TOURISM AND SOCIO-ECONOMIC WELLBEING OF PEOPLE IN CALABAR MUNICIPALITY, CROSS RIVER STATE, NIGERIA

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Tourism, Socio-economic wellbeing, Family income, Tourism activities, Business potentials, Income generation capacity

ABSTRACT
This research aims to explore the connection between tourism and the socio-economic well-being of the residents of Calabar Municipality in Cross River State, Nigeria. To achieve this objective, three research questions and corresponding hypotheses were formulated to guide the study. The study involved a sample size of four hundred respondents (400), employing a descriptive survey research approach. The primary data collection tool utilized was a research questionnaire, and data analysis involved chi-square, simple percentages, and tables. The study's findings indicate a significant correlation between tourism activities in Calabar Municipality and family income. This suggests that the income of many families in the area experiences a notable increase during peak tourism events, such as the renowned Calabar Carnival. The research underscores the substantial impact of these business potentials on the residents of Calabar Municipality, particularly during festive periods and the height of carnival activities. Additionally, it was observed that the income-generating capacity of residents receives a significant boost during peak tourism periods. Based on these findings, several recommendations are proposed. Firstly, the government should promptly initiate awareness campaigns and expose the community to the opportunities presented by the tourism industry through channels such as community mobilization, engagement with local chiefs, and collaboration with youth and faith-based organizations. Furthermore, there is a need to highlight the role of non-governmental organizations in contributing to the enhancement of the socio-economic well-being of the residents.

Introduction

Countries worldwide are actively seeking alternative sources of income to ensure the welfare of their citizens. While some are diversifying beyond natural resource endowments, others are exploring the potential of tourist attractions (Ofem, et al. 2021). In Africa, notable nations like Kenya, South Africa, Egypt, and our own Nigeria are actively engaged in harnessing their tourist sites to generate income for the benefit of their citizens. Nigeria, in particular, possesses significant tourism potential that, if effectively utilized, can bring substantial economic advantages to its people. Examining some of Nigeria's tourist sites, such as the Aruguga fishing festival in Kebbi State, the Durbar Horse riding in Kano State, and the renowned Calabar Carnival festival, unveils the considerable economic benefits derived from these attractions. In Cross River State, for instance, tourism has played a pivotal role in enhancing the socio-economic well-being of its citizens through the cascading effects of income generation at both individual and family levels. The state's tourism landscape includes the Calabar Carnival, the Calabar Museum, the Monoliths, the Qua Falls, and various other tourist points scattered across the region.

In Calabar Municipality of the State, tourism revolves around the Calabar Carnival, the monorial, The Tinapa Resort and the Calabar Ranch Resort. Tourism activities in these areas have generated economic activities in Calabar creating huge opportunities for investment and income generation for individuals and families. Indeed, most individuals and families have drawn huge benefits from tourism activities by keeping or taping into the economic benefits of tourism in Calabar Municipality and this has impacted positively on the socioeconomic wellbeing of people in Calabar Municipality.

Statement of the Problem

The economic benefit of tourism across the world cannot be overemphasized. In realization of this countries have consistently developed their potentials in this sector and exposing their citizens to key into these benefits. Nigeria's potentials are significant to the wellbeing of her citizens that is why both the federal and state governments is making frantic efforts to maximize these potentials for the benefit of their citizens. Calabar Municipality in Cross River State is not left out in this regard. Here, people have come to realize the importance and economic benefits of this sector by positioning themselves strategically to tap from these benefits. In realization of this, this study is specifically design to x-ray tourism and the socio-economic wellbeing of people in Calabar Municipality paying attention particularly to family income, business potentials generation and income generation capacity of tourism activities in the area.

Objectives of the Study

This study was generally meant to examine tourism and the socioeconomic wellbeing of the people of Calabar Municipality. Specifically, the study is geared towards achieving the following objectives:

i. To access the extent to which tourism has improve family income

ii. To examine how tourism activities have improved on business potentials in the area

iii. To examine the relationship between tourism and the income generation capacity of the people of Calabar Municipality

Research Questions

i. Does any relationship exist between family income and tourism activities in Calabar Municipality?

ii. What is the relationship between tourism and business potentials in Calabar Municipality?

iii. Does any relationship exist between tourism and income generation capacity of the people of Calabar Municipality?

