

The Past, Present and Future of Architecture and Tourism (Architourism) Towards Sustainable Development in Nigeria

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Abstract

The validation of past, present and future of architecture and tourism is very important due to the factors like cultural identity, values, climate, religion, availability of natural materials, construction methods, socioeconomic condition and advancement of technology in Nigeria. With the utilization of forms and patterns as ornamentation on the surface of walls and other architectural elements of building to promote the social identity, cohesion, cultural continuity of a talking building affects sustainability. The synergy between architecture and tourism (Architourism) in the era 21st century is very important to sustainable development in Nigerian built environment by considering their opportunities: a tool to augment practice, replacing mundane tasks and meeting up with global best practices. This study focused on sustainable development of architecture and tourism in terms of economic growth, environmental protection and social inclusion by considering the management, production, consumption, innovation, local contents, products, processes and services delivery. It is aimed at identifying the contribution of architecture and tourism to sustainable development in Nigerian built environment, while extant literatures were reviewed to achieve the objectives using questionnaire and interview based on past, present and future influences. Data collected were organized and analyzed using qualitative method of compare and contrast. Findings discovered more effort is required to involve more architecture and tourism impacts in the era of the 21st century. It recommends the committed pursuit of positive collaboration in order to achieve vital development of Architourism in the world and Nigerian built environment towards sustainable development.

Keywords: Architourism, Development, Environment, Impacts, and Sustainable.

Introduction

To preserve the heritage, art and architecture is a cultural objective rigorously pursued by communities and nations wishing to promote their history, civilization and aesthetic achievements. In Nigeria, the Federal Ministry of Tourism, Culture and National Orientation is the Ministry saddled with the entire responsibility of managing both tangible and non-tangible cultural and natural heritage with the National Commission for Museum and Monuments, more directly involved in this task. Historic features which have been declared monuments by the National Commission for Museum and monuments, include building of historical and architectural interest, ancient city walls and boundary mounds as well as

cemeteries, etc. Architecture is the art and technique of designing and building, as distinguished from the skills associated with construction (www.britannica.com). Also, *Pierre (n.d)* noted that it is both the process and the product of sketching, conceiving, planning, designing, and constructing buildings or other structures (Encyclopedia Britannica). The term comes from Latin *architectura*; from Ancient Greek ἀρχιτέκτων (*arkhitéktōn*) 'architect'; from ἀρχι- (*arkhi-*) 'chief', and τέκτων (*téktōn*) 'creator'. Architectural works, in the material form of buildings, are often perceived as cultural symbols and as works of art. According to Anthony (2004), historical civilizations are often identified with their surviving architectural achievements. While according to Oxford English Dictionary (Online ed.). Tourism is travel for pleasure or business, and the commercial activity of providing and supporting such travel. The United Nations World Tourism Organization (UNWTO) defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure and not less than 24 hours, business and other purposes". Tourism can be domestic (within the traveller's own country) or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Also, tourism is one of the world's most important industries and a major source of employment. Tourism represent a broad range of career opportunities in industries which include hotels, and resort, airlines cruise and other transportation, restaurants and commercial food services, meeting and event planning, leisure recreation and sports management, environmentally sustainable and cultural tourism development (Matheson et al, 2011). As stated by Wall (2011), tourism is a service-based industry, comparing a number of tangible and intangible elements. The component of tangible elements of tourism includes: - Transportation, food and beverages, tour souvenirs and accommodation, while the intangible elements involves culture, sport, Religion, Education, Agriculture, eco-tourism etc. Architourism is a "responsible travel to natural areas that conserve the environment and improve the welfare of local people" (Merriam, 2016). Also, eco-tourism can be seen as the practice of traveling to beautiful natural places for pleasure in a way dose not damage the environment there. Architourism means practice of touring to natural protected habitats in a manner meant to minimize ecological impact. In the becoming global tourism business, architourism is considered as the fastest growing business in the tourism industry according to the world tourism organization with an annual growth rate 5% worldwide and representing 6% of the world gross domestic product, 11.4% of all consumers spending, not a business to be taken lightly (WTO. 2016). Hence, the synergy between architecture and tourism is called Architourism. The term 'Architourism' as narrated by Felino and Palafox (2019) was coined to refer to architecture as a memorable destination, and it has carved out niche in the tourism industry. For the sustainability of architourism, it is essential for architourism to contribute for the lively hood.

Statement of the Problem

Architourism is an aspect of tourism that is fast growing compared to others. It is made up of fauna and flora i.e. plants and animals, as such it attracts many tourists to this region of the country due to the rich resources. However, the contribution of Architourism to national development has direct impact on the past, present and future of Nigeria, it was discovered that despite the close collaboration between the business areas of architecture and tourism, no goal setting or strategic sustainable development is directed towards harnessing the necessary interface with conceptual, theoretical and scientific approaches in order to drive the new product design paradigm, services and innovations as an emerging economic, environmental, social and political growth.

