



Textile Crafts Tourism: An Income Generation for Families. (A Study of Selected Textile Production Centres in Lagos State)

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Abstract

The study involved 150 respondents from the association of indigenous (Kete) rivera of Nigeria, aso – oke weavers Badagry and association of tie and dye and Batik producers Ijesha-Tedo canal, Surulere. The study seeked to find out if these fabrics can be used as arts and craft for tourism and whether the products can generate income for the families. A structured questionnaire, with 24 items in which respondents were to agree or disagree, one hypothesis was formulated, frequency count, percentage and correlation coefficient were used and the result shows that 127 (85%) agreed tourists buy things which are authentic from where they visit. 150 (100%) agreed traditional textiles are the people's identity, 150 (100%) agreed tie and dye, batik, aso – oke can be bought as gift by tourists. 125 (83%) agreed these textiles can be used to produce various articles for tourists. 109 (73%) agreed if they are creatively used, they can generate income for families. 150 (100%) agreed Lagosians to patronize local textile arts and crafts. 150 (100%) agreed Lagos State occupy a strategic position for textile arts and crafts tourism. In conclusion, textile arts and crafts can be an income generation for the families, therefore the following recommendations are made: textile arts and crafts market to be established, catalogue to be produced and kept in strategic places, legislation on patronizing local textile arts and crafts to be made.

Keywords: Arts, Crafts, Families, Income, Generation, Textile, Tourism.

Introduction:

Tourism is not a new concept but the only difference is that it's now well organized as an industry than in the olden days (Khatoon & Islamia 2017). Tourism is one of the world's largest industries and fastest growing economic sector. It contributes to the local residents in economic



benefits, cross-cultural conservation of historic sites, encouraging cultural pride and strengthening community identity. There is needs to harness the untapped potentials of tourism section to create jobs, growth, food security and improve livelihood using textile craft (Endalkachew, Melkamu & Yirdaw 2022, Ivy, 2023). The role of textile crafts in any economy both for developing countries and for rural development is very important. Suhud, Moulida, Tarinn, Febrilla, (2019), Mellisa (2019), Maire (2019) noted that textile arts and craft use plants, animals or synthetic fibres to construct practical or decorative objects. Watts (2017), noted that things made from fabrics include wearing apparel and for interior decorations. Craft is considered an important tool to promote the fight against the flight of population from rural areas which does not only face demographic changes, ageing population, but also a great risk of exclusion as a result of poverty, so fighting this flight from rural areas to the cities is an effort to reduce territorial inequalities using textile crafts. (Bellver, Prados – Pena, Garcia-Lopez and Molina – Moreno, 2023). Phillips, Willard, Indar, Delena-Thorne (2017), opined that arts and textile crafts are considered an integral part of tourism business because it serves as souvenirs and mementoes thereby expanding the visitors experience.

Malden (2010), noted that textile crafts today is an authentic booming business. Nidhi (2023), Arini, (2021), Loughran (2019) observed that there are different types of crafts, these are traditional craft, heritage craft, contemporary and innovative crafts. They all come from fabric or yarn craft and wood or bamboo craft. Fabric or yarn craft consist of craft made by sewing, knitting, embroidery and patch work. Wood or bamboo crafts are characterized as traditional and heritage craft since it uses only local materials and require local or indigenous craftsmanship. Traditionally, textile crafts in the rural areas are a source of job creation, an element of social cohesion, a potential tourist resource and a distinctive cultural resource of the locality of establishing and encouraging innovation and community development. It is a sustainable business since it does not damage the environment. Shafi, Yang, Khan and Yu (2019), noted that creative industries are increasingly being considered as new tools for sustainable development, therefore, innovation is important by adopting new strategies to survive in the market. In Lagos state, the local fabrics of Aso-oke and adire which are identity of the people can be used to attract tourists. When tourist travel, they want to have a reminder of a great trip through thoughtful gifts for friends and family or an item for home decoration or wardrobe. The income generated from the sales of these items can make a difference in the lives of families in Lagos state. The indigenous crafts can be made from adire (tie and dye).

