

**THE IMPORTANCE OF CULTURE IN THE DEVELOPMENT OF
TOURISM IN SIERRA LEONE**

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ABSTRACT

The importance of culture has been looked at as one of the pillars of tourism development in many countries and Sierra Leone as a whole. The objective of the study is to examine the importance of culture in the development of tourism in Sierra Leone. The main areas of intervention include infrastructure improvement, heritage preservation,

economic development, regional identity and image branding. The main instrument for this paper was a structured questionnaire which was administered among twenty staff of the various sectors within the tourism/culture industry in Sierra Leone. The collected data was analyze and presented by the aid of tables, frequency and percentage using a simple percentage methods expressed as sample frame divided by the total multiply by one hundred. The care funding for cultural tourism programmes comes from the public sector, even though complimentary funding provided by the private sector. Public funding has limitations and make project leaders dependent on a public sector funding cycle which creates uncertainty about funding levels. It is recommended that to activate these problems, it is suggested that the public sector develop alternative funding sources and introduce multi-annual funding programmes. Culture creates authority and distinctiveness in the global tourism market. In this regard, “tourism experiences” that can connect people and visitors to local cultures are very important. In many cases, the ring of destination is also linked to specific cultural events e.g. Connected to famous places, masquerades, festivals, people or historical events which can also play a catalyst role in this development and the involvement of the local communities.

KEYWORDS: Importance, Culture, Development.

INTRODUCTION

The main aim of this journal is to thoroughly present the role and positions of cultural tourism, as one of the modern tourism industry's most dynamic developing branch, in today's global tourism market both from the theoretical and the practical point of view. With the definition of cultural tourism, I tried to point out at the complex problems of the term as it is proved to be a controversial issue in tourism, since there is no adequate definition existing. In the absence of a uniformly accepted definition, cultural tourism can be characterized both from the perspective of supply and demand and also from the point of view of theoretical and practical approach. We can state that cultural tourism is a very complex segment of the tourism industry; its supply is diverse and versatile. The future positions of the discipline will probably be strengthened both directly and indirectly as with the change of the recreational needs that aim to get acquainted with the cultural values is strongly increasing. Mass tourism though will of course never lose its positions, but tourists taking part in the supply of the 4s will become visitors with more diversified needs concerning cultural interest. Apart from the theoretical discussion, the aim is to provide an insight in to the tourism segments and attraction structure of the cultural tourism as well. To define cultural tourism, first of all one will have to determine the meaning of the term culture. In this journal I do not intend to investigate this very complex concept from different aspects and approaches or with a very detailed analysis but I wish to provide an insight and a starting point since I feel that the determination of the context provides the basics for the research on cultural tourism. In this approach first of all I intend to highlight one of the first scholars who dealt with the identification of culture by providing a classic approach which is widely accepted in the scope of social sciences researchers. According to Taylor (1871) culture is that complex whole which includes knowledge, belief, art, morals, laws, custom, and many other capabilities and habits acquired by man as a member of society (Taylor, 1871). This definition seems to be a favorable approach to my investigation as well since the determination can be used in a wide content opening the possibilities to the possible connection with other disciplines and at the same time the definition is exact and concrete when analyzing the meaning of culture I also would like to provide the approach and definition of the (Webster's New Encyclopedic Dictionary, p. 244).

On the other hand I also wish to explain that there is a strong and may be everlasting debate on the definition of this very complex term. Anthropology originally stated that culture and cultures are unique bounded entities with limits and specific characteristics. Cultures were static, in that they could be captured by anthropological analysis. Their customs, habits, morals, relationships uniqueness could all be detailed, and in doing so, the ways in which each culture was separated from all others could be seen. On the other hand a recent trend of the research on culture was separated from each other providing a chance to continuously interact and contact with each other. Of course this trend would also strongly determine the formation and development of cultural tourism as well from the more recent perspective I intend to highlight the definition of HOFSTEDE (1997) who states that: “ culture refers to the cumulative deposit of knowledge, experience, habits, values, attitude, meanings, hierarchies, religion, nation of time, roles, spatial relations, concept of the universe and material objects and possessions acquired by a group of people in the course of generations through individual and group striving.

This journal indicates the important of culture and tourism as driver of attractiveness and competitiveness. Many regions are now actively developing their tangible and intangible cultural assets as a means of developing comparative advantage in an increasingly competitive tourism market place and create local distinctiveness in the face of globalization. Culture and tourism have a mutually beneficial relationship which can strengthen the attractiveness and competitiveness of places, region and countries. Culture is an increasingly important element of the tourism product as it creates distinctiveness in a crowded global market place. At the same time, tourism provides an important means of enhancing culture and creating income which can support and strengthen cultural heritage, cultural production and creativity.

Culture and tourism are linked because of their obvious synergies and their growth potential cultural tourism is one of the largest and fastest growing global tourism markets and the cultural and creative industries are increasingly being use to promote destinations. The increasing use of culture and creativity to market destinations is also adding to the pressure of differentiating regional identities and images and a growing range of cultural elements are being employed to brand and market regions partnership is essential. The complexity of both the tourism and cultural sectors implies that platforms must be created to support collaboration, and mechanisms must be found to ensure that these two sectors can

communicate effectively. Local communities are beginning to come together to develop cultural products for tourism rather than competing directly with one another. New policies are likely to feature new structures and project involving public-private partnership and bringing together a wider range of stakeholders to use culture not only to make destinations attractive for visitors, but also to promote regions as destination to live, work and invest in. Culture in all its forms is likely to figure strongly in the tourism product and promotion of most regions, even those which have traditionally relied on their natural assets, such as sun and beach or mountains, for their attractiveness. Destinations are also trying to increase their comparative advantage by adding to their stock of cultural attractions. They are also trying to develop their intangible culture and creativity.

Definition of Key Terms

Attraction: - A place, events, building or area which tourists want to visit.

Biodiversity: - A variety of wildlife in an area.

Business plan: - An action plan that entrepreneurs draw up for the purpose of starting a business guide to running one's business.

Component: - A constituent part.

Culture: - People's customs, clothing, food, houses, language, dancing, music, drama, literature and religion.

Destination: - The end point of a journey.

Diversity: - Variety, multiplicity, range, assortment.

