

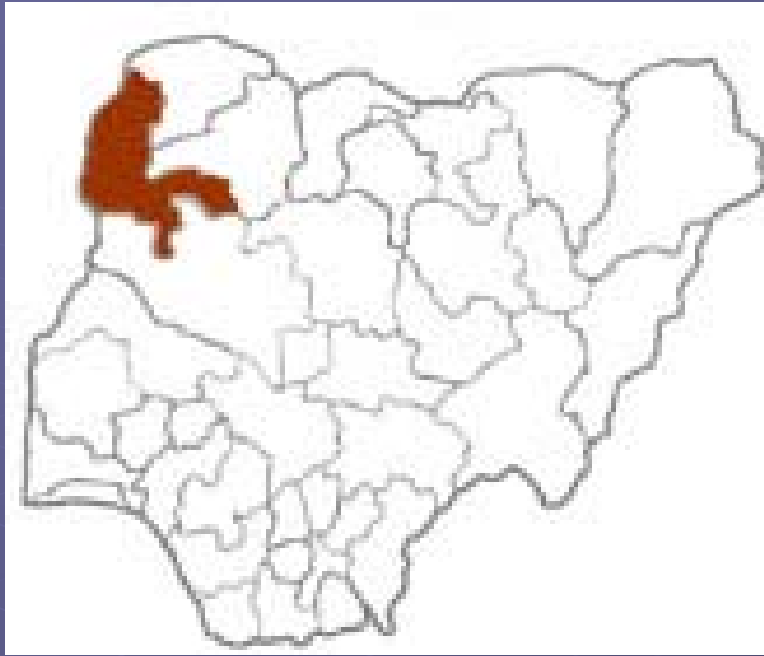
**4th IIPT African Conference on Peace through Tourism
Kampala, 20-25 May 2007**

**THE CONTRIBUTION OF
ARGUNGU FISHING AND CULTURAL
FESTIVAL
TO POVERTY REDUCTION**

By

**Munzali Dantata
Director General
National Institute for Hospitality and Tourism
Abuja - Nigeria**

Kebbi State, Nigeria



Argungu Fishing and Cultural Festival is an annual event that takes place in Argungu town, Kebbi State of Nigeria



About 30,000 fishermen, and villagers, participate in a week-long traditional fishing competition, which includes other cultural events.

Nigeria



KEY

Fishermen



Tourists



History of the Festival

Argungu is small town by the Sokoto River. Traditionally, fishing and agriculture are the main economic activities of the area.

The festival evolved over the years, from 1934 when the Sultan of Sokoto visited Argungu, after many years of hostilities between the two neighbours, ...
... and a fishing festival was organized in honour of the visiting monarch.

