic unit of analysis is society, and its various parts are understood primarily in the terms of their relationship to the whole.

Social consensus, order and Integration are key beliefs of functionalism as this allows societies to continue and progress because there are shared norms and values that mean all individuals have common goals and have a vested interest in conforming and thus conflict is minimal.

Talcott Parsons viewed society as a system. He argued that any social system has four basic functions: prerequisite adaptation, goals attainment, integration and patterns maintenance. These can be seen as problems that society must solve if it is to survive. The function of any part of the social system is understood as its contribution to meeting the functional prerequisite.

Adaptation refers to the relationship between the system and its environment in order to survive, social systems must have some degree of control over their environment. Food and shelter must be provided to meet the physical needs of members. The economy is the institution primarily concerned with this function.

Goals attainment refers to the needs for all societies to set goals towards which social activities are directed. Procedures for establishing goals and deciding on priorities between goals are institutionalized in the form of political systems. Governments not only set goals but also allocate resources to achieve them. Even in a so-called free enterprise system, the economy is regulated and directed by law passed by governments. Integration refers primarily to the adjustment of conflict. It is concerned with the coordination and mutual adjustment of the parts of the social system. Legal norms define and standardize relations between individuals and

between institutions and so reduce the potential for conflict. When conflicts do arise, it is settled by the judicial system and does not therefore lead to the disintegration of the social system.

Pattern maintenance refers to the maintenance of the basic patterns of values, institutionalized in the society. Institutions that perform this function include the family, the educational system and religion.

They drew an analogy between society and an organism such as human body. They argued that an understanding of any organ in the body, such as the heart or lungs, involves an understanding of its relationship to other organs and, in particular, its contribution towards the maintenance of the organism. In the same way, an understanding of any part of society requires an analysis of its relationship to other parts and, most importantly, its contribution to the maintenance of society. Functionalists argued that, just as an organism has certain basic needs that must be satisfied if it is to survive, so society has basic needs that must be met if it is to continue to exist. Thus social institutions such as family and religion are analyzed as a part of the social system rather than as isolated units. In particular, they are understood with reference to the contribution they make to the system as a whole (Haralambos and Holborn, 2007).

Functionalism is an approach that attempts to relate parts of society to the whole, and to relate one part to another (Davis, 1959). A stronger definition of functionalism was given by Maryanski and Turner (1992), as an approach that is based on seeing society as analogous to a biological organism and attempts to explain particular social structures in terms of the needs of society as a whole.

Functionalism is one of the major theoretical perspectives in sociology. It has origin in the works of Emile Durkheim, who was especially interested in how social order is possible or how society remains relatively stable. Functionalism interprets each part of society in terms of how it contributes to the stability of the whole society. Society is more than the sum of its parts; rather, each part of society is functional for

the stability of the whole society. The different parts are primarily the institutions of each society, each of which has particular consequences for the form shape of society. The parts all depend on each other. <http://www.functionalism.com>

Functionalism emphasizes the consensus and order that exist in society, focusing on social stability and shared public values. From this perspective, disorganization in the system, such as deviant behaviour, leads to change because societal components must adjust to achieve stability. When one part of the system is not working or is dysfunctional, it affects all other parts and creates social problems, which leads to social (Anderson, and Taylor, 2009).

## **2.2 Empirical Literature**

### **2.2.1 Event Management and Events**

Event management is the application of project management to the creation and development of festivals, events and conferences. Event management involves studying the intricacies of the brand, identifying the target audience, devising the event concept, planning logistics and coordinating the technical aspects before actually launching the event. <http://www.wikipedia.org/eventmanagmmment> .

In the works of Okoli (2007), event management is the making of an event. The way in which an organization handles events and its may include formulation of the event objectives, scheduling, assigning roles and responsibilities, process and technologies involved, identification and analysis of critical success factors, events standards and procedures. Event management is one of the states-of- the millennium business enterprises with bright prospects. Event management is fragmenting: catering services, venue management including hall decoration, video and photo coverage, protocol- (including ushering, master of ceremony, MC and the public address system).

In the work of Okoli (2012:6), the term event is used for describing different activities for different purpose. These activities include arts, sports, tourism and social

activities while in his contribution. He also sees event as a unique moment in time and aside from everyday occurrence. Event can therefore be described as a themed public function or celebration which extends leisure and social interaction beyond every experiences and choices. He also says that events are social public activities though some are strictly religious and academic. According to Mossberg (2000), it is believed that an event is a special activity out of the ordinary daily life. Mossberg describes how events are held regularly, or only once, and how they range from small to big ones with either a strong or weak image.

It is not enough to just give a definition for events, but the way in which events can be categorized is also important. When categorizing events a distinction is often made between special events, mega events and hallmark events.

### **2.2.2 Categories of Events**

It is hard to come up with a standardized definition for a special event, since it is always a matter of perspective if an event is exceptional or special (Getz, 1997). According to Getz (2004), the term special event has two meanings; the first meaning is that, a special event is one time frequently occurring event outside the normal programmes or activities of the sponsoring or organizing body. While the second meaning is based on the customer or guest, in this case, a special event is classified as an opportunity for leisure, social or cultural experiences outside the normal activities of daily life. Shone and Parry (2004) similarly defines special events as non-routine occasions apart from the normal activity of daily life, having leisure, cultural, personal or organizational objectives, with the purpose of celebration, entertainment or challenge the experience of a group of people.

According to Jago and Shew (1998) special events used in tourism sense can be divided into three categories: minor events, festivals and major events. Minor special events are annual or one-off events, including historical, musical and cultural events as well as dance performances (Van der Wagen, 2001). Festivals, in turn, are special



events that are public, themed celebrations and related to the celebration of social values (Jago & Shaw, 1998). Major special events, on the other hand, according to Jago and Shaw (1998), are large scales special events with high status that attract a large crowd and wide media attention. In the categorization of events by Jago and Shaw, the major events are further divided into two categories these are mega events and hallmark events.

Getz (1997) defines mega events as events that yield enormous amounts of tourists, media coverage, prestige, or economic impact for the host community or destination. According to Jago and Shaw (1998), mega events are one time major events that are generally on international scales. Hall (1992), in the equivalent way, describes mega events as events that are targeted at the international tourism market and are mega by the virtue of their size in terms of, for example attendance, target market, level of public financial involvement, political effects, extent of media coverage and construction of facilities. Although some events do not necessarily attract large number of visitors but they can still gain massive media coverage. An event that mainly for broadcast audiences rather than spectators is called a media event. Such media events can have a positive influence on destination image making (Getz 2004).

On the other hand, according to the definition by Ritchie (1984, in Getz, 1997), hallmark event is a major one-time or recurring event within a limited period of time. Hallmark events are created mainly to increase the awareness, appeal and profitability of tourism destinations in the short or/and long term. The success of hallmark event relies on its uniqueness status or timely importance to enhance interest or attract attention. Jago and Shaw (1998) similarly define hallmark events as òa seldom recurring major event that is connected to a specific place whereby the destination and event become synonymousö. Getz (1997) points out how increasingly every destination needs one or more hallmark events to create high level of media exposure and positive images that help create competitive advantage.

The variety of events is amazing and therefore any event classification is bound to be incomplete (Getz 2004). However, Getz (1997) has made an attempt to sort out all different types of planned events into categories, making a difference between those that are in the public domain and those that are of private interest.

In the typology by Getz (2004) (see Table 1 below) planned events are divided into seven different categories, and these categories can be found in almost every culture and community. Cultural celebrations include festivals, carnivals, parades, religious events and heritage commemorations. Arts and entertainment events are usually concerts, exhibits and award ceremonies. Business and trade covers a broad range of events from meetings, conference, publicity events to fairs and tradeshows. Sport competitions are divided according to amateur and professional participants. Educational and scientific events consist of, for example, seminars and workshops, while recreational events include such as sport games (rather than formal competitions) and non-profit amusements. Political and state occasions, cover visits by important people, political rallies and conventions and finally private event denote all the events that are held for individuals, families and social groups.

**Table 1: A Typology of Planned Events (Getz, 1997)**

<p><b>CULTURAL CELEBRATIONS</b></p> <ul style="list-style-type: none"> <li>- Festivals</li> <li>- Carnivals</li> <li>- Religious events</li> <li>- Parades</li> <li>- Heritage Commemorations</li> </ul>	<p><b>SPORT COMPETITIONS</b></p> <ul style="list-style-type: none"> <li>- Professional</li> <li>- Amateur</li> </ul>	<p><b>PRIVATE EVENTS</b></p> <p>Personal celebrations</p> <ul style="list-style-type: none"> <li>- Anniversaries</li> <li>- Family holidays</li> <li>- Rites de passage</li> </ul> <p><b>Social events</b></p> <ul style="list-style-type: none"> <li>- Parties, galas</li> <li>- Reunions</li> </ul>
<p><b>ART/ENTERTAINMENT</b></p> <ul style="list-style-type: none"> <li>-Concerts</li> <li>- Other Performances</li> <li>- Exhibitions</li> <li>- Award Ceremonies</li> </ul>	<p><b>EDUCATIONAL AND SCIENTIFIC</b></p> <ul style="list-style-type: none"> <li>- Seminars, Workshops Clinics</li> <li>- Congresses</li> <li>- Interpretive events</li> </ul>	
	<p><b>RECREATIONAL</b></p> <ul style="list-style-type: none"> <li>- Games and Sport for fun</li> <li>- Amusement events</li> </ul>	
<p><b>BUSINESS/TRADES</b></p> <ul style="list-style-type: none"> <li>- Fairs, Markets, Sales</li> <li>- Consumer and Trade shows</li> <li>- Expositions</li> <li>- Meetings and Conferences</li> <li>- Publicity events</li> <li>- Fund-raiser events</li> </ul>	<p><b>POLITICAL/STATE</b></p> <ul style="list-style-type: none"> <li>- Inaugurations</li> <li>- Investitures</li> <li>- VIP visits</li> <li>- Rallies</li> </ul>	

Events can also be categorized according to their tourism appeal. Getz (2004) divides events into three different groups in relation to their tourism attractiveness. Community festivals and events are produced primarily for local residents and often produced and managed by volunteers. Although these events are often small, and have limited tourism appeal, they still can function as valuable activity opportunities for visitors in the area. Events of regional and provincial significance have existing tourist drawing power. These events may not possess the goal or capacity to grow bigger, however with assistance some might do so. Events of national and international significance are the most appealing events from a tourism point of view and also likely to be the largest.

Interest in the tourism value of business events, including meetings, conventions and exhibitions (both trade and consumers shows) has been intense for so long that almost major cities now possess impressive convention and exhibition facilities, along with agencies devoted to selling the space and bidding on events. The first convention bureau in the USA was established as far back as 1896 (Spiller, 2002) and the international Association of Convention Bureaus was founded in 1914. Weber and Chon (2002) have assessed this sector in their book *Convention Tourism: International Research and Industry Perspectives*.

Webers and Ladkin (2004) explored trends in the convention industry including government's increasing awareness of economic benefits of the so-called MICE industry (that is meetings, incentives, conventions and events/exhibition). Two recent review articles covers convention tourism research (Yoo and Webe, 2005) and convention and meeting management research (Lee and Back, 2005) including the tourism dimension. These reviews revealed a substantial amount of literature pertaining to the various business, event markets, including association, corporate, and affinity group meetings, locational and sites selection criteria and processes, and economic impacts.

A defining element in business event tourism is the dominance of extrinsic motivators in explaining travel. It is necessitated by the desire to do business, to advance one's job. On the other hand, business events and pleasure travel do mix, and the connection has been examined by Davidson (2003). This mixed-motive phenomenon points to the need of generic event tourism theory.

### **2.2.3 Generic Event Tourism Theory**

Generic model of organizational culture connects to recognize properties and processes of organizational theory, reduces complexity, provide a powerful and extensible construct, allows for epistemic distinction like objects, events, boundaries, processes and environments, and provides structured response to problems situations. It is a model that distinguishes between the internal environment (organizational culture, strategy, structure, operations) and external environment (legitimization environment, task environment) of an organization. The approach focuses on defining existing concepts of organizational or corporate culture in a way that a new concept of organizational culture fits thematic classes of organizational theory. Generally, approaches to organizational culture can be classified into two categories (1) dimension approach (2) interrelated structure.

The dimension approach is one of the most prominent approaches to cultural constructs, in particular for quantitative research. Classic anthropological research designs have partly lost ground due to the paradigm of cultural dimensions and paved the way for new research contexts that required the quantitative measurement of cultures. The interrelated structure approach of organizational culture is characterized by bidirectional links indicating interdependence i.e linear or recursive processes that illustrate certain relationships between domains of model (<http://www.generictheory.com>).

Getz (1997) has defined some generic event tourism strategies with the help of literature on strategy. A destination can use elements of these strategies as they find appropriate.

Events can be used as a core attraction around which a destination can develop theming image building and packaging. This type of strategy is appropriate for towns and cities as well as rural areas lacking major tourism infrastructure. Accordingly the way in which a destination positions itself is the result of one or more events and the theming that surrounds them. In this strategy it is desirable that a destination possesses one or more hallmark events so that image of these events and the destination become inseparable and mutually reinforcing (Getz, 1997).

Using mega events as a generic tourism strategy is a suitable strategy for destinations that are striving for awareness and large scales tourism growth. Hosting a number of mega events in the same year can be effective in attracting attention and increasing visitor numbers. Events such as Olympics and other major sports events are popular for achieving these goals. Using mega events as a generic tourism strategy is very expensive and governmental involvement is vital. Therefore, the decision to adopt this kind of strategy is likely made at the highest level of government (Getz, 1997).

Events are also more and more used to feature theme years in destinations. In this strategy events are either used as the main focus of the promotion or as added value to the theme years (Getz, 1997).

Having a variety in community events can also be seen as a generic event tourism strategy. Instead of trying to attract and create new and big events this strategy is based on existing and new community events. Furthermore, the strategy builds on authenticity, variety and strong community support to attract and satisfy tourist. The costs of this strategy are minor, however, extra effort will be needed to

generate publicity and involve the tourist industry and to mobilize and facilitate communities and interest groups to pursue tourism marketing (Getz, 1997).

Even if events do not form the centre of a destination's portfolio, events can still play an important role as animators to resorts and attractions. The added values in this case derive from packing events within tours, adding events to meetings and conventions and from enlivening public places. The advantages of this strategy is that it might incidentally generate events with tourism appeal (Getz, 1997)

Finally, bidding on events can also be seen as a generic event tourism strategy. Some destinations prefer to attract new and often one-time events with both media appeal and tourism value. A prerequisite for this type of strategy is a large budget and sophisticated marketing activities. The high costs, negative impacts from tourism-oriented events and the perception that residents are not valued as much as tourist may carry the risk of alienating residents (Getz, 1997).

Cultural celebrations, including festivals, carnivals, religious events and arts and entertainments generate (mainly concerts and theatrical productions) are often subsumed in the literature on cultural tourism (Mckercher and Du Cros, 2002). Festivals in particular have been examined in the context of place marketing urban development, tourism and more recently social change (Picard and Robinson, 2006). A major studying USA by the Travel Industry Association of America and Smithsonian Magazine (2003) profiled the cultural historic tourist including cultural events as attraction and activities.

Although arts and tourism linkages have been advocated by many, and certainly exist with regard to festivals, concerts and staged performances, there will always remain tension between these sectors. The anthropological literature on cultural celebrations is vast, with tourism sometimes being viewed as an agent of change, such as giving rise to declining cultural authenticity. Along these lines,

festival tourism and festivatization has become issues in cultural studies (Quinn, 2006). Prentice and Andersen (2003) assessed festival in Edigburgh, looking at their role in image creation and tourism generation and it is that kind of emphasis that has led to the evident backlash.

#### **2.2.4 Sports Event and Tourism**

Sports, as big business, are enduring theme. For example, Rozin (2000) described Indianapolis as a classic case of how sports can generate a civic turnaround. Sports business market research Inc. (2000:16) observed that in 1980s and 1990s American cities í put heavy emphasis on sports, entertainment and tourism as a source of revenue for the cities. Gratton and Kokolakais (1997) believed that in UK sports events have become the main platform for economic regeneration in many cities. Carlsen and Taylor (2003) looked at the ways in which Manchester used the commonwealth game to heighten the cityø profile give impetus to urban renewal through sport and commercial developments, and create a social legacy through cultural and educational programming.

