

## Cultural Diversification and Tourism Development in Obio-Akpor Local Government Area in Rivers State

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### Abstract

This study examined the relationship between Cultural Diversification and Tourism Development in Obio Akpor Local Government Area, (LGA) in Rivers State. The objectives of the study were to determine the relationship between Art & Craft and Infrastructures in Tourism Development in Obio Akpor Local Government Area; ascertain how Arts and Crafts influence Job Creation in Tourism Development in Obio Akpor LGA; examine relationship between Festival and Infrastructure in Tourism Development in Obio Akpor LGA; ascertain the relationship between Festival and Job Creation in Obio Akpor LGA. The research population covered the indigenes of Obio/Akpor LGA. 100 respondents were drawn using Simple Random Sampling Technique. Face and content validity were employed to assess the relevance of the instrument. Cronbach Alpha Statistics was used to determine the reliability of the instrument. The data was analyzed using Mean and Standard Deviation; and the Null Hypotheses were tested using Pearson Product Moment Correlation Coefficient with the Statistical Package for Social Sciences, (SPSS) version 22. The findings revealed that, there were positive correlations between the dimensions of Cultural Diversification, (Art & Craft and Festival) and Measures of Tourism Development, (Infrastructures and Job Creation); which implied significant relationship between Independent Variables and Dependent Variables. It was concluded that Festival had the greatest effect on Job Creation and Infrastructural Development in Obio/Akpor LGA. We therefore, recommended that, the people of Obio/Akpor L.G.A should be Culturally Sensitive in promoting Creativity through Flexible Co-existence.

**Keywords:** Culture, Cultural Diversification, Tourism, Tourism Development, ethnicity, Art, Craft, Festivals, Infrastructures.

### Introduction

Cultural diversification according to, Sebmen, (2017) is a huge phenomenon in the present era; because, every society seem to be a boiling pot for Culture. The idea of Cultural Diversification could be to accept and respect each other. Ahmed, (2007) indicated that since individuals are unique, their differences should be understood and recognized. These differences could be racial, political implications of ethnicity, gender, economic status, nations, physical abilities, religious beliefs, political beliefs, or any other ideologies. Alli, (2007) observed that people understand each other and go beyond simple tolerance, embrace and respect each other's ethnicity and various cultures. Cultures could enable people share experiences among communities who focused on living together with different ethnicity in one place; differences could lie in the modern political and intellectual competitions. According to Fourie, (2015) diverse groups could bring different perceptions, and creation of ideas into the culture and through Cultures, we could distinguish societies or people from each other. Culture could be a distinct human feature interaction within groups. Culture could be to

the society what personality has been to individuals. Culture might be something we have in common with some people and may not have with others, (Ollor and Kalu, 2020).

Development could be defined as progression in variety of innovations and new way of thinking about issues which become more advanced, (Day, 2007). Tourism Development, on the other hand, could improve the standard of living of the people and inculcate sense of citizenship which involves spirit of civil consciousness among members of the Community, (Ollor and Kalu, 2020). Tourism Development could help in generating employment, infrastructures and boost wide scale industrial revenues. Growth and economic activities would enable communities to establish and maintain co-operative and harmonious relationship which would contribute meaningfully to the achievement of the national objectives, (Ollor and George, 2020). Tourism Development could also influence social benefits to the region including small and medium-sized enterprises' development such as: Creation of new jobs and improvement of infrastructure. Tourism Development could be an element of community enrichment as it meets different cultures. Also, Tourism positively contributes to maintenance of natural environment by protecting, creating or maintaining national parks or other protected areas, (Zins, 2009). According to James and Paul, (2015), Tourism Development could make people become capable of preserving culture and increase standard of living of the people and become better informed citizens generally.

Cultural Diversification, referred to as the presence of different cultures within an environment, (Halliday, 2003). It could also be when differences in race, ethnicity, language, nationality, religion, and sexual orientation are represented within a community. It should be clear that every culture, race and ethnicity make important contributions in the society, (Glazer, 2005; Moose, 2007). This could be what we learn from each other in the form of beliefs, attitudes, and values. People gain experience and knowledge through Cultural Diversification and provide diverse experience and knowledge. Everyone belongs to various cultures at the same time and recognize the consequences of the phenomenon for individual behavior and social life, (Mazur, 2010). Different cultures could help people become their members and adopt or invent tradition as their tradition, (McDonald, 2009).