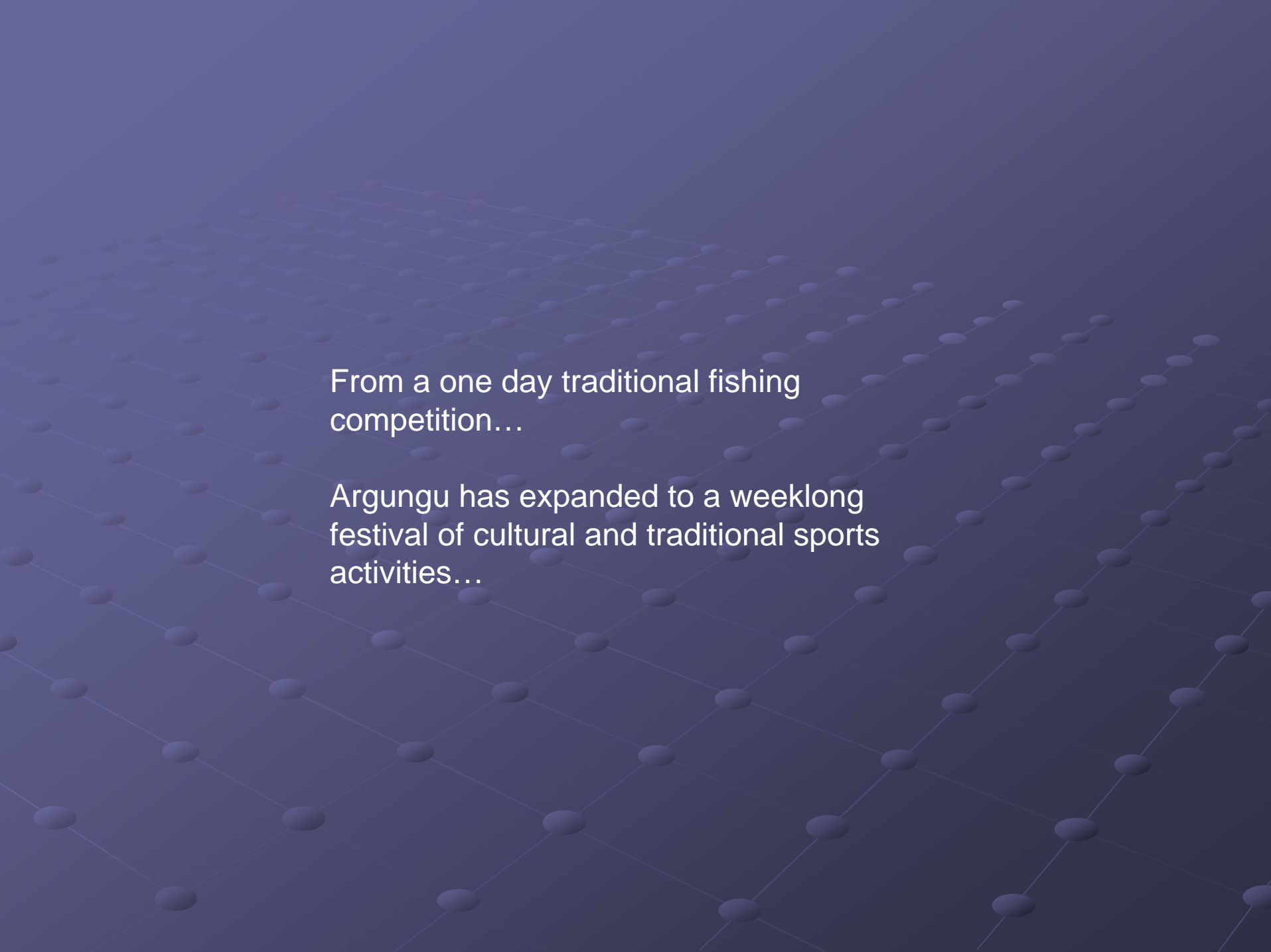
Since then, the fishing festival has continued as an annual event, with additional cultural and sporting activities.

Attracting about 500,000 spectators
from all over Nigeria, and all over the
world...

Attracting local and international media
Coverage, including the CNN and BBC...







From a one day traditional fishing
competition...

Argungu has expanded to a weeklong
festival of cultural and traditional sports
activities...