Across North America almost every city now has a sport tourism initiative, often with dedicated personnel and agencies, and global competition to bid on events and attract the sport event tourist is fierce. In 1992, the US National Association of Sport Commissions was established, with the well-published experiences of Indianapolis leading the way. The tourism industry association of America in 1997 conducted a survey that examined sport-related travel, providing vastly improved understanding of this market (Travel Industry Association of American (TIAA), 1999).

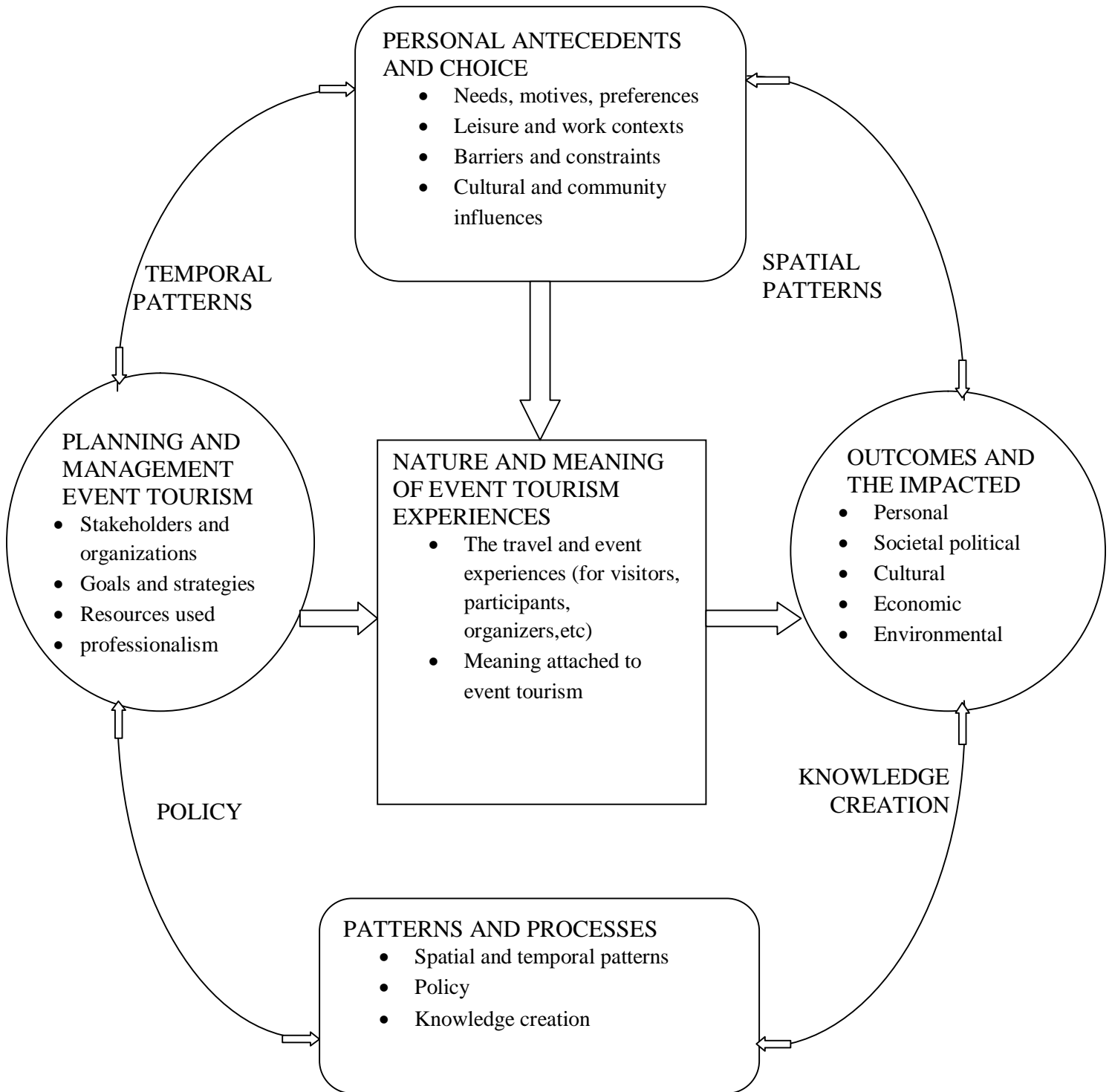
Sport event tourism became firmly established in the 1990s and has been expanding explosively since 2000. An early published contribution came from Rooneyø (1986) classic geographical studies of sport, specifically in the form of paper on mega sports event as tourist attractions at the 1986 TTRA Montreal

conference. The journal of sport and Tourism was founded in 1993 as the Journal of Sport Tourism and edited by Joseph Kurtzman as an initiative of the new sports tourism international council.

The intersection of sport management and sport studies with the tourism deals with the two major themes: sport events as attractions for participants and fans, and more active forms of sport participation that require travel such as skiing. Just about every form of organized sport will generate planned events, and they tend to evolve from local to international in attractiveness. This gives rise to event travel careers that evolve and can last a lifetime.



## 2.2.5 A framework for understanding and creating knowledge about event tourism



**Figure 1: A framework for understanding and creating knowledge about event tourism (Adapted from Getz, 2007).**

The above Figure 1 provides a framework for systematically studying and creating knowledge about event tourism, or by extension to planned events in general. It is used in the following sub-sections to identify knowledge gaps and productive lines of research and theory development.

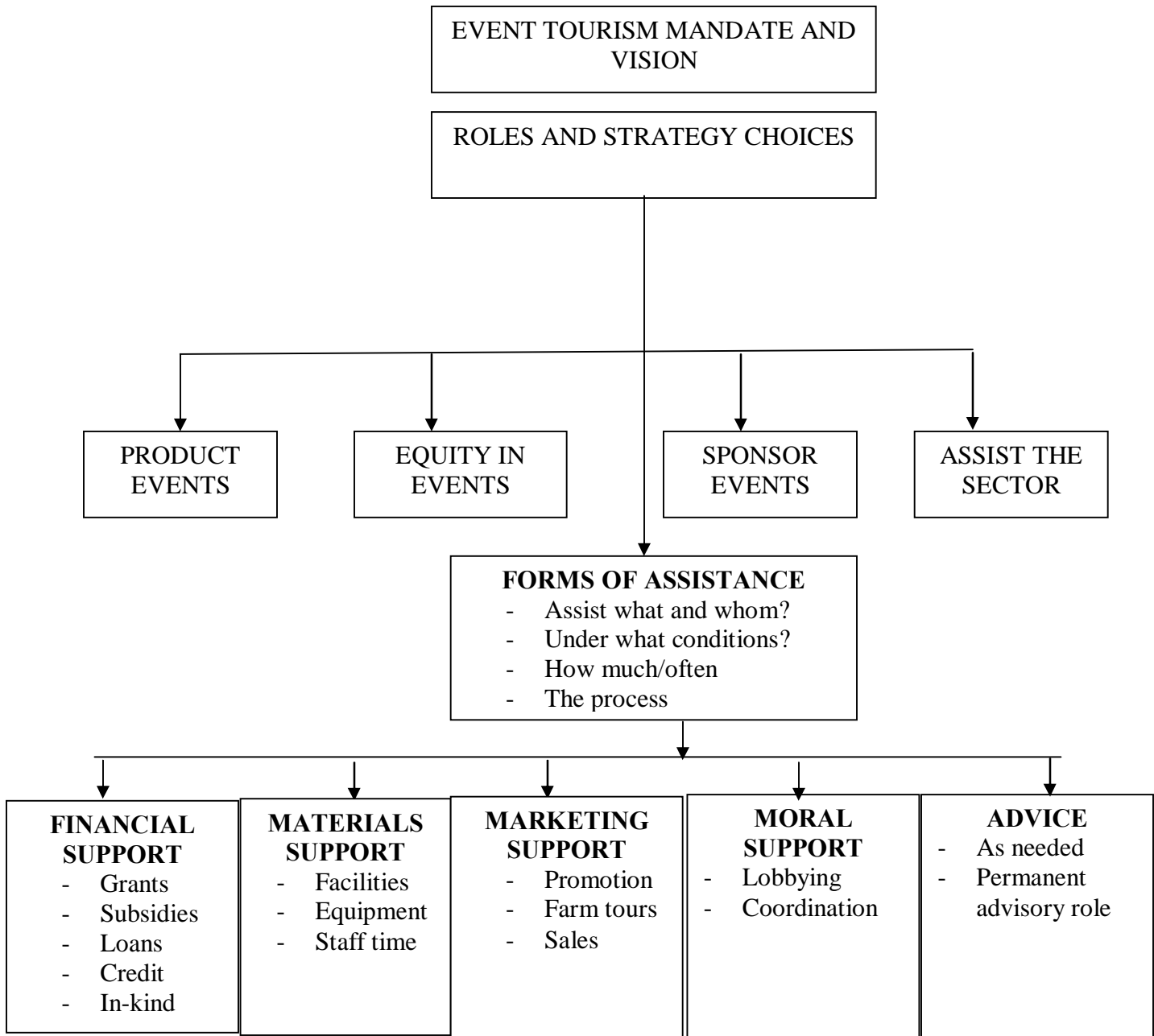
Both the event and the travel experience have to be understood in concert. Attending an event in one's own home community is experientially different from travelling to an event, both where travel is a necessary condition (i.e. the event motivates travel, and the costs/risks of travel might deter attendance) and where travel to an event is an integral part of a pleasurable experience (Gilmore, 1999).

The range of potential event experiences is quite broad, from the fun and revelry of entertainment, carnival and party, to the solemn spirituality of religious pilgrimage and celebratory rituals. Many events are all about learning, while others foster commerce. Sport for participants is all about challenges, yet sport events encompass sub-cultural identity as well as nostalgia on the part of fans (Getz, 2008).

Pilgrimage is journey by definition, and generally entails a visit to a sacred site plus as a special event. Other forms of event tourism can take on the form of secular pilgrimages, with events or places of high symbolic values and personal meaning becoming destinations. For example, cities that host mega events have, like Barcelona and the Olympics, turned event venues into places of pilgrimage. In the discourse pertaining to pilgrimage and events tourism, so-called secular pilgrimage (Gammon, 2004) are sometimes contrasted with religious and spiritual pilgrimages (Singh, 2006, Timothy and Olsen, 2006), raising the issues of authenticity.

Getz (1997) has developed a model (see table 2) that summarizes the functions that a tourism organization can have in the process of developing the event sector within a destination. According to the model there are four different tangible roles that tourism organizations can adopt and a combination of these roles is likely to be implemented.

**Table 2:** Event tourism policy process (Getz, 1997).



Firstly, in some destinations municipal agencies and tourism organizations are directly involved in producing events. Secondly, a tourism organization can choose

Firstly, in some destinations municipal agencies and tourism organizations are directly involved in producing events. Secondly, a tourism organization can

choose to leave the production and management mostly or entirely to a partner and still be part of the event as an equity holder. This kind of joint venture is common when the tourism organization or event organizers lack the resource to produce the event on their own. This also demands that the tourism organization believes that its own goals can still be met without total control. The third way which a tourism organization can support event is to choose to act as a sponsor and give financial support for the event. Through sponsoring tourism organizations can promote themselves and boost their profile. The fourth role of tourism organizations is to give direct and indirect assistance for the event sector. The assistance can be financial, material, marketing, moral, and advice. (Getz, 1997).

Event tourism is primarily driven by the goal of economic benefits, but we need to examine outcomes and impacts at the personal and societal levels, and also in terms of cultural and environmental changes. Event tourism should be viewed in an open-system perspective, identifying inputs (what it takes to make events happen, including the costs of bidding, facility development and marketing), transforming processes (events as agents of change), and outcomes (desired and undesired impacts, including externalities). Depending on one's perspective, outcomes and change processes might be interpreted as a positive or negative impact (Carlsen, Getz, and Soutar, 2001).

It has been clear for sometime that there has been a pre-occupation with the economic costs, roles and impacts of events. So much research and applied work has been devoted to this one theme that other outcomes have been neglected, as well as the development of suitable and convincing measures of event impacts and value. However, social and cultural outcomes and indicators are being developed, and the environmental effects of event and tourism are finally being addressed (Sherwood, Jago and Deery, 2004, 2005 and Sherwood, 2007).

From the finding it has been recognized that environmental, social and cultural dimensions of event impacts have been neglected. From a cultural perspective many voice have questioned whether tourism is good or appropriate for all events, and have coined the term festivalization to describe how cities or destination exploit cultural events (Getz, 2008). From an environmental perspective there are two major issues, the first being the costs and impacts of mega events, including making them greener and the second applying to tourism in general as a huge consumer of energy and producer of pollution (Getz, 2008).

### **2.3 Theoretical Orientation**

The importance of systems theory and functionalism theory to this piece of work is to put ideas together to broaden the event management and tourism development and promotion of Abuja carnival. System theory was used in this work as the appropriate that could explain the topic under study. Abuja carnival can be seen as a system whereby this carnival has committees, and managers that organize these events as a whole. Just as every system is made up of subsystems that perform various functions, so also Abuja carnivals is made up of subsystem such as committee members, managers and organizations that see to the smoothness of this carnival.

The management of the carnival is quite functional in that there is a division of labour among the organizers. Realizing that this carnival attracts many visitors both local and international, they use active promotion to publicize it.

Moreover, these States of the Federation including Federal Capital Territory and other countries do participate in the carnival; act as subsystem working together to produce some result. They perform different functions that could help in the survival of the carnival. Their functions must be coordinated for the carnival

to attain its desired goals as the manager manages the system, creates and defines the objectives of each subsystem.

The Abuja carnival has a system with subsystems such as committees, managers, participants, or contingents, organizers and so on. They are interrelated and interdependent on each other for the growth and maintenance of the carnival with the aim of achieving the stated objectives of the carnival. If one unit in these carnival happens to experience any setback, it will affect the entire carnival as they are working as an integrated whole.

## CHAPTER THREE

### BACKGROUND INFORMATION

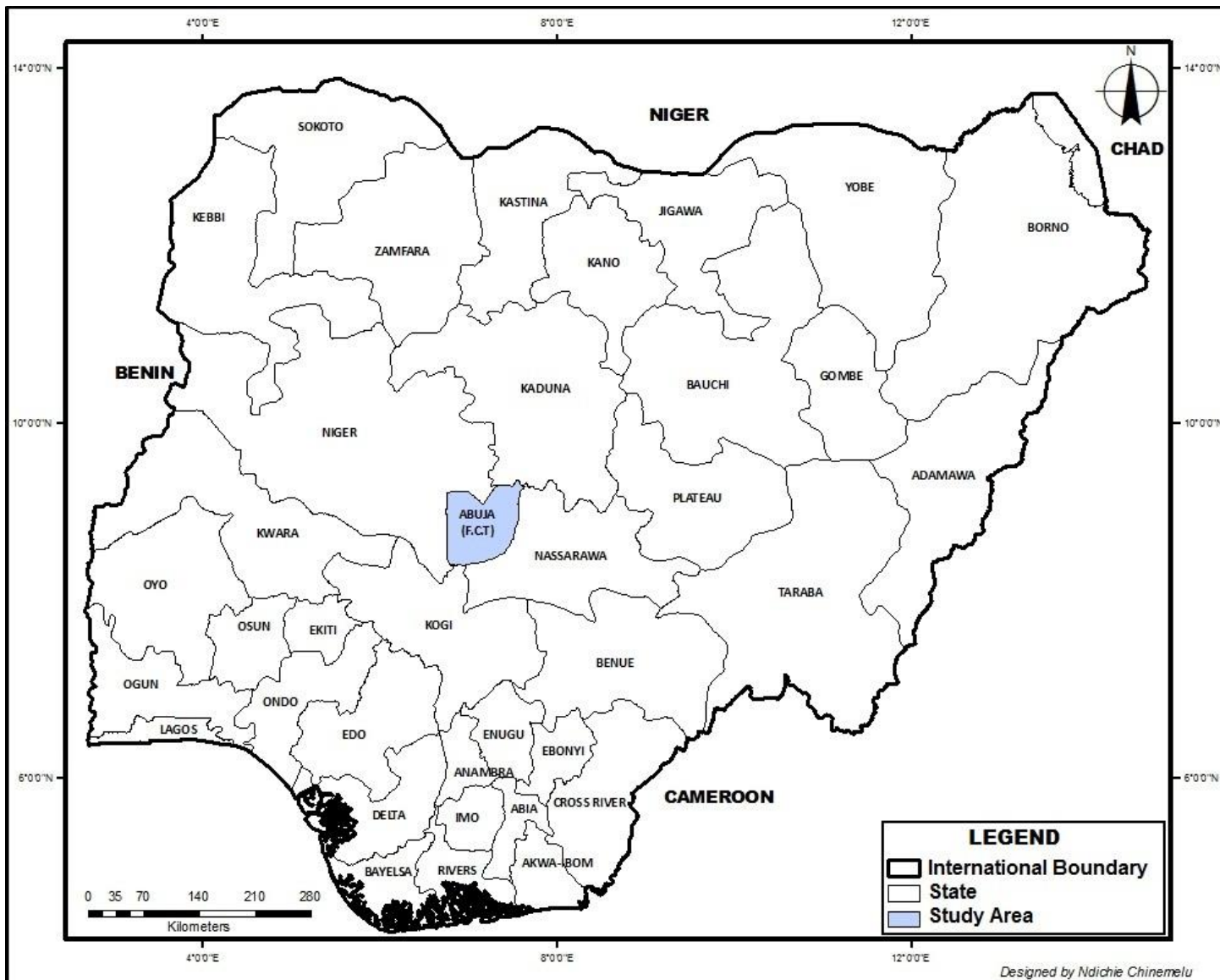
#### 3.1 Geographical Location of Abuja

Abuja is located in the centre of Nigeria and has a land area of 8,000 square kilometers. It is bounded on the north by Kaduna State, on the west by Niger State, on the east and south east by Nassarawa State and on the south-west by Kogi State. It falls within latitude  $9^{\circ} 45'$  and  $7^{\circ} 39'$ . It is slightly west of the center of the country and covers an area of 2,824 square miles (7,325 square k/ms) see figure2.