Research Hypotheses

i. There is no significant relationship between family income and tourism activities in Calabar Municipality.

ii. Business potentials in Calabar municipality are not significantly affected by tourism activities in the area

iii. There is no significant relationship between tourism and income generation capacity of the people of Calabar Municipality

Significance of the Study

This study will generally be of enormous importance to the people of Calabar Municipality, but specifically, the study will be of great benefit to government agencies in the state tourism. This study will serve as a reference point for them. They will be properly guided to channel public funds to the appropriate activities in the tourism sector that will generate potentials for the socio-economic wellbeing of the people of the area. Again, this study will also serve as a reference material for future studies on tourism and its significant benefit and potentials to members of the academic communities both within and outside the shores of our country.

Assumptions of the study

For the purpose of this study the following assumptions was made.

First, it is assuming that respondents will cooperate with the investigator, again it will be assumed for the purpose of this study that the investigator will be provided with the opportunity by government agencies in terms of access to some data on tourism activities in the state. It will also be assumed that respondents will feel free to allow the investigator some level of access to their financial transactions especially during the peak of tourism activities in Calabar Municipality.

Limitations of the Study

This study was limited to Calabar Municipality of Cross River State. Calabar Municipality is located the southern senatorial district of the state. The local government shares boundaries with Odukpani, Akamkpa and Akpabuyo Local Government Areas of the State. It is also the seat of government in Cross River State. Most of the population consists of business people, civil servants and the political class. The area has great potentials in tourism and attracts populations yearly because of the Calabar Carnival which is the most spectacular event that attracts global attention to the area.

Definition of terms

For the purpose of this study, the following terms shall be operationally defined:

Tourism: the movement of people or populations from one geographical location or another for the purpose of relaxation and having fun

Potentials: the ability or capacity of an activity or process to generate benefits for those involve or around the activities

Income: the financial benefits to an individual that is involve or position his/herself for tourism benefits

Wellbeing: the state of management in one's standard of living.

Literature Review

Tourism has emerged as a crucial pillar for the economies of many developing regions, particularly in Europe, Africa, and Asia. According to the 2018 World Tourism Report (WTR), Kenya's economy has experienced increased vitality, with the tourism sector outperforming other industries in the country. Global attention has been drawn to Kenya's thriving tourism industry, which has become a central force driving the nation's economic activities. Similarly, a 2012 report by Wintel revealed that countries in Asia, notably China and India, allocate a substantial percentage of their annual budgets to boost the tourism sector.

In Nigeria, the National Tourism Development Commission (NTDC) reported in 2004 that the cumulative impact of tourism-related activities surpasses the economies of some smaller countries in West and Central Africa. This finding aligns with a study conducted by Amine, Waziri (2018) and Ofem, et al. (2018), which highlighted the economic significance of events like the Arugunga fishing festival in Kebbi State. The study emphasized the festival's role in generating economic activities and benefits for neighboring countries such as Cameroon, Niger, Chad, among others. These activities range from financial transactions through point of sale (POS) points to food vendors along the streets. In another report submitted by the Cross River carnival commission (2012), the report indicates that

calabar Municipality being the seat of attracted over five thousand foreigners with an estimated business value of over five hundred million naira to the Municipality alone.

Again, in its global report of (2020), the World Tourism Association (WTA) describes tourism as the new oil well of some countries especially in Africa and Asia. According to the report, these countries have fully deliver their tourism potentials the maximum levels such that they have become tourism models for other countries and their citizens have fully realized the importance of this by tapping fully into the potentials associated with a develop tourism sector thereby making a living out of it.

According to a 2020 report from the South African Department of Tourism, the department highlighted the significance of the tourism industry and its impact on the country's Gross Domestic Product (GDP). The report indicated that the tourism sector contributed approximately 15% to the nation's GDP. Specifically, in Calabar Municipality, especially during the peak of tourism activities like the Calabar Carnival, various businesses such as vendors, commercial motorcyclists, taxi drivers, and sellers of cultural products experience a surge in their operations, leading to notable increases in sales and subsequently, disposable income. In a parallel development, when discussing the renowned Arugun festival, Mallam Yahaya, the former Commissioner for Tourism Development in Kebbi State, suggested that residents living in proximity to the festival area have witnessed an improvement in their economic status compared to years before the festival commenced.

i) Tourism and family income

The correlation between tourism and family income in Nigeria is of paramount importance. According to the 2017 report from the National Bureau of Statistics (NBS), states with well-established tourism sectors exhibit a notable improvement in family income, particularly during the peak of activities in the region. Noteworthy mentions in the report include Cross River State, Kebbi, Kano, Edo, and Kaduna States.