Objectives of the Study

The study therefore aims to explore the role of architecture and tourism towards sustainable development in Nigeria, with the following objectives:

1. To find out the contribution of architecture and tourism to national development in the past, present and future.
2. To identify the roles of architecture and tourism to national development in the past, present and future.
3. To appraise the impacts of architecture and tourism in the past, present and future of Nigeria.

Literature Review

Merriam (2016) defines architourism as a practice of touring to nature protected habitat in manner meant to minimize ecological impact. Jia et al (2016) defined Architourism as traveling to relative undisturbed or uncontaminated areas with specific objectives of studying, admiring and enjoying the scenery and its plants and animals as well as any existing cultural manifestation of both past and present found in these areas. The international architourism society (2016) defines Architourism as "responsible travel to natural areas that conserves the environment and improves the welfare of local people". African wildlife policy (2014) describes architourism as a nature travel that actually contributes to conservation by generation fund for protected areas creating employment opportunities to surrounding communities and provides long time environmental conservation of resources. Architourism contributes to the rural communities' development when local residents are brought into the planning process. For Architourism to be a tool for conservation and rural development, a combined effort must be made to incorporate local populace into development of tourism industry. One of the purposes of ancient human endeavor is to enhance the beauty of buildings apart from food, water and clothing. Man has been decorating his objects, buildings, and himself throughout all of history. The context of ornaments and ornamentation is broad, constrained only by the limits of human imagination (Kaplan, 2009, pp121-132). In tandem, ecodesign deals with the integration of multifaceted aspects of design and environmental performance with the

main objective to improve product development with environmental considerations (Karlsson and Luttrupp, 2006). Ornamentations appear on some elements of the buildings such as the door and its terrace, the gable end of roof and pediments and the aeration holes that allow air into the ceiling. As a result, Mohammed (2014) stresses the management board sees the need of local communities in the game reserve and safari that may establish local advisory communities consisting of local residents to assist in the management of the tourist destination. Sustainable development connects all the above-mentioned issues of Architecture, Tourism, Artificial intelligence, Human intelligence in its 17 goals globally and in Nigeria. Sustainable development is an organizing principle that aims to meet human development goals while also enabling natural systems to provide necessary natural resources and ecosystem services to humans. The desired result is a society where living conditions and resources meet human needs without undermining the planetary integrity and stability of the natural system. The Brundtland Report in 1987 defined sustainable development as "development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs" (United Nations General Assembly, 1987). The concept of sustainable development nowadays has a focus on economic development, social development and environmental protection for future generations. Most of the visible aspects in cultural landscape is architecture of the place (Hudman & Jackson, 2002) which means that how visitors will perceive the destination and visually experience it depends largely on how appealing is architecture of the destination. When talking about architecture in tourism, the interest is not mainly in theoretical knowledge of architecture, but understanding the culture of the place, artistic flows and influences that created buildings as they are, to have visual experience and take memory back home. In the time of Grand Tours learning about architecture of Italy, or any other country for that matter, was a part of sophisticated education of young people of high society (Lasansky & McLaren, 2004). Admiring, understanding and learning about architecture as a part of education later became a trend in tourism. Branding and targeting unique architecture elements and sights as tourism attraction of a destination can attract more tourists (Pla'tou, 2007) which in turn can bring financial and economic benefits to a host society. This means that architecture can also be a tourism product offered to potential visitors. In the past decade, a new trend has been noticed that large numbers of tourists are attracted not only to the old architecture sites, but to the new architectural hotspots which was triggered after opening of Gehry's Guggenheim Museum in Bilbao, and the phenomenon of creating such buildings was named Bilbao Effect. Therefore, a research on architecture as an attraction element in tourism is necessary not only because of economical but also cultural and educational effects of tourism (Ivana, 2011).

Methodology

The methodology for this work shall be obtained by both primary sources (interviews and case studies) and secondary sources (books, journals, published and unpublished literatures, and also the internet). Also, qualitative means will be adopted as follows:

- i. Carrying out of case studies (Table 1)
- ii. Carrying out of interview (Table 2)

In doing so, the phenomenon under investigation was carried out by collecting and analyzing data from selected cases and discussing potential generalization implication for a wider application (Yin, 2008). Subsequently, a sample population of forty (40) respondents through the use of questionnaire and interviews were conducted to focus on the study and analyzed based on sorting out by using compare (Architectural views) and contrast (Tourism views) to the raised questions as tabulated below in (Table 1) as follows:

S/NO	Questions	Architectural views	Tourism views
1.	Suggest methods used in architectural tourism in harnessing sustainability for achieving the followings:		
	Planning?	Thinking locally and acting globally	Global standards and best practices
	Theory?	Evolution of new concepts and creativity	Conclusive decision of ideas and innovations
	Practice?	Making things work from virtual to reality using automation, latest softwares, BIM and smart systems	Hybrid transformation of local and foreign items, AR and VR using latest machines, gadgets and robots
2.	How can we apply the above in :		
	Design, Product and Process?	Both local and foreign considerations simultaneously	Either local and foreign considerations at a time
	Functions?	Using local and foreign contents for Safety, Ecodesigns, Security and Water, Sanitation and Hygiene	Paying attention to other internal and external automation, local and foreign contents
	Services Delivery?	Implementation of artificial and natural influences, harmonization of smart services	Respond to artificial and natural services for implementation