<http://www.abuccima.com>

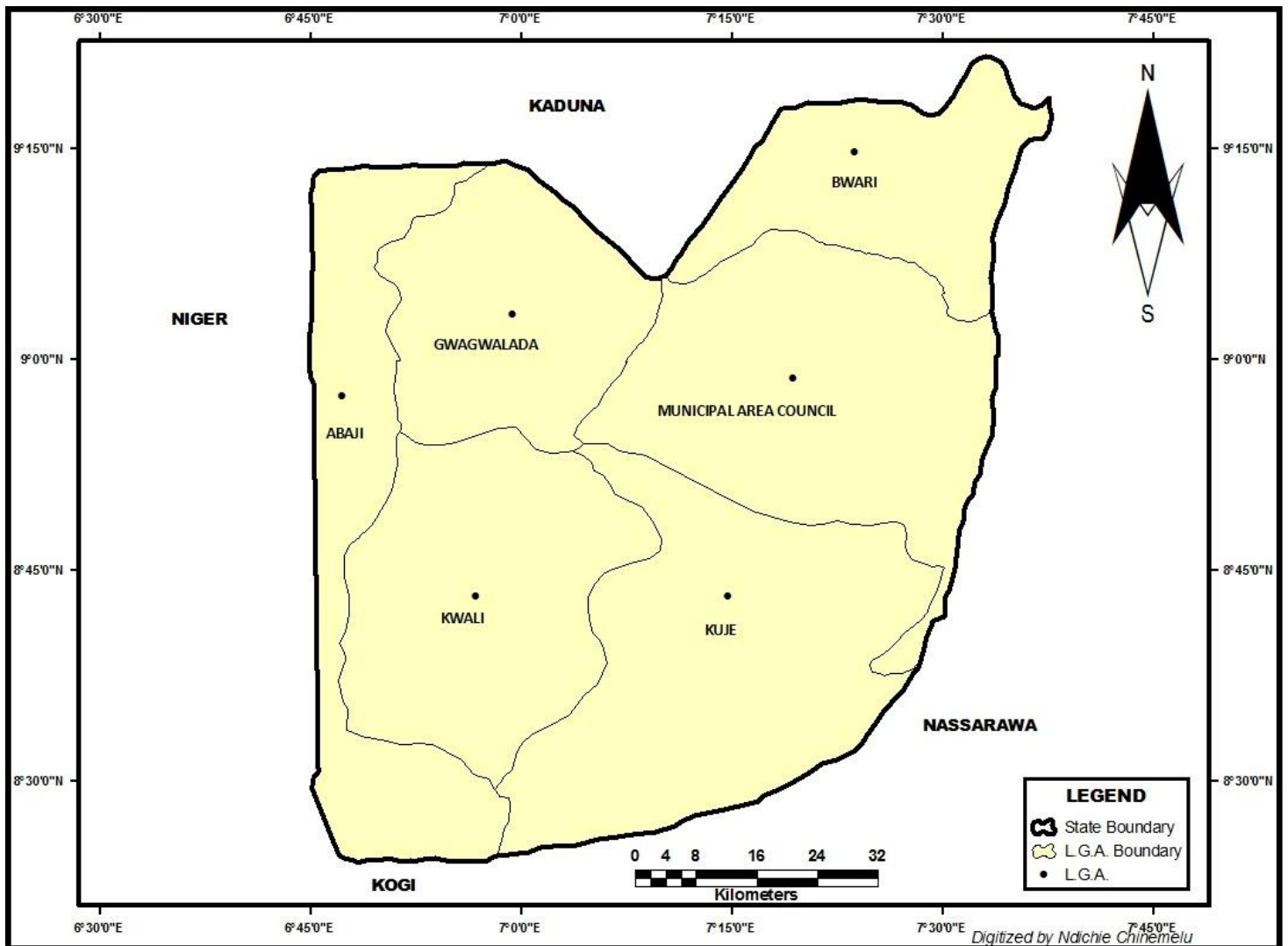
Abuja's geography and its character are defined by the two renewed rock formation around it-the Zuma Rock and the Aso Rock. The Zuma Rock is called the Gateway to Abuja as the federal capital territory begins at its base. The ASO Rock, a 400 meters of Abuja city which extends southward from the rock.

Abuja is both a Federal Capital Territory within the nation of Nigerian, and a city within that territory which serves as the nation's Capital. Both were created in 1976, while the city was built throughout the 1980s. It officially became Nigeria's Capital on December 12, 1991, replacing the role of the previous Capital, Lagos. The city has several parks and green areas, with the largest being the Millennium Park, which was designed by renowned Architect Manfredi Nicoletti and was officially opened by Queen Elizabeth II of England. Magnificent buildings abound in Abuja. There is the National Mosque with its golden dome glistening in the sun, the bright pink Federal Secretariat Complex, and the Nigerian National Christian Centre. Other landmarks include the Central Bank of Nigeria Headquarters, NNPC towers, Abuja International Conference Centre African Hall, Gurca Falls, Eagle Square, the National Assembly Building, Abuja Stadium, the Velodrome, among others. See figure 3 below. <http://www.abucima.com>.



**Fig2:** Map of Nigeria Showing Abuja (Study Area).  
*Source: Macmillan Atlas Series (2011).*





**Fig3: Map of Abuja**  
*Source: Ministry of town planning Abuja*

### 3.2 Historical Background of Abuja

The land now called Abuja was originally the south-western part of the ancient *Habe* (Hausa) kingdom of *Zazzau* (*Zaria*). It was populated for centuries by several semi-independent tribes. The largest of the tribes was *Gbagyi* (*Gwari*), followed by the *Koro* and a few other smaller tribes in early 1800s when *Zaria* fell to Fulani invaders, Muhammed Makau, fled south with some followers and his brothers- Abu Ja and Kwaka- Abu Ja succeeded Makau in 1825. The full name of

the king was Abubakar; Abu was his nickname. By some accounts his fair complexion earned him the nickname Ja which means red or fair-skinned in Hausa. He became known as Abu-Ja meaning *Abu* the red or Abubakar the fair one. Other sources say that the Ja is a shortened form of Ishaku Jatau, his father's name. King Abubakar founded the kingdom of Abuja.

Abuja became a major commercial centre where goods were exchanged by long distance traders. The inhabitants successfully fought off the Fulani and were not conquered as the neighbouring lands were. In 1902, Abuja was occupied by the British Colonial Army; the British reorganized the kingdoms and called them emirates which mean kingdoms in Arabic. Until 1975, it remained a quiet part of Nigeria. The problems associated with the Capital being in Lagos, led to the search for a new Capital that year. Abuja was selected from amongst 33 possible sites. See plate 1.

The criteria used for selection includes: centrality, health, climate, land availability and use, water supply, multi-access possibilities, security, existence of resources, drainage, good soil, physical planning convenience and ethnic accord. The Emir of Abuja at that time, Attai Suleiman Bara, was asked to meet with his Emirate Council to approve contributing four of the live districts to Abuja to become the new Capital. The Council was divided as some districts considered it too much of a sacrifice; but at the end, they approved the request from the Federal Government. Thus, the Abuja in Niger State contributed 80% of the land of the territory Plateau State (now Nassarawa State) contributed 16% of the south east territory and Kwara State (now Kogi State) contributed about 4% of the south-west territory (<http://www.abucima.com>). The Emirate was then asked to give up the name Abuja for the Federal Capital Territory (FCT). Again the Council was divided. In the end, they agreed believing that the name of the emirate would become famous throughout the world. The previous towns of Abuja was renamed

Suleja after the then Emir of Suleman Barau and Ja the last syllable of the first emirates name. Another interesting historical fact is that in the *Gbagyi* (or *Gwan*) language, the word *ASO* mean success or victory (<http://www.abucima.com>)

According to tradition, the original inhabitants of the region lived at base of the rock for centuries without being conquered. The rock was a refuge as well as mystical sources of strength. *Asoro* (*Aso koro*), the name of one of the local areas, therefore, means people of victory. In addition, the term Aso Rock is increasingly being used to refer not only to the physical structure of the most imposing rock in the area, but also as a symbol of government power and a nation.



**Plate 1: The Entrance City Gate of Abuja**

### **3.3 Climate and vegetation**

Abuja under Koppen Climate Classification features a tropical wet and dry climate. The FCT experience three weather conditions annually. These include a warm, humid rainy seasons and a blistering dry season. In between the two, there is a brief interlude of harmattan occasioned by the north-east trade wind with the main features of dust haze, intensified coldness and dryness (<http://www.abucima.com>).

The rainy season begins from April and ends in October, when daytime temperatures reach 28<sup>0</sup>C (82.4<sup>0</sup>F) to 30<sup>0</sup>C (86.0<sup>0</sup>F) and nighttime lows hover round 22<sup>0</sup> C (71.6<sup>0</sup> F) to 23<sup>0</sup> C (73.4<sup>0</sup> F). In the dry season daytime temperatures can soar as high as 40<sup>0</sup>C (104.0<sup>0</sup> F) and nighttime temperatures can dip to 12<sup>0</sup>C (53.6<sup>0</sup> F). Even the chilliest nights can be followed by daytime temperatures well above 30<sup>0</sup>C (86.0<sup>0</sup> C). The high altitudes and undulating terrain of the FCT as a moderating influence on the weather of the territory.

Rainfall in the FCT reflects the territory's location on the windward side of the Jos plateau and the zone of rising air masses with the city receiving frequent rainfall during the rainy seasons from March to November every year.

The FCT falls within the guinea forest-savanna mosaic zone of the West African sub-region. Patches of rain forest, however, occur in the Gwagwa plains, especially in the rugged terrain to the south-south eastern parts of the territory, where a landscape of gullies and rough terrain is found. These areas of the Federal Capital Territory (FCT) form one of the few surviving occurrences of the mature forest vegetation in Nigeria (<http://www.abuccima.com>).

### **3.4 History of Abuja Carnival**

Nigeria's cultural diversity is indeed phenomenal. An exploration of this diversity will no doubt take an adventure on months of journey into hundreds of cultures with individual uniqueness and peculiarities. Also, that Nigerians possess a passion for celebration and festivity is a fact already widely acclaimed. To translate this diversity and passion into an existing experience in a major tourist cum artistic event that will be beneficial to national creativity and the economy on one hand, and make the country a foremost tourist destination on the other were the core motivations that gave birth to the Abuja Carnival.

The idea of the Carnival was first mooted by the former President, Olusegun Obasanjo (GCFR) just before the end of his first term of office in 2002/2003, and was to have started in 2004 based on agreement by all the State Governors at the time. However, desirous to put in place a proper structure for the Carnival, the Presidential Council on Tourism (PCT) chaired by the President in 2004 commenced the process of instituting an international carnival to be known as "ABUJA CARNIVAL", to be held annually in the FEDERAL CAPITAL TERRITORY and during the harmattan holiday. The first edition of Abuja Carnival was held in 2005 from the 24<sup>th</sup> to the 27<sup>th</sup> day of November, 2005. After that, several others were organized annually, that is in the years of 2006, 2007, 2008, 2009, 2010, 2011 and 2012 respectively. The Abuja Carnival is usually referred to as "mother of all carnivals" with the slogan "EXPERIENCE CULTURE CELEBRATE LIFE" (Mohammed and Mohammed, 2010).

The Carnival was specifically set as an intra and inter cultural link which would serve as a cultural foundation of knowledge and a reference points for historical and cultural experience of the black people all over the world. It is this dream that has continued to accelerate the realization of the Abuja Carnival especially as it is anchored on the recognition that there exist an intrinsic link between culture and the foundation of the economic and technological growth of a nation.

The successive Ministers of Culture Tourism, and National Orientation that have supervised the Abuja Carnival since its inception to date as well as the Directors-General for each Carnival are

- Mr. Franklin Ogbuewu (Minister, 2005 to 2007)
- Prince Adetokumbo Kayode (Minister, 2007 to 2008)
- Dr. Aliya Idi Hong (Minister, of State 2007 to 2008)
- Sen Jibril Bello Gada (Minister, 2009 to may 2010)

- Alh.Abubakar Sadigu Mohammed (June 2010 to May 2011)
- Dr. Edem Duke (July 2011 till date)

The Chief Executives are:

- Dr Ahmed Yerima ó 2005 first edition
- Otunba Olusegun Runsewe - 2006 2<sup>nd</sup> edition
- Dr. Ahmed Yerima - 2008 3rd edition
- Dr. Ahmed Yserima - 2008 4<sup>th</sup> edition
- Professor Ojo Bakare ó 2009 5<sup>th</sup> edition
- Professor Ojo Bakare ó 2010 6<sup>th</sup> edition
- Professor Ojo Bakare ó 2011 7<sup>th</sup> edition
- Professor Ojo Bakare - 2012 8<sup>th</sup> edition

Abuja Carnival therefore signifies the following:

- The continuing demonstration of our unity in diversity as the people display their unique heritage in the metaphor of a carnival
- An authentic Nigerian experience and tourism product of acceptable international patronage and conception.
- A brand that celebrates Nigeria as a safe, warm hospitable tourism destination.
- A gateway into tapping the United Nations World Tourism Organization (UNWTO) project 9% increase of tourists to African?.
- A four day open street trading thus boosting the economy of the informal sector of the Federal Capital Territory.
- An increase patronage of the hospitality industry especially in the FCT and environs.