Domestic: - Within one's own country. A domestic tourist is a person who engages in tourism in his/her own country, domestic flights are those within the airline's own country.

Economy: - Wealth of resources of a community.

Ecosystem: - An area where living and non-living things interact.

Eco-tourism:- A combination of tourism and the environment (e.g. planning before development, sustainability of resources, economic viability of a tourism product, no negative

impact on either the environment or local communities, responsibility for the environment from developers, the tourism industry and tourists, environmentally-friendly practices by all parties concerned and economic benefits flowing to local communities).

Endangered species: - In server danger of becoming extinct in the near future unless immediate steps are taken to protect the species.

Environment: - The diverse community activities and cultures of a country's inhabitants, as well as its scare and sensitive natural resources.

Event: - An occurrence of importance.

Excursionist:- A temporary visitor, staying less than 24 hours, including cruise travelers but excluding travelers in transit.

Fauna: - All the animals of a particular area.

Flora: - All the plants of a particular area.

Gateway: - The point of access to a country or region, usually an airport or seaport, although certain frontier points and railways stations can be given the designation.

Global: - Worldwide.

Greenwich meridian: - The meridian of longitude that passes through Greenwich (London) and from which all other meridians are numbered, also known as the prime meridian or the zero meridian.

Heritage: - A very broad expression that describes anything that has a link with some past event or person (e.g. cultural heritage refers to past customs and traditions with the unspoken implication that these are worthwhile or credible).

Heritage site: - A place that capitalizes on its connection with heritage.

Man-made attraction: - An attraction created by people.

Icon: - A symbol representing something.

Inbound tourist: - Tourist coming into a country from another country.

International tourist: - Tourist travelling to and between foreign countries.

Itinerary: - The written details of a customer's travel arrangements in the form of dates, times and destinations.

Local: - Belonging to a particular place or region.

Macro business: - A large, formal business that employs many people.

Micro business: - A small, often informal, business that employs very few people.

Natural attraction: - A tourist attraction that has not been made or created by people.

Natural disaster: - A destructive force (e.g. earthquake, flood, volcanic eruption).

Outbound tourist: - A tourist departing to a destination beyond the borders of the country of residence.

Profitability: - Capacity to make profit.

Region: - An area of land having more or less definable boundaries.

Sector: - A part or branch of the whole industry that provides particular goods and/or services.

Service: - Work done for the benefit of another.

Service delivery: - The manner in which customer needs are met.

Service provider: - A person or company that supplies a particular service.

Short haul: - 1-3 hour flight.

Souvenir: - A product purchased by a tourist as a reminder of a holiday.

Sustainable: - Something which can be kept in the same or a better condition for the future.

Tourism: - The all-embracing term for the movement of people to destinations away from their place of residence for any reason other than following an occupation, remunerated from within the country visited, for a period of 24 hours or more.

Tourism geography: - The knowledge of country, regions, major cities, gateways, famous icons, monuments, building structures, and geographical features such as rivers, seas, mountains, deserts and time zones.

Tourism industry: - A group of businesses that provide services and facilities for consumption by tourists.

Tourism infrastructure:- Roads, railway lines, harbors, airport runways, waters, electricity, other power supplies, sewerage disposal systems and other utilities to serve not only the local residents but also the tourist influx (suitable accommodations, restaurants and passenger transport terminals from the superstructure of the region).

Tourism product: - Different things to the various members of the tourism industry. To the hotel it is guest-nights. To the airline it is the seats flown and the passenger miles. To the museum, art gallery or archaeological site, the product is measured in terms of the number of visitors. For the tourist the product is the complete experience resulting from the package tour or travel facility purchased, from the time they leave home until their return.

Tourist:- One who travels for a period of 24 hours or more in a place other than that in which he or she usually resides, whose purpose could be classified as leisure (whether for recreation, health, sport, holiday study or religion), business, family, mission or meeting.

Tourist facility: - A feature created for utilization by tourists.

Tourist route: - A route developed to attract tourists to an area to view or experience something unique to that area (e.g. wine route, whale route, heritage route, and battlefield route).

Tourist trend: - A general tendency to visit a country, region or destination or to pursue a specific tourist activity.

World heritage site: - A site designated by UNESCO as being of special historical, cultural or natural importance.

MATERIALS AND METHODS

According to Zikmard (2003) a well detailed and structured materials and methods were used to justify the knowledge and the rules that were employed in the research and this should be carried out from the onset of the journal. Furthermore, the materials and methods can also be used to point out the strengths and weakness of previous research studies. It should also be mentioned that a huge amount of resources were spent on the research. Therefore, it must be rigorously carried out so as to justify the time of energy applied in it. This is why Creswell (2002) sees research work as occupying the peak in the ladder of the research project.

Purpose of the Research: The purpose of this research can be exploratory, descriptive and explanatory or policy oriented. According to Collins (2003) these categories are not mutually exclusive; they are a matter of emphasis. As any research study will change and develop over time, one can identify more than one purpose. These four types of research are discussed below. In this effect, this research is emphasizing on all the purposes.

Research Design: The study was designed as a descriptive study. The research preferred the method because of its ability to describe a situation and its minimum bias in the collection of data. This descriptive design involves large numbers of persons and describes population characteristics by the selection of unbiased sample. It involves using questionnaires and sometimes interview tests, and generalizing the result of the sample to the population from which it is drawn. Descriptive design is the most frequently used method of collecting information about people's attitudes, opinions, and habits on social issues and such studies usually do not involve hypothesis testing. The study was not concerned with testing of hypothesis.

Population: the population for this work was an entire group of individuals, events or objects with some common observable characteristics. The study of population includes staff of the ministry of tourism and cultural affairs, National Tourism Board, few reputable hotels and restaurants, National Museum, relics and monuments commission, travel agencies, tour operators and airlines.

Sampling Frame: a sampling frame is a list, directory or index of cases from which a sample can be selected. The sampling frame for the study was the directory of the National Tourist Board which include list of all establishments currently operating in Sierra Leone.

Sampling Techniques: a sampling techniques is part of the target (or accessible) population that has been procedurally selected to represent it. The area of study, as Sierra Leone was selected. The target population composed of staff of the various sectors within the tourism industry in Sierra Leone who were selected using random sampling techniques for categorization. The respondents were selected using simple random sampling techniques.

