

EVALUATION OF ECONOMIC VIABILITY OF ARTISTIC VOCATION IN OYO STATE, NIGERIA

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ABSTRACT

Art in sustainable national development have been orchestrated by scholars for many years, yet the impact of the practice as vocation remains very minimal. The study is limited to artists who have taken the practice as a vocation within the Ogbomoso Township of Oyo State, Nigeria. Qualitative and Quantitative approaches were adopted to analyze the data. Descriptive statistical tools used include frequency counts, percentages, mean, standard deviation and weighted Mean scores (WMS). The total population of the registered vocational artists within the study area is one hundred and fifteen (115) from which a total number of eighty (80) respondents were randomly selected for the study and data were collected through the use of a structured questionnaire Findings revealed that artistic practice was the major occupation and that the practice has contributed majorly to the household sustainability in the areas of finance and improved social status; however, they were confronted with low-quality materials and equipment. It concludes that the artistic practice is dominated by men, and that women should be encouraged into the artistic vocation so as to ensure gender equality.

KEYWORDS: Economic Viability, Artistic Practice, Local Painter, Ogbomoso