

# An Appraisal of Tourism Development in Cross River State: Pre-Post Era Analysis, Nigeria

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## Abstract<sup>3</sup>

In Cross River State, tourism development has significantly transformed Calabar into a natural paradise where most fun-seekers and visitors wish to visit. Although the tourism development indicators in Cross River State have been quite overwhelming yet scholars have not been able to x-ray the pre-post era of tourism development with specific reference to Calabar which is one of the tourism hotspots in Cross River State which is the basis of this research, to appraise the pre-post era of tourism development in Calabar. A check list was designed and distributed in the various tourism potential sites and attractions which captured the tourist arrivals and remuneration to staff and the problems associated with tourism development in Calabar during the pre-post era of tourism development in Calabar. Findings have shown that there is a rapid growth in tourism development in the post-era with respect to visitors' arrivals and remuneration to staff compared to the pre-era of tourism development in Calabar. Although, it was discovered that tourism development in the post-era was highly associated with socio-economic problems compared to pre-era of tourism development. Therefore, an effective mechanism must be put in place to ensure effective and a sustainable tourism development in Calabar.

**Keywords:** Appraisal, Calabar Development, Tourism, Pre-Post Era

## 1. Introduction

The substantial growth of the tourism activity in the world, clearly marks tourism as one of the most remarkable economic and social phenomena of the past century. The number of international arrivals shows an evolution from a mere 25 million international arrivals in 1950 to an estimated 806 million in 2005, corresponding to an average annual growth rate of 6.5%. Tourism is a socio-cultural phenomenon and it is a quaint revolution that has gradually swept through, the world, in both developed and undeveloped nations. As an outward sign, mankind is beginning to reshape its attitude toward the conservation of the natural environment, compete with animals, plants, stonework, vines, mist, sound and even man himself, which are all active components of the earth (Fred. 2007).

History of tourism in Africa, indicates that East African countries such as Kenya, Mozambique, Tanzania etc had benefited immensely from tourism by reason of their long term foresight, early feasibility study on its lucrative nature, tourism planning, development and aggressive marketing of the industry. This had no doubt contributed greatly to their National earnings boosting their Gross Domestic Product (G.D.P), increasing per-capital income and solving the problem of balance of payment deficit. For instance, Kenya experience a large number of tourist traffic every year precisely from the Western Europe market who pay regular visits to watch the Kenya Safari both at close range and from the Kenya Skylines. Moreover, Nigeria government, conscious of the rich potentialities of the physical and human resources of the country for recreation and tourism, (both state and federal governments) have undertaken many steps structurally and

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financially to give tourism industry a really big push. At the federal level, tourism is being catered for by the Ministry of Culture and Tourism with a semi-autonomous from National Tourist Board decree 56 of 1976, which metamorphosed to the Nigeria Tourism Development Corporation (NTDC) under Decree 81 of 1992

In addition, Tourism and Culture in Nigeria have continued to play a huge role in stability and cultural survival of the people but the ultimate question remains if these activities have a corresponding impact on the economy. For some state governments, particularly Cross River State, tourism development has been a priority in the programme of the government of the state funding and providing resorts such as Obudu Cattle Ranch, Canopy Walkway, Monolith sites, Refome Lake, Cross River National park, Mary Slessor's Residence in Creek Town, Cercopan, Marina Resort, National Museum, Aqua-vista, among others. With the increase in tourists visit from 2,210 between October and December 2009 (Cross River Tourism Bureau, 2010), this has made the state a major tourist's destination where numerous fun-seekers and other visitors wish to visit. Besides, Calabar is regarded as one of the cities in Nigeria with high influx of tourists and visitors due to its numerous tourism attractions and other related enterprises such as hotels, which provide auxiliary services to tourists and boost the economy of Calabar. However, in spite of the tremendous impact of tourism development in the state, little or no research has focused on appraising the pre-post era of tourism development with respect to tourist arrivals, remuneration to the staff in the industry and problems associated with tourism development within this period.

## **2. Literature Review**

### **• Historical Development of Tourism in Nigeria**

Eniola (2002) traced the history of tourism in Nigeria to the early part of 20<sup>th</sup> century when the Annual Colonial Report started featuring recreation and travel related matters in Nigeria. The Report which was approved by the then Governor of Nigeria, Lord Lugard, as a guide to tourism chronicled around the early European explorer movement and travel classified as "compulsory package travel" by the author.