Sample Size: sample size is an important feature of any empirical study in which the goal is to make inferences about a population. To obtain the sample size the researcher selected eight (8) staff of National Tourism Board, five (5) from the ministry of tourism and cultural affairs, three (3) from hotels and restaurants, two (2) from airline, so the twenty (20) respondents formed the sample size.

Research Instruments: the main research instrument for the study was a questionnaire for all staff of the above mentioned sectors. The questionnaire was open and close ended to ease analysis of data. It consisted of questions gearing toward sounding their opinion about the role of marketing in promoting Sierra Leone culture as a tourist destination. All questions were with options and it was left to the respondents to only select the appropriate one.

An interview schedule was prepared for key senior management teams of these sectors to rate the role of culture in the development of tourism in the country and assist to determine whether responses from other respondents were correct or biased. So many discussions were held with local people especially those who are not working directly with the tourism industry to sound their opinion on the importance of culture in the development of tourism in the country.

Data Collection Procedure: the source of data was primary as this study was an original work. As indicated earlier a close and open ended questionnaire for staff was used as the main instrument to collect data. Personal interviews were conducted with key staff of the above mentioned sectors. The appropriate time for administration was negotiated between the researcher and the respondents. The questionnaire distribution was facilitated by the researcher who also assisted in the collection process. The whole of this exercise was done for a period of two months as some of the respondents were too busy to workload constraints.

Data Processing and Analysis: data collected was analyzed qualitatively and quantitatively using the statistical packages for social sciences (SPSS). Before starting the analysis process,

the researcher processed the data by editing, categorizing and coding it appropriately. After processing, the researcher then fed the data into the computer via the SPSS programme.

Triangulation of Data: triangulation involves asking whether the data from the various sources leads to the same conclusions. If it does, then the researcher has much more confidence in their argument according to Hussy (2003).

RESULTS

Data presentation and analysis

Introduction

This is a detailed analysis and presentation of data collected from respondents in relation to the socio cultural contribution of cultural tourism in the development of Sierra Leone. It is with the aid of tables, frequency and percentages to illustrate the research findings.

Table 1.1: Describes the status of respondents.

Status	Frequency	Percentage
Manager	2	10%
Supervisor	3	15%
Head of unit	4	20%
Staff	11	55%
Total	20	100%

Table 1.1 reveals that 10% of the respondents contacted were managers, 15% were supervisors, 20% were head of units and 55% were from the general staff. Meaning majority of those contacted were ordinary staff members of all the different sectors within the tourism industry that is currently contributing towards culture in the country.

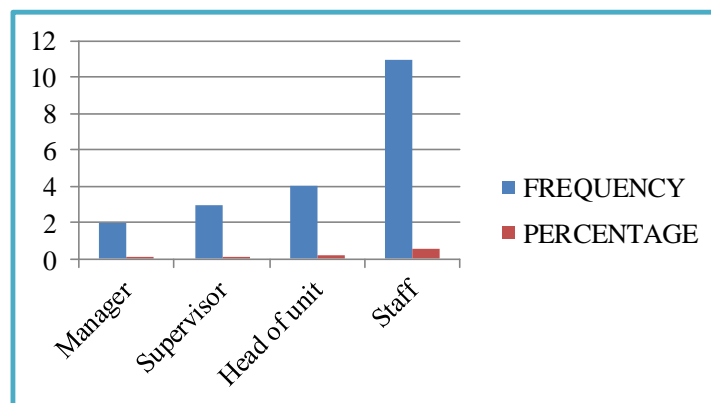
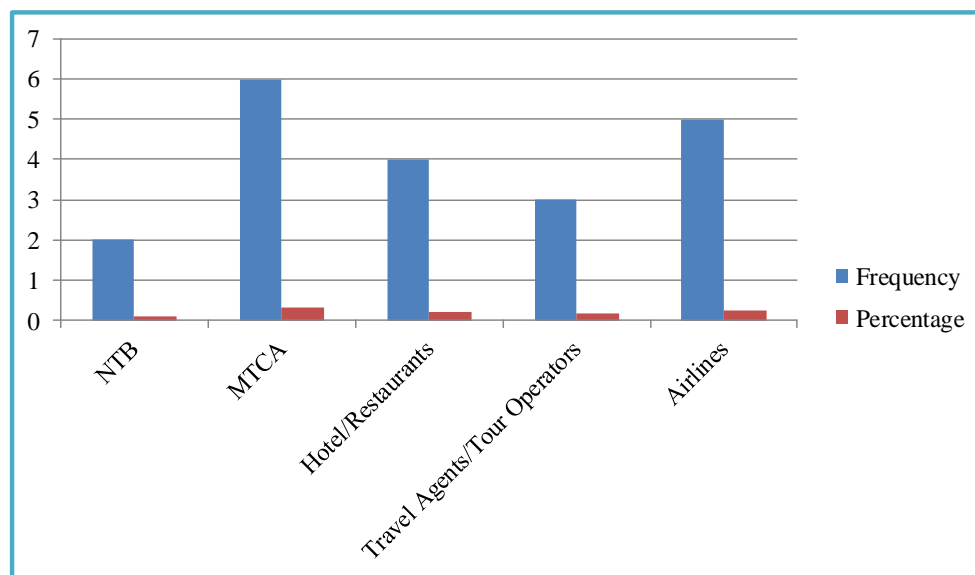


Fig.-1.1.

Table 1.2: Describe the sector of respondents.

Sector	Frequency	Percentage
NTB	2	10%
MTCA	6	30%
Hotel / Restaurants	4	20%
Travel Agents / Tour Operators	3	15%
Airlines	5	25%
Total	20	100%

Table 1.2 reveals that 10% of the respondents were from the National Tourist Board, 30% from the Ministry of Tourism and Cultural Affairs, 20% were from hotels / restaurants, 15% were from travel agencies / tour operators and 25% were from airlines. Majority of the respondents were from the ministry of tourism and cultural affairs since they are charged with the responsibility of developing tourism and cultural activities in Sierra Leone.

