

## Research Article

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## Museums as contributors to the promotion of cultural tourism in Lagos State, Nigeria: Case of National Museum Lagos

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**Abstract:** This study explored the role of museums in cultural tourism promotion in Lagos state, using the National Museum, Lagos as a case study. The objectives of this research include; analyzing the contributions of the museum to cultural tourism promotion and identifying the challenges confronting the museum. Both quantitative and qualitative data collection

methods were adopted. For the qualitative data collection, a Survey Monkey calculation table was used to determine the sample size of two hundred and fifteen (215) respondents (museum visitors) for questionnaire administration, out of which only one hundred & ninety-three (193) questionnaires were properly filled and returned. For the qualitative data, a total number of twenty (20) respondents (museum staff) were selected through the purposive sampling technique, data was gathered through Key Informant Interviews with six (6) administrative staff and Focus Group Discussions with fourteen (14) technical staff. Findings revealed that the National Museum, Lagos performs a significant role in conserving cultural heritage collections, consequently attracting tourists to the museum, thereby, promoting cultural tourism. The study also identified some of the challenges hindering the smooth operations of the museum as; paucity of funds, lack of sufficient skilled personnel, poor awareness, and many more. The study concludes that in order for the museum to sustain its significant role in the promotion of cultural tourism, the challenges confronting it have to be resolved. It was recommended that the government prioritize funding for museum operations, staff development, and create awareness.

**Keywords** – Conservation, Cultural, Museum, Promotion, Tourism

### 1. INTRODUCTION

Museums are considered major institutions of cultural heritage. It is described by ICOM as a charitable organization in public service, whose functions include; the acquisition, conservation, studying, communicating, and exhibition of heritage with the motive of education, enjoyment, and research. It is an institution that protects and showcases a collection of artifacts and other objects of historical, ethical, artistic, or technological importance. Thus, museums are stewards of cultural patrimony.

Cultural heritage refers to the material and immaterial aspects of a society's past that hold cultural, historical, or aesthetic value. It encompasses historical sites, monuments, traditional practices, arts, and crafts, music, festivals, cuisine, and more. Cultural heritage sites and elements often serve as major tourist attractions. According to Mugobi and Mlozi (2021), visitors are drawn to locations that present rich cultural experiences, such as iconic landmarks, World Heritage Sites, museums, ancient ruins, and cultural festivals. This claim is supported by Igbojekwe et al. (2022), as they emphasized that cultural heritage acts as a magnet for tourists, enticing them to explore and engage with the unique history and traditions of a place.

The United Nations World Tourism Organization (UNWTO) describes tourism as comprising the pursuits of persons traveling to and spending time temporarily in places outside their usual abode for leisure, business, and other reasons. It is pertinent to note that there are different types of tourism, each determined by the motivations behind such trips; they include - ecotourism, religious tourism heritage tourism, adventure tourism, health tourism, sport tourism, and many more (Gana & Ayodele, 2022). However, the type of tourism that relates to the movement of people for cultural motivations is called "Cultural / Heritage Tourism". This type of tourism is defined as traveling to experience the places, antiquities, and activities that originally represented the stories and people of the past and present. It includes memorable, ethical, and natural attractions (Katson & Serban, 2021).

Cultural heritage and tourism have a complementary relationship, thus, tourism is capable of performing a crucial function in the protection and projection of cultural legacy. Okoro et al. (2022), noted that the revenue generated from tourism activities can be channeled toward the maintenance, restoration, and protection of heritage sites and artifacts. In the same vein, tourism can also raise sensitivity to the importance of conserving cultural patrimony, leading to increased support for conservation efforts. Cultural heritage tourism encourages cultural exchange and camaraderie between tourists and local communities (Gubam et al., 2021). This assertion is supported by Igbojekwe et al. (2022) who stated that tourists are opportune to interact with locals, engage in traditional activities, and learn about different cultures, customs, and ways of life. This exchange fosters tolerance, appreciation, and respect for diverse cultural identities and promotes intercultural dialogue; therefore, the conservation of cultural assets can be a tool for cultural tourism growth, promotion, and sustainability.

