

Full Length Research

Architecture, Tourism and African Values

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Architecture and tourism remain two distinct and complimentary phenomena in the history and development of humanity. Architecture promotes tourism, national values, including culture, social, economic and technological advancement, hence, it's importance in the overall development of man and society may not be relegated to the background. However, architecture and tourism contribute significantly to the development of African values including principle of designs, construction and ornamentation of buildings with aesthetic awareness that inspire and synergize tourism and development of mankind. Observation, Primary, Secondary sources of data collation are used to achieve the objectives of the study. Some of the findings include: architecture is an integral part of visual arts that promotes creativity, tourism, cultural values as well as technology. It is a science of designing buildings and environments with huge consideration for their aesthetic effects and awareness which promote African values and others. These are followed by conclusion and recommendations for futuristic focus.

Keywords: Architecture, Tourism, Values.

INTRODUCTION

Nigeria is one of the most economic and political backward nations in the world. This is as a result of self-inflicted injuries that seem incurable, compounded by high level of primitivism, fundamentally situated by myopic and over reliance on Colonial mentality and ideology. These to a greater degree have influenced and altered the values of African people. However, the study suggests ways architecture and tourism could economically, socially, politically, culturally, and strategically positioned to change the narrative of Africa sensibility and values through effective visual arts scholarship, enterprise and cultural awareness for sustainable national development.

Architecture and other areas of visual arts could inspire and synergize tourism as well as promote cultural values, thereby changing the narratives of Africa,

nationally and internationally. One may be safe to suggest that architecture and tourism remain in situ two distinct and complimentary phenomena in the history and development of humanity. Historically, architecture as well as other areas of visual arts including entrepreneurial, economic and technological advancement have its importance in the overall development of man and society and may not be relegated to the background.

However, one may suggest that architecture and tourism contribute significantly to the development of Africa and values including principles of design, construction and ornamentation of buildings with aesthetic implications. These could inspire and synergize tourism and development of man in the contemporary world. It must be pointed out that

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architecture is an integral part of visual arts and creativity which promotes tourism, cultural values, human capacity as well as technology.

Architecture may therefore be seen as a science of designing buildings and environments with huge considerations for intrinsic and extrinsic perceptual appeal. Daval (2010) is of the view that architecture is a

professional discipline that deals with principles of design and construction including ornamentation of building for the purpose of shelter and promotion of values. Examples as contained in figures 1 to 4 and figures 6 to 8 of the study.



Figure 1: Freehand sketch Opera.com, 2021



Figure 2: Freehand sketch, Opera.com, 2021

Architecture and tourism are salient and indispensable phenomena in realistic development of any nation. One may suggest, therefore, that the development of any society, must be anchored in the strong principle and belief that creativity and technological growth of any given society must be products of indigenous development through architecture and other creative arts enterprise. These on the other hand promote the people's values. Creative and modern architecture inspire and encourage tourism thereby promoting the economy

and national values. The study, therefore, suggests that any nation that desires genuine growth and development, must aspire and aim at objectively produce not only thorough bred graduates of architecture, but focused and creative visual artists which in the long run exhibit the magnificent skills acquired in their training and acquisition of professional competences in creativity, render invaluable services to the economy in all sectors including tourism and hospitality industries.



Figure 3: Freehand sketch Opera.com, 2021



Figure 4: Freehand sketch, Opera.com, 2021

Architecture which is a product of creativity and aesthetics, helps broaden the horizon for tourism and provides a suitable and effective playground for the promotion of culture, values, economics and technological advancement.

The study shares the view that in recent times, one discovers that architecture in Nigeria context has not developed beyond thatched and brick houses, unlike the developed economies where architecture has developed to the levels of glass, wood, stones, beneath the seas, soil or earth as epitome of design, creativity, technology and development. However, these innovations in modern architecture attract tourists and develop tourism, economies including values, in Africa, Nigeria for example, there is a recycling of colonial administrators' ideas of architecture, without conscious effort to redefine, deconstruct, decolonize and improve upon the existing ideas.

In America, Europe, Asia and other developed economies, architecture has gone beyond building for building sake or just shelter, but modern architecture has gone above aestheticism and beyond imagination of man, religion and science. According to Cunningham and Reich (1994:90), the 16th century was not merely a turning point in the history of religions, it was a decisive age in the history of science. In earlier times, according to them, a Scientist was likely enough to be an ingenious tinkerer with elaborate inventions who dabbled in alchemy, astrology and magic. However, the new Renaissance scientist, a person of wide learning with a special interest in mathematics and philosophy, would develop bold and revolutionary ideas but always subject them to the test of practical experience. Development may not be effective without history, hence history of Architecture, Art, Science and others.

