

Showcasing the Cultural Potential of its Municipality- A Case Study of the Limbe City Council, South West Region; Cameroon



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Abstract

Culture is the characteristics and knowledge of a group of people, defined by everything from language, religion, cuisine, social habits, music and arts etc. There are different types of culture, but culture is generally divided into two types: material culture and non-material culture. Cultural tourism is the visits by persons from outside the host community motivated wholly or in part by interest in the historical, artistic, and scientific or lifestyle heritage offerings of a community, region, group or institution. Cultural tourism destination takes strategic planning built on an understanding that there are different degrees of consumer motivation for culture and that most people are looking for a variety of things to do when they travel. Curiosity and education are the main drive of cultural tourists; they want to learn about other culture people and their culture. The Limbe festival of arts and culture started in 2014 and now it is in its fifth edition. The Government Delegate to the Limbe City Council Mr Motanga Andrew Monjimbo on his part said the festival is being packaged to leave the guests itchy and longing to be back to Limbe for the November games of 2016 – Female African Cup of Nations and 2019 - Men African Cup of Nations that shall be partly hosted in Limbe - Cameroon.

Keywords: Cameroon; Culture; Tourism; Lifestyle; Scientific; Motanga Andrew Monjimbo; Religion; Social Habits; Music; Arts; Society; French; Cultivation; Material Culture; Nigerian

Introduction

Culture is the quality in a person or society that arises from a concern for what is regarded as excellent in arts, letters, manners, scholarly pursuits, or the behaviours and beliefs, characteristic of a social, ethnic, or age group. Culture is the characteristics and knowledge of a group of people, defined by everything from language, religion, cuisine, social habits, music and arts [1]. The word “culture” is derived from a French term which in turn is derived from the Latin word “colere,” which means to tend to the earth and grow, or cultivation and nurture. It shares its etymology with several other words related to actively fostering growth [2]. There are different kinds of culture, but culture is generally divided into two different types: material culture and non-material culture. Material culture is like class status and an example of material culture is buying expensive cars, jewellery and clothing to reflect an elite status within a community. Non-material culture is derived from intangible things such as beliefs, traditions and values. In addition to material and non-material culture, there are fewer dominant kinds of culture called subculture and counterculture. Subculture refers to a group of people who hold opposing beliefs or behave differently than most

people in their community. Members of a subculture also often create a language that is distinct from the majority. Consequently, this smaller community establishes a culture that may ostracize them from the rest of society (www.reference.com) [3]. Limbe, the town of friendship was founded over 150 years ago by Alfred Saker, a British missionary who dubbed it Victoria in 1858 and it was renamed Limbe in 1982 by presidential decree after river limbe [4].

The Limbe festival of arts and culture (FESTAC) [5]. started on the 27th of March 2016 with the Miss FESTAC contest in Limbe, on Saturday the 2nd of April it was officially launched by the minister of arts and culture Mrs Ama Tutu Muna and it started on the 9th of April 2016 and ended on 12th of 2016 and it is in its third edition, the first started in 2014 and the second in 2015. The festival of arts and culture attracted visitors from all over the country who came expecting to see the diverse arts and culture the South West Region of Cameroon has to offer. It also attracted musicians from all the ten Regions of Cameroon such as Tata kinge, Petit Pays and a host of other foreign visitors. Besides, the Nigerian, Ghanaian and Beninose communities’ resident in

Limbe also showcase the richness of their culture to the public like the rest at the Festac village (www.fakonewscentre.com) [5]. The Government Delegate to the Limbe city council Mr Motanga Andrew Monjimbo on his part said the festival is being packaged to leave the guests itchy and longing to be back to Limbe for the November games of 2016, African Women Cup of Nations that shall be hosted by Cameroon and limbe is one of the host cities [6].

Background of the Study

Limbe nicknamed the 'Town of Friendship' was founded over 150 years ago by Alfred Saker, British missionary who dubbed it Victoria in 1858. It was renamed Limbe in 1982 by a presidential decree after River Limbe. It is the Administrative Headquarters of the Fako Division of the South West Region of Cameroon with an estimated population of over 120,000 inhabitants and it is divided into three subdivision; Limbe I, Limbe II and Limbe III. Though the Isubu and the Bakweri tribes are indigenous to Limbe, over the years the city has emerged as a central pot in which all the different ethnic and cultural diversity that Cameroon prides in, live together in peace and unity – Cameroon in miniature.

Literature Review

Culture is the characteristics and knowledge of a group of people, defined by everything from language, religion, cuisine, social habits, music and arts. Culture and tourism have a mutually beneficial relationship which can strengthen the attractiveness and competitiveness of regions and countries. Culture is increasingly an important element of the tourism product, which also creates distinctiveness in a crowded global marketplace. Cultural tourism is the visit by persons from outside the host community motivated wholly or in part by interest in the historical, artistic and scientific or lifestyle/heritage offerings of a community, region, group or institution. Cultural tourism destination takes strategic planning built on an understanding that there are different degrees of consumer motivation for culture and that most people are looking for a variety of things to do when they travel. Curiosity and education are the main drive of cultural tourists; they want to learn about other culture people and their culture. This type of tourism may also include folklore, traditional events, festivals, music, food, handicrafts, daily work etc. Tourists who visit such areas that are not theirs need someone to explain and interpret, hence the need for culture brokers [7].

Research Methodology

For this research work, the researchers used only secondary data that is, information collected from the Limbe city council bulletins and other documents and websites of the Limbe city council.

Findings and Analysis

The Metropolitan nature of the Limbe Municipality was seen in the cultural dances that were displayed in 2018 festival of arts

and culture. The festival of arts and culture attracted visitors from all over the country and beyond who came expecting to see the diverse arts and culture the South West Region of Cameroon has to offer. It also attracted musicians from all the ten Regions of Cameroon such as Tata kinge, Petit Pays etc and a host of other foreign visitors. Besides, the Nigerian, Ghanaian and Beninose communities' resident in Limbe also showcased the richness of their culture.

Over the years the city has emerged as a central melting pot in which the different ethnic and cultural diversity that Cameroon prides in, live together in peace, unity and harmony. To show the place that cultural tourism has in the municipality, this year's festival of arts and culture – the 5th edition was taking place from the 7th of April 2018 by the Cameroon's Ministry of Arts and Culture in the presence of the Government Delegate to the Limbe City Council [8]. It is not every day that one gets the chance to attend a festival in the warm and beautiful beach town of Limbe. The Limbe Festival of Arts and Culture is just that golden opportunity for you to book a date with. The festival showcases the cultural affluence of the creative and talented Cameroonian people in all its facets. The fifth edition of the Limbe Festival of Arts and Culture, FESTAC officially kicks off this Saturday April 7, 2018. This year's cultural jamboree coincides with the 160th anniversary of the founding of Victoria now Limbe.

Conclusion

Over the years the city has emerged as a central melting pot bringing together the different ethnic and cultural groups that Cameroon prides in and from other countries, living together in peace, unity and harmony. To put it in the words of the Government Delegate to the Limbe City Council, Mr Motanga Andrew Monjimbo, "the festival is being packaged to leave the guests itchy and longing to be back to Limbe and Cameroon".

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