**Fig.-1.2.****Table 1.3: Describes the gender of respondents.**

Sex	Frequency	Percentage
Male	15	75%
Female	5	25%
Total	20	100%

Table 1.3 reveals that 75% of the respondents contacted were males and 25% were females meaning more of the respondents contacted were males as compared to their female counterpart. Reason being that more male is holding managerial and supervisory positions in the tourism industry in Sierra Leone.

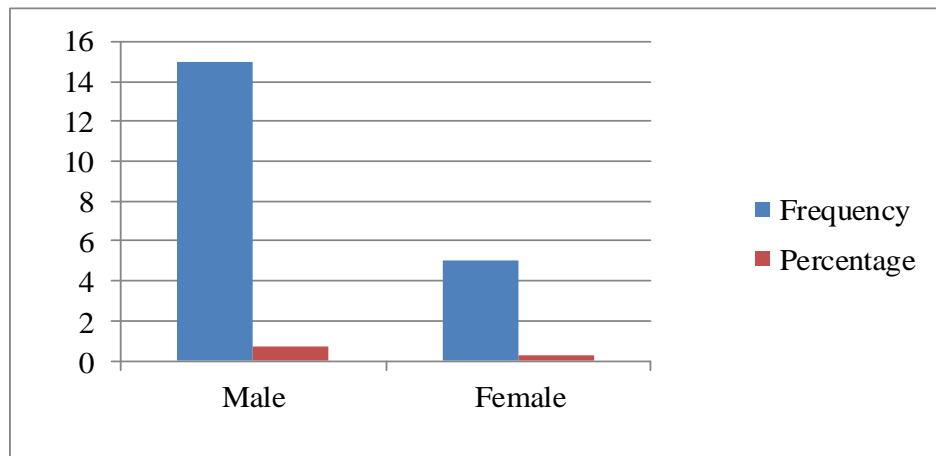


Fig. 1.3: Objective one: to identify the contribution of culture in terms of employment.

Table 1.4: Describes whether culture can contribute to employment.

Contribution	Frequency	Percentage
Yes	18	90%
No	2	10%
Total	20	100%

Table 1.4 reveals that 90% of the respondents contact indicates that culture can contribute to the creation of employment among youths in the country and 10% indicated will not contribute towards employment in the country.

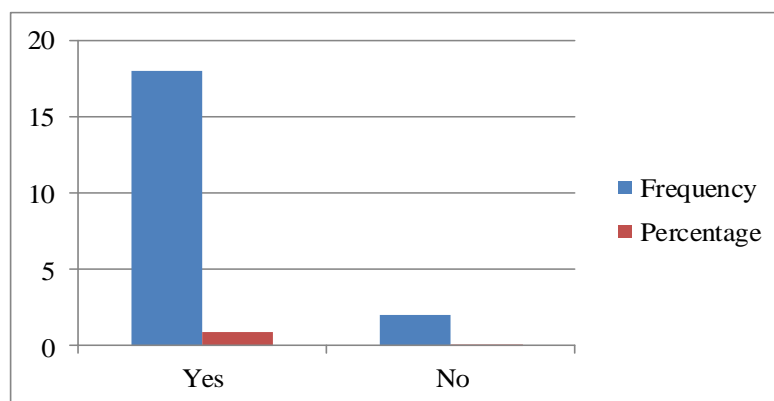


Fig.-1.4.

Table 1.5: Describes if yes how.

How	Frequency	Percentage
Creation of culture village	6	30%
Local community involvement	3	15%
Sensitizing the public	2	10%
Upgrading culture activities	4	20%
Promoting the culture in and out of the country	5	25%
Total	20	100%

Table 1.5 reveals that 30% of the respondents contacted, indicate creation of cultural village by the ministry of tourism and cultural affairs, 15% indicated local community involvement, 10% indicated sensitizing the public about the importance of culture to the tourism industry. 20% indicated upgrading cultural activities and 25% indicated promoting the culture in and out of the country. Creating a cultural village will definitely create a lot of job opportunities for youths especially who will be selling artifacts.

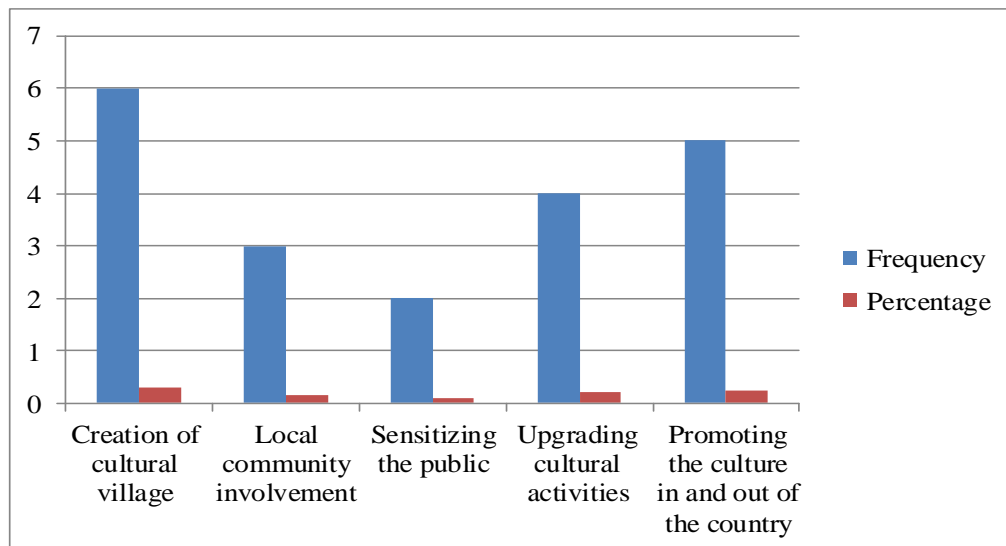


Fig.-1.5.

Table 1.6: Objective two: to evaluate the socio cultural impact on the people of Sierra Leone.

Positive impact	Frequency	Percentage
Intermarried	2	10%
Improve on the image of the country	6	30%
Preservation of culture	7	35%
Improving on international relations	5	25%
Total	20	100%

Table 1.6 reveals that 10% of the respondents contacted, indicates that it will lead to intermarriages between tourists and the local people, 30% indicated that it will improve on the image of the country as friendly destination which in turn attract more cultural tourists, 35% indicated that it will lead to the preservation of our culture. It is for this reason that the museum was established to preserve our cultural heritage which can be used to educate visitors and 25% indicates that it will lead to the improvement on international relations between Sierra Leone and other countries.

