ABSTRACT

Regions and States or Nations attractiveness and competitiveness can be easily strengthened through a blend of tourism and culture in what is commonly called cultural tourism and culture is increasingly becoming an essential product of tourism. If it is properly showcased, the host community will stand to benefit a lot as well as there is the likely-hold that the younger generation will not be left out in all the cultural practices of their community. Cultural heritage consists of tangible and intangible, natural and cultural, movable and immovable assets inherited from the past. It is of extremely high value for the present and the future of communities and therefore sustainably preserving, managing and education around cultural heritage are essential for the evolution of people and their culture. Initiators of the South West cultural festival came up simply because they want citizens of this part of the Country or Region to shows those things that make citizens of this Region unique and a forum to explain who they are.

INTRODUCTION

Cameroon culture is unique, rich and interesting in many ways, and for various reasons the country has passed through many different and interesting political eras that has helped to shape and reshape traditions, customs and belief patterns of the people. Over two hundred and fifty (250) ethnic groups live in Cameroon’s ten Regions and across the different regions, communities pay loyalty to local Chiefs, Fons, Lamidas as well as they are being ruled by the central government. Cultural lovers will therefore like to travel to experience the essence of assorted cultures especially in the South West Region which is cosmopolitan (www.all-about-cameroon.com).

The Minister of Arts and Culture, Prof. Narcisse Mouelle Kombi, who opened the second edition of the South West Cultural Festival in Buea, capital of the South West Region said that it is a collective responsibility of chiefs and parents to transmit their culture to their offspring. The Minister said that the South West Cultural Festival is a laudable initiative where cultural heritage is revived, promoted and valorized and to achieve this, he said that peace and security are needed (www.allafrica.com).

In the first edition of the South West Cultural festival which was launched by the Secretary General of the Ministry of arts and culture, MouhtarOusman Mey. at the Kumba amusement park from December 5th-12th, 2015, described
the cultural event as a testimony of the contribution of the extra-ordinarily rich and diversified culture of the South West people to national identity. Going beyond the recommendations of UNICEF on the preservation and promotion of culture depicts the identity and way of life of the people. “It is important to know how the people’s way of life has impacted and will continue to impact the growth and development of the community and the nation at large,” Senator Nfon V.E Mukete noted.

BACKGROUND OF SOUTH WEST REGION CULTURAL FESTIVAL

The dream of a South West Cultural Festival became true on December 5, 2015, at the Amusement Park in Kumba, Meme Division and the first edition which runs from December 5-12, 2015 was launched by the Secretary General in the Ministry of Arts and Culture, Mouhtar Ousman Mey. The second edition of the South West Region cultural festival runs from December 9-16 2017 and was launched by the Minister of Arts and Culture at the Molyko Omni sport stadium. The theme for both editions being: "transmitting our cultural heritage to the younger generation: a call for mobilization," activities include traditional dances, craft exhibition, live performances by artistes, cinema, female canoe race and it also include the participation of people from the other regions of country (www.cameroonweb.com).

LITERATURE REVIEW

Culture is the set of customs, traditions, and values of a society or community, such as an ethnic group or nation; it is also the set of knowledge acquired over time, in this sense, multiculturalism values the peaceful co-existence and mutual respect between different cultures inhabiting the same planet (Abam, 2017). The features belonging to the culture of a particular society, such assist tradition, language, or building, that were created in the past and still have historical importance and this is what its known as its heritage and can easily be handed from one generation to the other (www.dictionary.cambridge.org).

Using and invigorating our heritage places can also help local economies through employment opportunities and generating additional revenue, mainly through tourism. State Government, local governments, property owners and members of the community all have a role to play in ensuring that the valuable asset of our heritage is recognized, respected and promoted (www.stateheritage.wa.gov.au). Cultural Heritage is an expression of the ways of living developed by a community and passed on from generation to generation, including customs, practices, places, objects, artistic expressions and values. Cultural Heritage is often expressed as either Intangible or Tangible Cultural Heritage (ICOMOS, 2002). (Gorman & Shep, 2006) Believe that as part of human activity, cultural heritage produces tangible representations of the value systems, beliefs, traditions and lifestyles and that as an essential part of culture as a whole, cultural heritage, contains these visible and tangible traces form antiquity to the recent past. Without it we will lose our main source of self-expression and in the end our self-realization. Cultural heritage does not end at monuments and collections of objects, it thus also include our traditions or living expressions inherited from our ancestors and passed on to our descendants, such as oral traditions, performing arts, social practices, rituals, festive events, knowledge and practices concerning nature and the universe or the knowledge and skills to produce traditional crafts (www.ich.unesco.org).

RESEARCH METHODOLOGY

For this research work, the researchers used both primary and secondary data that is information collected from fieldwork through direct observation and also through books and the website of the study area respectively. This research also uses quantitative or qualitative method of data collection and according to Jary and Jary (1991), qualitative techniques rely on the skills of the researcher as an interviewer or observer in gathering data whereas quantitative methods place reliance upon research instruments employed to gather data and analyze it for example questionnaires.

ANALYSIS AND FINDINGS

Due to the importance of this cultural festival and also borrowing from the theme of this cultural festival which is transmitting cultural heritage to the younger generation - a call for mobilisation, the researcher found twenty five main sponsors of the South West Region cultural festival second edition as follows: five academic institutions, one foreign sponsor, two hospitality establishments, four local media houses, six private business houses or companies and seven government parastatals and local administration.
Table 1: Main sponsors of the South West Region cultural festival second edition (9th -16th 2017)

<table>
<thead>
<tr>
<th>GOVERNMENT PARASTATALS AND LOCAL ADMINISTRATION</th>
<th>ACADEMIC INSTITUTIONS</th>
<th>PRIVATE BUSINESSES</th>
<th>LOCAL HOUSES</th>
<th>MEDIA</th>
<th>HOSPITALITY ESTABLISHMENT</th>
<th>FOREIGN GOVERNMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>South West Chief conference</td>
<td>Catholic University Institute of Buea (CUIB)</td>
<td>Source du pays</td>
<td>Cameroon Radio and Television (CRTV)</td>
<td>Mountain hotel</td>
<td>Consulate General of Nigeria</td>
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<tr>
<td>South West Development Authority (SOWEDA)</td>
<td>University of Buea (UB)</td>
<td>Nestle</td>
<td>Hi Television (HiTv)</td>
<td>Quinick hotel</td>
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<td>Cameroon Development Cooperation (CDC)</td>
<td>PAIDWA- PAN AFRICAN INSTITUTE OF WEST AFRICA</td>
<td>Union des brassieres du Cameroun (UCB)</td>
<td>Galax Media</td>
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<td>PAMOL</td>
<td>Local Government training center</td>
<td>CHOCOCAM</td>
<td>Canal2</td>
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<td>Cameroon Tourism</td>
<td>Public works School annex Buea</td>
<td>Dangote cement company</td>
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<td>United Councils and Cities of Cameroon (UCCC)</td>
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<td>Orange - Cameroon</td>
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<td>Buea Municipality</td>
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Source: fieldwork 2017

CONCLUSION
Cultural Festival is a creditable initiative where cultural heritage is revitalized, encouraged and valorized. On a positive note it can foster understanding between peoples and cultures and provide cultural exchange between hosts and guests as well as boosts economic growth and income of the host community and without it we will lose our main source of self-expression and in the end our self-realization.

REFERENCES
Gorman, G.E. and Sydney J. Shep (2006); Preservation management for libraries, archives and museums, London
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