Adire eleko (Batik) and the hand woven aso-oke as garments, wallets, bags, shoes, trinkets, curtains, chair backrest, throws, hand fans. (Onyekagbu 2021, Zozo 2021, Makinde, Jide & Joseph 2009). Making them authentic products, unique, original, cultural heritage or



mementos because it shows the versatility of the local products with aesthetics regarding colour and design (Richards, Onderwater and Stam, 2000). In addition to souvenirs for tourist, they can be used to furnish hotels, restaurants, shops in cafes, airports, museums, wineries and catalogues showing places of cultural tours in the industry (Okoye 2021), Usep, Heryanti and Candra, 2021) noted that apart from creating identity for locals, it does not only relate to design benefits and manufacturing process but also how to conserve, market acceptance and sustainability.

Cultural products are often used as a means of attracting tourists to areas with low levels of tourism because of their peripheral location even though textiles do not provide the prime motivation for tourists to visit a destination but they can be an important secondary motive (Richards 2005). Tugberk (2010) noted that, the International Trade Centre in 2019 observed that the tourism industry provides an important export market for a host of crafts products in order to furnish and equip their establishment. Tourists set a budget for themselves expected to buy a different product to take home as souvenirs, this can serve as marketing tools to tell a story adding to their travel experience providing linkage between craft and tourism professionals, developing and disseminating integrated marketing promotion tools. Tourism industry can transform a country's craft heritage into an attraction in its own right. It requires collaboration between artisans and hotels, souvenir shops, national and local tourism association, organization and tour guides, tourists can be guided towards exploring craft and hand-on creative activities, marketing materials like simple catalogues (Phillips, Willard, Indar, & Delena-Thorne, 2017). Ali-knight (2011) opined that there is a new form of tourism in textile arts and crafts as niche tourism, which is how specific tourism products can be tailored to meet the needs of a particular audience or market segment. Locations with specific niche products are able to establish and position themselves as niche tourism destinations. The tourist mementos which is a sentimental reminder of a great trip, a thoughtful gift for friends or family or an item to complete one in home décor or wardrobe ranging from a humble fridge magnet to a work of art. The income generated from sales of these craft will make a difference for the families (Richards, Onderwater & Stam, 2000).

Okoye (2021) noted that Lagos state is blessed with a very rich culture of handicraft such as metal, pottery, copper, wood carving, jewelry, textiles and leather. Handicraft industry significantly contribute to economic and employment generation. They are very vital and remain the main source of income for families especially in rural areas. Cohen (2021) opined that textiles have assortment of uses, such as bags, baskets, carpentering, upholstered, furnishing, window shades, towels, covering for tables, beds and other flat surfaces in art even for miscellaneous uses (Watt, 2017). Lagos state is a market with a unique product. and are



appreciated the world over. Watt (2017) noted things made from fabrics to include cloths, hair bands, laundry bags, bed sheets, socks, bed covers, handbags, table mat, tie-back, towels, scarf, curtains, blanket, valence, robe, pillow cover, stretch band for hair, shoes, jewelry bag, garment carrier, bedsheet, pillow sham, bean bag, mittens, hats, bed sheet, bed spread, carpet, comforter, drapes and mattress cover. When visiting the state there are lots of fabrics to buy for souvenir such as adire, batik and aso-oke. They are not only used as material to cloth the human body, but also for furnishing, heavy canvas, wall hangings, table cloths and household accessories. (Onyeakagbu 2021). Textiles of shapes and sizes can make great decorative throws. Batik can be draped in sarong for a reading chair to add colour and a table cloth dresses up on neutral bed linen. These Fabrics can also be folded over a rod or sewn with a small pocket threading a length of dowel to create a wall hanging. Traditional dress pieces can be displayed this way, like hanging baskets, masks, plates, handfans, hats and jewelry on the wall as art. (Zozo, 2021) Alexander (2019), Gaur, (2019) observed that, tie and dye is another fabric that can be used as souvenir, It is an easy way to add variety to colorful designs and vibrant styles to one's wardrobe. Tie and dye need not be limited to clothes because this stunning effect can also be achieved on household items such as pillowcase, napkins and tablecloths. Tie and dye can be used on Tee shirts, dresses, socks, hats or whatever cotton materials one can get hand on. Nowadays not only garment but sandals and heels to boots are seen in fashion. Another fabric is Aso-oke, or top cloth. It is hand woven and over centuries has become somewhat of the style maker of the Yoruba tribe, (Makinde, Jide & Joseph 2009), Aso oke, is highly valued as special gift for dignified people such as bride's family.