Development may be seen as a vital instrument of change in the positive direction. One may be safe to suggest that some of the fundamental issues affecting African values include lack of awareness particularly about who you are as Africans; lack of documentation/nullification and or alteration of history, culture and historical artifacts. All these to a greater degree impact negatively on development, culturally, as well as the valuesystem. However, development according to Okereke and Ekpe (2002) is more than just acquisition of wealth, industries but include such ideals of modernization as rise in production, social and economic equalization, modern technical know-how, improved institutions and attitudes as well as nationally coordinated policy approaches. History and documentations are significant in sustainable national development and growth of African values and cultures. Example, in England

Cunningham and Reich(1994: 90-91) observe that William Gilbert (1540-1603) discovered that the earth was a large magnet whose pole points approximately northward; Sir, William Harvey (1578-1657) solved the problem of how the blood could "circulate"- go from the arteries to the veins and return to the heart-by postulating the existence of the then undiscovered channels we now call capillaries; John Napier (1550-1615) discovered the very practical Mathematical tool called the Logarithm, which greatly reduced the time and effort needed to solve difficult equations.

Elsewhere, in Europe the German Paracelsus (1493-1541) laid the foundation of modern medicine by his decisive rejection of traditional practices. Although his theories were soon rejected, his insistence on observation and inquiry had important consequences, one of which could be seen in the work of Andreas' Vesalius (1514-1564), who was born in Brussels and studied in Padua. However, Vesalius's "Seven Books on the Structure of the Human Body", published in 1543 comprises a complete anatomical treatise, illustrating in minute detail and with impressive accuracy the human form. This is as exemplified in figure 5.



Figure 5: Human Anatomy by; Andreas' Vesalius (1543) "Seven Books on the Structure of the Human Body"

One could go on and on, documentation plays massive roles in scientific, cultural, historical development of any nation in Africa and cultural values. It is the view of the study that in Nigeria, documentation is not taken as serious business. No regard for history. The study also observes in the contemporary Nigeria, any policy or legislation not directly related to politics, corruption, looting, Fulani herdsmen, banditry or oil bunkering may not be taken seriously. These in the short and long run affect sustainable development and huge loss of values. Architecture in African context may not develop significantly in isolation of history and documentation. Examples in low and high renaissance of Italian architecture one could understand how development of architecture evolved beyond what it is today. History and records are not significantly documented for futuristic focus in Nigeria. For example, what happens to prehistoric African architecture? What happens to African architecture without architects?

The study is of the view that Africa, indeed, Nigeria architecture may not have been significantly documented to reflect the values of the people and or within the cultural contexts of the people. Some of the resultant effects are loss of values, integrity, collapse of buildings incessantly and poverty driven orientation.

The study may not wish to dwell so much on historical analogy or documentations of architecture and architects but bring to bare the holistic view that affect development of architecture which also impacts negatively on tourism and sustainable national development

TOURISM

The term tourism is derived from the word "tour" which is 'a journey or movement from one place or area to another either for business or pleasure. Tourism, therefore, encourages innovation, creativity and technology particularly in Architecture and other areas of human endeavor thereby boosting the economy and inspiring sustainable national development.

Tourism has inspired a new technology in architecture with the introduction of solar shingles also known as "photovoltaic shingles" which are solar panels designed to look like and function as conventional roofing materials such as asphalt while also producing electricity.

Solar shingles are new innovation in modern architecture which are solar energy solution known as

building – integrated photovoltaic. It is a new roof technology that retains aesthetics and roof functionality. The multi functionality dimension of these modern roof coverings are aesthetically appealing and

promote values as well as tourism and sustainable national development.



Figure 6:Freehand sketch Opera.com, 2021



Figure 7: Freehand sketch, Opera.com, 2021



Figure 8: Freehand sketch, Opera.com, 2021

CONCLUSION

Architecture may be seen as the science, the profession of creating or designing buildings and environment with the sole consideration of their thermal and aesthetic effects and comfort which may inspire and promote tourism as well as values.

Architecture may also be seen as a product, process and purifier of environments. In modern visual arts scene, architecture has added to knowledge, advanced development, increased creativity, promoted diverse cultures and in the end, has paved way for a suitable playground for the development of the environment,

aesthetically, culturally, as well as creatively inspiring the individuals and communities at large.

Architecture Renaissance has ushered and embraced modernism, which in the view of Ene-orji (2006) represents a constellation of movements indicating the direction or paradigm shifts that have occurred in the architecture and visual arts from the mid-nineteenth century. This modernism has repositioned architecture as an epitome of environmental renaissance and a massive body of knowledge that could purify the intrinsic and extrinsic perceptual appeal of the environment and the communities. These also promote cultural and national values as well as sustainable national development.

RECOMMENDATIONS

The study therefore, recommends that the various government agencies responsible for policy-making should re-integrate architecture in the ministry of environment and physical planning, this will massively promote tourism and hospitality industries thereby boosting the economy and sustainable cultural and national development. African values may not be left behind too in the wheel of sustainable development.

Architecture and tourism should be major players of the economy and sustainable national development and should be massively encouraged and sustained.

Nigeria should be value driven and must pursue vigorously a value driven economy by effectively integrating architecture, estate management, with the ministry of Art and culture as this will help boost tourism, economy and sustainable national development.

History and documentation are necessary recipe for promotion of culture and values particularly in developing economies, and should be massively encouraged.

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