



Research Paper

## Managing the Cultural Resources for Development: The Case of Anambra State

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### ABSTRACT

*This paper buttresses the fact that effective management of human and material resources can make positive impact on the economy as it increases revenue generation for the cultural industry and contribute to national development. A combination of sociological, library research approaches and interviews conducted with economic as well as art managers were adopted for data collection. From the study, it is observed that cultural exchange and tourism can be used to attract tourists that will bring foreign exchange to improve the economy. This can be achieved by having a fixed date for our festivals, carnivals, and traditional performances in dance-music such as Mkpokiti, Igbakwu, Atunyereogwu, Nwaumuagbogho, Nwanwaite, Egwu Iza and Igbo Cultural War Dance. Additionally, Masquerades performances including Ijele Akwunechenyi, Atu, Ugo, Izaga, Inyinya, and Adamma are to be utilized to achieve this goal. It is also noted that the Nollywood films should be harnessed as well as funded to ensure quality productions to attract local and international patrons to the industry. The study observed that the utilization of human resources to put the economy at prosperity and growth can be achieved through the employment of qualified professionals to manage key sectors of the cultural industry. It is then recommended that effective leadership capable of managing the economy and the people be empowered to provide good governance and efficient utilization of resources.*

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### I. INTRODUCTION

The concern of every living organism such as man, animal or plant is on how to manage the available resources within the environment to ensure sustained existence. Experience has shown that perhaps, the greatest factors of sustenance in aid of the living are centred on management of resources and leadership which can result in the success or failure for the individual, organization or the society at large. The implication of the above is that there is need for the evolution of a functional management mechanism that will ensure effective utilization of resources for development. This goes to show that it is only when the human and material resources are put to proper use that the society can hope to benefit in relation to development which promotes the survival of the living organisms especially the human race.

#### Definition of Terms

Let us look at the definitions of the key words as guide for proper understanding of the concept canvassed in this discourse before proceeding further. This is for guide and avoidance of misinterpretation of terms.

#### Resources

We begin with resources, which is the utilization of all the available mineral deposits such as oil, gas, coal and other properties-land, skill and the theatre including dance, drama and music to improve the economy as well as create wealth for the individual, organization or country. According to BBC English Dictionary, Resources of a country, organization or person are the things they have and can use. It goes further to say that, resource is something such as useful land, or minerals such as oil or coal that exists in a country and can be used to increase its wealth. This goes to show that the resources include human and material which contribute to

wealth creation for a given economy and can also be used in solving their problems. These material and human resources should be utilized to improve the living standard of the people through provision of amenities.

### **Management**

On the other hand, management is the process of bringing together human and material resources of an individual, organization or country in order to achieve a particular goal or target. This is in agreement with the view expressed by News Age Publishers when they postulate that: Management is a means to achieve certain goals. Management has no justification to exist without goals. The basic goal of management is to ensure efficiency and economy in utilization of human, physical and financial resource. The success of management is measured by the extent to which the established goals are achieved. Thus, management is purposeful (5).

From the above, it is observed that all the activities of man in society are brought together in management as they have to plan and execute to achieve desired target. For management to be relevant, there ought to be goal to be achieved with the available resources to benefit the organization. Management exists where there are goal attainment and needs to be satisfied through effective utilization of resources especially when the most pressing needs that will benefit the society have been identified. In a similar line of thought, Imaga conceptualizes management as:

The art and science of planning, directing, organizing, coordinating, controlling and leading human and material resources in such a way as to achieve the highest possible output with the minimum cost of resource input (50).

This means that a strategy which involves planning and coordination of various activities are the condition required to actualize effective management of an organization or business at minimum cost.

### **Development**

Another concept to be defined within the context of our discourse is development in relation to the people and its relevance in the society. This type of development empowers the people to realize their envisaged means of livelihood and make useful contributions to the society. In this regard, the people have access to food, shelter, water, health facilities, education and other basic necessities of life. Development should basically have positive impact on the wellbeing of the people and advance the society generally. Again, the BBC English Dictionary highlights the fact that development is the process of making an area of land or water more useful or profitable. The implication of this is that every developmental project ought to benefit the society in terms of providing more facilities to improve the welfare of the people. This seems to have prompted Menegbe to emphasize that:

Development should be man-centred. The measure of development depends upon the quality of the life of the people. The infrastructure and natural resources of a nation are relevant to development only to the extent to which they contribute to the enhancement of the social, cultural, political, religious egalitarian life of the people. When this happens in the life of the people at all levels and cut across every segment of the society, we can justifiably see such as national development (193).