Research and experiments have shown that aso-oke can be used to make bags, shoes, table cloths, curtains, chair backrest and other home accessories. Onyeakagbu (2021) opined that, there are varieties of craft made from aso-oke, such as wallets, bags, belts, shoes and jewelries. Handmade artifacts and trinkets are also colourful, they can be favourite parting memorabilia among tourists visiting Lagos. These are sold by vendors at the arts and craft market. Okoye (2021) opined that, despite being a traditional material, aso-oke is making a very modern comeback. The new generation of creative designers are finding ways to marry the rich cultural history of aso-oke with modern silhouette creating shoes and accessories to suit modern times which is an ode to the past. Lagos state is blessed with a very rich culture of textile crafts which can contribute to economic and employment generation in the tourism industry and will also help in the economic and social sustainability of the family. They are very vital as they can represent the main source of income especially in rural areas, Shafi, Yang, Khan and Yu (2019), observed



that, creative industries are increasingly being considered as new tools for sustainable development.

Creative micro-enterprises which include crafts are important part of creative industries, innovation is an essential part of these enterprises as they help the firms to adopt new strategies and offer new services or products in an attempt to survive in the market. Ivy (2023) noted that there should be the possibility of building market linkage between textile crafts people and buyer's designers, stockists, and finally the end consumer. This can also be done by creating crafts villages to link textile with tourism also having crafts festivals where village-like set up, where crafts men come and sit and play creating a movie scene. Malden (2010), noted that textile crafting today is an authentic booming trend. It provides for the means to decorative elements, made by hand or with recycled materials to personalize garments, showing originality, stimulating creativity, developing patience and control, stops mental deterioration, fights stress and anxiety, improve self-esteem and strengthen social ties for the producers and consumers.

Statement of the Problem

Traditional textiles craft are one of the products of indigenous people which forms their identity and nationality which makes it impossible for innovation but innovation is an essential part of these enterprise as they help the firms to adopt new strategies and offer new services of the products in an attempt to survive. Furthermore, traditional crafts products are often old fashioned and do not attract consumers. Thus, promoting the need to adopt innovation. They face numerous hurdles which includes resource constraints, market competition and short product life cycle among others. Producers of traditional arts and crafts do not source for knowledge to generate ideas and do not possess sufficient resources to successfully embrace information. Besides they do not engage in co-operation which could create opportunity, social network, alliance, innovation and open innovation. Due to lack of market and consumer information, textile crafts- micro entrepreneurs with the skills to make or modify their products to satisfy consumer needs are unaware of market and customer demands. Also, there are no enough literature on textile crafts on tourism in Lagos state. Moreover, Lagosians and indeed Nigerians alike are lovers of foreign goods. Little did they know that, they are putting food on other people's table which creating poverty and unemployment. It is hoped that this reasonable work will make Lagosians have a rethink on patronizing foreign goods and look inward to create employment for families.



Purpose of the Study

The purpose of the study was to investigate textile craft production for income generation in the tourism industry by families in Lagos state.

Specifically, the study sought to:

1. Evaluate the utilization of local textiles for textile craft tourism in Lagos State.
2. Examine the benefits of textile crafts production for their income generation by families in the tourism industry.

Research Questions

1. What are the local textiles to be utilized for textile crafts in the tourism industry in Lagos State?
2. What are the textile crafts to be used for income generation by families in the tourism industry in Lagos State?

Null Hypothesis

There is no significant relationship between textile craft production and income generation by families in the tourism industry in Lagos State.

Methodology

The descriptive survey design was adopted, this design was appropriate because it seeks to accurately and systematically describes population situation or phenomenon, it answered the what, when and how questions and can be used to investigate one or more variables. The design was an appropriate choice because it identified characteristic, frequencies, trends and categories. The areas of the study were Badagry and Surulere Local Government areas of Lagos state. The population of the study consisted of 90 respondents from the association of indigenous (Kete) rivera of Nigeria, aso-oke weavers Badagry and 60 respondents from association of Tie and Dye and Batik producers Ijesha-Tedo canal, Surulere totalling 150. The respondents were randomly selected from 120 registered members of the weaver's association and 100 from Tie and Dye and Batik association respectively. A structured questionnaire was the main instrument used in the collection of data for the research, in which respondents were either to answer agree or disagree. The questionnaire was divided into two sections, section A and B. Section A was on the bio-data of the respondents, while section B had 23 questions, 16 on utilization of local textiles for textile craft tourism while 7 were on benefits of textile craft production as income generation for families in the tourism industry in Lagos state. The questionnaire was given content and face validity by 2 experts on the topic. The test re- test reliability test was used, by this method of reliability, the instrument was administered to 10 respondents from each of the association's



members personally with the help of their secretary. They were all educated on the objectives of the study. Sufficient time was given to the respondents to respond to the question items. All the questionnaires were collected same day. Data collected were analyzed using frequency counts, percentages and correlation coefficient. The results are presented in Table 1.