Culture could be transmitted through language, (Moose 2007). Cultural Diversification could lead to peace within countries, regions, and throughout the world, (Ollor and Collins, 2018). Cultural diversification might be important because countries, workplaces, and schools may be increasingly consisting of various cultural, racial, and ethnic groups. We could learn from one another with a level of understanding of one another in collaboration and cooperation. People may not be robots, they could learn different culture from friends, neighbors and surroundings, (Moose, 2007). When people interact with each other; the interaction would bring peace and happiness. Through dialogues and interactions people would learn others' culture. Increased interaction between ethnic cultures would produce social and economic innovations which would drive the prosperity and quality of life in the communities, (Weinstock, 2004). While interacting with cultures we learn how people behave and experience different cultures; understand their likes and dislikes and avoid misunderstandings among communities, (Netto, 2013).

Cultural Diversification could be one of the avenues for Tourism Development, (Newby, 2011). It could also be expressed through races, nationalities, religions and languages. The purpose of Cultural Diversification could be to create peace and development, (Polit, 2001). The influence of Cultural Diversification on Tourism Development has been supported by several studies. Martin (2014) has indicated positive correlation between Cultural Diversification and peace keeping. Magoshi and Chang, (2009) have shown a strong relationship between Cultural Diversification and knowledge

sharing and creativity. Allen, (2001) also indicated positive relationship between Cultural Diversification and Infrastructural Development.

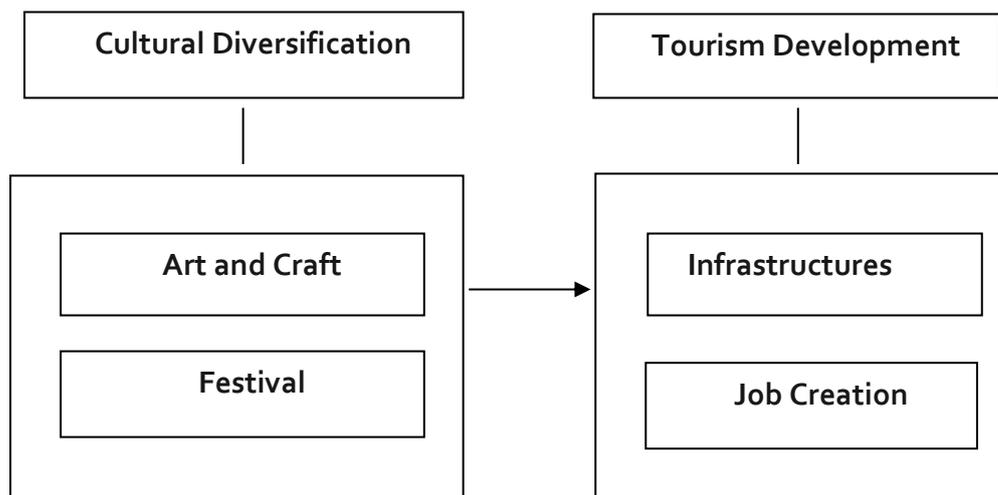
However, many empirical Studies on Cultural Diversification have been carried out by several researchers; but limited knowledge regarding the effect of Cultural Diversification in Tourism Development in Rivers State. Hence, this Study will examine the relationship between Cultural Diversification and Tourism Development in Obio Akpor Local Government Area, in Rivers State.

**Statement of the Problem**

Cultural Diversification could be beneficial through differences in knowledge, traditions, skills, customs that could become a source of innovative ideas in the society. Cultural Diversification could bring people of different cultural background together in an environment and interact, share ideas and knowledge, learn different cultures and become innovative and creative in the society, (Ollor and Collins, 2018). Through diverse cultures people could live in peace, improve interaction and share knowledge, (Sebnem, 2017). Part of the major issues facing Cultural Diversification in Tourism Development includes: Communication barrier, conflicts, misunderstanding, increased tension, lack of cohesion, negative cultural stereotypes, which led to lack of peace and development in the community, (Zins, 2009). Cultural Diversification could influence Tourism Development; however, numerous researches has not been validated. It is against this backdrop that this Study will examine the relationships between Cultural Diversification and Tourism Development in Obio Akpor Local Government Area in Rivers State.