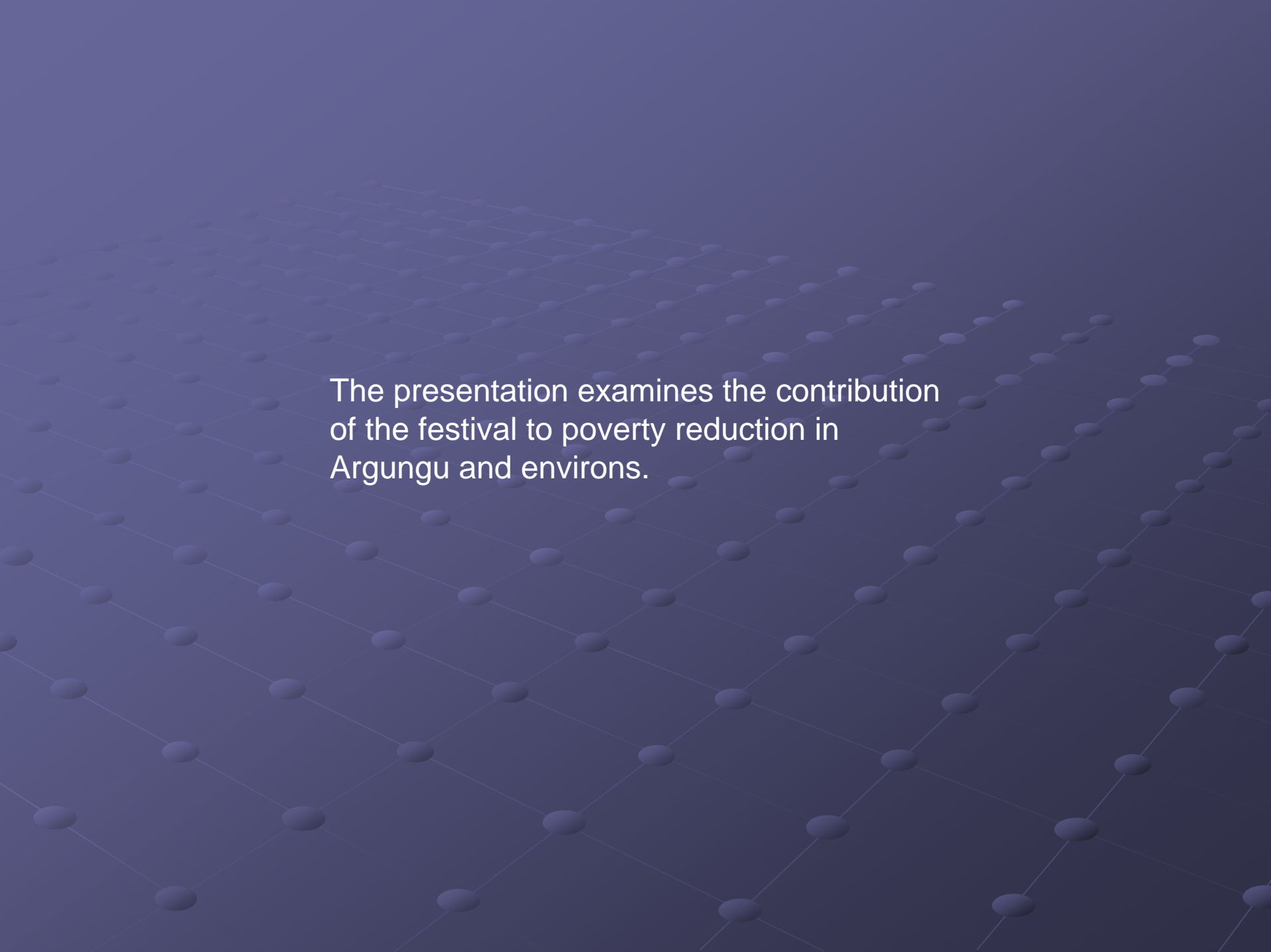
Boat Regatta



Traditional Wrestling



Traditional Archery



The presentation examines the contribution of the festival to poverty reduction in Argungu and environs.

Argungu Festival is a leading cultural tourism activity in Nigeria. Supported by government, it has impacted on the local community by:-
popularizing the name of their town;
providing income for the participants.

The Project

Various fishermen and officials were interviewed
For the project...

The conclusions are...

- the festival has made financial impact on the local community;
- aside of the added aesthetic value in terms of infrastructural development of the festival areas;
- re-awakening of and sustaining traditional heritage and sports.

However, the drawback is that the festival has only one season, its peak season, which lasts just a week...

There is hardly a low season, for as popular as it is, Argungu is Forgotten until another season (next year)

Therefore, a lot needs to be done to empower the local community.

Areas of attention include:-

- expanding the tourism product through creation of complimentary “pre” and “post” festival events outside the main festival, thereby making Argungu an all-year destination;
- providing adequate and attractive incentives for both local and foreign investments in tourism infrastructure;
- attracting domestic and international tour operators to package Argungu;
- encouraging local entrepreneurship, such as fish farms, and other tourism based traditional industries...

This will address the problems of poverty more directly and spread more widely the benefits of tourism...

Not only in Argungu, but other communities that have popular Cultural festivals....

Kano Durbar





Osun Oshogbo
Festival



Eyo Masquerade

THANK YOU



Munzali Dantata,
(Director General)
National Institute for
Hospitality & Tourism



No.3 Hargeysa Street, Wuse Zone 5
Abuja FCT
Nigeria