Additionally, the advice provided in the 2016 report from the Revenue Mobilization Allocation and Fiscal Commission (NRMAFC) underscores the significance of states bolstering their internally generated revenue (IGR), especially in the face of declining allocations. The report recommends that states focus on actively developing sectors within their economies, with particular emphasis on the tourism sector. This strategic approach is crucial, as dwindling allocations adversely impact the well-being of citizens and their families. The direct correlation between family income and the welfare of its members is particularly emphasized, especially for young families with children. These families require maximum care and attention, particularly in terms of health and nutritional needs. Therefore, a thriving tourism sector can play a pivotal role in enhancing the overall welfare of families in the mentioned states.

ii) Tourism and Business potentials

The intertwining of family income and tourism mirrors the interconnected relationship between tourism and the business prospects of various geographical locations, particularly in Nigeria. Umoren (2020) and Ofem et al. (2020) highlighted this dynamic, asserting that the South-South geographical zone has seen a proliferation of business ideas spurred by tourism activities. This surge in business innovation has significantly enhanced the economic potential and expanded the business landscape of the region. The Manufacturers Association of Nigeria, in its August 2007 quarterly report, commended the tourism sector as a direct catalyst for manufacturing growth in the country. The sector contributed to increased demand for manufactured goods, as noted by Mr. Olayinka Oso, the chairman for the South-West Zone. He specifically cited a rise in demand for consumables such as Indomie noodles, soft drinks, toiletries, and more, attributing this upturn to the vibrant activities within the tourism sector.

iii) Tourism activities and income generation capacity of individuals

Residents in tourism-centric areas can affirm the positive impact of tourism activities on their income. The Arugungu fishing festival, in particular, has significantly contributed to the capacity building of the local population. Young people, especially those in the vicinity of the river, have devised strategies to tap into business opportunities during the peak of activities resulting from the increased influx of visitors. These visitors, arriving in large

numbers, come with diverse needs such as accommodation, food, transportation, and various social engagements. The local youth have honed their skills and intellect to effectively offer the necessary services to meet the demands of the growing number of tourists in the area. The experiences of residents in Calabar Municipality, including motorists and food vendors, serve as substantial evidence of how tourism has substantially enhanced their income-generating capabilities.

Theoretical Framework

For the purpose of this study, the following theories were used. They are the functionalist perspective and structural model.

i) Functionalist Perspective

The main proponents of functionalism are Durkheim and Spencer. The main idea behind this is the examination of any entity, body or system as a function of different parts working cooperatively to maintain the system or whole. Looking of the level of society it is pertinent to point out the society comprises of different parts or institutions all working cooperatively for the survival, existence and persistent of the society. Going further, the tourism sector and its economic dimension is part of the economy or society contributing significantly to the growth and development of the economy and society. It is an integral part of the whole system with its unique characters differently it from other sectors yet contributing significantly to the whole. The unique characteristics of the tourism sector and its potentials makes it the hob of economic activities and a unique model to be emulated and practice by other sectors and government.

ii) The structural model

Structionalism is rooted in the ideas, Spencer and Comte. In their views they argued that every sector or parts should be studied individually so that the contributions of that or sector to the growth and development of the whole can be understood. Tourism as a unit of the economy and society has different aspects ranging from eco-tourism, cultural tourism and most recently medical tourism. These aspects of tourism must be understood individually and their functions understood and contributions highlighted.

Methodology

The study adopted the descriptive research design. This research design seeks to obtain information and disclose exiting phenomena by asking individual respondent about their beliefs and attitudes on the subject matter. The justification for this research design is based on the fact that it helps the researcher to cover a wide scope of the study since the use of questionnaire for data collection is easy to obtain information from respondents based on enquiry and findings.