**Conceptual Framework**

The major Variables of the Study are Cultural Diversification (Independent Variable) and Tourism Development, (Dependent Variable). The link between Cultural Diversification in Tourism Development in Rivers State is shown below:



**Figure 1:** Conceptual Framework of the Relationship between Cultural Diversification and Tourism Development in Obio Akpor Local Government Area in Rivers State.

**Source:** Adapted from Kesete, (2011). Cultural Diversification: An Asset for Tourism.

## Purpose of the Study

The Purpose of this Study is to examine the relationship between Cultural Diversification and Tourism Development in Obio Akpor LGA in Rivers State. More specifically this Study aims to:

- 1) Determine the relationship between Art and Craft in Tourism Development in Obio Akpor LGA in Rivers State.
- 2) Evaluate the influence of Festival in Tourism Development in Obio Akpor LGA in Rivers State.

## Research Questions

The following Research Questions were asked:

- 1) What is the relationship between Art & Craft and Infrastructures in Tourism Development in Obio Akpor LGA in Rivers State?
- 2) How does Art and Craft influence Job Creation in Tourism Development in Obio Akpor LGA in Rivers State?
- 3) What is the relationship between Festival and Infrastructures in Tourism Development in Obio Akpor LGA in Rivers State?
- 4) How does Festival affect Job Creation in Tourism Development in Obio Akpor LGA in Rivers State?

## Research Hypotheses

Below are the following Null Hypotheses were tested:

- 1) **Ho<sub>1</sub>**: There is no relationship between Art & Craft and Infrastructures in Tourism Development in Obio Akpor LGA in Rivers State.
- 2) **Ho<sub>2</sub>**: There is no relationship between Art & Craft and Job Creation in Tourism Development in Obio Akpor LGA in Rivers State.
- 3) **Ho<sub>3</sub>**: There is no relationship between Festival and Infrastructures in Tourism Development in Obio Akpor LGA in Rivers State.
- 4) **Ho<sub>4</sub>**: There is no relationship between Festival and Job Creation in Tourism Development in Obio Akpor LGA in Rivers State.

## Empirical Review

### Relationship between Arts and Craft and Tourism Development

Wambui, (2013). investigated the impact of arts and craft display on community development in Lagos State. The study adopted descriptive research design. Multistage sampling technique was used. A total of 240 respondents were drawn. However, 182 copies of Questionnaire were properly completed and used for data analysis. The reliability coefficient of 0.83 was determined using Cronbach alpha statistics. The Hypothesis was tested using Pearson Product Moment Correlation. The result showed that Arts and Craft related positively with Community Development.

### Relationship between Festival and Tourism Development

Nkomo, and Taylor, (2004) conducted a study on the influence of festival on Tourism Development in tourism industry in Kenya. Five objectives and their corresponding Hypotheses were used for the study. The research design adopted was Survey Design. Population of 300 respondents was used for the study and 100 were selected using purposive random sampling technique. Simple Percentages and Pearson Product Moment Correlation were used to analyze data. The instrument for the study

was Questionnaire. The study used a descriptive design and it was found that a strong positive relationship exists between Festival and Tourism Development in Tourism Industry in Kenya.

Newby, (2011) carried out a study to examined the impact of Festival on Economic Development opportunities for Tourism Destinations. Both quantitative and qualitative research approaches were employed in the study. Primary and Secondary data sources were consulted to understand the phenomenon. Purposive sampling was utilized to collect data. The findings of the study showed Festival as a potentially, an Economic Development driver for Tourism Destinations. This study contributed to the under researched area of Festival Tourism.