## 2. LITERATURE SURVEY

### 2.1. Types of cultural heritage

UNESCO categorized cultural heritage into two: material and immaterial cultural heritage as seen in the chart below:

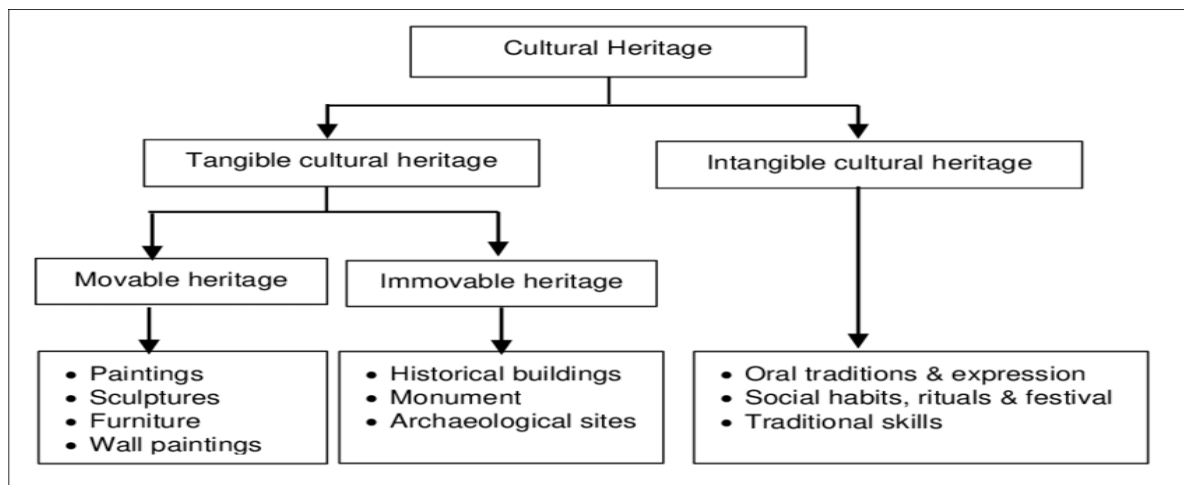


Figure 1: UNESCO Cultural Heritage Classification (Chami & Kaminyoge, 2019)

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## 2.2. Relationship between cultural heritage and tourism

Cultural heritage refers to the material and immaterial aspects of a society's past that hold cultural, historical, or aesthetic value. It encompasses historical sites, monuments, traditional practices, arts, and crafts, music, festivals, cuisine, and more. Tourism, on the other hand, involves travel and visitation to different destinations for leisure, recreation, education, or business purposes (Okoro et al., 2022). Therefore, cultural heritage tourism is defined as trips made to experience the locations, artifacts, and pursuits that originally represented the histories and stories of former and current people. It includes iconic, cultural, and natural attractions (Kuzior et al., 2021). It is a form of tourism motivated by cultural interest.

Cultural heritage sites and elements often serve as major tourist attractions (Akande et al., 2021), and major assets for tourism development (Tadesse, 2022). These statements are corroborated by Mugobi and Mlozi (2021), when they acknowledged that visitors are drawn to locations that present rich cultural experiences, such as; iconic landmarks, World Heritage Sites, museums, ancient ruins, and cultural festivals. Cultural heritage acts as a magnet for tourists, enticing them to explore and engage with the unique history and traditions of a place. Cultural heritage tourism contributes significantly to local and national economies (Okoro et al., 2022). It generates revenue through visitor spending on accommodations, dining, transportation, souvenirs, and other tourism-related services. This economic impact can lead to job creation, income generation, and investment in infrastructure development, benefiting local communities.

Tourism performs a crucial function in the protection and conservation of cultural heritage. This fact is supported by Okoro et al. (2022), who stated that revenue generated from tourism activities can be channeled toward the maintenance, restoration, and care of heritage areas and artifacts. Tourism also can raise appreciation for the value of preserving cultural patrimony, leading to increased support for conservation efforts. Cultural heritage tourism promotes cultural exchange and goodwill between foreigners and host communities (Gubam et al., 2021). Furthermore, Igbojekwe et al. (2022), agree that tourists are able to interact with locals, participate in traditional ways of doing things, and gain understanding about different cultures and ways of life. This exchange fosters tolerance, appreciation, and respect for diverse cultural identities and promotes intercultural dialogue.