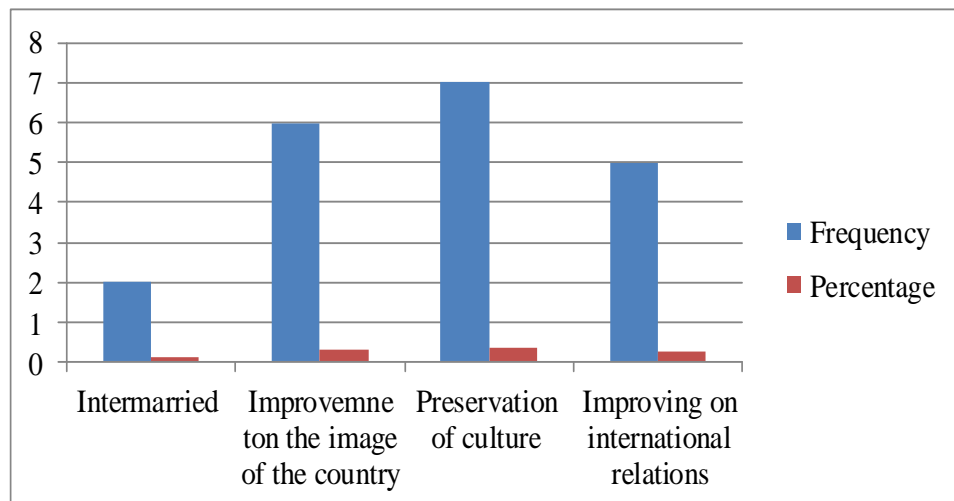


Fig-1.6.

Table 1.7: Describes the negative impact of culture on the people.

Negative impact	Frequency	Percentage
Imitation	6	30%
Social evil	5	25%
Degrading of culture	4	20%
Hostility	3	15%
Removal of charity	2	10%
Total	20	100%

Table 1.7 reveals that 30% of the respondents contacted indicate that imitation meaning the local people will soon begin to dress, dance and behave like the visitors (tourist). 25% indicates social evil, meaning as long as the local people are seeing visitors enjoying on their beaches by displaying of wealth, they will want to enjoy the same, this will lead them to look for money in various sources or kind and as a result to commercial sex workers, drug abused, gambling, and pick-pocketing. 20% indicated degrading of culture were the local people entertained tourists for money by displaying their secret parts to tourist and it will affect our culture and over a period of time the value of our culture will be meaningless to tourists, even among the local people. 15% indicates that hostility which is always expected from the locals as a result of them seeing visitors employing in their own town and cannot afford the money to enjoy them will result to arm robbery attacks on them at beaches and entertainment centers. 10% indicates the removal of charity as the idea of tourism is now money making, so the local people will expect money from the tourists / visitors who want assistance or would like to be assisted by the local people.

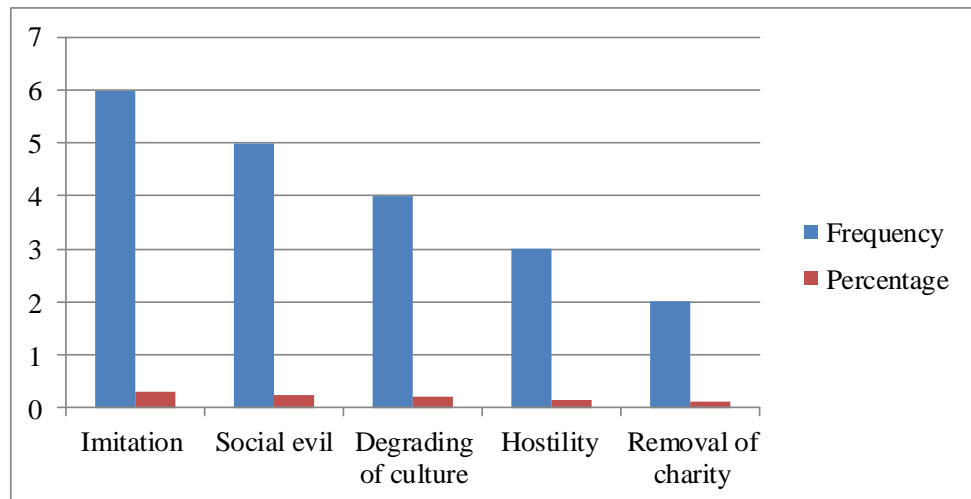


Fig. 1.7: Objective three: to identify the role of the ministry and national tourist board towards the development of culture.

Table 1.8: Describes the roles of the ministry of tourism and cultural affairs and national tourist board.

Role	Frequency	Percentage
Planning, marketing and developing	7	35%
Policy making	6	30%
Creating an enabling environment	2	10%
Promoting and organizing cultural activities	5	25%
Total	20	100%

Table 1.8 reveals that 35% of the respondents indicate planning, marketing and developing, 30% indicates policy making, 10% indicates creating an enabling environment for cultural activities to be invested and 25% indicates promoting and organizing cultural activities. All of the mentioned roles are to be discharged by both the MTCA and NTB for culture to be developed and contribute to the development of tourism in Sierra Leone.