The people of Calabar Municipality are mostly make up of Efiks, Quas, people from Northern and Southern Senatorial districts of the state. The main indigenous people are the Quas and Ejagham nations. The populations here are mostly engaged in small or minor level of agriculture, business outlets. The main markets are the Watt and Marian markets.

Hence, other markets also punctuate the landscape of the area. Calabar Municipality has an estimated population of about 400,000 people. The area also houses the seat of government in Cross River State. It shares boundary with Akwa Ibom State, Odukpani, Akamkpa and Calabar South Local Government Areas of the state.

The population for this study comprises of 3,742 households' heads pull out for the study comprising of adult men and women who are directly involve in economic activities associated with tourism.

The sample pulled out of the population for the study is made of 400 men and women pulled out of the study population of 3,742. This include food vendors, motorbike riders, hawkers etc who share their experiences relating events like the Calabar carnival and other tourism activities.

The sample of 400 respondents was carried at after demarcating the entire area into four research zones and one hundred respondents drained from designated research zones using the stratified sampling technique. This sample size will be used to test the hypotheses raised for the study. The sample size was finally arrived by applying the Taro Yamane formula which is

$$n = \frac{N}{1+N(e)^2}$$

Where N = total population for the study
E = standard error which is @ 0.05 level

$$= \frac{374}{374+1(005)^2}$$

$$= \frac{374}{3743(0.0025)}$$

$$= \frac{3743}{9.36}$$

$$= 400$$

Findings

Table 1: Distribution of Respondents by Sex

Sex	Frequencies	Percentage (%)
Male	161	40.45
Female	237	59.54
	398	100%

Source: Field Survey, 2024

Table 1 above indicates that one hundredth and sixty-one (161) of the respondents representing 40.45% were males while two hundredth and thirty-seven (237) of the respondents were females representing 59.54% indicating that more females were selected for the study and also indicating that more females are involved in income generating activities during the peak of tourism activities in the area.

Table 4.2 Distribution of respondents by Age

Age	Frequencies	Percentage (%)
10-13	209	69.5
14-16	105	27.2
17-19	43	' 2.0
20 and above	41	1.2

Source: Field Survey, 2024

Table 2 above indicates that majority of the respondents that is 209 representing 69.5% were between the ages of 10=13, ages 14-16 were 105 representing 27.2%, ages 17-19 had 45 respondents representing 2.0% while respondents who were 20 years and above were 41 representing 1.2%. This indicates that children of school age are involves in economic activities associated with tourism activities in the area.

Table 3: Distribution of Respondents by Educational Qualification

Educational qualification	Frequencies	Percentage (%)
B.Sc and above	140	35.4
HND and OND	128	31.7
SSCE and below	130	32.9
	398	100

Source: Field Survey, 2024

The table above shows that 140 respondents representing 35.4%, 128 respondents representing 31.7%, while 130 representing 32.9% have B.sc and Above, HND and OND and SSCE and below respectively.

Respondents Variables Data

Question: Have tourism activities impacted positively on family income in Calabar Municipality?

Variables	Frequencies	Percentage (%)
Yes	251	63.0
No	147	37.0

If yes to above, rate the impact on a scale of 1-5 with 1 as very high impact

1	244	56.3
2	50	12.6
3	75	18.8
4	22	5.5
Total	398	100%

The level of business potentials in Calabar Municipality is directly proportional to level of Business potentials during tourism activities are highest in which sector?

Variables	Frequencies	Percentage (%)
Yes	244	63.0
No	154	37.0
	398	100%

The level of business potentials in Calabar Municipality is directly proportional to level of tourism activities in the area.

Commercial motor bike	50	12.6
Accommodation and hotel services	75	18.8
Food vendors	95	23.9
Selling of state cultural products	10	3.8
Commercial taxes	163	40.9
Sale of emblems	20	5.0
Total	398	100%

Tourism and income generating capacity of people in the study area. Income generating capacity of the people in Calabar Municipality expands during tourism activities in the area.

Variables	Frequencies	Percentage (%)
Yes	251	71%
No	147	29%
	398	100%

If you have benefited from this and your answer is yes, rate income generating capacity during tourism activities on a scale of 1-4 with 1 as very high.