Cultural heritage tourism can empower local communities by providing them with opportunities for economic participation and cultural expression. It can create employment opportunities for community members through various tourism-related services, such as local guiding, handicraft production, traditional performances, and homestays (Yusuf & Akande, 2023). Community-based tourism initiatives allow locals to showcase their cultural heritage, preserve traditional knowledge, and benefit directly from tourism revenues. Cultural heritage tourism also poses challenges and potential negative impacts. Umar and Said (2019), identified some of these challenges as: overcrowding, inadequate infrastructure, and the commodification of culture, which can lead to degradation, loss of authenticity, and negative impacts on local communities and the environment. However, sustainable tourism practices, community involvement, and responsible tourism initiatives are important to combat these challenges and foster enduring sustainability of cultural heritage, maintaining the integrity of cultural assets and ensuring the well-being of local communities.

### 2.3. Conceptual framework

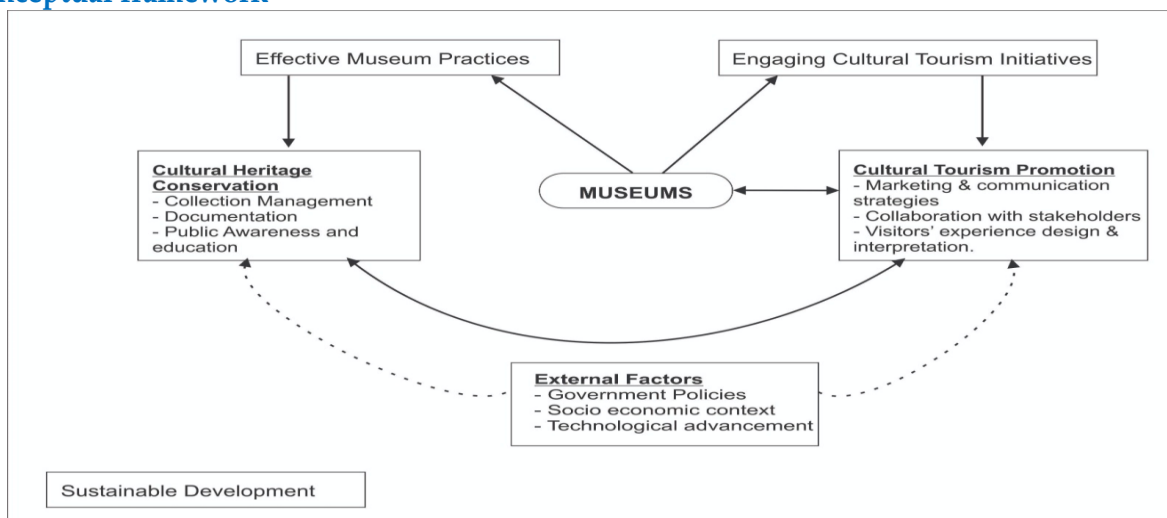


Figure 2: Conceptual framework of the study (Source: Ibidapo 2024)

### 2.4. Interrelation between museums, cultural heritage conservation, and cultural tourism promotion

Museums, cultural heritage conservation, and tourism have a close and interdependent relationship. The diagram above depicts museums as central actors influencing both cultural heritage conservation and cultural tourism promotion. By effectively managing their collections, educating the public, and collaborating with stakeholders, museums can perform a critical function in the care of cultural heritage while promoting responsible and sustainable cultural tourism. The positive relationships and external factors highlight the interconnectedness of these elements for sustainable development.