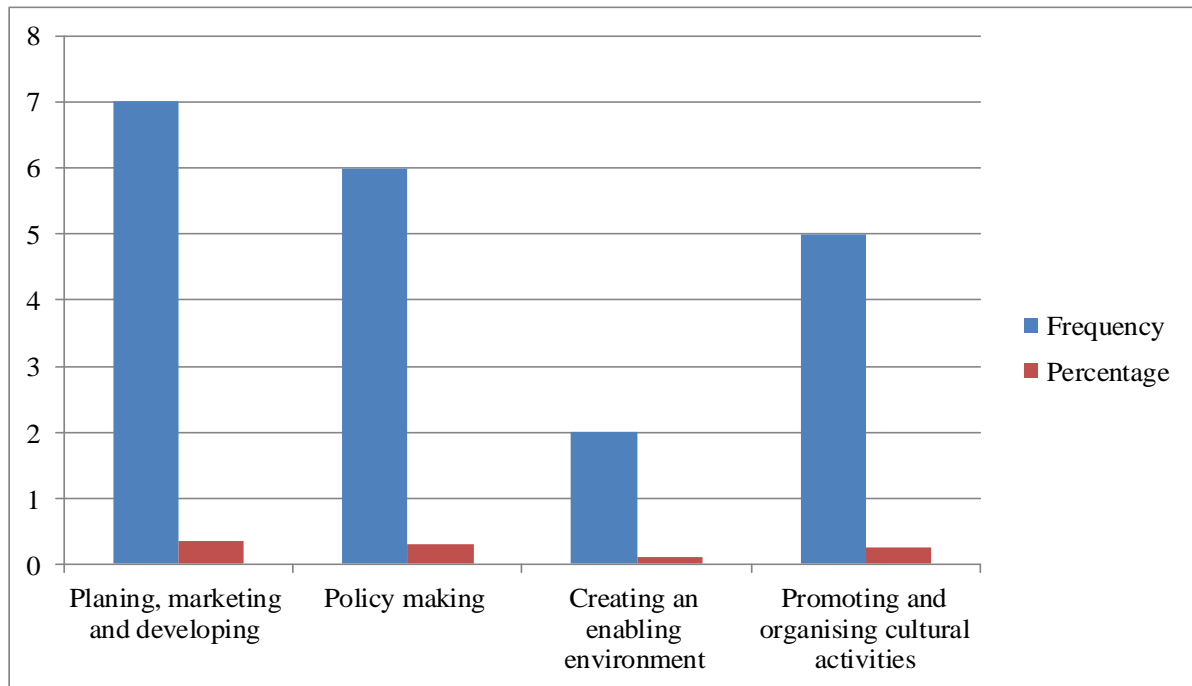
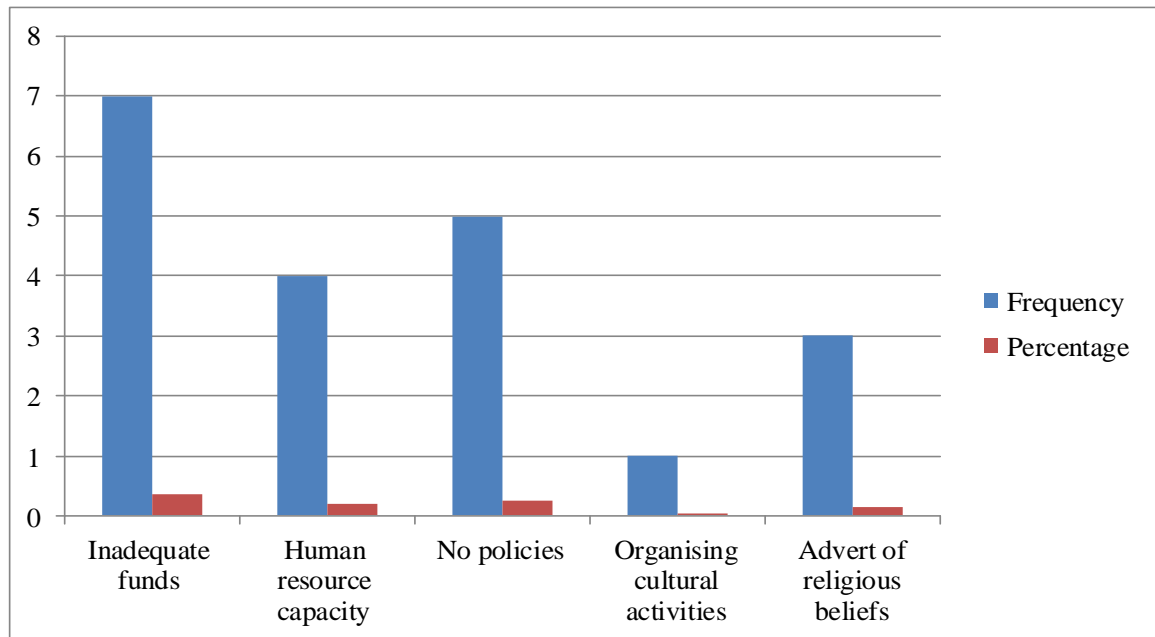


Fig. 1.8: Objective four: to identify the challenges faced in the promotion of culture.

Table 1.9: Describes the challenges faced in promoting culture.

Challenges	Frequency	Percentage
Inadequate funds	7	35%
Human resource capacity	4	20%
No policy	5	25%
Organizing cultural activities	1	5%
Advert of religious beliefs	3	15%
Total	20	100%

Table 1.9 reveals that 35% of the respondents indicates inadequate funds from the government to invest in the development of tourism and culture in the country, 20% indicate no policy on cultural development as a result the development of culture is in limbo, 5% indicates difficulties in organizing cultural activities in the country as a result of lack of adequate funds and 15% indicates advert of religious beliefs. The Christian and Muslims perceived cultural activities as associated with devil and other demonic activities.



DISCUSSION

Tourism has assumed a vital role in the development of destinations around the world. In most cases, culture is a major asset for tourism development as well as one of the major beneficiaries of this development. Culture is a major factor in the attractiveness of most destinations, not only in terms of tourism, but also in attracting residents and inward investment. Tourism and culture are so interrelated that they have become major drivers of regional attractiveness and competitiveness.

During most of the 20th century, tourism and culture were viewed as largely separate aspects of destinations. Cultural resources were seen as part of the cultural heritage of destinations, largely related to the education of the local population and the under pinning of local or national cultural identities.

Tourism, on the other hand, was largely viewed as a leisure-related activity separate from everyday life and the culture of the local population. This gradually changed towards the end of the century, as the role of cultural assets in attracting tourists and distinguishing destinations from one another become obvious. In particular, from the 1980's onwards "cultural tourism" becomes viewed as a major source of economic development for many destinations. The growing articulation between culture and tourism was stimulated by a number of factors.

They are as follows =

1. Demand

- Increased interest in culture, particularly as a source of identity and differentiation in the face of globalization.
- Growing levels of cultural capital, stimulated by rising aging populations in developed regions.
- Postmodern consumption styles, emphasizing personal development rather than materialism.
- A desire for direct forms of experience (“life seeing” rather than sightseeing).
- Growing importance of intangible culture and the role of image and atmosphere.
- Increased mobility creating easier access to other cultures.