- And a haven for partnerships, sponsorship and investments (Mohammed and Mohammed 2010, Federal Ministry of Culture Tourism and National Orientation)

### 3.5 Venues for the Various Events

#### Abuja Carnival 2009

#### Schedule of Events

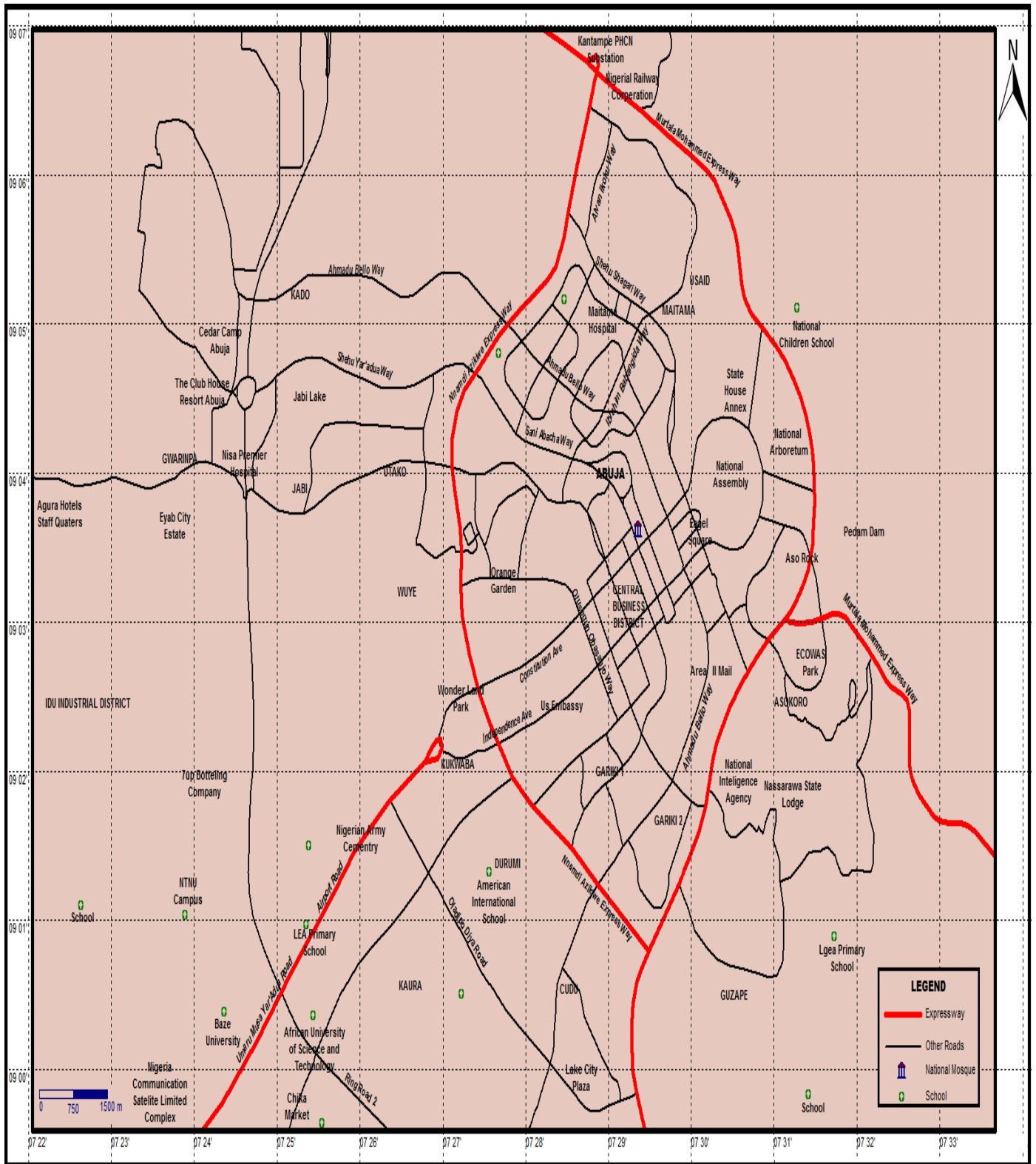
**Table 3: Schedule of 2009 Events**

S/no.	Event	Date	Time	Venue
1.	Carnival street show	Saturday 21 <sup>st</sup> Nov. 2009	7.00am	Carnival Route (Garrki village through area, festival road to Eagle Square.
2.	Opening ceremony	Saturday 21 <sup>st</sup> Nov. 2009	5.00pm	Eagle Square
3.	Cultural market and exhibition	Saturday, 21 <sup>st</sup> - 24 <sup>th</sup> Nov. 2009	10.am daily	FCT Arts Craft village opposite Sheraton Hotel
4	Youths and childrens programme	Sunday 22 <sup>nd</sup> Nov. 2009	11.am	Millennium park
5	Polo Tournament	Sunday 22 <sup>nd</sup> Nov. 2009	1pm	Royal Equestrain Club opp. IBB Golf Club, Asokoro.
6	Cultural Night food for fair	Sunday 22 <sup>nd</sup> Nov. 2009	7.p.m	Arts and Craft villa opp. Sheraton Hotel.
7	Masquerade fiesta	Monday 23 <sup>rd</sup> Nov. 2009	7.am	Routes-Eagle Square
	Boat regatta	Monday 23 <sup>rd</sup>	3p.m	Jabi Dam

		Nov. 2009		
8	Command performance	Monday 23 <sup>rd</sup> Nov. 2009	7 p.m	Transcorp Hilton
9	Contemporary music fiesta	Saturday 21 <sup>st</sup> Nov. 2009 Sunday, 22 <sup>nd</sup> NOV. 2009 Mon. 23 <sup>rd</sup> Nov. 2009	7 p.m  7 pm  7pm	Eagle Square  Eagle Square  Eagle Square
10	Street carnival show	Tuesday 24 <sup>th</sup> Nov. 2009	11.00am	Carnival Route (Garki village through Area 1 Festival Road to Eagle Square)
11	Closing ceremony	Tuesday, 24 Nov. 2009	4 p.m	Eagle Square

Sources: <http://www.abujacarnivaloffice.com> see appendix 3





**Figure 4:** Abuja Carnival route

**Abuja Carnival 2010**  
**Schedule of Events**

**Table 4: Schedule of 2010 Events**

<b>S/no.</b>	<b>Event</b>	<b>Date</b>	<b>Time</b>	<b>Venue</b>
1	Street carnival	27 <sup>th</sup> November	7.00am	Carnival Route (Area 1 ó Area 10 NNPC Road Eagle Square
	Opening ceremony	27 <sup>th</sup> November	4.00pm	Eagle Square
2	Children fiesta	28 November	9.00am	Millennium Park
	Durbar	28 November	2.00pm	Equestrian Club Ground Asoro
	Traditional food fair	28 <sup>th</sup> November	4.00pm	Arts and Craft Village
	Cultural night	28 <sup>th</sup> November	7.00pm	opp. Sheraton Hotel
3	Masquerade fiesta	29 <sup>th</sup> November	7.00am	Masquerade carnival Route (Area 11 to Eagle Square)
	Boat Regatta	29 November	2.00am	Jabi Dam
	Command Performance	29 <sup>th</sup> November	7.00pm	Transcorp Hillton Hotel
4	2 <sup>nd</sup> street carnival	30 <sup>th</sup> November	12.00no on	From KIA motors Area 11 to Eagle Square
	Closing ceremony	30 <sup>th</sup> November	4.00pm	Eagle Square

**Sources:** <http://www.abujacarnivaloffice.com> see appendix 4

## Events of Abuja National Carnival 2011

### Schedule of Events

**Table 5: Schedule of 2011 Events**

S/no	Event	Date	Time	Venue
1	Street carnival	26 <sup>th</sup> November	7.00am	Carnival Route (Area 1 ó Area 10 NNPC Road Eagle Square)
	Opening ceremony	26 November	4.00pm	Eagle Square
2	Durbar	27 <sup>th</sup> November	9.00am	Equestrian Club Ground Asokoro
	Children fiesta	27 <sup>th</sup> November	2,00pm	Millennium Park
	Traditional food fair	27 <sup>th</sup> November	4,00pm	Old Parade Ground
	Bush Bar	27 <sup>th</sup> November	7.00am	
3	Masquerade fiesta	28 <sup>th</sup> November	7.00am	Eagle Square
	Boat regatta	28 <sup>th</sup> November	2.00pm	Jabi Dam
	Command performance	28 <sup>th</sup> November	7.00pm	NICON LUXURY
4	2 <sup>nd</sup> street carnival	29 <sup>th</sup> November	12.00 noon	From KIA Motors (Area 11 to Eagle Square)
	Closing ceremony	29 <sup>th</sup> November	4.00pm	Eagle Square

Sources: <http://www.abujacarnivaloffice.com> see appendix 5

## Programme of Event for Abuja National Carnival

Schedule for 24<sup>th</sup> -27 November 2012

**Table 6: Schedule of 2012 Events**

S/no	Event	Date	Time	Venue
1	Carnival street show	24 <sup>th</sup> November	7.00am	Carnival Route (Area 1- Area 10-NNPC Road- Eagle Square
	Opening ceremony	24 <sup>th</sup> November	4.00pm	Eagle Square
2	Durbar	25 <sup>th</sup> November	9.00am	Equestrian club ground Asokoro
	Children fiesta	25 <sup>th</sup> November	2.00pm	Millennium park
	Traditional food/fair	25 <sup>th</sup> November	3.00pm	Old Parade Ground
	Bush Bar			
	Cultural night	25 <sup>th</sup> November	7.00pm	Old Parade Ground
3	Masquerade fiesta	26 <sup>th</sup> November	9.00am	Eagle Square
	Boat Regatta	26 <sup>th</sup> November	2.00pm	Jabi Dam
	Command performance	26 <sup>th</sup> November	7.00pm	ASO Villa Banquet Hall
4	2 <sup>nd</sup> Street carnival	27 <sup>th</sup> November	12 noon	From KIA motors (Area 11 to Eagle Square)
5	Closing ceremony	27 <sup>th</sup> November	4.00pm	Eagles Square

Sources: <http://www.abujacarnival.office.com> see appendix 6

**CHAPTER FOUR**  
**DATA PRESENTATION AND ANALYSIS**  
**PARTICIPATION AND ACTIVITIES AT THESE CARNIVALS**

**4.1 Participation at the Carnival**

Abuja Carnival is a carnival that involves the 36 States of the Federation and the Federal Capital Territory and other foreign countries. It is a brand that binds Nigerians together and promotes our beauty and strength in diversity. The international participation in the carnival is increasing by the year. In 2011, four countries participated namely, Egypt, India, Ghana, and Trinidad and Tobago. In 2012 countries that participated are China, Trinidad and Tobago, Egypt, Cameroun, Sudan, Cuba, Namibia, Ghana and Senegal.

**4.2 Activities at the Abuja carnival of 2011**

The activities at the Abuja Carnival of 2011 that have taken centre stage includes

- i. March procession
- ii. Street carnival
- iii. Durbar
- iv. Children fiesta
- v. Traditional food fair/Bush Bar
- vi. Masquerade fiesta
- vii. Boat Regatta
- viii. Command performance

**1. March procession**

The marching procession is the main opening event of the carnival. In this category, all the cultural groups, represent their States in the march past to the admiration of tourists that are international and domestic, organizers and observers.

In the dignitaries stand, the President of the Federal Republic of Nigeria or his representative is the special guest and he is normally dressed fine in his traditional customs. This symbolizes and indicates how they are promoting our culture to the eyes of the world. The State governments invest financially in the production of such traditional outfits. The contingents are well dressed to the admiration of the carnival visitors. They use long trucks beautifully designed to conform to their Statesø culture to convey the troupes in the march past which take off from the international conferences centre and terminates at Eagle Square. See plate 2,3 and 4.



**Plate 2: Oyo Carnival float during march procession 2011 carnival**



**Plate 3: Anambra state carnival float during march procession 2011 carnival**



**Plate 4: Imo state motorcade during march procession of 2011 carnival**

## **2. Street Carnival**

The street carnival which is a street party portrays extreme creativity in costumes, floats and dance steps complemented by contemporary music. This is a great party that has forty (40) bands representing the 36 States of the Federation including Federal Capital Territory (FCT) as well as corporate organizations.

It is indeed a sight to behold and admire as spectators are given the opportunity to salvage the rich cultural heritage of Nigeria at a glance in a contemporary form. The street carnival takes place along the carnival routes measuring eighteen (18) kilometers. It stretches from Area 1 through Area 10, NNPC Road and terminates at the Eagle Square. At the evening after the street carnival in the morning, the carnival was declared open by the President and Commander in-Chief, Dr. Goodluck Jonathan, GCFR. See plate 5, 6,7, 8



**Plate 5: Nassarawa motorcade during 2011 street carnival**



**Plate 6: Ondo State motorcade during 2011**





**Plate 7: Beautifully decorated boat that was hanged on truck from Niger state during street carnival of 2011**



**Plate 8: Edo State motorcade during 2011 street carnival**

### **3. The Durbar**

This particular event is commonly organized in the Northern parts of Nigeria. This is a symbol of the various traditional royalties that we have in Northern Nigeria. It has to do with the traditional institutions and personalities e.g Emirs, Chiefs, District Heads, as well as countries in their palaces. The Durbar event of the carnival takes place in the Equestrian Club Ground Asokoro. See figure 4. Usually, the horsemen (riders) are subjects of their respective Emirs or chiefs. All their horses are beautifully dressed in their full colourful regalia.

In this arena, subjects pay traditional homage to the Emir, Chiefs or his representatives and other dignitaries seated. The riders will run to the dignitaries in large numbers, batch by batch. The riders are adorned with swords, spears as well as other equipments. They are also accompanied by their own drummers, who drum, dance and blow trumpets. They entertain the dignitaries at the carnival venue. The major participants are States from Northern Nigeria where such is part of the cultural setting of the people of the region.

In Northern Nigeria, the event is celebrated in memorable occasions including commemoration of both Eid-el fitr and Eid-el Kabir (Sallah) celebrations. Also, it is commonly held during tradition installations, wedding ceremonies of traditional title holders etc. therefore, Durbar is an event to watch in the Abuja Carnival. Thousands of horses and their regalia are brought annually to the carnival. See plate 9 to 10



**Plate 9: Horse riders from Maiduguri during 2011 Durbar parade**



**Plate 10: Yobe state horse riders during the Durbar performance**

#### **4. Children fiesta**

This is an event meant to show-case the ability and capability of young generation of Nigerians. They exhibit their skills and talents in the areas of dancing music and dressing. This will expose the young Nigerians to more challenging opportunities

in the near future. Children fiesta takes place at the Millennium Park. See plate 11, 12,



**Plate 11: Children from Taraba State performing during 2011 Carnival of Reconciliation**



**Plate12: Children from Benue State in their costume during 2011 Carnival of Reconciliation**



**Plate 13: Children from Anambra State performing during 2011 Carnival**

#### **5. Traditional food fair/Bush Bar**

The Abuja carnival is never complete without the display and promotion of the Nigerian cuisines. The three major ethnic groups, namely Hausa, Yoruba, and Igbo have unique and different cuisines on display during the carnival. For example *tuwo masara* and *miyara kuka* belong to the Hausa in Northern Nigeria, *Amala* and *Ewedu* soup is for the Yoruba speaking people of south western Nigerian and parts of Kwara and Kogi States while *Akpu* and *Oha* soup is for the Igbo of south east Nigeria.

The rest of the cultural groups is not left out as their special cuisines are displayed, which have also attracted both international and domestic tourists. All the cultural groups that abound in Nigeria patronize each others food. What makes it more attractive and unique is that all the menu contents are of local ingredients. Traditional food fair and bush bar took place at the Old Parade Ground.

#### **6. Masquerade fiesta**

History has shown that the masquerades are dated some thousands of years ago. But every generation of cultural group continues to be with its philosophy, as it affects the well being of its community.

The masquerade as an event of the carnival is so entertaining, especially when on display. Some communities within Nigeria differ on their own kind of masquerade. The majority of the participants of this particular event are from the southern part of Nigeria. These include those of the south-south, south east and south west. The root of the masquerade lies in the traditional beliefs and customs of the groups. It involves sacrifices meant for the well being, stability, peace, progress and development of the cultural groups in which masquerade belong.