Museums contribute to cultural heritage conservation through effective museum practices in the following ways:

- Collection management (acquisition, documentation, storage, conservation)
- Exhibition development and curation
- Educational programs and outreach (public awareness)
- Digital initiatives and online presence

The museums also contribute to cultural tourism promotion by engaging in cultural tourism initiatives through the following ways:

- Marketing and communication strategies
- Collaboration with tourism stakeholders
- Visitor experience design and interpretation

These positive relationships indicate that:

- i. effective museum practices (for example, proper conservation, engaging exhibits) lead to better cultural heritage conservation.
- ii. Strong cultural heritage conservation efforts enhance a destination's cultural richness and attract cultural tourists.
- iii. Museums can leverage cultural tourism to raise awareness and secure funding for cultural heritage conservation.
- iv. Cultural tourism can generate economic benefits that can be reinvested in museum development and cultural heritage preservation.
- v. Effective museum practices and better cultural heritage conservation.

On the other hand, mediating variables play the following roles:

- *Community Engagement*: Museums that actively engage local communities in conservation and interpretation efforts can foster a sense of ownership and pride in cultural heritage, ultimately promoting sustainable tourism.
- *Educational Impact*: Museums that effectively educate visitors about cultural heritage can cultivate appreciation and respect, leading to responsible cultural tourism practices.

External Factors:

- *Government Policies*: Supportive government policies, funding, and regulations can significantly impact museums' capacity for conservation and cultural tourism development.
- *Socioeconomic Context*: Factors like income levels, infrastructure, and cultural awareness within a community can influence the success of cultural tourism initiatives.
- *Technological Advancements*: New technologies (for example, virtual reality, and digital archives) can enhance access to cultural heritage and promote tourism experiences.

Therefore, these interactions show that museums play an indispensable part in the preservation of cultural heritage collections and the projection of cultural tourism. Furthermore, while the revenue generated from tourism activities can be channeled toward the maintenance, restoration, and protection of heritage sites and artifacts, cultural heritage tourism encourages cultural exchange and beneficial relationships between visitors and the host community. Tourists are able to interact with locals, partake in traditional activities, and acquire knowledge about different cultures, traditions, and ways of life. This exchange fosters tolerance, appreciation, and respect for diverse cultural identities and promotes intercultural dialog. Therefore, the conservation of cultural heritage assets can be a tool for cultural tourism growth, promotion of cultural tourism, and ultimately sustainable development.

## 2.5. Identifying the role of museums in cultural tourism promotion

This conceptual framework explores the multifaceted role of museums in cultural tourism projection. Museums are major cultural heritage institutions which acquire, protect, studies, communicate, and display the material and immaterial heritage of humanity and its surroundings, usually objects of historical, cultural, artistic, and scientific significance for the purposes of education, study, and enjoyment (ICOM). Cultural heritage collections, with their tangible objects and intangible knowledge, represent invaluable links to a society's past. Museums serve as the primary stewards of these collections, tasked with the responsibility of preserving them for future generations. As a cultural institution, the museum performs a crucial role in educating the public, safeguarding cultural patrimony, and providing opportunities for people to engage with and learn about various aspects of the world around them, thereby, attracting cultural tourists and subsequently, contributing significantly to local and national economies (Okoro et al., 2022; African Museums Power, 2023).

Cultural Tourism relates to travel motivated by experiencing the cultural heritage of a destination, including museums, historical sites, cultural and natural. This type of tourism can be explained as travelling to experience the places, artifacts, and pursuits that originally represented the stories of past and current people. Therefore, visitors are usually drawn to destinations that offer rich cultural experiences, including iconic landmarks, ancient ruins, museums, cultural festivals, and more. Thus, cultural assets attract tourists, enticing them to explore and engage with the unique history and traditions of a place.

## 2.6. Literature survey

### Role of digital technologies in promoting cultural tourism:

The boundaries of communication have been greatly expanded by the widespread usage of digital communication tools. At cultural heritage sites, technology can be utilized to improve tourist experiences while reducing its negative effects on the environment. Codemantra (2023), claims that by eliminating communication and physical

barriers, improving visitor experiences, and promoting inclusivity, technology is essential to guaranteeing museum accessibility.

Digital technologies in museums serve a variety of purposes, such as making visits easier, providing extra information that visitors need, and offering narratives that help visitors understand the cultural artifacts on exhibit (Deuster, 2024).