2. Supply

- Development of cultural tourism to stimulate jobs and income.
- Cultural tourism was seen as growth market and ‘quality’ tourism.
- An increasing of culture as a result of regional development.
- The growing accessibility of information on culture and tourism through new technologies.
- The emergence of new nations and regions eager to establish a distinct identity (e.g. the impact of newly-independent states in central and eastern Europe).
- A desire to project the external image of regions and nations.
- Cultural funding problems related to increasing cultural supply.

As a result, culture has been increasingly employed as an aspect of the tourism product and destination imaging strategies and tourism has been integrated into cultural development strategies as a means of supporting cultural heritage and cultural production. This synergy between tourism and culture is seen as one of the most important reasons for encouraging a more direct relationship between these two elements. This relationship is even more significant, given that the growing importance of both tourism and culture for economies around the globe. The OECD estimates that international tourism accounts for approximately 30% of global service exports in 2006 (OECD 2008), similarly culture and creativity are increasingly being recognized as important economic drivers. An OECD study on the economic importance of culture indicated that in several major economics, the value of the

cultural industries was between 3% and 6% of the total economy Culture and Tourism as drivers of regional attractiveness and competitiveness.

Regional attractiveness and competitiveness are directly linked. Countries and regions increasingly have to compete to attract residents, visitors and inward investments. Kottler haider and rein (1993: 14) have suggested that: “every place, community, city, state, region or nation should ask itself why anyone wants to live, relocate visits, invest or start or expand a business there. What does this place have that people need or should want? What competitive advantages that this place offers that other do not?” what different destinations have to offer depends not just on economic factors, e.g. standard of living or location factors such as the “atmosphere” of a place or its general quality of life. In analyzing attractiveness, many studies have borrowed from the work of Porter (1990) on competitiveness. Porter’s “diamond” features the main “drivers” of competitiveness factor conditions, demand conditions, related and supporting industries and firm strategy, structure and rivalry for tourism, the factor conditions have traditionally been most important for destination attractiveness, both in terms of “inherited factors” (natural resources such as beaches, climate, etc) and “created factor” (such as cultural attractions, events, etc). But increasingly, destinations have to A’S Porter (2002: 32) latter notes: almost everything matters for competitiveness. This schools matter, the financial markets, customer sophistication matters, among many other aspects of a nation circumstances, many of which are deeply rooted in a nation’s institutions, people and culture”. In studying regional attractiveness, it is important not only to consider what makes people move to a certain region but also what makes people want to stay. “This study found culture to be one factor considered along with others (housing, employment, etc.) in destinations decisions and that culture tendered to be valued most by the highly educated and particularly those with an artistic education. This seems to support Florida’s ideas of the important of culture for the creative class in particular. The concept of the competitiveness has also been applied directly to tourism destinations. Crouch and Ritchie (1999) adapted Porter’s model to suggest that “destination attractiveness” depend on four components:

- Core resources and attractors (physiographic, culture and history, marketers, mix of activities, special events, entertainment and superstructure).
- Supporting factor and resources (infrastructure, accessibility, facilitating resources, hospitality enterprise).

- Destination management (resources stewardship, marketing finance and venture capital, organization, human resources development, information/research, quality of service, visitors management).
- Qualifying determinants (location, interdependencies, safety security, awareness/ image/ brand, cost/value). Therefore, a destination may have a certain attractiveness based on its inherited assets. Its ability, however, to compete with area to attract tourism or investment may also vitally depend on its ability to transform the basic inherited factors into created assets with a higher symbolic or sign value which may then be translated into higher market values.

Destination will have to organize their resources in the most efficient way to produce competitive advantage in the tourist market, viewed from this perspective, productive efficiency of a territory to produce tourist.

Types of Cultural Tourist

- a. The purposeful cultural tourist, his main purpose is the primary motivation for visiting a destination and the tourist has a very deep and elaborate cultural experience.
- b. The sightseeing cultural tourist his primary reason is to visit a destination, but the experience is less deep and elaborate.
- c. The serendipitous cultural tourist, he does not travel for cultural reasons, but after participating, ends up having a deep cultural tourism experience.
- d. The casual cultural tourist, he has a weak motive for travel and the resulting experience is shallow.
- e. The incidental cultural tourist, he does not travel for cultural reasons but nonetheless participate in some activities and has shallow experience.

Traditions, Ethnic Tourism

According to this point of view two types of ethnic tourism are differentiated. One of them is “root tourism” and the other more widely in practice is tourism with the purpose of getting to know other people’s different cultural background from an authentic approach. According to SANYAL (2009) ethnic tourism is “travel motivated by search for the first hand, authentic and sometimes intimate contact with people whose ethnic and cultural background is different from the tourist” so visitors with ethnic cultural motivations travel to another destination in order to be acquainted with a different culture. One of the major motivations in

this travel is of course curiosity and also respect to other ethnic groups. A special form of ethnic tourism is root tourism where the driving force for travel is getting to know the culture of someone's (long-ago) home land, either originated from the given area or being one of the offspring of some one. Such an example is perfectly presented in Ireland where the quest for the ancient homeland produce a complete tourism industry in the republic of Ireland supported by the huge masses of the Irish Diaspora all over the world but especially from the United State of America (trocsanyi and csapo. 2002) genealogy research is one of the most sensational form of the root-researches. Such examples can be studied of course everywhere in the world where history brought some changes in the country borders (e.g. Hungary) or in certain periods of time masses of people were migrating away from the home country (European countries to the USA in the 1920s, 1930s).

I would also like to emphasize that one of the most important aims and objectives of this form of tourism is to get to know others culture without disturbing and negatively affecting the local population because there is a threat in the development of the form of tourism that it leads to mass tourism with all its negative effects on the local culture and population.