Apart from being a carnival event, it is also meant to commemorate and appease some gods of these various traditional groups, thus representing their cultural inclinations. They are usually supported by their traditional dancers which entertain the guests. They jubilate in joyful mood, showing their faces. Masquerades are parts of the events performed periodically, according to the calendar of every traditional society and community. Also the masquerades display is a beauty to watch with all the fun and excitement associated with it. See plate 14 to 17



**Plate 14: Masquerades from Bayelsa performing during 2011 carnival**



**Plate 15: Ijele Masquerade from Anambra State performing during 2011 carnival**



**Plate 16: Masquerade from Calabar performing during the carnival of Reconciliation 2011.**



**Plate 17: Adamma Masquerades from Enugu State during 2011 Carnival.**

## **7. Boat Regatta**

This is an event at the carnival that is normally done in the water. The experts and players in this event are professionals, who specialize in aspect of the water plays. The event is very colourful and is widely acknowledged, accepted and attracts the general populace that are witnessing the carnival. The players ride on a canoe, ship or boat, moving from one end to the other. They usually sing, dance and play during such movements. They are also flamboyantly dressed in their various traditional costumes. Its glamorous outlook is a beauty to watch in the carnival. At the end of the festival a winner is selected, which encourage others to perform very well in the subsequent editions. Rivers, lakes and Dams are vital for the growth and development of boat regatta event. Usually the boat regatta event of



the Abuja carnival is held at the Jabi Lake and Dam, at the Utako District area of the Federal Capital Territory Abuja. See figure 4 and plate 18 to 19



**Plate 18: Delta State boat regatta during 2011 carnival competition**



**Plate 19: River State boat regatta during 2011 competition**

### **4.3: Activities at the Abuja carnival of 2012**

The activities of the Abuja carnival of 2012 include

- i. March procession
- ii. Street carnival
- iii. Primary school performances
- iv. Secondary school performances
- v. Durbar
- vi. Children fiesta
- vii. Food fair/bush bar
- viii. Cultural night
- ix. Masquerade fiesta
- x. Boat Regatta
- xi. Command performance
- xii. Contemporary music fiesta

On the whole, eleven events were staged at the Abuja carnival of 2012.

#### **i. March Procession**

The marching procession is the main opening event of the carnival. In this category, all the cultural groups, represent their States in the march past to the admiration of tourists that are international and domestic, organizers and observers. In the dignitaries stand, the President of the Federal Republic of Nigeria or his representative is the special guest and he is normally dressed fine in his traditional customs. This symbolizes and indicates how they are promoting our culture to the eyes of the world. The State governments invest financially in the production of such traditional outfits. The contingents are well dressed to the admiration of the carnival visitors. They use long trucks beautifully designed to conform to their States' culture to convey the troupes in the march past which take off from the international conferences centre and terminates at Eagle Square. See plate 20 and 21



**Plate 20: Kano State carnival float during march procession of 2012**



**Plate 21: Benue State carnival float during march procession of 2012 carnival**

## **ii. Street carnival**

The street carnival which is a street party portrays extreme creativity in costumes, floats and dance steps complemented by the contemporary music. It is a great party that has forty (40) bands representing the 36 States of the Federation including Federal Capital Territory, foreign troupes as well as corporate organizations. It is indeed a sight to behold and admire as spectators are given the

opportunity to salvage the rich cultural heritage of Nigeria at a glance in a contemporary form. The street carnival takes place in the carnival routes of eighteen (18) kilometers. See plate 22 to 24



**Plate 22: The Fulani cultural group during 2012 street carnival**



**Plate 23: Enugu Dance troupe during 2012 street carnival**



**Plate 24: women cultural group from Cross River performing during 2012 street carnival**

### **iii. School children’s performance**

This is an innovation brought in to give the school children within Abuja the opportunity to engage in a competitive event in the areas of music, dance, choreography, and drama in line with the theme of the eighth edition “Carnival of Peace and Harmony”.

It is an avenue to display their creative abilities and to encourage them to develop these talents for the development and economic transformation of Nigeria. These children performances include primary schools and secondary schools children that live in Abuja and its environs. See plate 25 and 26



**Plate 25: School children from FCT performing during 2012 carnival of Peace and Harmony**



**Plate 26: School children from Abuja performing during 2012 carnival**

#### **iv. The Durbar**

Durbar is a royal event which is now synonymous with the people of Northern Nigeria, after its introduction by the colonialists. It is one of the most respected gatherings among these people, performed with well decorated mounted horses, each representing a royal palace or kingdom.

To them, the event is a symbol of authority and material prowess. Today, Durbar remains a social manifestation of certain aspect of our cultural heritage especially the way it signifies the development of political institutions, capacity for handicraft production and the skills of breeding, riding and maintaining horses. This event has become an integral part of Abuja National Carnival in Nigeria. See plate 27 to 29



**Plate 27: Sarkin Padam Zazzau Durbar performances during 2012 Carnival**



**Plate 28: Kano State cultural group during Durbar performance of 2012 Carnival**





**Plate 29: Bauchi State during durbar performances of 2012 Carnival**

#### **v. Children Fiesta**

This is a platform created for the promotion and development of the creative ability of our children from the age of 5-12 years. It is designed to celebrate children's positive attributes through fun filled and enlightening activities such as traditional and modern dances, storytelling, fashion parade, poetry recitation, etc. The programme promotes cultural integration among the children from the various parts of the country especially as they are from diverse socio-cultural, religious and economic background. See plate 31 and 32



**Plate 30: Secondary school students from Abuja performing during children fiesta 2012 carnival**



**Plate 31: Children from Abuja performing during 2012 children fiesta**

## vi. Cultural Night/Traditional cuisine and bush bar

It is a night to showcase the cultural heritage of the best twelve (12) troupes from the six (6) geo-political zones of the country. It is a competitive event that culminates in the selection of the best four (4) troupes that automatically join the visiting foreign troupes to perform at the command performance. However, 2012 was unique with the participation of nine (9) countries, so only the national troupe of Nigeria featured at the command performance.

Meanwhile, the traditional food fair is a forum for exhibiting the best Nigeria cuisines from different States and where people have the opportunity to taste the different cuisine in the country. A Bush Bar that promotes the sale of only traditional drinks was also showcased. See plate 32 to 34



**Plate 32: Traditional food *Amala* and *Ewedu* being shared during cultural night**



**Plate 33: Exhibition of some traditional delicacies such as roast plantain during the carnival**



**Plate 34: Traditionally prepared moi-moi covered with *Maratochloa flexuosa* (ugba leaf) during 2012 cultural night.**

## vii. Masquerade Fiesta

Nigeria has a rich and unique masking tradition which dates back to centuries of her evolution. They are found in virtually all communities in Nigeria, and are seen as spirits which represent communication links between their ancestors. Among these masquerading are the *Dodos* of some North central ethnic groups, the *Egungun* of the Yorubas, the *Ekpe/Ekpo* of the Efiks/Ibibios, the *Mmawu* of the Igbo stock, the *Alagba* and *Igbelegbe* of the Niger Delta stock just to mention but a few.

These masquerade which in themselves are repositories of all that is held secret, mysterious magical, and supernatural are used by their community members for ancestor veneration, agricultural rites, social control, during kingship ceremonies and for entertainment. Membership today is the exclusive reserve of the male folk in the society.

Yearly, Abuja National Carnival parades array of beautifully adorned masquerades with different dance steps from all participating States, to the admiration of the audiences. See plate 35 to 38



**Plate 35: Masquerade from Akwa Ibom during 2012 carnival**



**Plate 36: Masquerade from Oyo State during 2012 carnival**



**Plate 37: Masquerades from Lagos State performing during 2012 carnival**



**Plate 38: Masquerades from Kogi State performing during 2012 carnival**

### **viii. Boat Regatta**

Boat regatta as the name implies is associated with rowing and sailing. In Nigeria, boat regattas are indispensable part of the annual traditional festival in the riverine communities which involved the use of mounted decorated canoes and paddles with participation open to both sexes. These riverine communities reflect lives associated with their physical locations in their dances and rituals, lobsters, fishes, crocodiles and other creatures are usually represented in dance, and costumes of performance.

Designs and format of regatta have continued to be adapted to suit new wages and its content is gradually broadening in scope to serve more than the purpose of celebrations and worships. See plate 39 to 40



**Plate 39: Bayelsa State boat regatta during 2012 performance**

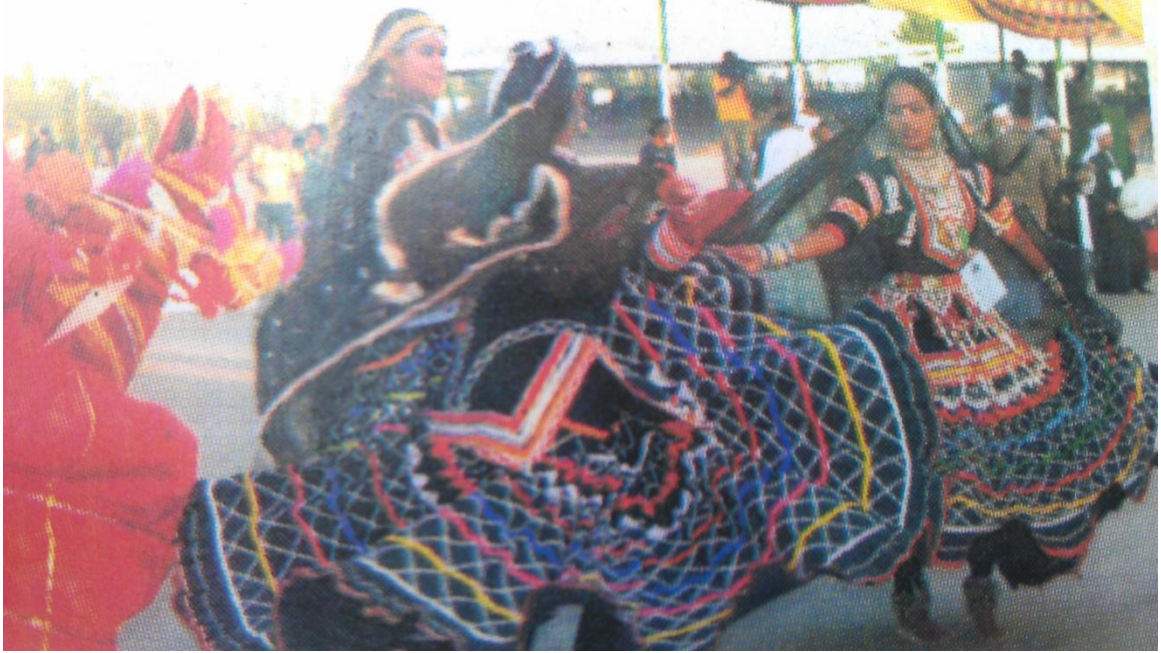




**Plate 40: Kwara State boat regatta performing during 2012 carnival**

#### **ix. Command performances**

This is the night set aside for special performances by the National troupes from the participating countries alongside selected Nigerian Troupes. It is exclusive to Very Important Personalities (VIPs), State executives, sponsors and the Diplomatic communities. It showcases the best of Nigerian dance troupes, and it is always at the venue that can only be accessed through invitation cards. See plate 41 to 42



**Plate 41: Egyptian contingent performing during 2012 command performance**



**Plate 42: Indian troupes performing during 2012 command performances**

## **x. Contemporary music and traditional music fiesta**

The contemporary music fiesta which is an all night event runs throughout the duration of the carnival featuring our young talented musicians, artistes and comedians. It is a forum created for our young people and the young at heart to have fun during the carnival especially at the end of other events of each day.

During the traditional music fiesta, various dancing and musical groups appear as they represent their cultural societies and their respective States. They thrill the audience in their best capacity especially in trying to promote their respective cultures and States. As usual, these music and dancing groups are well uniformed to suite their communities. These includes the following: talking drum music from Yoruba speaking area of south west of Nigeria, *Atilogwu* dances from Anambra, South East of Nigeria and the famous *Koroso* music and dance of Kano, in Northern Nigeria. Other notable once include *Swange* dance of Tiv, Benue state; Fulani dancers of Adamawa and Taraba state. Ishan and Agbor acrobatic dancers from the Niger Delta; *Ekemni* music of Akwa Ibom state, *Ngroje* dances of Tera in Gombe state as well as the *Eggon Wamba* and *Doma* cultural dancers all of Nasarawa State. See plate 43 to 46



**Plate 43: Ekiti State Cultural and Acrobatic Troupe during 2012 Carnival**



**Plate 44: Egede Cultural Group from Anambra State during 2012 Carnival performance**



**Plate 45: Cultural dance from Lagos during the 2012 carnival**



**Plate 46: Cultural dance from Numan in Adamawa group displaying their traditional musical instruments during 2012 Carnival**

#### **4.4 Management of the Abuja carnival of 2011 and 2012**

The management and Direction of the Abuja Carnival is the responsibility of a dedicated Abuja carnival Management Committee (CMC) which is made up of a team of professionals and experts drawn from within and outside Nigeria. The government of the Federal Republic of Nigeria through the Federal Ministry of Culture, Tourism and National Orientation has responsibility for the strategic orientation and direction of the Abuja carnival while the carnival committee has responsibility for the tactical and operational decisions and policies regarding the carnival.



**Plate 47: The researcher and key informant Mr. James Adam at Abuja Carnival Committee's Office 2013**

The stability and continuity of the Abuja Carnival is assured, and continuity of the Abuja Carnival is assured through the process of planned and development of the carnival into a World-Class Arts and Culture Institution, and through mobilization of increased support from both private and public sectors. The Abuja

Carnival Management Committee sees itself as having the three following overriding secondary objectives:

- To enable as many people as possible to enjoy the Arts and culture of Nigeria in relation to music dance and costumes.
- To demand and assist in the development of the highest possible creative standards at the carnival and other activities.
- To develop and expand the Arts and culture economy of Nigeria through the Abuja carnival.

The Abuja Carnival Management Committee aims to expand the broadcasting of the event through satellite arrangements. The Nigerian Television Authority (NTA) and the African Independent Television (AIT) already transmit the events live to their viewers. Permission is also granted to other independent television and radio crews to record the carnival for later broadcasts in Nigeria and other parts of the world. The Abuja Carnival Management Committee is committed to bringing out best of the Arts and Culture of Nigeria by increasingly putting on a larger and more creative spectacle, involving more participants, richer costumes and themed designs, music and dance. At the same time, the Abuja Carnival Management Committee is committed to furnishing on Abuja Carnival sponsoring organization with a broad range of sponsorship benefits designed to capitalize on the massive spectators' presence at the carnival and the attendant media coverage available during the annual carnival period and after.

Also the Nigerian Tourism Development Corporation (NTDC) is involved in the management of Abuja Carnival. This Agency is a parastatal of the Federal Ministry of Culture, Tourism and National Orientation and is saddled with the responsibility of formulating, coordinating, making policies for the overall marketing and promotion as well as the growth and development of the Abuja Carnival. They have made the event successful in the areas of publishing,

marketing and promoting the tourism potentials and resources that abound not only in Abuja, but the nation at large.

The Nigeria Tourism Development Corporation (NTDC) has been using the opportunity of the Abuja Carnival to attract foreign investors. This will make them to invest in the tourism sector of our economy, in which revenue generation, employment opportunities as well as physical development of our nation could be achieved. The rich tourism and cultural heritage potentials are available all over the country for the investors to choose the most suitable for them.

There is also National Council for Arts and Culture which is responsible for formulating, regulating and enacting policies that deals with the entire issue of Arts and culture of Nigeria. They are the marketers and promoters of vast Nigerian Arts and cultural heritage. They are also responsible for organizing the annual National Festival for Arts and Culture (NAFEST).

Another parastatal that is responsible for the management of Abuja Carnival is the National Orientation Agency its main statutory function is to disseminate awareness and information on certain government policies and activities. In creating awareness about Abuja Carnival they use both mass and print media in achieving their aims and objectives, that is to say t they use the television, radio, and newspaper, to provide the flora to enlighten the general public. They also use the various channels of communication to get people informed about the carnival, its importance and its potentials. They use official language along with the three major languages in Nigeria the Hausa, Yoruba and Igbo to publicize these events.

The Ministry of the Federal Capital Territory also participates in the management of the Abuja Carnival. The role is to administer a hitch free carnival. There exist some Federal Capital Territory administration agencies that play a direct role in the overall success of the carnival; one of such agencies is the Abuja Environment Protection Board. This body ensures that every body complies with



the ethics of keeping Abuja clean. During the carnival, all public, private offices, organizations, markets, parks, residential complexes are expected to meet up with challenges of having a very tidy environment. Also there is FCT water board which is responsible for adequate water supply to the city and its environs. During the carnival, the provision of uninterrupted water supply is assured.

The Federal Capital Territory Hospitals Management Board ensures the provision and adequate healthcare services to the carnival delegates. The four major hospitals in Garki, Wuse, Maitama and Asokoro are well equipped and they provide 24-hour medical services to the carnival participants. Ambulances are stationed at some strategic locations especially Eagle Square, the main venue of the carnival for emergency cases.