Menegbe further observed that... theatrical resources if well organized and effectively managed have the potential to contribute to the revenue base of the community and the nation (193). The implication of the above is that the resources available within the cause of development should be utilized on projects that improve the society. This is also in accordance with the goals of the United Nations in the New Millennium Sustainable Development project which states among other needs that:

Development that not only generates economic growth but distributes its benefits equitably, that regenerates the environment rather marginalizing them. It gives priority to the poor, enlarging their choices, and opportunities and provides for their participation in decisions affecting them. It is development that is pro-poor, pro-nature, pro-jobs, pro-democracy, pro-women, and pro- children (cited in Betta: 48).

From this, we observe that economic prosperity is desirable in as much as it benefits the society and advances the wellbeing of the people by providing improved amenities for better living.

### **Survival**

Survival in this context is a situation where something continues to exist in the midst of difficulty. When someone lives in a difficult situation, the person is said to be surviving because the condition is difficult. According to BBC English Dictionary survival is the fact of continuing to live or exist in spite of great danger or difficulty. In line with the above, Dictionary.com defines it, as the act or fact of surviving, especially under adverse or unusual circumstance. From this study perspective, this is the condition many Nigerians are forced to live due to the prevailing economic recession the country is going through at the moment. The situation has also reached the point that many find it difficult to earn a living and fulfill basic necessities of life. The recession is hampering economic activities due to high increase in exchange rate, unstable market price and fluctuation which reduces the value of the currency.

Having done with the clarification of terms, let us examine the cultural factors which can promote the growth of the economy and prevent further recession if efficiently managed for development.

### **Markets for Arts and Creative Industries**

Anambra State markets have proved major source of revenue to the economy as they play host to many businesses, industries and companies. Anambra has continued to remain a home to many business men and women-traders dealing on buying and selling of assorted goods and services. These business men and women are attracted to Anambra State due to the presence of accommodating markets coupled with the hospitality of the people. The people of Anambra State are well known for their friendship which endures them to varying climates and climate throughout the world. The markets in Anambra State include Onitsha Main Market, Ochanje, Building Material Market, Ogidi, Electrical Market, Obosi, Nkwogbe Ihiala, Eke Awka, Nkwo Nnewi, Ekwuluobia Market and a host of other prosperous markets, which offer opportunities for business transactions. As visitors come to Anambra State, the hospitality industry especially the hotels and guest houses are patronized for providing accommodations and eatery services as well as guide.

These markets are known to have provided the space where the products of the creative industry such as the Nollywood video films are sold direct to the audience who buy them from the advertisers and marketers. Experience from the markets has also shown that large quantities of these products are sold through this method in different parts of the state which increases the income for the industry. At different points, the advertising companies and marketers are seen moving in the markets with their vehicles selling the products to their audience who patronize them. The large population of Anambra State coupled with the teeming costumers from various parts of Africa ensures continuity as contributory factors of success for the creative industry especially the video films.

### **Hospitality and Tourism**

The presence of many hospitality and tourism industries in the state is a welcome development as they contribute to the commercial activities which sustain the economy. Tourism potentials abound in different parts of Anambra State. These include the famous Ogbunike Cave, River Niger and its bridge, Igbokwu Archeological site and Museum, the Art gallery at Onitsha, Rojeny Tourist Village, Oba and Agulu Lake Resort. These tourist centres attract visitors who invest their resources in Anambra State and this contributes to the growth of the economy generally.

At this juncture, it is important to note that Anambra State and indeed many parts of Igboland have great tourist potentials that are capable of improving the economy to the advantage of the citizens. The implication is that every natural endowment such as rivers, lakes, hills, forests, water falls, caves and grooves are to be innovated and rejuvenated to improve tourism in the area. This requires the involvement of government, organizations and individuals to consciously redesign and renovate the environment to ensure that the best attractions of the areas are projected for tourism. It is in agreement with this line of thought that cultural promoter, Primus Igboka observed that tourism grows along with hospitality business in this \$500 billion global annual revenue yielding industry (25).

In a similar vein, historical sites and monument in Anambra State should be developed and recognized as tourist centres with hospitality industry build within the area to provide services. This provides employment opportunities as well as additional revenue to the state which impacts positively on the people. In his contribution towards the development of tourism in Anambra State, Igboaka again contends that:

Uli International Airport and Atamiri and Enyinja Rivers are historic landmarks that should be developed as tourist attractions. That Uli town with these potentials of Atamiri, Enyinja Rivers that linked to Ihiala and the Airport that in civilized societies should be either a functional International Airport, (if not functioning, designate a museum or a tourist centre for remembrance of civil war memories).