Research Question 1: What are the local textiles that can be utilized for textile crafts in the tourism industry in Lagos state?

Table 1: Utilisation of local textiles for textile craft tourism in Lagos state

S/N	Statement	Agree		Disagree	
		Freq.	%	Freq.	%
1	Tourists are visitors from other locations visiting their environment	150	100	0	0
2	They like buying things from where they visited	127	85	23	15
3	Since these are authentic items from the locality	114	76	36	24
4	It could be traditional textiles	123	82	27	18
5	Traditional textiles are the people's identity	150	100	0	0
6	This identity should be preserved through tourism	150	100	0	0
7	Utilizing Aso Oke, Adire as craft preserves local identity	106	71	44	29
8	It can be through tourism industry	131	87	19	13
9	The craft produced should have market acceptability and sustainability	150	100	0	0
10	Agree that tourists want to go back with a gift when they travel	112	75	38	25
11	Batik products can be made into apparel and household accessories as gifts for tourists	150	100	0	0
12	Tie and dye products can be bought as gift	150	100	0	0
13	Aso-Okeproducts can be bought as gift	150	100	0	0
14	Traditional textiles should be sold as their original stage after production	107	71	43	29
15	These textiles should be used to produce various items	125	83	25	17
16	As traditional textiles, they need innovation in their uses	150	100	0	0

Table 1 shows that the level of agreement of the respondents to utilisation of local textiles for textile craft tourism in Lagos state variables ranged from (71% to 100%). This implies that local textiles can be utilized for textile crafts in the tourism industry in Lagos state.



Research Question 2: What are the textile crafts be used for income generation by families in the tourism industry in Lagos state?

Table 2: Benefits of textiles crafts production for their income by families in the tourism industry

S/N	Statement	Agree		Disagree	
		Freq.	%	Freq.	%
1	Adire eleko (Batik) when used creatively to make garments and fashion accessories can generate income from tourists	109	73	41	27
2	Aso oke can be used to furnish households, restaurants, and other places of interests for tourists to generate income from tourists	120	80	30	20
3	Aso oke, batik, tie & dye can be used to furnish airports, museums and other interesting areas for tourists	119	79	31	21
4	These textiles can be used to make a variety of crafts such as wallets, jewelries and other accessories	150	100	0	0
5	Tie & dye when used creatively can be made into souvenir for wall hangings	129	86	21	14
6	Handmade artifacts and trinkets when made from these textiles can be a parting gift among tourists	150	100	0	0
7	Crafts produced from Aso oke, adire eleko and tie & dye can be made into catalogue and placed in strategic places for tourists	150	100	0	0

Table 2 indicates that the level of agreement of the respondents to benefits of textiles crafts production variables ranged from 73% to 100%. This shows that textile crafts production can be used for income generation by families in the tourism industry in Lagos state

Research Hypothesis 1: There is no significant relationship between textiles crafts production and income generation by families in the tourism industry in Lagos state.

Table 3: Relationship between textiles crafts production and income generation

Variable	Mean	Std Dev	N	R	p-value
Textile crafts production	82.51	8.47	150	0.568	<0.001
Income generation	90.17	7.68			



The correlation coefficient 0.568 shows a fair positive relationship and the relationship is significant ($p < 0.05$). this implies that there is a significant relationship between textiles crafts production and income generation by families in the tourism industry in Lagos state.