## Methodology

### Research Design

According to Baridam, (2001) research design is a framework or plan used as a guide in collecting and analyzing a data for study. However, this research design was adopted because the study elements are not under the researchers' control. Research design could be considered as a blueprint for research, dealing with at least four problems: Which Questions to Study, Which Data are Relevant, What Data to Collect, and How to Analyze the Results. The best design would depend on the Research Question as well as the orientation of the researchers, Yinger, (2007).

In this research, two research designs will be used. The first design will be Exploratory because the research has to explore different Qualitative information from the respondents. The reason for Quantitative Method is because this study is an inquiry into Social or Human phenomenon based on testing of a theory, in order to determine whether the predictive generalization the theory holds is true.

### Population of the Study

Polit and Hungler, (2009) defined population of the study as a census of all items or subjects that have the knowledge of the phenomenon being studied. According to Okafor (2003), research population is a complex set of items that are of interest to researcher or an investigator. The research population of this study cover all the indigenes of Obio/Akpor LGA in Rivers State.

### Sample Size Determination

This study utilized purposive sampling technique; because, samples were selected based on the subjective judgement of the researchers, rather than random selection. This process that does not give all the individuals in the population equal study based on the convenience of the researchers. The study will be carried out in Obio/Akpor LGA in Rivers state.

### Sample Size

The sample size used in this study was determined mathematically using the Taro Yamane's Formula as shown below:

$$n = \frac{N}{1 + N(e)^2}$$

Where n = Sample size sought

N = Population (220)

e = Level of significance (5% = 0.05)

$$\begin{aligned} \therefore n &= \frac{220}{1 + 220(0.05)^2} \\ n &= \frac{220}{1 + 220(0.0025)} \\ n &= \frac{220}{1 + 1.2025} \\ n &= \frac{220}{2.2025} \\ n &= 99.88 \\ n &\approx 100 \end{aligned}$$

**Data Collection Method**

The Primary and Secondary Sources were used

**Instrument Design**

The Questionnaire was the major instrument used for data collection. The Questionnaire was structured into two sections: Section A and Section B).

Section A is a Classification Section containing demographic data of respondents such as sex, age, marital status.

Section B consisted of questions relating to the Independent and Dependent Variables of this study. The Questionnaire was structured on four (5) point Likert Scale with weights assigned as shown below:

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

This was measured through Ordinal Scale Measurement; each element in the population has a known and equal profitability of selection.

**Validity of the Instrument**

According to Anyanwu, (2006) Validity is the appropriateness of an instrument in measuring what it is intended to measure. Validity is concerned with the coverage and adequacy of information provided in the Questionnaire Items.

**Reliability of the Instrument**

Reliability refers to the consistency or precision of the measures, (Baridam, 2001). It is the extent to which a measuring instrument is consistent in measuring whatever it measures. A measure is said to be reliable if it is consistently reproducing the same result. To ensure reliability, the researchers adopt Cronbach’s Alpha Coefficient to obtain the reliability index for the study.

**Data Analysis Technique**

The data generated was computed using the Statistical Package for Social Sciences (SPSS) software version 22.0. Pearson Product Moment Correlation Coefficient was used to test the Hypotheses. The formula for Pearson Product Moment Correlation Coefficient is as shown below:

$$r = \frac{N\Sigma XY - (\Sigma X)(\Sigma Y)}{\sqrt{[N\Sigma X^2 - (\Sigma X)^2][N\Sigma Y^2 - (\Sigma Y)^2]}}$$

Where:

- N = number of pairs of scores
- $\Sigma xy$  = sum of the products of paired scores
- $\Sigma x$  = sum of x scores
- $\Sigma y$  = sum of y scores
- $\Sigma x^2$  = sum of squared x scores
- $\Sigma y^2$  = sum of squared y scores

**Descriptive Analysis**

**Table 1:** Questionnaire Distribution and Retrieval

Questionnaire	Frequency	Percentage (%)
Retrieved and usable	56	70
Not Retrieved/Retrieved but not Usable	24	30
Total	80	100

*Source: Field Survey Data, 2021*

From Table 1 above, eighty (80) copies of Questionnaire were distributed to top Management Staff of the selected Hotels in Port Harcourt. Out of the eighty (80) copies of the Questionnaire, fifty-six (56) were retrieved, which is equivalent to about 70% of the copies properly filled and useful for analysis; while twenty-four (24) copies representing about 30% were either not retrieved or retrieved but, invalid for analysis.