Among the digital tools available to improve museum accessibility are:

- **Websites and Online Presence:** The purpose of this is to develop and implement online activities that will broaden the museum's audience and promote its initiatives. These online activities can improve museums' cognitive accessibility while also disseminating knowledge and instructional materials suitable for a range of audiences (Bifulco & Tregua, 2022).
- **Social Media:** Social media allows museums to adopt multidirectional communication, which improves their relationship with the public. Better use of the museum service has been facilitated by this technology, which has also enabled the organization to provide systems that meet the needs of cultural users.
- **Digital Storytelling:** In museum digitization, digital storytelling serves as an important tool for engaging and communicating with audiences online and offline. The museum stories are the glue that binds the objects with the museum communities (Deuster, 2024).
- **Augmented and Virtual Realities:** Augmented reality, virtual reality, and Audio guide systems can be used to give visitors a more immersive and interactive experience of art and culture (Hagin, 2024). According to Codemantra (2023), Museums can broaden their audience, engage visitors more broadly, and exceed physical limitations with augmented and virtual reality technologies. As a result, individuals are able to access and explore museum exhibits regardless of their location or limitations.
- **3D Model Tools:** This enables items to be digitalized three-dimensionally, allowing for the display of replacement models of pieces that are too fragile to be displayed on the museum itineraries, guaranteeing broad accessibility (Bifulco & Tregua, 2022).

Therefore, museums' role in promoting cultural tourism has undergone a substantial transformation with the incorporation of digital interaction initiatives. Museums can now reach a global audience beyond geographic borders by utilizing social media, virtual tours, and interactive online displays. In addition to drawing tourists from a wide range of cultural backgrounds, this increased reach also promotes a greater understanding of cultural heritage. As technology develops, museums can strengthen their status as global cultural hubs and improve their digital offerings.

### Comparative perspective of the role of museums in cultural tourism

Tudesse (2022) examined Ethiopian cultural heritage resources as a driver of cultural tourism development by stating their qualities, focusing on the eight UNESCO World Heritage Sites in Ethiopia. The aim of this study was to examine the qualities and contributions of the cultural heritage of Ethiopia to cultural tourism development in the area. This study used qualitative research and content analysis to analyze secondary data from heritage studies. The study noted that heritage and tourism are complementary, such that heritage resources promote tourism, while tourism preserves and showcases society's heritage. Therefore, the study concluded that heritage resources are major assets for tourism development and should thus be protected for their cultural continuity and value.

Hong et al. (2024) researched the impact of digitalization and digitization in museums on memory-making. This study adopted a systematic review using the PRISMA statement methodology and descriptive analysis to discuss the preservation of museum artifacts using digital technologies. The study acknowledged museums as cultural and heritage tourist attractions and emphasized their prominent role in tourism. Therefore, concluded that the

digitalization and digitization use of technology in museums will enhance the overall museum experience for visitors.

Another study conducted by Mekonnen et al. (2022), in Practices and challenges of cultural heritage conservation in historical and religious heritage sites: evidence from the North Shoa zone, Amhara region, Ethiopia, investigated the practices and challenges of cultural heritage conservation in the North Shoa zone, central Ethiopia. This study employed a mixed research approach and a cross-sectional descriptive and exploratory research design. It applied multiple data-gathering instruments, including a questionnaire survey, interviews, FGD, and observation. The study revealed that the cultural heritage properties in North Shoa are not secured from being damaged and are found in poor conservation conditions. The study concluded that the main factors affecting heritage conservation are: lack of funds, lack of stakeholders' involvement, and many more, and recommended the integration of heritage conservation and sustainable development as solutions.

A study by Raza et al. (2023) on revitalizing cultural heritage: Museum's dynamic role in raising awareness in Pakistan used a qualitative method to examine how museums in Pakistan contribute to the preservation of cultural artifacts. This study identified relationships among cultural institutions, museums, and the tourism sector, and how these relationships can raise awareness among tourists.

Findings reveal insufficient funding for protecting cultural legacy, lack of technical staff, inadequate resource allocation, and the need for a well-defined national cultural heritage policy. The study concluded that cultural tourism and heritage management should be aware of global recommendations for tangible and intangible culture, enlightening individuals lacking knowledge about their cultural and historical significance and that the government should include cultural subjects in schools' curriculum.