According to Ukpanah (1991) the historical development of Nigerian tourism can be traced to 1472 when the first Portuguese merchants landed in Lagos on a mercantile mission - "Trade Tourism." Another school of thought is of the opinion that tourism started 1962 when a group of Nigerians with interest in and commitment to the promotion of tourism set up a body then known as the Nigerian Tourism Association (NTA) Maduekwe (1999). It is on record that the Nigerian Tourism Association (NTA) received some grants from the then government and that it sought for and earned membership of the International Union of Official Travel Organization (IUOTO) in 1964. The IUOTO has today metamorphosed into today's World Tourism Organization (WTO)."

Nwakanma (1989) in Ukpanah viewed tourism in Nigeria to have started in earnest in 1962 following the report of an Ad-hoc Committee set up in 1958 to draw up a policy guideline for tourism in Nigeria. The recommendation of the report culminated in the establishment of the Nigerian tourism Association (NTA). The association was meant to be a joint venture between the federal government, the former regional government, the transport statutory corporations and the major commercial organization in the travel and catering industries. The growth of tourism in Nigeria saw the formation of the Nigerian tourism Board with Decree 54 in 1976.

### **• Government and Private Sector Involvement in Tourism**

Okunbawa (2001) drawing from the works of Nwakanma stated that despite the involvement of the private sector in the development of tourism, the government need to provide certain infrastructure as the enabling environment for tourism development. The first pre-requisite, according to him, is the development of the social facilities such as good roads, good water system and the provision of electricity. Efficient communication facilities such as telephone and telex system should be available. All types of transportation system must be exploited and developed.

The provision of accommodation is a necessary condition for tourism development. Various types of

accommodation facilities need to be developed to cater for the big time tourist of different strata, medium size and small hotels with quality service but moderate prices need to be encouraged. The development composites near the various tourist attractions would also enhance the availability of accommodation facilities for the tourists.

Anani (2004), stating the relevance of tourism sector in the economy of Cross River State. According to him, all the tourism potentials in that state need to be developed such as Obudu Rattle Ranch, Kwa Falls, Agbokim Water Falls, Ebom Ox Bow lake, Cross River State National Park, Mary Slessor tomb and the Project Tinapa.

Ejom (2004) reiterated that the Tinapa project is the commitment of the Cross River State Government to great business and leisure environment for not only Cross Riverians and Nigerians but also the world at large. He said the complex is meant to provide international standard wholesale emporiums, integrated shopping complex and product distribution element supported by business tourism and entertainment facilities. According to Governor Duke (2004) "Today's ground-breaking ceremony formally flag-off our commitment to put in place those basic infrastructure which will facilitate the proper take off of the project. This is in line with our policy of providing an enabling environment for investment."

Agbor (2004) in assessing the development of the Tinapa project and agreeing with government statement above, said that the government is committed to provide both super structure and infrastructure in the area.

According to Anani (2004), the government is committed to provide facilities such as roads, electricity, water supply etc, that would make the environment comfortable for business to flourish.

Okunbawa in Nwakanma (1989) on the near absence of private sector involvement in tourism industries, opines that the private sector needs to be encouraged to invest in the tourism industry not just in hotel and travel agency business, but also in the establishment of amusement parks, family vacation resort and outdoor games facilities. The encouragement, could be in the form of guarantee of long-term loans to enable tourism projects. Land in the vicinity of the major tourist attractions could also be leased out at a comparatively cheap rate to private investors who would want to invest in ancillary services of tourism importance.

These incentives, he averred would encourage investment in tourism industry by private sector. He further pinpointed that the industry is too big for the government agency (Tourism Bureau) alone to shoulder. The private sector needs to invest in this vital sector of the economy. Ettaba (2004) opined the private sector participation in the development and growth of any economy is one very transparent and necessary ingredient required to turn around a non-performing economy to a path of growth.

Elem (2004) agreeing with Ettaba said, the private sector participation is to the extent that government bear responsibility in the provision of all necessary infrastructure to create enabling environment for the operation of a private sector driven economy. The private sector functions as a galvanizing medium to create employment, thereby expanding economy through the production of goods and services, which improve general social well-being of the citizens of a nation. This is the premise of the project Tinapa vision.

On the need for partnership in the development of tourism, Allport (2002) emphasized the need for cordial relationship between government and private sector. Though tourism to a large extent is private sector driven, it also requires the cooperation of other stakeholders in its development and promotion.