Religious Tourism, Pilgrimage Routes

Religious tourism and pilgrimage route are the most ancient forms of tourism If we take into consideration religion as a motivation. Under religious tourism the following activities takes place:

- Visiting religious sites and monuments (churches, mosques, exhibitions places)
- Taking part in religious events (holy days, religious cultural and music programmes, visiting religious persons)
- Pilgrimage
- Spiritual travelling (youth camps, missions etc.). (Nyiri, 2004) so we can differentiate between different groups of travelers with religious motivation such as:
 - Organized groups visiting sacred places as a tourism destinations (either with religious motivations or with a motivation desired by the architectural and cultural importance of the sight).
 - Individually organized visitors with their own programmed organization.
 - Such cultural tourists who have unique interests.
 - Pilgrims who are attending in an organized way for spiritual training.
 - Pilgrims who are attending individually for their spiritual training.

Recent researches show that this segment of cultural tourism has produced a tremendous growth Especially from the 1990s. The number of visitors taking part in religious tourism and their tourism spending totaled as estimated 18 billion USD with over 300 million travelers worldwide. (<http://www.travelindustrydeal.com/new/5041>) it also raises the questions of carrying capacity since many of the religious sites are simply unable to bear the mount of people trying to visit the places either connected to any of the world's most important religion. So the great world religions have a high base for the massive religious or pilgrimage tours since millions of people are attracted to visit their sacred places or events.

Event and Festival Tourism

Cultural events and festivals again play an important role in the formation and strengthening of cultural tourism in today's tourism industry. These programs "offer the tourism additional reasons to visit a place over and above the regular cultural product offered. Often because events are one-off and taking place in a limited timeframe and because festivals after a concentrated and often unique offering in a limited time period, they form an additional reason for cultural tourists visit a particular place. They can cause a place to rise on the short listed place the tourist has in his or her mind set of attractive destinations. Festivals and events are both attractive instruments in attracting first time visitors as well as repeat visitors due to the differential advantage they can offer (City tourism and culture, 2005 p - 44). According to recent surveys we can states that the majority of cultural tourists are motivated to take part in event and festival tourism as well since 88% agreed on an internet questionnaire that cultural festival and events are important reasons for cultural tourists to choose to specifically visit a place (city tourism and culture, 2005 p - 44) of course entertainments (of events and festivals) as a motivation in tourism is really diverse to analyze but we can state that these events, festivals and parades mainly cover cultural thematic such as music festivals and events (of course we can highlight gastronomy, religion, folk, lore, history etc.). The different festivals can contribute to the development of the given areas of regions and also promote the cognition of local population or residents of an area. A very important role of festivals and events that (however they usually produce a timely concentration in the high season in majority) they act against seasonality, since a vast amount of festivals and events are organized in the low season.

On the other hand if I take into consideration the size of the mega events and the carrying capacity of places for instance, the huge amount of the number of people visiting these places in a relatively short time. Cultural events and festivals could have a seriously negative impact on the environment and on the local population as well.

CONCLUSION

In summary, the Cultural tourism product and cultural tourism itself is a very complex segment of the tourism industry in Sierra Leone, both its demand and supply is diverse and versatile. Its future position will most probably be strengthened directly and indirectly as well since with the change of the recreational needs of tourist and visitors the demand for cultural travels will rapidly grow as well (additionally when we consider the new appearing selling markets). Of course classic mass tourism will never considerably lose its market positions but the new tourists will have a more and more diversified need to get to know the different cultures and customs of the remote places. On the other hand, consideration will be made so that the rapid growth and development of cultural tourism will not cause new problems in the tourism industry in Sierra Leone. When analyzing these recent trends. It is also necessary to take into consideration that not only the needs of local communities have changed but also the motivation of the cultural tourists. According to this perception one of the most important international researches on this era “has indicated that the experiences enjoyed most by cultural tourists tend to be those small scale, less visited places that offer a taste of ‘local’ or authentic culture. Tourists increasingly say that they want to experience local culture, to live like locals and to find out about the real identity of the places they visited”.(Richards, 2009 in the analysis of a tourism product, we have to be aware not only the positive effects but the negative aspects of tourism development as well). The growing and rapidly increasing cultural tourism in the recent years has raised the question whether it really serves the needs of sustainable tourism especially in small communities. Cultural tourism started as a form of alternative tourism and now a day it can be considered in certain tourism destinations as a dominant part of mass tourism.

The complexity of both the tourism and cultural sector implies that platforms must be created to support collaboration and mechanisms must be found to ensure that these two sectors can communicate effectively. Local communities are beginning to come together to develop cultural product for tourism rather than competing directly with one another. New policies are likely to feature new structures and projects involving public – private partnership and

bringing together a wider range of stakeholders to use culture not only to make destination attractive for visitors, but also to promote regions as destinations to live, work and invest in. Culture in all forms is likely to figure strongly in the tourism product and promotion of most regions including Sierra Leone, even those which have traditionally relied on their natural assets, such as sun, beaches or mountains, for their attractiveness. Destinations are also trying to increase their corporative advantage by adding to their stock of cultural attractions.

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1. According to Taylor culture is that complex whole which includes knowledge, belief, art, morals, laws, custom, and many other capabilities and habits acquired by man as a member of society (Taylor). This definition seems to be a favorable approach to my investigation as well since the determination can be used in a wide content opening the possibilities to the possible connection with other disciplines and at the same time the definition is exact and concrete when analyzing the meaning of culture I also would like to provide the approach and definition of the (Webster's New Encyclopedic Dictionary, 1871; 244.
2. According to HOFSTEDE who states that: " culture refers to the cumulative deposit of knowledge, experience, habits, values, attitude, meanings, hierarchies, religion, nation of time, roles, spatial relations, concept of the universe and material objects and possessions acquired by a group of people in the course of generations through individual and group striving, 1997.
3. According to Zikmard a well detailed and structured materials and methods is used to justify the knowledge and the rules that are employed in the research and this should be

carried out from the onset of the journal. Furthermore, the materials and methods can also be used to point out the strengths and weakness of previous research studies. It should also be mentioned that a huge amount of resources are spent on the research. Therefore, it must be rigorously carried out so as to justify the time of energy applied in it, 2003.

4. This is why Creswell sees research work as occupying the peak in the ladder of the research project, 2002.
5. According to Collins these categories are not mutually exclusive; they are a matter of emphasis. As any research study will change and develop over time, one can identify more than one purpose. These four types of research are discussed below. In this effect, this research is emphasizing on all the purposes, 2003.