Blessing (2016) conducted research on Nigerian cultural heritage preservation, challenges, and challenges. The study used secondary data to identify some of the challenges facing cultural heritage conservation in Nigeria. The study concluded that there is no national cultural policy in Nigeria aside from the international policy inherited from the colonial administration on antiquity, and proposed some solutions which include; public enlightenment, funding, sponsorship for archaeological excavation as well as security.

Oloidi (2021) conducted a study on museums as a catalyst for cultural heritage management and tourism development in Nigeria. This study examined the roles of museums in cultural heritage and tourism development in Nigeria using interviews, and historical and descriptive research designs. Findings revealed that museums in Nigeria have rescued and preserved several cultural heritages, but some are still scattered recklessly in every community because of insufficient funding, the attitude of the government, modernization, low workforce, religion, and the ignorance of custodians. The study recommended that the involvement of cultural and tourism stakeholders is necessary for the collection, education, exhibition, restoration, preservation, funding, promotion, and management of cultural heritage tourism development in Nigeria.

The studies above offer valuable insights into the role of museums in promoting cultural tourism. By examining the case studies of Ethiopia, Pakistan, and Nigeria, common challenges and opportunities in the field were identified.

**Key themes emerging from the studies are:**

- On **Importance of Cultural Heritage:** All studies highlight the significance of cultural heritage as a driver of cultural tourism. Heritage sites, artifacts, and traditions attract visitors and contribute to economic growth.
- On **Challenges in Heritage Preservation:** Lack of funding, inadequate infrastructure, and a lack of skilled personnel are common challenges. Climate change, natural disasters, and human activities also pose threats to heritage sites.

- On **The Role of Museums**: Museums act as custodians of cultural heritage, preserving and showcasing artifacts and historical information. They play a crucial role in educating the public about cultural heritage and fostering a sense of cultural identity.
- On **The Potential of Digital Technologies**: Digital technologies can enhance museum experiences, expand reach, and improve accessibility. Virtual tours, online exhibitions, and social media can attract a wider audience and engage visitors in new ways.
- On **Government and Community Involvement**: Government support and community involvement are essential for the preservation and promotion of cultural heritage. Effective policies, regulations, and funding mechanisms are needed to protect heritage sites and develop sustainable tourism initiatives.

### Comparative analysis and generalizability

While the specific contexts and challenges may vary across countries, the core issues and solutions identified in these studies have broader implications. By comparing the findings, it can be concluded that:

- the challenges faced by museums and heritage sites, such as funding constraints and lack of skilled personnel, are common across different regions.
- effective partnerships between governments, NGOs, and local communities are essential for successful heritage conservation and tourism development.
- raising awareness about the value of cultural heritage is crucial for fostering public support and encouraging responsible tourism practices.
- digital technologies offer innovative solutions for preserving, promoting, and interpreting cultural heritage.

By leveraging the insights from these studies, museums can develop effective strategies to enhance their role in cultural tourism.

### 3. PROBLEM STATEMENT

Lagos, Nigeria, is endowed with a rich cultural heritage but faces challenges in leveraging its museums to effectively promote cultural tourism. While the National Museum Lagos houses a significant collection of artifacts which includes; pieces of statuary carvings, as well as archaeological and ethnographic exhibits, representing the cultural heritage of Nigeria, it faces challenges in attracting visitors and leveraging its potential to drive cultural tourism in Lagos. This research investigates the current role of the National Museum Lagos in cultural tourism and identifies areas for improvement to maximize their contribution to the growth of the sector.

### 4. RESEARCH METHODOLOGY

This paper investigated the contributions of museums to the promotion of cultural tourism in Lagos State, using the National Museum Lagos as a case study. A combination of quantitative and qualitative data collection methods were adopted. For the qualitative data collection, Survey Monkey calculation table was used to determine the sample size of two hundred and fifteen (215) respondents (museum visitors) for questionnaire administration, out of which only one hundred & ninety-three (193) questionnaires were properly filled and returned, this gave a response rate of 90%. For the qualitative data, a total number of twenty (20) respondents (museum staff) were selected through the purposive sampling technique, data was gathered through Key Informant Interviews with six (6) administrative staff and Focus Group Discussions with fourteen (14) technical staff. Coefficient correlation and a simple regression model were used to analyze data on visitors' experience and the contribution of the museum to tourism promotion, while content analysis was used to analyze responses from museum staff on the challenges facing the museum.