**Table 2:** Gender of Respondents

Details	Frequency	Percentage (%)
Male	40	71.4
Female	16	28.6
Total	56	100

*Source: Field Survey Data, 2021*

Table 2 above, showed that forty (40) respondents, representing 71.4% were males; while sixteen (16) respondents representing 28.6% were females. This indicates that more males served as our respondents than females.

**Table 3:** Respondents Age

Details	No. of Respondents	Percentage
18-25 years	2	3.6
26-35 years	15	26.8

36-45 years	20	35.7
46- 55 years	10	17.9
56 and above	9	16.1
Total	56	100

**Source:** Field Survey Data, 2021

From the **Table 3** above, 2 respondents representing 3.6% of Staff were within the age bracket of 18-25; while 9 respondents representing 16.1% were Staff within the age range of 56 years and above. Also, Staff within the age bracket of 46-55 years representing 17.9% were the third lowest number of respondents; whereas 15 Staff representing 26.8% were within the age bracket of 26–35 years. It became obvious that management Staff within the age bracket of 36-45 years were the highest number of respondents which were 20 representing 35.7%.

**Table 4:** Marital Status of Respondents

Details	Frequency	Percentage (%)
Married	37	66.1
Single	19	33.9
Divorced	0	0
Total	56	100

**Source:** Field Survey Data, 2021

**Table 4** above, showed that there was no respondent on the divorced category. 19 respondents representing 33.9% were Singles. 37 respondents representing 66.1% were Married Staff.

**Table 5:** Educational Qualification

Qualification	Frequency	Percentage
SSCE/O Level	1	1.8
NCE/OND	5	8.9
HND/B. Sc.	15	26.8
MSC/PHD	28	50
Others	7	12.5
<b>Total</b>	<b>56</b>	<b>100</b>

**Source:** Field Survey Data, 2021

From **Table 5** above, 1 respondent representing 1.8% was in the educational category of SSCE/O Level, 5 respondents representing 8.5% belongs OND/NCE category, 7 respondents representing 12.5% were in Others Qualification; while 15 respondents representing 26.8% have B. Sc. 28 respondents representing 50% of the total respondents have M. Sc/ Ph.D Qualifications.

**Univariate Analysis**

**Table 6:** Frequency Distribution of the Research Questions on Art and Craft

	Items	MEAN	SD	Decision
1.	Art and Craft has contributed immensely to peace and unity in this community	3.71	1.42	Accepted
2.	Through Art and Craft, we learn different cultures and live happily	3.92	1.25	Accepted

3.	Art and Craft has made us to live together in the community and achieve a common goal	3.63	1.46	Accepted
4.	Through Art and Craft, we learn morality and contribute to community development	3.80	1.22	Accepted

*Source: Field Survey, 2021.*

Data in **Table 6** above, indicated that respondents subscribed to items 1 -4. The items in these areas were accepted since their Mean Value were above the Criterion Mean of 3.0.

In summary, it was evident that the respondents agreed that Art and Craft have contributed immensely to Peace and Unity in the Community. Through Art and Craft, they learned different Cultures and live happily, Art and Craft have made us to live together in the Community and achieved Common Goal.

**Table 7:** Frequency Distribution of the Research Questions on Festival

	Items	MEAN	SD	Decision
5	The festival offers experiential knowledge to tourist in the fun context.	3.52	1.35	Accepted
6.	Festival brings understanding and team spirit in our community	3.75	1.29	Accepted
7.	Festivals enable people to communicate with others, to think, and to shape people’s life in the community	3.77	1.12	Accepted
8.	Festival provides my community with an opportunity to discover and develop cultural skills and talents.	3.72	1.31	Accepted

*Source: Field Survey, 2021.*

Data in **Table 7** above, indicated that respondents subscribed to items 5-8. The items in these areas were accepted since their Mean Value were above the Criterion Mean of 3.0. In summary, it was evident that the respondents agreed that Festival offers experiential knowledge to Tourists in the fun context. It brought understanding and team spirit in our community. It enabled people to communicate with others, to think, and to shape people’s life in the community.