Discussion of Findings

Utilisation of local textiles for textile craft tourism in Lagos state

Table I, the Table reveals that out of 150 respondents, all agreed that tourist are visitors from other locations. (Tugberk 2010) 127 (85%) agreed tourist buy things from where they visit, 23 (15%) disagreed. (Tugberk 2010, Phillips, Willard, Indar, and Delena-Thorne, 2017) 114 (76%) agreed that, they buy authentic items from the locality 36 (24%) disagreed (Onyeakagbu 2021, Zozo, 2021, Makinde, Jide and Joseph 2009, Richards, Onderwater, Stam 2000). 123 (82%) agreed that these authentic items are traditional textiles 27 (18%) disagreed. (Okoye 2021, Nidhi, 2023, Arini 2021). 150 (100%) agreed traditional textiles are the people's identity. (Usep, Heryanti, Candra 2021, Bellver, Prados-Pena, Garcia-Lopez & Molina-Moreno, 2023) 150 (100%) agreed that, this identity should be preserved. (Richard 2005), 106 (71%) agreed that utilizing aso oke and adire as craft, is a way of preserving this identity. 44 (29%) disagreed (Suhud, Maulida, Tarina, Fabrilina, 2019, Mellisa 2019, Maire 2019), 131 (87%) agreed that, the craft produced should have market acceptability and sustainability, 19 (13%) disagreed (Usep, Heryanti and Candra, 2021). 112 (75%) agreed tourist wants to go back with a gift when they travel, 38 (25%) disagreed. (Tugberk 2010, Richards, Onderwater, Stam 2020). 150 (100%) agreed batik materials can be made into apparel and household accessories as gift. (Onyeakagbu 2021, Zozo, 2021, Watt, 2017) 150 (100%) agreed tie and dye and dye product can be bought as gift (Alexander 2019, Gaur 2019), 150 (100%) agreed Aso-oke products can be bought as gift (Makinde, Jide, Joseph 2009, Onyeakagbu 2021), 107 (71%) agreed traditional textiles should be sold as their original stage after production, 43 (29%) disagreed (Alexander 2019, Gaur 2019, Okoye 2021). 125 (83%) agreed these textiles should be used to produce various items, 25 (17%) disagreed (Cohen 2021) 150 (100%) agreed as traditional textiles they need innovation in their uses (Watts 2017, Zozo 2021, Alexander 2019, Gaur 2019, Okoye 2021).

Benefits of textiles crafts production for their income by families in the tourism industry

Table 2 reveals that out of 150 respondents, 109 (73%) agreed that Adire eleko (Batik) when used creatively for garments and fashion accessories can generate income for families. 41 (27%) disagreed. (Onyekagbu, 2021, Zozo, 2021, Makinde, Jide and Joseph 2019). 120 (80%) agreed that textile craft manufacturers can generate income by making aso oke, adire and tie and



dye for household furnishing, hotels, restaurants and others, 30 (20%), disagreed (Okoye 2021, Ali-Knight 2011). 119 (79%) agreed these items can be used to furnish airports, museums and other interesting reas for tourist, 31 (21%) disagreed. (Usep, Heryanti and Candara). 150(100%) agreed that aso oke can be used to make a variety of crafts such as wallets, jewelries and other accessories. (Onyeakagbu 2021)129 (86%) agreed tie and dye can be made into souvenir for wall hangings, 21 (14%) disagreed (Onyekagbu, 2021, Zozo, 2021, Alexander 2021, Gaur 2019). 150 (100% agreed that handmade artifacts and trinkets are favourite parting gifts among tourists, (Okoye 2021). 150 (100%) agreed that crafts produced from aso oke , adire eleko, and tie & die can be made into catalogue and placed in strategic places for tourists (Okoye 2021)

Conclusion

Textile arts and crafts tourism can be an income generation for families in Lagos State as well as for the government. There are different arts and crafts products that can be bought by tourists made from tye and dye, batik, aso-oke and creatively crafted into souvenirs for homes, friends, families and businesses. Lagos State enjoys an enviable position of being a border state, with sea and international airport, to grow this industry.

Recommendations

In view of the foregoing, for families to generate income in textile arts and crafts, the following recommendations were made;

1. Lagos State government to create a textile arts and crafts market as a niche market where cultural tours can be undertaken by tourists.
2. Catalogues to be produced on Lagos textiles arts and crafts by ministry of tourism or culture.
3. These catalogues to be strategically placed at every point of entry of tourists by the ministry.
4. Hotels, cafes, airports, offices at sea ports to be furnished with local textile arts and crafts from Lagos State.
5. Homes and offices of Lagos politicians to be furnished with local textile arts and crafts
6. There should be a legislation on Lagosians, patronizing local textile arts and crafts
7. The various associations on textiles, arts and crafts to organize fairs, shows and festivals to attract tourists.
8. Festival of textile arts and crafts to be revived by the state government.



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