3.	List some sustainable applications of Architourism in the built environment:		
	Economic Growth?	Using artificial and natural effects for general design and construction, Costs, finance, budget and Estimates	Adoption of artificial and natural effects for calculating, booking, itineraries, accounting, finance, budget and Estimates
	Environmental Protection?	Adequate artificial and natural impacts for supporting macro, Messo and Micro climatic situational analysis, climate change issues and pandemics	Proper artificial and natural impacts for facilitating micro climatic ambience situational analysis, protection against pandemics
	Social Inclusion?	Creating awareness on management of social conditions with artificial and natural means	Paying attention to social behaviours in line with artificial and natural means of negative impacts
4.	What are the advantages and disadvantages of adopting Architourism in the built environments?		
	Advocacy	Artificial and natural, with local and foreign smart building operations, assistance and functionality, but capital intensive and no creativity nor improvement	Artificial and natural, with local and foreign achievement of sustainable tourism development but not easily obtainable, no ethics and may be costly

Table 1: Qualitative analysis of summarized Architectural views and Tourism views

Source: Authors' field work, 2023

The subsequent methodology considers the conventional and expected architourism practices in the past, present and future (Table 2) as follows:

Issues /No	Past Architourism Practices	Present Architourism Practices	Future Architourism Practices
1.	Natural activities at locations, for best, value for money and satisfaction of architecture and tourism independently	Entities now interact in real time with artificial and natural effects for smart architourism system jointly	Climate change and ecodesign impacts will lead to essential best-practices to ensure our smart architourism system remains sustainable and resilient
2.	Day to day basic health and hygiene practices with water and sanitation like hand washing facilities and good toilets, etc.	Use of sanitizers, face masks, social/self-distancing, boosting body immunity systems, additional safe hygiene practices supported with smart mechanisms	Law enforcement and design guidelines for public and private built environments to ensure safety at pandemic periods supported with artificial intelligence
3.	Normal business of architecture and tourism independently	Joint business of architourism with health and safety procedures at all times	Improved joint business of architourism system and with smart, mobile, health and safety procedures with standards and global best practices beyond borders

Table 2: Qualitative analysis of architourism practices in the past, present and future

Source: Authors' field work, 2023

Findings

- i. Visits to the study area for case studies and carrying out interviews. This allowed proper analysis of the existing monument sites, logistics and strategies.
- ii. Interviews carried out with stakeholders in the monument sites neighbourhood to know how they perceive Architecture and tourism towards sustainability.
- iii. Majority of the population opined that the participation of Nigerians and non-Nigerians in architourism activities will seriously boost and improve the living standard.

Conclusion

Architecture and tourism have always had a close relationship. As architecture is a part of our everyday environment it is impossible to ignore it, especially if it has historical, cultural and artistic meaning. Early travelers admired wonders of their ancient world, Grand Tour travelers traveled the world for knowledge as well as to see architectural masterpieces, and today tourists became more demanding, traveling for something refreshing and new.

Recently tourism faced a new phenomenon – architourism, where tourist travel to see architecture not only as a part of a destination but as a reason to travel (Ivana, 2011). In conclusion, in spite of the prevailing nature of an appraisal of architourism attraction for rural development backwardness in Nigeria have delimit the development in the areas in which improper provision of tourism incentive, lack of accessibility, low level of education and poverty. By this study, there is need for government and private sector to work tirelessly to address the problems of architourism and showcase some of the benefits such as source of income generation, employment opportunity and contribute to government revenue from the tourist destination will determine the development and growth of the people that will visit such a destination. Based on the results of the findings, majority of the population opined that the participation of Nigerians and non-Nigerians in architourism activities will seriously boost and improve the living standard.

Policy Recommendations

The world we live is ever changing and dynamic with the following suggestions:

- i. The need for smartly designed buildings and tourism spaces that can perform many functions, properly and adequately with sustainable development are in the 21st century.
- ii. Sustainable development will help to establish long-term relationships with Architecture and Tourism in response to better future of the world in general and Nigeria in particular.
- iii. The government of the day, through special programmes under National Tourism Board, UNESCO, e.t.c, should give funding priority to improvement of architourism and other supporting facilities, thus employment opportunities in developing areas which will therefore lessen the attraction to big cities.
- iv. Stakeholders in Public and Private Partnership as alternative to funding; should sponsor and organize massive enlightenment programmes, workshops, conferences, seminars and symposia in collaboration with all the media houses. As a result of this, training, re-training and relearning the architourism situation in the country will be revamped.
- v. Another important area is that architourism and allied professionals in training and practice which are true mirror-reflection of the society should embark on researchable projects that will cover the socio-cultural, political and technological architourism projects so as to meet up with sustainable development.

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