Nigerian police is also involved in the management of the Abuja Carnival because they ensure optimum maintenance of peace, security, law and order, during the four-day fiesta. Enough police-men are deployed to some strategic points of the Abuja City and these include the entry points of the Abuja city e.g. from the Airport to the city Gate, Kaduna-Kubwa Road, Keffi-Abuja Road etc. These police personnel are well trained to meet up with the challenges of the carnival, especially to be at alert all the time.

The use of Nigerian Police Helicopter is also an added advantage on aerial view patrol. Checkpoints could be sighted almost everywhere to also ensure community and street surveillance of undesirable elements.

Also the Federal Road Safety Commission sees to the safety of our roads and application of the rules on roads. They ensure adequate compliance with road regulations by users during the carnival. They organize how roads are to be used, where and when. They normally close some roads temporarily, for the usage of only the participants. They also lead and give cover up to the participants of the carnival during the procession.

There are also those who supported and sponsored this Abuja of 2011 and 2012. In the Abuja Carnival of 2011 the supporters and sponsors include First Bank of Nigeria PLC; Visafone Communications Limited; MTN Nigeria and Coscharis Group. In 2012 the Abuja Carnival supporters and sponsors include Setraco Nigeria Limited and Engineering; Arik Air Avration; United Bank for Africa; Nigerian Breweries PLC; Nigerian Export-import Bank (Nexim House); Honeywell Group; Indomie Instant Noodles and Taleverals Group (Mohammed and Mohammed, 2010).

#### **4.5 Problems facing the staging of the carnival of 2011 and 2012**

There is no event that does not have problem facing its staging and the Abuja Carnival is no exception. Some of the problems that bedevilled the staging of these carnivals include:

**Security** – One of the problems facing the staging of Abuja carnival of 2011 and 2012 is security. In 2011, because of insecurity in the country number of participants reduced drastically. One of the reasons is the issue of bomb blast in Nigeria and it was at its peak in 2011 and these affected the number of supporters and foreign countries that came for the Carnival of Reconciliation and those countries include India, Egypt, Trinidad and Tobago and Ghana. While in 2012 the issue of insecurity in Nigeria has been on the front burner especially with the Boko Haram insurgency and this reduce the number of participants, sponsors and supporters.

If there is insecurity in the country no tourist will like to visit that destination. Also because of increase in bribery and corruption in Nigeria which gave birth to robbery, many countries did not attend the carnival. The political instability reduced the number of both local and foreign contingents to the carnival. Because were vying for power this increases the rate hooliganism, killing,

kidnapping and thuggery. So, political crises, bombing, robbery affected the number of participants at the carnival.

**Mismanagement of funds:** According to Mrs. Blessing Eta, my informant, during the carnival of 'Peace and Harmony' 2012 fund were not released on time and this affected the dissemination of information about the carnival. It also affected schedule of the programme. While in 2011 'Carnival of Reconciliation', funds were released on time but there were poor showcasing of events. Most of the organizers and the people working in some of the related institutions are not expert/ professionals in the field of tourism, culture, tour packaging and event management and this leads to poor showcasing of activities during the carnival. There is also poor planning by the organizers of these events of the Abuja Carnival.

**Lack of proper documentation:** During the course of this research, it was learnt that since the inception of Abuja carnival in 2005, there have been no proper documentation of this event. Issues relating to foreign participants, local participants, expenditure, revenue generated are not well documented. There are no proper records of activities of the events. Both in 2011 and 2012 editions there were not properly documented.

**Poor perception:** Another problem is the poor perception among the people especially Christians and Muslims who believe that it is a modern way of promoting idolatry in the country based on the cultural costumes and displays like masquerade, cultural dance. In addition to these, Christians and Muslims believe that Abuja Carnival promotes nudity and sexual immorality in the country because some of the participants are usually half naked during their cultural performance which is part of their dress code.

**Traffic Congestion:** Increase in tourists' arrivals in a particular destination often leads to competition in terms of space. This may be as a result of inadequate

carrying capacity, which ultimately leads to traffic congestion (Okpoko et al, 2008). Abuja Carnival involves 36 States of the Federation, Federal Capital Territory and foreign countries which led to the congestion of the carnival venue. Also in the hospitality industry, there is congestion in the hotels, motels, brothels restaurants, and bars, tourists will be rushing food resources thereby making them scarce. On the roads and streets of Abuja, congestion is the major issue affecting the people thereby creating problem for the host community due to improper traffic control.

**Pollution:** This is another problem facing the staging of Abuja carnival. Increase in tourism also leads to increase in the use of automobiles and other forms of tourist conveyances that burn fuel to generate movement (Okpoko et al, 2008). The increase in the number of tourists during the carnival brings about air pollution, noise pollution and even the environment is littered with cans, waterproofs and so on.

**Increase in the prices of commodities** - Abuja Carnival brings about increase in the prices of commodities because the demand for them is usually high. For example, there will be increase in transportation fare, water, food. According to Okpoko et al (2008) tourism brings about pressure on the available natural resources consumed by the local residence such as energy, food and others basic raw materials.

**Abuja Carnival increases the incidence of prostitution-** During the period of the carnival there is increase in the rate of prostitution in Abuja because people are drawn from all the States for the carnival and even from foreign countries who patronize prostitutes that are lodged in these hotels, motels, brothels, guest houses. According to Okpoko et al (2008) tourism increases the incidence of prostitution because with the provision of basic amenities like electricity, communication network and pipe-borne water for use in rural tourism sites, the quest for easy

money increases, causing young girls including children to trade their bodies in exchange for money and other material things that they hardly can provide for themselves.

**Accommodation problem:** is the order of the day during Abuja Carnival. During the carnival, there is problem of accommodation to the extent of vacating public schools for accommodating the participants. Tourists do use both primary and secondary school buildings for accommodation and during the carnival public schools are usually given terminal break throughout the whole programme.

#### **4.6 Comparative Assessment of the Abuja Carnival of 2011 and 2012**

##### **Participation**

In 2011 only four countries participated that is Egypt, India, Ghana and Trinidad and Tobago while in 2012 nine countries participated and they include China, Trinidad and Tobago, Egypt, Cameroun, Sudan, Cuba, Namibia, Ghana, and Senegal. The table below shows foreign contingents of 2011 and 2012.

**Table 7: Foreign contingents of 2011 and 2012**

<b>2011</b>	<b>2012</b>
Egypt	Egypt
Ghana	Ghana
Trinidad and Tobago	Trinidad and Tobago
India	China
	Cameroun
	Sudan
	Cuba
	Namibia
	Senegal

**Source: Federal Ministry of Culture, Tourism and National Orientation 2013**

From the table, more countries participated in 2012 than 2011 showing that there is increase in foreign participants due to proper awareness of the carnival. In the Abuja Carnival of 2011 which is tagged “Carnival of Reconciliation” and 2012 which is tagged “Carnival of Peace and Harmony” there are differences in winners which table below shows the differences.

In Abuja Carnival of 2011 which was tagged Carnival of Reconciliation the winners of the various events include:

**Table 8: Winners of 2011 Abuja Carnival**

<b>Boat Regatta</b>	<b>Durbar</b>
<b>Best decorated boat</b>	<b>Most Decorated Costume</b>
1 <sup>st</sup> ó Niger	1 <sup>st</sup> ó Bauchi
2 <sup>nd</sup> - Rivers	2 <sup>nd</sup> ó Niger
3 <sup>rd</sup> - Ogun	3 <sup>rd</sup> - Yobe
4 <sup>th</sup> ó Bayelsa	4 <sup>th</sup> ó Ogun
<b>Best Boat Regatta Performance</b>	<b>Best Durbar Costume</b>
1 <sup>st</sup> ó Rivers	1 <sup>st</sup> ó Yobe
2 <sup>nd</sup> ó Niger	2 <sup>nd</sup> ó Bauchi
3 <sup>rd</sup> ó Kogi	3 <sup>rd</sup> ó Niger
4 <sup>th</sup> ó Ogun and Kano	4 <sup>th</sup> ó Ogun
<b>Best Boat Regatta Costume</b>	<b>Best Durbar Display</b>
1 <sup>st</sup> ó Rivers	1 <sup>st</sup> ó Bauchi
2 <sup>nd</sup> - Niger	2 <sup>nd</sup> ó Yobe
3 <sup>rd</sup> ó Ogun	3 <sup>rd</sup> ó Niger
4 <sup>th</sup> ó Cross River	4 <sup>th</sup> ó Ogun
<b>Masquerades Performances</b>	<b>Street Carnival</b>
<b>Best Masquerade performance</b>	<b>Best Carnival Costume</b>
1 <sup>st</sup> ó Akwa Ibom	1 <sup>st</sup> ó Akwa Ibom
2 <sup>nd</sup> ó Niger	2 <sup>nd</sup> ó Benue
3 <sup>rd</sup> ó Benue	3 <sup>rd</sup> ó Ogun
4 <sup>th</sup> ó Osun	4 <sup>th</sup> - FCT
<b>Most Spectacular Masquerade</b>	<b>Cultural Night Performance</b>

1 <sup>st</sup> ó Akwa Ibom	1 <sup>st</sup> ó Ondo
2 <sup>nd</sup> ó Niger	2 <sup>nd</sup> ó Benue
3 <sup>rd</sup> ó Benue	3 <sup>rd</sup> ó Nasarawa
4 <sup>th</sup> - Ekiti and Osun	4 <sup>th</sup> ó Ebonyi and Osun
<b>Best Masquerade Costume</b>	<b>Traditional Food fair</b>
1 <sup>st</sup> ó Rivers	1 <sup>st</sup> ó Kano
2 <sup>nd</sup> ó Ogun	2 <sup>nd</sup> ó Bayelsa
3 <sup>rd</sup> ó Akwa Ibom	3 <sup>rd</sup> ó Yobe
4 <sup>th</sup> ó Ebonyi	4 <sup>th</sup> ó Benue
<b>Best Carnival King</b>	<b>Best Carnival Children Participation</b>
1 <sup>st</sup> ó Kaduna	1 <sup>st</sup> ó Benue
2 <sup>nd</sup> ó Benue	2 <sup>nd</sup> ó Akwa Ibom
3 <sup>rd</sup> ó Akwa Ibom	3 <sup>rd</sup> ó Ekiti
4 <sup>th</sup> ó Kano	4 <sup>th</sup> - FCT
<b>Best Carnival Queen</b>	<b>Best Carnival Float</b>
1 <sup>st</sup> – Benue	1 <sup>st</sup> ó Benue
2 <sup>nd</sup> ó Akwa Ibom	2 <sup>nd</sup> ó Akwa Ibom
3 <sup>rd</sup> - Kaduna	3 <sup>rd</sup> ó Ogun
4 <sup>th</sup> ó FCT	4 <sup>th</sup> ó Kano
<b>Best Carnival Performance</b>	<b>Overall Best State</b>
1 <sup>st</sup> ó Akwa Ibom	1 <sup>st</sup> ó Akwa Ibom
2 <sup>nd</sup> ó Bayelsa	2 <sup>nd</sup> ó Benue
3 <sup>rd</sup> ó Kano	3 <sup>rd</sup> - Ogun
4 <sup>th</sup> ó FCT	4 <sup>th</sup> - Kano

**Source: Federal Ministry of Culture, Tourism and National Orientation 2013**

Akwa Ibom State emerged overall best in Abuja Carnival of 2011. The best masquerade performance, most spectacular masquerade, best carnival costume and best carnival performance was won by Akwa Ibom

In the Abuja Carnival of 2012 which is tagged Carnival of Peace and Harmony the winners of the various events include:

**Table 9: Winners of 2012 Abuja Carnival**

<b>Durbar</b>	<b>Children participation in the Carnival</b>
<b>Best Durbar Costume</b>	1 <sup>st</sup> ó Akwa Ibom
1 <sup>st</sup> ó Ogun	2 <sup>nd</sup> ó Bayelsa
2 <sup>nd</sup> ó Yobe	3 <sup>rd</sup> ó Benue
3 <sup>rd</sup> ó Niger	4 <sup>th</sup> ó Niger and Ekiti
4 <sup>th</sup> ó Kano	
	<b>Cultural Night Dance Competition</b>
<b>Best Durbar Performance</b>	1 <sup>st</sup> ó Lagos
1 <sup>st</sup> ó Yobe	2 <sup>nd</sup> ó FCT
2 <sup>nd</sup> ó Niger	3 <sup>rd</sup> ó Imo
3 <sup>rd</sup> ó Kano	4 <sup>th</sup> ó Rivers
4 <sup>th</sup> ó Ogun	
	<b>Boat Regatta Performance</b>
<b>Best Decorated Horses</b>	<b>Regatta Performance</b>
1 <sup>st</sup> ó Niger	1 <sup>st</sup> ó Rivers
2 <sup>nd</sup> ó Kano	2 <sup>nd</sup> ó Bayelsa
3 <sup>rd</sup> ó Yobe	3 <sup>rd</sup> ó Akwa Ibom
4 <sup>th</sup> ó Ogun	4 <sup>th</sup> ó Niger
<b>Masqueurade Display</b>	<b>Regatta Costume</b>
<b>Most Spectacular Masquerade</b>	1 <sup>st</sup> ó Rivers
1 <sup>st</sup> ó Bayelsa	2 <sup>nd</sup> ó Bayelsa
2 <sup>nd</sup> ó Oyo	3 <sup>rd</sup> ó Akwa Ibom
3 <sup>rd</sup> ó Rivers	4 <sup>th</sup> ó Niger
4 <sup>th</sup> ó Niger	
	<b>Best Decorated Boat</b>
<b>Best Masquerade costume</b>	1 <sup>st</sup> ó Bayelsa
1 <sup>st</sup> ó Oyo	2 <sup>nd</sup> ó Rivers
2 <sup>nd</sup> ó Akwa Ibom	3 <sup>rd</sup> ó Akwa Ibom
3 <sup>rd</sup> ó Anambra	4 <sup>th</sup> ó Niger
4 <sup>th</sup> ó Rivers	
	<b>Food Fair</b>
<b>Best Masquerade Performance</b>	1 <sup>st</sup> ó Rivers
1 <sup>st</sup> ó Oyo	2 <sup>nd</sup> ó Katstina
2 <sup>nd</sup> ó Akwa Ibom	3 <sup>rd</sup> ó Kogi
3 <sup>rd</sup> ó Anambra	4 <sup>th</sup> ó Benue
4 <sup>th</sup> - Rivers	
<b>Carnival Performance</b>	<b>Carnival King and Queen Contests</b>
<b>Best Carnival Performance</b>	<b>Carnival Queen</b>
1 <sup>st</sup> ó Akwa Ibom	1 <sup>st</sup> ó Akwa Ibom
2 <sup>nd</sup> ó Rivers	2 <sup>nd</sup> ó Rivers



3 <sup>rd</sup> ó Kogi	3 <sup>rd</sup> - Kogi
4 <sup>th</sup> ó Benue and FCT	4 <sup>th</sup> ó Benue and FCT
<b>Best Carnival Float</b>	<b>Carnival King</b>
1 <sup>st</sup> ó Oyo	1 <sup>st</sup> ó Rivers
2 <sup>nd</sup> ó Kogi	2 <sup>nd</sup> ó Kogi
3 <sup>rd</sup> ó Bayelsa	3 <sup>rd</sup> ó Benue
4 <sup>th</sup> ó Ekiti	4 <sup>th</sup> ó Bayelsa
<b>Best Carnival Costume</b>	<b>Overall Best State</b>
1 <sup>st</sup> ó Rivers	1 <sup>st</sup> ó Rivers
2 <sup>nd</sup> ó Akwa Ibom	2 <sup>nd</sup> ó Bayelsa
3 <sup>rd</sup> ó FCT	3 <sup>rd</sup> ó Akwa Ibom
4 <sup>th</sup> ó Bayelsa and Kogi	4 <sup>th</sup> ó Oyo, Kogi and Benue

**Source: Federal Ministry of Culture, Tourism and National Orientation 2013**

Rivers State emerged overall best in Abuja Carnival of 2012. Also Rivers won the best Regatta performance, Regatta costume, food fair and carnival King. They equally won the best carnival costume Ogun State won the best durbar costume.