1 (very high)	199	50%
2 (moderate)	100	30%
3 (the same)	60	10%
4 (indifferent)	39	10%

Test of hypotheses

There is no significant relationship between level of tourism activities in Calabar Municipality and family income of the people.

Table showing simple regression analysis between level of tourism activities in Calabar municipality and the income of the families in the area.

R	R Square	Adjusted R Square	Error of the Estimate
.173	.068	0.67	6.92000

Model	Sum of squares	DF	Mean square	F	Sig
Regression	1036.72	2	876.821	49.423	.000
Residual	26229.801	396	45.588		
Total	27266.522	398			

The table above shows that the simple regression analysis on the relationship between tourism activities in Calabar Municipality and income of families produced an adjusted R2 of .067, meaning that the variance of 67.0% can be predicted. The F-value of ANOVA shows F = 49.423 having a P value of .000 with 2 and 396 df. at .05 level of significance. With this result It means that the null hypothesis is rejected and the alternate hypotheses which states that there is a significance relationship between level of tourism activities in Calabar Municipality and family income.

Chi- Square contingency table for hypothesis 2

Cell	0	E	O-E	(O-E)2	$\frac{(O-E)^2}{E}$
A	204	205.6	-1.6	2.56	0.012
B	116	114.3	1.7	2.89	0.025
C	143	205.6	-62.6	3,918.76	19.06
D	117	114.3	62.6	3,931.29	34.39
E	270	205.6	64.4	4,142.36	20.17
F	50	114.3	-643	4,134.49	36.17
					X^2= 109.827

Degree of freedom (df) (R-l) (C-l) = (3-D (2-1) =

(2) (1) = 2

Level of significance = 0.05

Df = 2

Computed x^2 value = 109.827

Tabulated value of x^2 = 5.99 = 75

Decision rule

Reject the null hypotheses which states that there is no significant relationship between the level of tourism activities in Calabar Municipality and the development of business potentials in the area and accept the alternate hypothesis which states that the development of tourism activities in Calabar Municipality directly relate with the development of business potentials in the area.

Discussion of Findings

The comprehensive analysis of this study will be thoroughly examined in this discussion. To begin with, one of the study's outcomes reveals a substantial correlation between tourism activities in Calabar Municipality and family income. This suggests that the majority of families in the area experience an increase in income, particularly during peak tourism events such as the renowned Calabar carnival. The research underscores that the significant findings regarding business potentials primarily benefit residents of Calabar Municipality, especially during the general festive period and, more specifically, during the peak of carnival activities. Additionally, the study highlights that the income-generating capacity of residents in the area consistently receives a boost during the pinnacle of tourism activities.

Summary

This research aimed to investigate the correlation between tourism and the socio-economic welfare of the residents of Calabar Municipality. A total of 398 participants were chosen for the study. Following data collection through questionnaires, the gathered information underwent thorough statistical analysis using relevant test statistics, as outlined by the formulated hypotheses guiding the research. The results revealed a robust and noteworthy association between tourism activities and aspects such as family income, business opportunities, and the income-generating capacity of the Calabar Municipality residents.

Conclusion

Based on a comprehensive review of the study and its specific findings, the following recommendations are proposed:

Recognizing the pivotal role of family income as a crucial component of national income and a significant indicator of macroeconomic development, it is advised that the government focus on diversifying and advancing other sectors of tourism. This strategic approach aims

to attract more families to the economic advantages associated with tourism in the region.

Acknowledging that business potentials play a substantial role in fostering social and economic well-being, it is recommended to organize services and workshops for the local population. This initiative aims to enhance their awareness and exposure to the various opportunities presented by tourism-related activities, contributing to the overall development of the community.

Given the prevalent issue of low income generation, particularly in third-world countries like Nigeria, it is imperative for the government to take prompt action in promoting awareness. This can be achieved through community mobilization, engagement with local chiefs, youth organizations, and faith-based groups. By enlightening the populace about the opportunities within the tourism industry, the government can facilitate the empowerment of the community.

Recommendations

The research suggests the following:

1. Prioritize or integrate additional studies to address persistent challenges.
2. Emphasize the contribution of non-governmental organizations to improving the socio-economic well-being of individuals.
3. Direct attention towards the role of financial institutions in promoting citizens' welfare through tourism.

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