Wale (2002) in drawing a distinction between the government and private sector involvement in tourism observed that tourism is a shared responsibility of both the private sector and the government. The business of tourism has been neglected according to him because of non-participation of the private sector substantially.

Uhuegbu (2002) stress the need for private sector participation in tourism development. The role of private sector must be recognized and encouraged so that key tourism products like game reserve, eco-tourism, camping, historical and cultural tourism and the project Tinapa etc should be tapped. Tourism

according to Anija-Obi (2001), has become a worldwide industry which is at different levels of development from one nation to another. This, therefore, implies that the development of the sector is not uniform.

Ekoh (2004) affirming the works of Anija-Obi in his analysis of the private sector participation at the different developmental levels of tourism in any nation said the private sector is the operation of tourism worldwide.

### 3. Methodology

The study was focused on evaluating the pre-post era of tourism development in Calabar, Cross River state – Nigeria. The tourism potentials and attraction in the pre-post era of tourism development were assessed. Tourist arrivals and remuneration to staff during the pre-post era were equally evaluated. However, a checklist was designed, which captured tourist arrivals and remuneration to staff while two hundred copies of questionnaire were randomly distributed to residents within attraction sites. The data for the study were obtained from the records in the various tourism sites and also interviews were conducted with the staff in each site to help collect information on staff remuneration. Furthermore, formal interviews were conducted with the various managers in each of the tourist sites and attractions. The data collected were further presented using bar chart and tables for easy clarification.

### 4. Findings

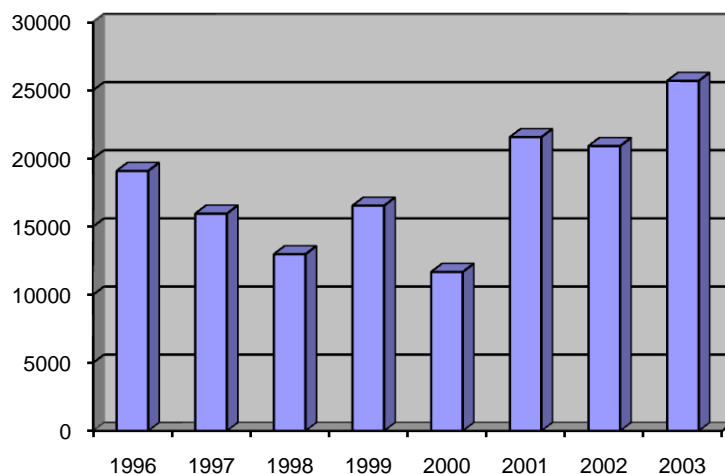
- **Annual Tourists Arrivals in the Pre-Era of Tourism Development**

The annual tourist arrivals during pre-era of tourism development as presented in Table 1 show that, the rate of tourist inflow from 1996 to 1999 experienced poor inflow of tourists. It was discovered that 2003 recorded the highest level of patronage with a value of 19.7% followed by 2011 with a value of 16.2%. However, data collected during the pre-era of tourism development also indicate that in 1999 and 1997 there were patronage in the various attraction sites. Nevertheless, it was noticed that there was a high level fluctuation in the rate of patronage of the various attraction sites.

**Table 1: Annual Tourist Arrivals Pre-Era Analysis**

Year	No. of tourist arrivals in museum	No. of tourist arrivals in hotels	No. of tourist arrival in botanical garden	No. of tourist arrival in drill ranch	No. of tourist arrivals in cercopan	No. of tourist arrivals during carnival	Total	%
1996	336	18144	260	166	170	19076	19076	15.8
1997	301	15001	336	105	198	15941	15941	13.2
1998	202	12020	303	220	220	12965	12965	10.7
1999	327	15251	220	360	369	16527	16527	13.7
2000	200	8200	400	204	700	9704	11664	8.0
2001	360	16900	1440	336	500	19536	21557	16.2
2002	370	19000	1230	400	400	2419	20902	2.
2003	404	21000	2000	404	205	24013	25685	19.9
Total	2500	106535	6189	2195	2762	120181	144317	100