**Table 10: Local Contingents and Winners of 2011 and 2012**

<b>Activities</b>	<b>2011</b>	<b>2012</b>
(1) Durbar		
Best Durbar Costume	1 <sup>st</sup> ó Yobe 2 <sup>nd</sup> ó Bauchi 3 <sup>rd</sup> ó Niger 4 <sup>th</sup> ó Ogun	1 <sup>st</sup> ó Ogun 2 <sup>nd</sup> ó Yobe 3 <sup>rd</sup> ó Niger 4 <sup>th</sup> - Kano
Best Durbar Performance	1 <sup>st</sup> ó Bauchi 2 <sup>nd</sup> ó Niger 3 <sup>rd</sup> ó Yobe 4 <sup>th</sup> ó Ogun	1 <sup>st</sup> ó Yobe 2 <sup>nd</sup> ó Niger 3 <sup>rd</sup> ó Kano 4 <sup>th</sup> - Ogun
(2) Masquerade		
Most spectacular	1 <sup>st</sup> ó Akwa Ibom 2 <sup>nd</sup> ó Niger	1 <sup>st</sup> ó Bayelsa 2 <sup>nd</sup> ó Oyo

Masquerade	3 <sup>rd</sup> ó Benue 4 <sup>th</sup> ó Ekiti and Osun	3 <sup>rd</sup> ó Rivers 4 <sup>th</sup> ó Niger
Best masquerade Costume	1 <sup>st</sup> ó Rivers 2 <sup>nd</sup> ó Ogun 3 <sup>rd</sup> ó Akwa Ibom 4 <sup>th</sup> ó Ebonyi	1 <sup>st</sup> ó Oyo 2 <sup>nd</sup> ó Akwa Ibom 3 <sup>rd</sup> ó Anambra 4 <sup>th</sup> ó Rivers
Best masquerade Performance	1 <sup>st</sup> ó Akwa Ibom 2 <sup>nd</sup> ó Niger 3 <sup>rd</sup> ó Benue 4 <sup>th</sup> ó Osun	1 <sup>st</sup> ó Oyo 2 <sup>nd</sup> ó Akwa Ibom 3 <sup>rd</sup> ó Anambra 4 <sup>th</sup> - Rivers
(3) Best Carnival children Participant	1 <sup>st</sup> ó Benue 2 <sup>nd</sup> ó Akwa Ibom 3 <sup>rd</sup> ó Ekiti 4 <sup>th</sup> ó FCT	1 <sup>st</sup> ó Akwa Ibom 2 <sup>nd</sup> ó Bayelsa 3 <sup>rd</sup> ó Benue 4 <sup>th</sup> ó Niger and Ekiti
(4) Cultural Night performance	1 <sup>st</sup> ó Ondo 2 <sup>nd</sup> ó Benue 3 <sup>rd</sup> ó Nassarawa 4 <sup>th</sup> ó Ebonyi and Osun	1 <sup>st</sup> ó Lagos 2 <sup>nd</sup> ó FCT 3 <sup>rd</sup> ó Imo 4 <sup>th</sup> ó Rivers
(5) Boat Regatta performance Regatta Performance	1 <sup>st</sup> ó Rivers 2 <sup>nd</sup> ó Niger 3 <sup>rd</sup> ó Kogi 4 <sup>th</sup> ó Ogun and Kano	1 <sup>st</sup> ó Rivers 2 <sup>nd</sup> ó Bayelsa 3 <sup>rd</sup> ó Akwa Ibom 4 <sup>th</sup> ó Niger
Regatta costume	1 <sup>st</sup> ó Rivers 2 <sup>nd</sup> ó Niger	1 <sup>st</sup> ó Rivers 2 <sup>nd</sup> ó Bayelsa

	3 <sup>rd</sup> ó Ogun 4 <sup>th</sup> ó Cross River	3 <sup>rd</sup> ó Akwa Ibom 4 <sup>th</sup> ó Niger
Best Decorated Boat	1 <sup>st</sup> ó Niger 2 <sup>nd</sup> ó Rivers 3 <sup>rd</sup> ó Ogun 4 <sup>th</sup> ó Bayelsa	1 <sup>st</sup> ó Bayelsa 2 <sup>nd</sup> ó Rivers 3 <sup>rd</sup> ó Akwa Ibom 4 <sup>th</sup> - Niger
(6) Traditional Food Fair	1 <sup>st</sup> ó Kano 2 <sup>nd</sup> ó Bayelsa 3 <sup>rd</sup> ó Yobe 4 <sup>th</sup> ó Benue	1 <sup>st</sup> ó Rivers 2 <sup>nd</sup> ó Katsina 3 <sup>rd</sup> ó Kogi 4 <sup>th</sup> ó Benue
(7) Best Carnival Performance	1 <sup>st</sup> ó Akwa Ibom 2 <sup>nd</sup> ó Bayelsa 3 <sup>rd</sup> ó Kano 4 <sup>th</sup> ó FCT	1 <sup>st</sup> ó Akwa Ibom 2 <sup>nd</sup> ó Rivers 3 <sup>rd</sup> ó Kogi 4 <sup>th</sup> ó Benue and FCT
(8) Best Carnival Float	1 <sup>st</sup> ó Benue 2 <sup>nd</sup> ó Akwa Ibom 3 <sup>rd</sup> ó Ekiti 4 <sup>th</sup> ó FCT	1 <sup>st</sup> ó Rivers 2 <sup>nd</sup> ó Akwa Ibom 3 <sup>rd</sup> ó Bayelsa 4 <sup>th</sup> ó Ekiti
(9) Best Carnival Costume	1 <sup>st</sup> ó Akwa Ibom 2 <sup>nd</sup> ó Benue 3 <sup>rd</sup> ó Ogun 4 <sup>th</sup> ó FCT	1 <sup>st</sup> ó Rivers 2 <sup>nd</sup> ó Akwa Ibom 3 <sup>rd</sup> ó FCT 4 <sup>th</sup> ó Bayelsa and Kogi
(10) Carnival Queen	1 <sup>st</sup> ó Benue 2 <sup>nd</sup> ó Akwa Ibom	1 <sup>st</sup> ó Akwa Ibom 2 <sup>nd</sup> ó Rivers

	3 <sup>rd</sup> ó Kaduna 4 <sup>th</sup> ó FCT	3 <sup>rd</sup> ó Kogi 4 <sup>th</sup> ó Benue and FCT
(11) Carnival King	1 <sup>st</sup> ó Kaduna 2 <sup>nd</sup> ó Benue 3 <sup>rd</sup> ó Akwa Ibom 4 <sup>th</sup> ó Kano	1 <sup>st</sup> ó Rivers 2 <sup>nd</sup> ó Kogi 3 <sup>rd</sup> ó Benue 4 <sup>th</sup> ó Bayelsa
(12) Overall Best State	1 <sup>st</sup> ó Akwa Ibom 2 <sup>nd</sup> ó Benue 3 <sup>rd</sup> ó Ogun 4 <sup>th</sup> ó Kano	1 <sup>st</sup> ó Rivers 2 <sup>nd</sup> ó Bayelsa 3 <sup>rd</sup> ó Akwa Ibom 4 <sup>th</sup> ó Oyo, Kogi and Benue

**Source: Federal Ministry of Culture, Tourism and National Orientation 2013**

In 2011, Yobe got award for the best Durbar costume, while in 2012 Ogun got the award of the best Durbar costume. In 2011, Bauchi State has the best Durbar performance and Best Decorated Durbar, while in 2012; Yobe State has the best Durbar performance whereas the best decorated Durbar was won by Niger state.

In 2011 most spectacular masquerade was won by Akwa Ibom while in 2012 Bayelsa State won the most spectacular masquerade. Best masquerade costume was won by Rivers State in 2011 while in 2012; Oyo State won the best masquerade costume.

Best masquerade performance was won by Akwa Ibom State in 2011 while in 2012; it was won by Oyo State. In 2011, best carnival children participation was won by Benue State while in 2012 it was won by Akwa Ibom.

Cultural Night performance was won by Ondo State in 2011 while in 2012 it was won by Lagos State. Regatta performance, regatta costume was won by Rivers State in 2011 and 2012 because they came from riverine area.

Best decorated boat was won by Niger in 2011 while in 2012; it was won by Bayelsa State. Traditional food fair was won by Kano State in 2011 while in 2012 it was won by Rivers. In 2011 best Carnival performance was won Akwa Ibom while in 2012 Akwa Ibom won it again.

Best carnival float was won by Benue State in 2011 while in 2012 it was won by Oyo. In 2011, Akwa Ibom State won the best carnival costume while Rivers won that of 2012. Carnival Queen was won by Benue State in 2011 while Akwa Ibom State won that of 2012. Carnival King was won by Kaduna State in 2011 while Rivers State won it in 2012.

Akwa Ibom State emerged the overall best state in the "Carnival of Reconciliation" of 2011 while Rivers State was the overall best State in the "Carnival of Peace and Harmony" of 2012.

**Table 11: Different activities performed in 2011 and 2012.**

**Activities**

2011	2012
Street Carnival	Street Carnival
-	Primary school performance
-	Secondary school performance
Durbar	Durbar
Children fiesta	Children fiesta
Food fair/Bush Bar	Food fair/Bush Bar
Masquerade fiesta	Masquerade fiesta
Boat Regatta	Boat regatta

Command performance	Command performance
-	Contemporary music fiesta

**Source: Researcher field work**

From the table above, it is obvious that the carnival of Peace and Harmony 2012 featured more events and activities than that of carnival of Reconciliation 2011. The youth and women Associations were also introduced in 2012. In 2011, the activities of the carnival were not enough that is why several innovations were introduced in 2012 carnival activities.

**Sponsors:**

The official sponsors of the carnival of Reconciliation and carnival of Peace and Harmony 2011 and 2012 respectively are presented on the table below.

**Table 12: Official Sponsors of Abuja Carnival of Reconciliation 2011 and carnival of Peace and Harmony 2012**

2011	2012
First Bank of Nigeria PLC	Setraco Nigeria Limited Engineering construction company
Visafone communications MTN Nigeria	
	Arik Air Limited, Arik Air Aviation

Coscharis group	United Bank for Africa PLC. Nigeria Breweries PLC Nigerian Export ó Import Bank Nexim House Honeywell group Indomie Instant Noodles Taleveras group
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**Source: Federal Ministry of Culture, Tourism and National Orientation 2013.**

From the table above, it shows that there are more sponsors/supporters in 2012 than 2011. The reason is that there were new innovations in 2012 and increase in participation in Abuja carnival by both local and foreign contingents.

### **Venues of the Events**

Venues of carnival of Reconciliation and Carnival of Peace and Harmony were not the same for some activities. The table shows venues for various events of 2011 and 2012.

**Table 13: Venues for various events of 2011 and 2012**

<b>Activities</b>	<b>Venue for 2011</b>	<b>Venue for 2012</b>
Street Carnival	Carnival Route Area 1-Area 10 ó NNPC Road ó Eagle Square	Area 1 ó Eagle Square
Opening ceremony	Eagle Square	
Primary schools		
Performance	-	Eagle Square
Secondary school		
Performance	-	Eagle Square
Durbar	Equestrian Club Ground Asokoro	Eagle Square
Children fiesta	Millennium Park	Millennium park
Traditional food fair/	Old parade ground	Old parade ground
Bush Bar	Old parade ground	Old parade ground
Cultural Night	Old parade ground	Old parade ground
Masquerade Fiesta	Eagle Square	Eagle Square
Boat Regatta	Jabi Dam	Jabi Dam
Command performance	Nicon Luxury	Aso Villa, Bonquet Hall
Contemporary music fiesta	-	Old Parade Ground
Street carnival	From KIA motors (Area 11 to Eagle Square)	Ahmadu Bello way- Eagle Square
Closing ceremony	Eagle Square	Eagle Square

**Source: Federal Ministry of Culture, Tourism and National Orientation 2013**



## **Revenue Generated**

Revenue generated was not revealed to the researcher but certainly they generated money from official sponsor for each package they sponsored, hotels, airport, catering services, tax, vat, transport companies, gatefee and international tourists.

### **4.7 Solutions to the problems facing the staging/management of the carnivals**

(1) There must be proper planning and management of the event for it to be successful. The professionals/experts should be involved in the planning of the events. For example those who are good in packaging, decoration, transportation and hospitality industry should be involved. There must be adequate disbursement of funds before the event so that the committee will have enough resources to plan for the programme.

(2) There must be proper annual documentation of the various events for official records. In this case, the number of participants in each contingent both local and international, spectators, income and expenditure should be comprehensively documented, so as to give accurate tourism statistics of the carnivals.

(3) There must be public enlightenment programmes organized by the government to educate the general public on the value of the carnival so as to know the benefits from displaying different cultural practices during the event. Creating awareness about the event through mass media such as television stations, radio stations, newspapers, internet, bill board display, posters, handbills should be properly done. This will help general public to know the modern methods of preserving managing, and promoting the tradition of the people in the country to avoid misconception of classifying the festival as idolatry.

(4) Government should enact laws through the legislative arm of governments to regulate all the activities during the events. For example human right acts, environmental act, conservation act, customary law, traffic regulations and some other legislation to ensure that the carnival is not detrimental to the people, society, and the environment.

(5) As it is known that people/tourists move into the area that is safe, proper security management must be ensured or put in place. The Nigerian Army, Federal Road Safety Commission, Nigeria civil Defense corps, vigilante Groups, Man-O-War, Boys Scout, and other military paraphernalia must be alert to accurately perform their duties before, during and after the event. This will help to create peace and orderliness for the comfortability of the event.

(6) There must be proper disposal of waste products by the Waste Management Board to ensure the cleanness and attractiveness of the environment before, during and after event.

(7) Provision of social amenities and infrastructures for example electricity supply, pipe borne water, accessible roads, health care delivery, banking services, hotels, restaurants, bars and other recreational activities should be ensured to meet the demands of tourists and participants.

#### **4.8 Impact of the carnival on the host community and tourism development in Nigeria**

One of the impacts of the carnival on the host community and Tourism Development in Nigeria is that:

##### **(1) Abuja carnival stimulates commercial activities in the host community-**

Once an area is declared a tourist attraction, it is usually beautified and this enhances the commercial value of the area. The obvious implication is that many investors both within and outside the country would like to establish their

enterprises there. Markets for tourists shopping, banks and transportation facilities will be put in place for tourists to enjoy themselves (Okpoko et al, 2008). During the carnival there are private transport companies which some Nigerian States contract to transport their contingents to the venue of the carnival, Abuja. All these transporters are located all over the carnival route.

The tour operators cater for all the needs of the international and domestic tourists that have signed contract with them, the needs include such services as airline, hotel and catering services and other auxiliary services, until they travel back to their destination. Tourist will pay for these services provided by so doing commercial activities are boosted.

Moreover, official sponsors pay for each package being sponsored and the fast food provider do register for business in the carnival arena. Tourism also spends their money on local craft as souvenirs.

**(2) A vital force for peace** – Tourism, if properly designed and developed can help bridge the psychological and cultural distances that separate people of different races, colours, religions, and stages of social and economic development. By facilitating more genuine social relationships among individuals, it can help people overcome prejudices and foster International understanding and become the world's peace industry (Walker and Walker, 2011). Abuja carnival is a force for peace since it involves the States of the federation, federal capital territory and foreign countries regardless whether they are Christians or Muslims. The theme of the carnival of 2011 and 2012 came it proper time because it was a carnival of reconciliation and carnival of "Peace and Harmony" and also vital tool for tourism development in Nigeria. Abuja carnival is a carnival of Peace and Harmony because it showcases Nigeria's culture and that of other countries thereby uniting the Nation, Nigeria.

Abuja carnival therefore signifies the continuing demonstration of our unity in diversity as the people display their unique heritage in the metaphor of a carnival train, thus building bridges and enhancing friendship and a brand that celebrates Nigeria as a safe, warm, hospitable tourism destination.

Abuja carnival is a force for peace because it brings about economic development. Advent of this carnival brought about more structures to the capital city and upgrading of some national structures like Aso Rock, Millennium Park, Abuja Garden, Wonderland Amusement Park, Cultural Centre, Tourism Village, Zuma Rock and maintenance of roads among others.