**Bivariate Analysis (Test of Hypotheses)**

The Hypotheses were tested using the Spearman’s Rank Correlation Coefficient and Partial Correlation.

**Decision Rules**

The strength of association and statistical significance decision were made and interpreted based on **Table 8** below:

Where (+) means Stands for Positive Relationship and (-) means Negative Relationship.

**Table 8** Decision table For the Strength of variable relationships

S/ No	Statistical Significance	Association/ Relationship
i.	± 0.0 – 0.19	Very Weak
ii.	± 0.2 – 0.39	Weak
iii.	± 0.4 – 0.59	Moderate (Significant)

iv.	± 0.6 - 79	Strong
v.	±0.8 – 1.00	Very strong

Source: Desk Research, 2021

**Hypothesis One**

**Ho<sub>1</sub>:** There is no relationship between Art & Craft and Infrastructures in Tourism Development in Obio Akpor Local Government Area in Rivers State.

**Table11:** Correlation between Art & Craft and Infrastructures

		Art and Craft	Infrastructures
Art and Craft	Pearson Correlation Coefficient	1	.778**
	Sig. (2-tailed)		.000
	N	56	56
Infrastructures	Pearson Correlation Coefficient	.778**	1
	Sig. (2-tailed)	.000	
	N	56	56

\*\* . Correlation is significant at the 0.01 level (1-tailed).

From the statistical testing of Hypothesis One above, a significant relationship was revealed to exist between Art & Craft and Job Creation, this is shown in the Positive Correlation (r) Value of 0.778, the p value = .000 which is less than 0.05. The Null Hypothesis One was thus rejected and the alternative Hypothesis accepted. Therefore, there is a significant relationship between Art & Craft and Infrastructures.

**Hypothesis Two**

**Ho<sub>2</sub>:** There is no relationship between Art & Craft and Job Creation in Tourism Development in Obio Akpor LGA in Rivers State.

**Table12:** Correlation between Art & Craft and Job Creation

		Art & Craft	Job Creation
Art and Craft	Pearson Correlation Coefficient	1	.855**
	Sig. (2-tailed)		.000
	N	56	56
Job Creation	Pearson Correlation Coefficient	.855**	1.000
	Sig. (2-tailed)	.000	
	N	56	56

\*\* . Correlation is significant at the 0.01 level (1-tailed).

From the statistical testing of Hypothesis Two above, a significant relationship was revealed to exist between Art & Craft and Job Creation, this is shown in the Positive Correlation (r) Value of 0.855, the p Value = .000 which is less than 0.05. The Null Hypothesis Two was thus rejected and the alternative Hypothesis Two accepted. Therefore, there is a significant relationship between Art & Craft and Job Creation.

**Hypothesis Three**

**Ho<sub>3</sub>:** There is no relationship between Festival and Infrastructures in Obio Akpor Local Government Area in Rivers State.

**Table 13:** Correlation between Festival and Infrastructures

		Festival	Infrastructures
Festival	Pearson Correlation Coefficient	1	.823**
	Sig. (2-tailed)	.	.000
	N	56	56
Infrastructures	Pearson Correlation Coefficient	.823**	1
	Sig. (2-tailed)	.000	.
	N	56	56

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

From the statistical testing of Hypothesis Three above, a significant relationship was revealed to exist between Festival and Infrastructures. This was informed by the Positive Correlation (r) Value of 0.823, the p Value = .000 which is less than 0.05. The Null Hypothesis Three was therefore rejected and the alternative Hypothesis accepted. Thus, there is a significant relationship between Festival and Infrastructures.

**Hypothesis Four**

**Ho<sub>4</sub>:** There is no relationship between Festival and Job Creation in Obio/Akpor Local Government Area in Rivers State.

**Table 14:** Correlation between Festival and Job Creation

		Festival	Job Creation
Festival	Pearson Correlation Coefficient	1	.875**
	Sig. (2-tailed)	.	.000
	N	56	56
Job Creation	Pearson Correlation Coefficient	.875**	1
	Sig. (2-tailed)	.000	.
	N	56	56

\*\* Correlation is significant at the 0.01 level (1-tailed).