## 5. DATA ANALYSIS AND DISCUSSIONS

### Hypothesis

H<sub>0</sub>: There is no significant relationship between well-conserved cultural heritage collections in Museums and the promotion of cultural tourism.

H<sub>1</sub>: There is a significant relationship between well-conserved cultural heritage collections in Museums and the promotion of cultural tourism.

Level of significance,  $\alpha = 5\%$

Decision rule: Reject the null hypothesis (H<sub>0</sub>) only if the p-value is less than the level of significance ( $\alpha = 0.05$ ). The test statistic: Spearman Rank Correlation Coefficient test.

$$r = 1 - \frac{6 \sum_{i=1}^n d_i^2}{n(n^2 - 1)}$$

Where  $r$  is the calculated value of the correlation coefficient,  $d$  is the difference between the rank of  $Y$  and the rank of  $X$ , and  $n$  is the number of observations.  $Y$  and  $X$  are the dependent and the independent variables respectively.

Computation and Result of the Test Statistic

**Table 1:** Correlation between well-conserved heritage collections in Museums and Promotion of cultural tourism

Correlation Coefficient	0.349
P-value	0.01
Number of Observation	193
Decision	Sig

At P-value = 0.010, it shows that there is a significant relationship between well-conserved cultural heritage collections in museums and the promotion of cultural tourism at a 5% level of significance, the strength of the relationship is determined by the correlation coefficient, table 1.1 shows that the correlation coefficient is positive 0.35, meaning that there is a mild or moderate upward linear relationship between the museum collections and promotion of cultural tourism at the study area at 5% level of significance. This means that well-conserved heritage collections at the museum will lead to increased cultural tourism activities.

There is 95% confidence that a moderate relationship exists between museum collections and the promotion of cultural tourism in the National Museum, Lagos State.

**Table 2:** Museum Collections vs Tourism Promotion

Source	Sum of Squares	Df	Mean Square	F	Sig.
Intercept	37.89	1	37.89	38.21	0.021
Museum	12.34	3	4.11	4.15	0.01
Error	186.44	188	0.99		
Total	236.67	192			

a. R Squared = 0.349 (Adjusted R Squared = 0.139)

The table above shows that there is significant relationship between well-conserved cultural heritage collections in museum and promotion of cultural tourism at National Museum, Lagos (sig=0.000<0.05).

**Table 3:** Parameter Estimates

Dependent Variable: Tourism

Parameter	B	Std. Error	T	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Intercept	0.932	0.015	4.301	0.021	0.739	1.201
Museum	0.178	0.048	2.375	0.01	0.076	0.387

Therefore, the model for conservation of cultural heritage is described below:

$$Y = 0.932 + 0.178X$$

Where Y = Tourism Promotion

And X = Museum.

### 3. DISCUSSION OF RESULTS

Findings revealed that the National Museum, Lagos performs a significant role in the conservation of cultural heritage through the artifacts and historical objects exhibited in its galleries and the large number of collections in its storage. Results also showed that these conserved heritage attracts visitors to the museum for various purposes viz; education, research, entertainment, and others, thereby promoting tourism activities.

These findings imply that, without effective museum operations, there will be no proper conservation of cultural heritage objects. Similarly, if the museum is not equipped with well-preserved heritage objects, there will be no bases (resource base) to attract visitors/tourists.

Therefore, the study indicated that museums play an important role in heritage conservation and promotion of cultural tourism, this is in line with the conclusion of Tudesse (2022), and Hong et al. (2024), that heritage resources are vital tourism products and major assets for tourism development.

However, findings also revealed that the majority of the challenges faced by the museum is related to poor funding, poor awareness, poor power supply, and lack of a well-defined national cultural heritage policy, amongst others, this is also highlighted by Mekonnen et al. (2022), Blessing (2016), Oloidi (2021), by Raza et al. (2023), in their submission as regards problems of museums.

