

Packaging and Promotion of Local Handcraft for Tourism Growth and Development in Osun State (A Study of Olumirin Waterfall, Erin Ijesa and Osun Osogbo Grove, Osogbo, Osun State, Nigeria)

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Abstract : Handcrafts form an integral part of the tourist experience, they represent local traditions and indigenous populations and also as valuable souvenir. The local craft sector is performing at a level far below its potential as a tourism product, hence, this paper seek to examine the challenges facing local handcraft development and suggest ways to promote and package them as souvenirs in tourist destinations in Osun state. One hundred and sixty (160) questionnaires were administered to the staffers and tourists in Osun Osogbo grove and Erin Ijesa waterfall, both in Osun state and 120 questionnaires were properly filled and returned, which gives 75% return rate. Cronbach's Alpha was used to test the reliability of the research instrument. The findings of the study revealed that ($F_{(1,118)} = 2.070$, $r = .151$, $\text{Sig.} < 0.05$) there exist a weak and positive relationship between local craft development and the overall development of tourist destinations in Osun state, Nigeria. Therefore, it was concluded, among others, that a lot needs to be done on packaging and promotion of the local handcraft since it was found to have a significant impact on the development of tourist destinations. This, in return, will increase the popularity and acceptability of handcraft both at home and abroad. The study recommends, among others, that government should establish a tourism entrepreneurial development centre charged with the responsibilities of creating and identifying tourism business opportunities and act as 'one stop shop' to purchase a local souvenir and disseminate information to potential tourist cum entrepreneurs in the tourism industry.

Keywords : packaging, promotion, handcraft, tourism, development

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