Source: field Survey, 2014



**Fig. 1: Bar Chart Showing Annual Tourist Arrivals in Pre-Era of Tourism Development**

• **Annual Tourists’ Arrivals in the Post-Era Period**

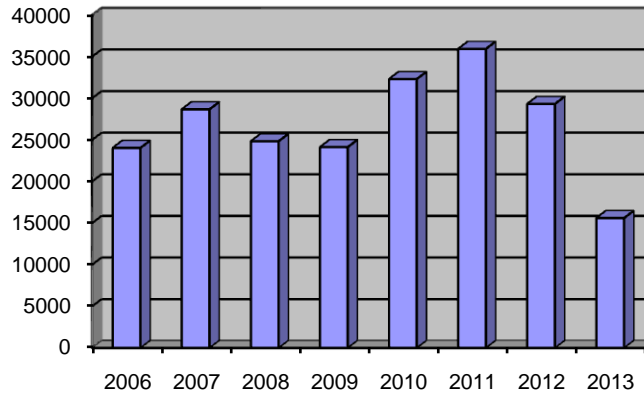
The rate of tourist arrivals during the post-era of tourism development in Calabar as presented in Table 2 indicates that tourist attractions were the major catalysts for the inflow of visitors in the area. However, the Calabar carnival activities attract more visitors to Calabar with value of (31,333) visitor arrivals. Also a bar chart was used by the researcher to demonstrate the rate of tourist arrivals after tourism development in the area as presented in Figure 2.

Although, it was noticed that 2010 and 2011 recorded the highest rate of tourist arrivals with values of 13.8% and 15.5% respectively while 2013 recorded the least level of patronage of the various tourism attraction sites.

**Table 2: Annual Tourist Arrivals Post-Era Analysis**

Year	No. of tourist arrivals in museum	No. of tourist Arrivals in hotels	No. of tourist arrival in botanical garden	No. of tourist arrival in drill ranch	No. of tourist arrivals in cercopan	No. of tourist arrivals during carnival	Total	%
2006	446	20500	370	308	380	2025	24029	10.33
2007	425	25000	444	320	400	2050	28666	12.3
2008	490	18144	1407	360	400	4028	24829	10.7
2009	503	16200	1500	400	520	5000	24123	10.4
2010	505	23700	1902	500	500	5200	32305	13.8
2011	629	26000	1800	600	820	6080	35929	15.5
2012	400	15900	1401	620	7000	4000	29321	12.6
2013	202	10500	1000	350	600	2900	15602	6,7
<b>Total</b>	<b>3627</b>	<b>179644</b>	<b>9822</b>	<b>3458</b>	<b>4620</b>	<b>31.333</b>	<b>232504</b>	<b>100</b>

Source: field Survey (2014)



**Fig. 2: Bar Chart Showing Annual Tourist Arrivals in Post-Era of Tourism Development**

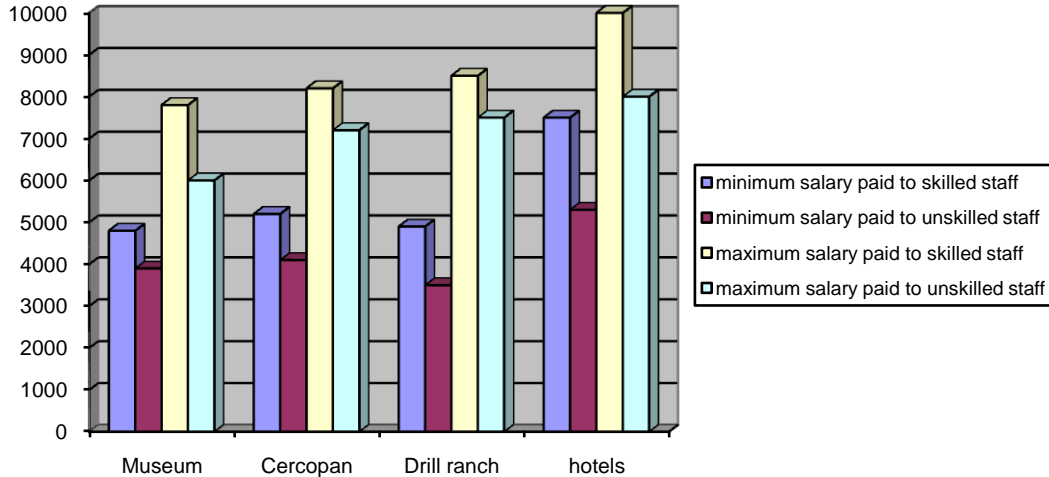
- **Monthly Remuneration Paid to Staff during Pre-Era of Tourism Development**