During the carnival there is massive upgrading and beautification of facilities such as the eagle Square, streets are painted such as Shehu Shagari way, Ahmadu Bello way, Herbert Macaulay way, hotels, Jabi Dam, are also upgraded. Also our national flag is hosted all over from the Airport to the city gate and ground the entire city. Some guest houses, eating outlets are equally upgraded by the owners. All these contribute to the economic growth of the Nation

**(3) Employment Opportunities** – Tourism provides employment opportunities and career development for millions of people (Walker and Walker, 2011). One of the primary values of tourism is the creation of jobs for the local people. Tourism creates other industries, which are relevant to the existence and sustenance of a particular tourism destination. In addition to the tourism outfit, these sub-sectors (transportation, banks, agriculture, processing and manufacturing industries, accommodation and restaurants) create employment opportunities for the local residents. Such jobs include tour guides, security, gardener, cleaners, for unskilled and semi-skilled workers. These go a long way to increase the standard of living and income of the host population (Okpoko et al, 2008).

Abuja carnival created temporary and permanent employment for the unskilled and semi-skilled workers. During the carnival people will be employed at

the parks, gardens, hotels, guest houses, eating outlets, transport companies, also people will be working as cleaners, security, tour guides, drivers, gatemen and designers.

**(4) Cultural enrichment** – Abuja carnival brings about cultural enrichment because it showcases the rich and diverse cultural heritage of Nigeria. All the States of the Federation display their culture in terms of costumes and dancing because from Northern Nigeria, there is Durbar which people from eastern Nigeria are not familiar with because it is commonly organized in the Northern part of Nigeria. There are masquerade which differs from one society to another society. In the carnival, participants of this particular event come mainly from the southern part of Nigeria. These include those of the south-south, south-east, and south west. There is also the boat regatta which is normally performed by the riverine States of Nigeria and those States include Rivers State, Cross River State, Bayelsa, Delta State, Akwa Ibom, Ondo, Kwara and among others.

There is the cultural night which involves 12 troupes from the six geopolitical zones of the Federation. Through tourism, people can appreciate the rich human and cultural diversity that the world offers and evolve a mutual trust and respect for one another and the dignity of life on earth (Walker and Walker, 2001). Tourism contributes to the preservation and development of the world's cultural heritage. It encourages governments to preserve historical sites and monuments and motivates indigenous groups to preserve their heritage in the form of dance, music, and artifacts (Walker and Walker, 2011). During the carnival there are various dancing and musical groups as they represent their cultural societies and their respective States. There are also local arts and crafts that are displayed during the carnival such as local hats, baskets, shoes, and bags, Aso Oke, Agbada, Kaftan, Buba, Carvings, beads, bronzes, paintings and iron working.

There are special dishes which are generally called Nigerian cultural food which the three major ethnic groups display during the carnival.

**(5) Education significance** – Tourism enhances individual education in variety of ways via opportunity to learn about other cultures and places; by contact with people in the host community (Walker and Walker, 2011). Abuja carnival enhances individual education because from the activities of the carnival, tourist can be able to know that boat regatta is an activity performed by those States in the riverine areas, Durbar an activity performed by those States from northern part of Nigeria. Even after the event foreigners are usually interviewed and they share their personal experiences and they can be able to differentiate between masquerades from the south-south, and masquerades from the south-east.

**(6) Abuja carnival generates income to the host community and Nigeria at large** – During the carnival government generate money from official sponsors for example for each package they pay like ₦150m also they generate money from the sale of tickets, gatefee, tax, purchase of souvenirs, catering services, hotels, from foreign tourists, locally manufactured materials like works of arts and other sources.

#### **4.9 Promotion Strategies of Abuja Carnival of 2011 and 2012**

Any product that needs sustainability, growth and development has to be promoted. Abuja carnival is a product of great significance to the Nigerian society. In organizing the carnival by the organizers adequate planning is put into consideration in respect of how the carnival can be promoted beyond the shores of the Nigerian territorial borders. There are various ways by which this event has been promoted.

**(1) Electronic Media** – Abuja carnival has been promoted through television and radio, such television stations include Nigerian Television, channels Television,

African Independent Television, Silver Bird Television. These stations are paid for advertising this carnival which is international in scope and they transmit the carnival live in Nigeria and beyond.

Radio also plays significant role during the carnival. These radio station include Radio Nigeria, Ray Power 100.5, 94.7 FM Radio, 88.9 FM Radio, 104.5 FM, Voice of America, British Broadcasting Corporation (BBC), all broadcast the events.

There is also a website for this carnival which is <http://www.carnivaltv/abuja.com> through which you can access the proceedings of the carnival, its beauty, glamorous and pomp. Any information pertaining its importance, success, challenges, organizes are all available through this website. Also information on the carnival is updated from time to time.

**(2) Print Media** – The Print media is another means by which Abuja carnival has been promoted. This print media include newspapers, magazines, bill boards, flyers, posters, hand bills, stickers, According to James Adams, carnival organizers normally grant interviews to newspaper, magazines, journalists or reports. They also place advertisements of the carnival on the pages of these newspapers and magazines. Some of the numerous newspapers in Nigeria are Daily trust, Vanguard, the Sun, Punch, Leadership, News Nigerian Newspaper, the Nation. One of the advantages of the print media is that it can be tangibly kept for records.

People who have no access to electronic devices can easily get information through this method. Most of these advertisements are in colour to add value and significance to the message being sent. Also, for pedestrians the bill boards and flyers and even posters are very vital tools that could help one to be in touch with the carnival preparation. There re also shopping complexes; tour operators, transport companies, airlines that have formed partnership with the carnival organizers to promote the carnival. Some transporters and airlines usually place

stickers and logo of the Abuja carnival on their vehicles meaning that they have identified themselves with the carnival.

Also, financial institutions like banks and multi-national corporations such as MTN, GLO, Etisalat, Nigerian Breweries have contributed a lot to the carnival because they give awards and laurels to the best States and participants. Through this, they promote their products for good marketing. Fast food companies are not left out; they organize special functions like lunch, dinner and breakfast for delegates, especially very important persons. These fast food companies include Mr. Biggs, Tantalizers, Shop Sticks, Mana Cass, Shagalinku, among others.

#### **4.10 The role and impact of the private sector Agencies on Abuja Carnival**

In meeting up with their responsibilities to the economy, private sector must exhibit the sense of professionalism, patriotism and solitary functions. Therefore, the private sector not only partners in progress but also key pillars in the transformation of the national economy. Abuja carnival is another avenue whereby the private sector is regarded as the brain and engine room in achieving an optimum success of the carnival. There are great companies, organizations, and multi-national corporations in various categories that make the carnival an investment haven. These are classified into the following:

##### **(1) Hotel, Motels, Guest Houses**

These are hospitality outlets that have played a major role in the Abuja carnival. Hotels, Motels, Guest Houses are the places where tourists, participants, stakeholders and observers are accommodated. Accommodation according to Okpoko and Okpoko (2003) is "anything which supplies a want or affords aid or refreshment, or ministers to one's comfort, a convenience, an appliance of room and suitable provision for reception of people, entertainment and lodging". Many eating outlets, hotels, recreation and packs centres are either constructed, upgraded, renovated or new facilities put in place in order to meet up with the



challenges of the carnival. All the hospitality industry are mostly owned by individuals, and in this regard they do not only solve the problem of accommodation and catering services to the teaming guests, but also make huge profit from the services they render. These hotels include Transcorp Hilton Hotel, Sheraton Hotel, Bolingo Hotel, Nicon Luxucy Hotel, Ray Field Hotel, Denis Hotel, Command Guest House, Agura Hotel among others. These hotels apart from accommodating guest provide services such as catering services, entertainment services, laundry services, business centres and café, transport services. These normally ease the stress that may characterize the functions, activities of both International and domestic tourists.

**(2) Transport Companies** – These are private transport companies which some Nigerian States contract to transport their contingents to the venue of the carnival, Abuja. All these transporters are located all over the carnival venue. Also, there are some companies in Abuja that transport tourists to and from their lodging places to the venues of the carnival, for example from the outskirts towns like Keffi, Gwagwalada, Kuje, Suleja, Zuba, Bwari, Kwali, Nyanya, Karshi, Lugbe, Lafia, Kaduna, Jos, Minna to the city centre. These companies provide inter and intra city transport services based on the agreement reached between the concerned parties and the transport company. They also play a positive role towards the success of the carnival.

**(4) Tour Operators and Airline** – The tour operators organize inclusive and package tour porgrammes to prospective tourists. The tour operators are carter for the needs of international and domestic tourists that have signed contract with them. These operators and airlines market and promote the carnival through the internet to prospective tourists. The tour operators also organize trips to some resort destinations within and outside Abuja, for the optimum satisfaction of the tourists.

Airline operators normally have a very peak period before, during and after the carnival. The entire airlines are usually fully booked ahead of the carnival. These airlines have added a positive value to the carnival. These airline include Arik Air, Virgin Nigeria, Chanchangi, Bellview, Sosoliso, Dana Airline to mention but a few.

**(4) Multi National Corporations** – These are International corporate organization operating their legitimate business in Nigeria, but whose parent companies are overseas. These categories of organization become partners with the carnival organizers. They form alliance in many aspects that include sponsorship or financial contributions. The sponsorship aspect may range from marketing, promoting events of the carnival to any other form of partnership. While in some aspects, they might donate handsomely towards organizing a befitting carnival. Usually, these organizations normally set aside funds for the sponsorship thus contributing their own quota to National development. These multi National Corporations include Julius Berger, British American Tobacco Nigeria, UAC, Chevron, Shell, among others. All these organizations have the passion of investing much in the different cadres, of the Nigeria economy. This necessitated the reason to be part and parcel of the Abuja carnival. This is an area by which they contribute to the promotion of the Nigerian cultural heritage.

**(5) Support and Cottage Industries** – The support and cottage industries add some credit to the carnival. These are small and medium entrepreneurs that operate as side attraction during the carnival. These support and cottage industries include food vendors, arts and crafts shops, boutique shops, other are handicrafts such as local dress, hat, shoes, basket, chair, beads, marks, bronze, pottery which are all made to the delight of the tourists which patronize them. The cottage industries generate revenue during the carnival and the operators came from all parts of Nigeria.

## CHAPTER FIVE

### SUMMARY, RECOMMENDATIONS AND CONCLUSION

#### 5.1 Summary

This project dealt with how Abuja carnival as a mega event in Nigeria has been managed and promoted. There are many ways by which Abuja carnival has been promoted which include the use of the electronic media, print media, internet, bill board, flyers, posters, television, radio, newspapers, television, radio, windows-shopping. There are organizations that manage the carnival and they are the Nigerian Tourism Development Corporation (NTDC), National Council for Arts and Culture (NCAC), National Orientation Agency (NOA), Ministry of the Federal Capital Territory, Abuja Environmental Protection Board, Federal Capital Hospitals Management Board, Nigerian Police, Federal Roads Safety Commission among others.

Also from the work, the researcher has been able to figure out those who participated at the carnival both in the 2011 carnival of reconciliation and 2012 carnival of Peace and Harmony and the activities of both 2011 and 2012 were compared. In any organization there must be problem facing that organization and the problems facing the staging of this carnival were equally identified and discussed which include mismanagement of funds, security, lack of proper documentation, negligence, traffic congestion, pollution. The solutions to these problems were also discussed.

The participation and impact of the carnival on the host community and tourism development in Nigeria were discussed. Finally the venues and history of the Abuja carnival were also discussed in this project.

## **5.2 Recommendations**

Since Abuja carnival is a mega event in Nigeria, hosting a number of it in the same year, can be effective in attracting attention, developing the nation Nigeria in terms of infrastructural facilities, job creative, and regional development. Also, Abuja carnival should not be staged only in Abuja but should be rotational so as to help develop other States capitals, local government and surrounding towns in Nigeria.

Stakeholders should be involved in the planning of the programme and these stakeholders should be those who are professionals in event management, tour packaging, tour guiding and tourism experts as well as groups of people or organizations that have a personal and compelling interest in the success of the event/carnival. They should be able to utilize the available resources effectively.

Government should compel all the parastals involved in the management of this event to give comprehensive documentation of all the activities and to give account of it at the end of the programme both in terms of number of foreign contingents, local participants, so that the income and expenditure would be clarified and help to plan the subsequent events. Also Abuja Carnival needs a comprehensive marketing strategy in order to increase the demand, attract new sponsors and supporters, and create increased media coverage and revenue.

Abuja Carnival should be well planned and packaged because a well planned and packaged event attracts tourists by maximizing convenience and adding perceived value to the destination. Also, those who package Abuja Carnival can generate additional revenue and important cash flow and give an opportunity to develop partnerships with the Industry especially hotels, restaurants and sponsors.

Government should ensure effective security management before, during and after the Carnival so that Nigeria will be a safe destination for tourists. There should be proper legislations guiding the Carnival and its activities. In this case

government should enact laws through the legislative arm of government to protect human, environment, property and other resources before, during and after the carnival.

Government should encourage public enlighten the value of our cultural practices and create proper awareness so that they will not see our tradition as idolatry and fetish.

Government should provide waste disposal out fits at strategic places through the waste management Board in order to keep the host destination and environment clean

.

### **5.3 Conclusion**

Tourism is one of the fastest growing industries today, and within the tourism industry events are getting more and more important. People have become more and more interested in events of all kinds and will travel faraway to participate in events that they find interesting. According to Getz (1997), events have during the last decades become an important means for communities and tourist regions to gain advantage and meet a variety of economic, social and environmental goals. Due to the increased competitiveness among tourist destinations, the pursuit and development of events has become big business.

Abuja Carnival has been a platform for the transformation of the culture and tourism industry in Nigeria. Since all the cultural groups and societies in Nigeria are represented, socio-cultural development has been achieved to a higher perspective. This research is also of the view that this Carnival is now one of the most significant avenues for the packaging, marketing and promoting of the vast cultural and tourism heritage in Nigeria. The Carnival has also opened the door for improved direct investment into our economy. The investors are not only interested in the tourism sector, but other spheres of our national economy as well. Therefore, through these investment opportunities, a lot of economic transformation is expected to be at play that can translate to greater heights in our march to excellence in development.

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## Appendix 1

### Table of Informants

Table 14: List of Informants

<i>S/no.</i>	<i>Name</i>	<i>Age ( in years)</i>	<i>Occupation</i>
1	Mr. James Adams	40+	Civil Servant
2	Mrs. Blessing Ita	45	Civil Servant
3	Mr. Samson Orji	55	NSDC
4	Mrs. Chinenye Orji	38	Trading
5	Mrs. Blessing O. Onuh	45	Civil Servant
6	Mr. M. Madueju	50+	CEO, NCAC
7	Mr. Nkanta George Ofot	50+	Director of Culture
8	Dr. Barclays Ayakoroma	45	Secretary, NICO
9	Mr. Daniel Tiffato	50+	Director, National Orientation

## Appendix 2

### Interview Guide

#### **Biodata**

- a. Name
- b. Sex
- c. Age
- d. Occupation

#### **B-Background Information**

1. Kindly explain the historical background of Abuja
2. Kindly explain the history of Abuja Carnival
3. What are the aims and objectives/missions/vision of Abuja Carnival?
4. Where were the venues for events of previous carnivals?

#### **C-Participation at the Carnival**

5. Is Abuja carnival attracting enough visitors?

6. If yes, what caliber of people and from where?
7. What were the level of participation between 2011 and 2012?
8. What was the level of international participation between 2011 and 2012?

#### **D-Activities at the Abuja carnival of 2011 and 2012**

Can you explain the activities at the Abuja carnival of 2011 and 2012 under the following headings?

9. The venue
10. The theme
11. Dates
12. Time
13. Events that is major and minor
14. Do we have required number of activities that can attract several visitor/tourist?
15. Are there any differences between that of the 2011 and 2012

#### **E-Management of Abuja carnival of 2011 and 2012**

16. Who are the organizers and are they effectively managing the carnival?
17. Is Abuja carnivals properly promoted?
18. If yes, who are the promoters and what are their contributions?
19. Is the carnival properly funded?
20. If yes, who are those funding the carnival?
21. What are the various institutions managing the carnival?
22. How are they managing it?

#### **F-Problems facing the staging of the carnival in 2011 and 2012**

23. What are the problems facing the staging of this carnival in 2011 and 2012?
24. What are the solutions to these problems?

#### **G: Impact of the carnival on the host community and Tourism Development in Nigeria**

25. Can Abuja carnival bring any economic benefits to Nigeria?

26. Can it impact on the life of the people of the area, if so, how?
27. Can it help to generate tourism development in Nigeria?
28. What is the future of this carnival in Nigeria?
29. Do you have any other comments?