In conclusion, it can be said that museums perform a very important role in the conservation of cultural heritage, and by proper discharge of this role through effective museum practices and engaging in cultural tourism initiatives, they can be catalysts for tourism promotion.

### 6. RESEARCH IMPLICATIONS

The research implications of this study are as follows:

- **Tourism Development:** The findings can inform the development of tourism policies and strategies to prioritize cultural tourism.
- **Safeguarding Heritage Assets:** The research can contribute to the development of policies aimed at preserving and promoting Nigeria's cultural heritage.
- **Museum Management:** The research can provide insights into effective museum management practices for promoting cultural tourism.
- **Marketing and Promotion:** The study can inform the development of targeted marketing and promotional strategies for museums and cultural tourism.
- **Stakeholder Collaboration:** The findings can facilitate collaboration between museums, government agencies, and the private sector to support and project cultural tourism.

## 7. CONTRIBUTIONS TO SCIENTIFIC COMMUNITY AND FUTURE RESEARCH

This research on museums as contributors to the promotion of cultural tourism in Lagos, with a specific focus on the National Museum, can significantly contribute to the scientific community in the following ways:

- **Expanding Knowledge Base:** It will add to knowledge on the role of museums in cultural tourism, particularly within the African context.
- **Providing Empirical Evidence:** Focusing on the National Museum Lagos, can offer concrete examples and data to support theoretical frameworks about museum impact.
- **Identifying Best Practices:** This research identified successful strategies employed by the National Museum to promote cultural tourism, providing valuable insights for other museums and tourism boards.
- **Highlighting Challenges:** Addressing the challenges faced by the National Museum can contribute to a broader understanding of the obstacles hindering the development of cultural tourism.

### 7.1. Implications for future research

This research will serve as a foundation for further exploration in the following areas:

- **Visitor Experience:** In-depth studies on visitor experiences and satisfaction can inform strategies for enhancing museum offerings and visitor engagement.
- **Community Engagement:** Investigating the museum's role in community development and cultural preservation can contribute to broader discussions on the social impact of museums.

## 8. CONCLUSION

In conclusion, it is established that museums perform an indispensable role in the conservation of cultural heritage, thereby acting as catalysts for cultural tourism promotion. This study will contribute to an academic understanding of the relationship between museums, heritage conservation, and tourism. Findings from this research will be of value to stakeholders in enhancing cultural heritage conservation and tourism promotion.

Based on the research, the following recommendations were made:

- Awareness Creation through Digital Engagements:** This can be achieved by developing a comprehensive social media strategy, including content calendars and engagement plans. Also through creating high-quality digital content (e.g., videos, virtual tours, blog posts) to attract a wider audience, and implementing a user-friendly website with clear navigation and mobile optimization.
- Embrace Technology:** by investing in state-of-the-art technology for collection management, documentation, and conservation, developing interactive exhibits and virtual reality experiences to enhance visitor engagement, and also providing staff with regular training on new technologies.
- Government Funding:** the museum should develop a strong case for increased funding, highlighting the economic and cultural benefits of museums, lobby government officials and policymakers to prioritize museum funding, partner with other cultural organizations to advocate for increased funding, and also explore alternative funding sources, such as corporate sponsorships and grants.
- Sustainable Electricity:** the museum should invest in energy-efficient lighting and HVAC systems, explore renewable energy options, such as solar power, and also implement energy-saving practices, such as regular maintenance and employee awareness campaigns.
- Staff Development:** this should be prioritized by developing a comprehensive staff training plan, provision of opportunities for staff to attend conferences, workshops, and seminars, as well as in-house training programs on topics such as museum education, curatorial practices, and visitor services.
- Cultural Heritage Education:** cultural heritage should be included in the national curriculum by developing curriculum guidelines and resources for teachers, organizing teacher training workshops to equip educators with the necessary knowledge and skills, and also, the museum should collaborate with the Ministry of Education to advocate for the inclusion of cultural heritage in the curriculum.

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