From the statistical testing of Hypothesis Four above, a significant relationship was revealed to exist between Festival and Job Creation, this was shown in the Positive Correlation ( $r$ ) Value of 0.875, the  $p$  Value = .000 which is less than 0.05. The Null Hypothesis Four was thus rejected and the alternative Hypothesis accepted. Therefore, there is a significant relationship between Festival and Job Creation.

## Discussion of Findings

### Relationship Between Art & Craft and Infrastructures

Testing the Null Hypothesis One at a 0.01 significant level and a degree of freedom of  $n-2$ , the Correlation ( $r = 0.778$ ;  $p = .000$ ) revealed that there is a significant relationship between Art & Craft and Infrastructures in Tourism Development in Obio Akpor LGA in Rivers State. This implies that through Art and Craft people gain Employment and live a good life. The finding was in line with Ghimire, (2001) on the influence of Art & Craft and Infrastructures. People learn different cultures from friends, neighbors and the surroundings thereby, influencing Infrastructural Development significantly.

### Relationship Between Art & Craft and Job Creation

The Null Hypothesis Two was tested statistically at a 0.01 significant level and a degree of freedom of  $n-2$ , the Correlation ( $r = 0.855$ ;  $p = .000$ ) revealed that there is a significant relationship between Art and Craft and Job Creation. Supporting these findings, Cacioppo and Brandon, (2002) which asserted that Art and Craft, was not just a typical function or Variable amongst other Variables; but, constitutes the root from which the different branches of life sprout, grew and flourished. From this point of view, Art and Craft became integral importance in fostering Job Creation.

### Relationship Between Festival and Infrastructural Development

From the statistical testing of Hypothesis Four, a significant relationship was revealed to exist between Festival and Infrastructural Development, this is shown in the positive Correlation ( $r = 0.875$ ;  $p = .000$ ). The Null Hypothesis Four was thus rejected and the alternative Hypothesis accepted. Therefore, there is a significant relationship between Festival and Infrastructural Development. Supporting this finding, Verderber, (2009), said that language enables people to speak hypothetically, about past and future events, and to communicate about people and things that pertains to Infrastructural Development. Furthermore, Richards and Platt, (2006) supported that Festival could bring Peace and Unity among people and could also promote Infrastructural Development in the Communities.

### Relationship Between Festival and Job Creation

The Null Hypothesis Three was tested statistically at a 0.01 significant level and a degree of freedom of  $n-2$ , the Correlation ( $r = 0.823$ ;  $p = .000$ ) revealed that there was a significant relationship between Festival and Job Creation. Thus, the Null Hypothesis Three was rejected and the alternative Hypothesis accepted. In line with Aussure (2004), Festival is the most common place of all human possessions; an instrument for human's communications, growth and development of talents, creativity, innovation, and novelty, exchanging and transferring experiences; and on the whole, a

formation of society. Wambui, (2013) also had stressed that Festival correlated positively with Job Creation.

### **Conclusion**

This Research Project has fulfilled its objectives by determining the relationship between Dimensions of Cultural Diversification (Art & Craft and Festival) and Measures of Tourism Development (Infrastructures and Job Creation). After testing the Hypotheses with Pearson Correlation Co-efficient, it was found that the two Dimensions of Cultural Diversification (Art & Craft and Festival, had positive relationship with Infrastructural Development and Job Creation. It was therefore, concluded that Festival had the greatest effect on Job Creation and Infrastructural Development in Obio/Akpor Local Government Area of Rivers State.

### **Recommendations**

From the research analysis and conclusions above, the following recommendations were made:

- 1) The people of Obio/Akpor L.G.A should be Culturally Sensitive and Promote Creativity and be motivated through Flexible Co-existence.
- 2) Members of Obio/Akpor LGA, could Respect each other's Culture because Culture explains how people make sense of their world.
- 3) The people of Obio/Akpor L.G.A., should not neglect their Art and Craft Practice because it draws different Tribes to the Community and contributes to Job Creation and Infrastructural Development.
- 4) They should prioritize their Festival because people identify their similarities through Festival.

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