

TOURISM POTENTIALS OF ARGUNGU INTERNATIONAL FISHING AND CULTURAL FESTIVAL

Isa Muhammad Sama

Permanent Secretary, Establishments, Pensions and Training Department, Office of the Head of Civil Service, Kebbi State

Corresponding Author's email: isahsama94@gmail.com



Abstract

Tourism is one of the fastest growing sector of the global economy. This fact has been acknowledged by Nigerian Policy makers. But beyond policy statement, successive Nigerian governments are yet to accord the tourism industry priority attention in policy objectives. Kebbi State has a fair share of Nigeria's known endowments with different cultural, traditional and cultural attractions, most of which have largely remained under-developed. This paper argues that the most vital of these resource endowments is the Argungu International Fishing and Cultural Festival. The paper further argues that the festival has cultural and economic significance which can boost the domestic economy of Kebbi State. The festival has gained international recognition which is an added factor towards spurring tourism potentials for the state. One of the major challenges to the viability and sustainability of the festival is whether or not the Kebbi State Government has the wherewithal to place the festival under constant development as a means of retaining its highly acclaimed status as a national and international cultural asset.

Keywords: Tourism, Fishing Festival, Argungu