If not the Igbos, Nigerians and for people around the world to visit the location as a tourist centre of excellence (25).

Additionally, there is the existence of exotic cluring hotels dotting strategic landscapes of Anambra State beckoning on beholders for utilization and enjoyment. These specious edifices sprawling are beauty and enticing to the eyes. These hotels have continuously provided accommodation to teeming tourists besieging Anambra State for business and other activities. In this regard notable hotels such as Meldoch, King David, Joborg, Geogold, De Santos and Benjamin Hotel in Awka are remembered. Then there are Nkisi Palace Hotel, Top Rank Hotel, Bolingo Hotel at Onitsha, Beverly Hotel Nnewi and Destiney Hotel, Ihiala call to mind. These hotels provide accommodation and other entertainment services to tourists, business groups and conferees. The income from these services adds as revenue and improves the economy of the state to the benefits of the citizens.

### **Cultural Tourism**

Cultural tourism can serve as avenue to earn foreign exchange that will uplift the economy and even provide jobs for some people within the industry. Tourism potentials of the state are to be developed to an acceptable international standard to attract local and foreign tourists. In this regard, it is recalled that Anambra State is blessed with many cultural festivals such as the New Yam festival, Abam n' Obi Festival, Ofala Festival, Igba Mgbiri, Obiumuaka, Imo Awka, Igba Odi, Ime Chi na Agu, Igba 'sara, Ime Ara na Oma, Masquerade Festivals and carnivals.

Moreover, our traditional dance performances are to be harnessed and packaged as source of revenue to the state and the country at large. The dance troupes include Mkpokiti, Igbakwu, Atunyereogwu, and Nwaumuagbogho. Others are masquerades such as Ijele Akwunehenyi, Atu, Ugo, Izaga, Ebini, Agu, Inyinya, Adamma and Adaeze. The importance of culture as resource for economic development has been emphasized by Buratai when he observes that:

Festivals and community performances that have gained significant national and international recognition... be considered suitable for development as tourist activities.

These include boat regatta festivals, masquerade festivals.

Osun Oshogbo festival, Tiv Kwagh hir puppetry theatre

(198).

Dates for the festivals should be fixed to enable tourists from other parts of the world participate and make impact. The potentials of the Nollywood films production and market at Upper Iweka, Onitsha are also being exploited for local and foreign markets as source of revenue to the economy. Based on the assertion posted by the Bgl Research and intelligence that:

The sheer volume of the Nigerian video films is staggering...

One estimate has a film being produced for each day of the the year. Nollywood is now the third-largest film industry in in the world, generating US \$262 million per year for the Nigerian economy (1)

This goes to attest to the fact that Nollywood films and the theatre such as dance, drama and music contribute to the growth of the economy as well as provide job opportunity for many in the state.

## **II. CONCLUSION**

So far, we have examined how the resources available in Anambra State can be deployed to advance the economy through proper utilization. From the study, Anambra seems to have what it takes to stave the economy if the available resources are well managed. Again, it has been proved that the markets, parks, hospitality, tourism industries, the Theatre-Nollywood films, and other cultural institutions contribute to the growth of the economy as well as the development of the nation. Therefore, effective management of these resources is emphasized to ensure proper utilization which will guarantee the benefits to the people, the survival of the economy, and development of the country generally. Anambra State as well as Nigeria need not be underdevelopment and unemployment base if our resources are harnessed and effectively managed.

## **III. RECOMMENDATIONS**

In effort to improve the economy and prevent further recession, the following recommendations are proposed.

Since management has been the most troublesome issue in Nigeria which affects the economy negatively, it is then recommended that effective workable system be evolved to care for the resources. This will ensure that the resources are channeled to proper use and investment to improve the economy. Additionally, fund should be made available by government and financial institutions to the artist and producers to enable them produce more plays, films and other entertainments. Grants and endowments funds should be established for the theatre and Nollywood for development. Income and added taxes should be reduced or even waved to enable the artists and producers invest more into production and equipment. The government at federal and state should create conducive environment for business to attract local and foreign investors. In this regard, provision of incentive such as land, electricity, road and communication networks as well as security is recommended. When these resources are effectively managed, the economy will surely develop with many benefits to the citizens.

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