The monthly remuneration paid to staff during pre-era of tourism development as presented in Table 3 indicate that hotels in the area paid high remuneration of N7,500 as minimum salary paid to skilled staff, N5,300 as minimum salary paid to unskilled staff, maximum skilled staff received N10,000 as their maximum salary whereas the maximum unskilled staff received remuneration of N8,000. It was also discovered in Table 3 that minimum salary paid to skilled staff working with the carnival commission was N6,700, the unskilled staff received minimum salary of N5,000 whereas the maximum salary paid to the skilled staff was N10,800 while the unskilled staff with maximum salary scale received N8,900 Cercopan paid N5,200 a minimum salary paid to skilled staff, N4,100 as minimum salary paid to unskilled staff N8,200 as maximum salary paid to skilled staff, N7,200 as maximum salary paid to unskilled staff. Moreso, it was discovered that drill ranch paid N4,900 as minimum salary paid to skilled staff, N3,500 as minimum salary paid to unskilled staff N8,500 as the maximum salary paid to skilled staff and N7,500 as the maximum salary paid to unskilled staff. Also, the museum, paid N4,800, N3,900 as minimum salary paid to skilled and unskilled staff and N7,800, N6,000 as maximum salary paid skilled and unskilled staff. Finally, the botanical garden paid minimum salary of N5,500, N4,500 to skilled and unskilled staff, while maximum salary paid to skilled and unskilled was N8,900 and N7,500 respectively. However, for further clarification the monthly remuneration to staff in its pre-era of tourism development is presented in figure 3.

**Table 3: Monthly Remuneration Paid To Staff during Pre-Era of Tourism Development**

<b>Tourist centre</b>	<b>Minimum salary paid to skilled staff</b>	<b>Minimum salary paid to unskilled staff</b>	<b>Maximum salary paid to skilled staff</b>	<b>Maximum salary paid to unskilled staff</b>
Museum	4,800	3,900	7,800	6,000
Cercopan	5,200	4,100	8,200	7,200
Drill Ranch	4,900	3,500	8,500	7,500
Hotel	7,500	5,300	10,000	8,000
Botanical Garden	5,500	4,500	8,900	7,500
<b>Total</b>	<b>34,600</b>	<b>26,300</b>	<b>54,200</b>	<b>45,100</b>

Source: Field Survey (2014)



**Fig. 3: Bar Chart Showing Monthly Remuneration in Pre-Era of Tourism Development**

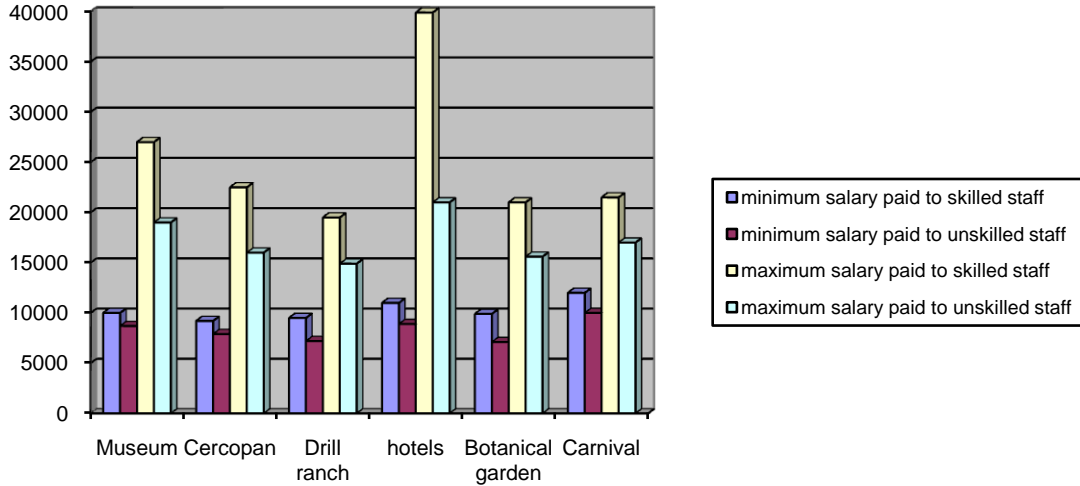
• **Monthly Remuneration to Staff during Post-Era of Tourism Development**

The monthly remuneration paid to staff during the post-era of tourism development as presented in table 4 shows that there is an increment in the monthly remuneration as they took advantage of the patronage in the tourist sites. Museum paid N10,000 as minimum salary paid to skilled staff N8,700 as minimum salary paid to unskilled staff, N27,000 as maximum salary paid to skilled staff, N19,900 as maximum salary paid to unskilled staff, also cercopan paid N9,200 as minimum salary paid to skilled staff, N7,900 as minimum salary paid to unskilled staff, N25.500 as maximum salary paid to skilled staff, N16,000 as maximum salary paid to unskilled staff. Moreso, Drill Ranch paid N9,500 as minimum salary paid to skilled staff, N7,200 as minimum salary paid to unskilled staff, N19,500 as maximum salary paid to skilled staff whereas N14,900 was a maximum salary paid to unskilled staff. More hotels which took advantage of the high rate of tourist inflow in the area to increase monthly remuneration with value of N11,000 as minimum salary paid to skilled staff, N8,900 as minimum salary paid to unskilled staff, N39,900 a maximum salary paid to skilled staff while N21,000 was a maximum salary paid to unskilled staff. However, Botanical Garden paid N9,900 as minimum salary paid to skilled staff, N7,100 as minimum salary paid to unskilled staff, N19,000 as maximum salary paid to skilled and N15,600 was the maximum salary paid to the unskilled staff. The carnival commission also increased their monthly remuneration to their staff. A bar chart was also used by the researcher to demonstrate the monthly remuneration paid to staff after development of tourism as further indicated in figure 4.

**Table 4: Monthly Remuneration Paid To Staff during Posy-Era of Tourism Development**

Tourist centre	Minimum salary paid to skilled staff	Minimum salary paid to unskilled staff	Maximum salary paid to skilled staff	Maximum salary paid to unskilled staff
Museum	10,000	8,700	27,000	19,900
Cercopan	9,200	7,900	22,500	16,000
Drill Ranch	9,500	7,200	19,500	14,900
Hotel	11,000	8,900	39,900	21,000
Botanical Garden	9,900	7,100	21,000	15,600
Carnival	12,000	10,000	21,500	17,000
<b>Total</b>	<b>61,600</b>	<b>49,800</b>	<b>151,400</b>	<b>104,400</b>

Source: Field Survey, October 2014



**Fig. 3: Bar Chart Showing Monthly Remuneration Paid To both Skilled and Unskilled Staff before Development of Tourism**

**Table 5: The Socio-Economic Consequences of Tourism Development in the Area**

S/N	Options	Frequency	Percentage
a	Prostitution	16	8
b	Alcoholism	20	10
c	High cost of house rent	28	14
d	Accident	8	4
e	High cost of transportation	10	5
f	Loss of cultural heritage	18	9
g	Armed robbery	7	3.5
h	Increased HIV cases/other diseases	15	7.5
i	All of the above	78	39
<b>Total</b>		<b>200</b>	<b>100</b>

Source: Field survey (2014).

The socio-economic consequences of tourism development in the post-era as presented in Table 5 shows that all the variables listed are the consequences of tourism development in Calabar. It was discovered in the table that high cost of living, alcoholism were the major socio-economic consequences of tourism development in the area with values of 14% and 10% respectively. However, it was observed that loss of cultural heritage and prostitution constitute another socio-economic consequence as a result of tourism development in Calabar with values of 9% and 8% respectively, while armed robbery and accident were on the least side with values of 3.5% and 4% respectively.

## 5. Conclusion

The tourism industry in Cross River State has significantly encouraged the rate of tourist arrivals and the socio-economic wellbeing of the people in the state. The study has shown that tourism development in Cross River state is not a lip-service issue, rather it has transformed the entire state to a natural paradise where fun-seekers will want to visit. Although, tourism development in Cross River state is not devoid of socio-economic problems especially in the state capital where most of the socio-economic activities take place.



## **Recommendation**

Today, in spite of the tremendous contribution of tourism development in Cross River state and Calabar in particular, its activities are not devoid of socio-economic problems especially during the post-era of tourism development in the state. It is on this note that the following recommendations are put forward if tourism development must be sustained and its benefits reaped in Calabar.

- Effective framework must be put in place that would help to sustain the existing tourism development indicators in Calabar.
- The government must devise a means in which private sector would be encouraged to invest in tourism related activities in the state.
- The government should provide effective security network that would help guarantee the safety of visitors during their stay in Calabar.

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