



TOURISM DEVELOPMENT AND SOCIO- ECONOMIC WELL-BEING OF THE PEOPLE OF CROSS RIVER STATE- NIGERIA

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Abstract

The main thrust of this study was to examine tourism development and its contribution to the socio-economic well-being of the people of Cross River State, Nigeria. Specifically, the study examined the extent to which tourism development contributes to income generation and job creation, to the people of Cross River State. Relevant literature were reviewed while Functionalist theory constituted the theoretical framework for the study. The research design employed was a survey design, with a sample of 400 respondents selected using the Taro Yamene's (1967) sample size determination technique. Multi-stage sampling techniques was adopted to select respondents from the delineated clusters using an 18 item questionnaire. Demographic data were presented using simple percentages. Hypotheses were tested using the Pearson product moment correlation coefficient (PPMCC) all at 0.05 level of significance. The study concluded that in spite of the high recognition of the state as the tourist base of the nation, the multiplier effect on individuals, and socio-economic well-being is still not very

noticeable. The study recommends that the Government of Cross River state should intensify efforts in expanding the tourism sector to other areas in dire need of tourism potential such as cultural tourism.

Keywords: Tourism development; Socio-economic well-Being; Stakeholders; Diversification; Sustainability; Human capacity building

INTRODUCTION

Tourism development translates to a socio-economic activity by residents for tourist expedition with the hope of improving human conditions and economic progress in their living standards. Tourism promotes social activities like travelling outside the usual environment by individuals for different purposes. It helps in creating job opportunities for employment and income in the service industries. It's seen as a set of social practices interconnected with all aspects of human daily living and touches people connection with others and places, (Dalat 2010; Ekwere 2010) respectively. Its role however has gone beyond mere integration of human development and settled on exemplifying human freedom, rights and social well being. In the area of economic activities, tourism is considered a major driver in the socio-economic development of many developed and developing countries of the world which serve as an alternative measure to diversification of a sustainable economy.

Tourism as a sector enhances the demand for transportation for the promotion of international tourism, tele-communication and other related services in the patronage of local products by tourists such as car hiring, food items, cultural artifacts, hotel accommodation, talent hunt and show case and other miscellaneous expenditure. Several scholars have identified tourism as a high profile sector with a multi-dimensional nature and have great potentials in revamping an economy if keyed into by a nation.

The federal government of Nigeria having realized the significant benefits of this sector as a major channel for the diversification of the nation's economy from oil, called for a more radical approach to promote and exploit the tourism industry for economic development. Dalat, (2010) observed that, Nigeria economy could thrive if tourism is considered as one of the channels to enhance its economy base while still focusing on Agriculture and petroleum.

In Cross River State, the sector has become an important channel of diversifying the economy of the state from oil industry which has significantly dominated other sectors for some decades. The State government had relied on the oil sector since 1967, until it was deprived of it by the Federal Government and handed over to the near-by Akwalbom State in 2008. Thus it

became necessary to shift to an alternative source of socio economic development measure. Consequently, the Cross River state Government has been consistent in developing tourism, through the establishment of many tourism sites in the state to help tap the enormous potentials from tourism to generate income and employment opportunities in the state.

Tourism development benefits the area endowed with tourism potentials through generating income and creating employment or jobs. This study ascertained the practical influence in the area of human capacity building considering the height of investment from the time of its inception by the Government of Cross River State. Therefore, tourism development and its impact on the socio-economic well being of the people of Cross River State was the focus of the study.

Statement of the problem

If a cursory look is taken across the state, a richly endowed state with a wide range of natural and cultural resources is acknowledged. The state has been from time of its creation in 1967, dependent on federal allocation; derivation fund from oil wells and internally generated revenue. These sources of revenue have been the basis for economic development of the state until the 10th of October, 2002, the International Court of Justice at Hague in her judgment on Nigeria-Cameroon maritime boundary dispute, ceded part of the state which is oil rich Bakassi peninsula to Cameroon Republic and the eventual lost of State oil wells to Akwalbom State on the 14th of August, 2008 respectively (Judgment, ICJ Reports, 2002). Since this period, the economy of the state has experienced serious setback because of its reliance on the oil sector. In order to probe up or diversify the state economy, the State Government identified tourism as a strategy to boost its economy base, thus Cross River State tourism bureau under the tourism bureau Act No. 6 of 2003 was established. To compliment this measure, successive administrations have contributed towards this drive to the detriment of other sectors of the economy evident in the establishment of tourism attraction sites across the three senatorial districts of the State. In spite of the huge contribution of tourism to the revenue base of the state, the socio economic well-being of those in the tourism communities has not shown any significant improvement. This study therefore, seeks to examine Tourism Development and its contribution to the socio-economic well-being of the people of the state.

Objectives of the study

The main objective of this study was to examine tourism development and its contribution to the socio-economic well-being of the people of cross river state, Nigeria.

The specific objectives were to:

1. Determine the extent to which tourism development relate to income generation of the people of Cross River State.
2. Examine the extent to which tourism development relate to job creation of the people of Cross River State
3. Identify problems that militate against tourism development and socio-economic well-being of the people of Cross River State and strategies that could be adopted in addressing them.

Research hypotheses

The following hypotheses were tested in the study.

1. There is no significant relationship between tourism development and income generation of the people of Cross River State.
2. There is no significant relationship between tourism development and job creation of the people of Cross River State.

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

Tourism development and income generation

The tourism industry is a channel through which a significant sum of money is being realized from expenses by the tourist residents on tourism sites which in turn promotes income generation to host communities or countries. The monies spent by visitors or tourist do circulate to all the structures of the society. The major significant economic characteristics of tourism as an industry is that money's realized from the tourist home of resident is often being spent on tourism sites visited by tourists (Holloway et al, 1995).

In determining the degree of income generated from tourism, one will assess development in a pre and post tourist activity to determine the level of development during and after the tourist activity in a tourist destination. The multiplier effect is determined by assessing the economic condition of the tourist sector or other segments of the economy in terms of Sales multiplier, Output multiplier, Income multiplier, and Employment multiplier.

According to Aniah et al. (2009) the tourism industry and efficiency of any business operation relies on the income generating mechanism. They reiterated that the degree of income generation in a tourist location depends on the level of patronage of communities' involvement and active participation in creating a conducive atmosphere for relaxation depending on the facilities available and provided to the comfort of the tourists. Nations or communities with tourism potentials are always in a better way or chances of maximizing the

activities to income benefits through their full participation in various businesses, mostly improvement in small scale businesses (Elochukwu, 2013).

The tourism industry enhances fortunes to communities that are relatively poor to improve their natural and man-made potentials in other to promote their income earnings and enhance development (Honey & Gilpin, 2009).

Tourism, so far acknowledged in Cross River State has been observed to be a channel of generating income and creating jobs for the host communities where these sites are located, has a significant impact in improving infrastructural development to the host communities of the tourist attraction or centers and has helped to promote the culture of the host community and enhance sustainable development. According to World Commission on Environment and Development (1987) Sustainable development, is that aspect of development that is durable and with potentials to impact on the generations to come.

Tourism development and job creation

Tourism industry as a valuable source of employment generation is an industry with a high intensive labour. Tourism when compared to the ordinary manufacturing industries is responsible in providing or making available a higher range of employment opportunities or job creation intended from unskilled to highly specialized one because a wide variety of services thrive from tourism. Employment opportunity or job creation is a product of the effect of tourism development on the economy of a nation (Inskeep, 1991).

Ogundele (2002), in contrast, reiterated that the tourism industry does not require high intensive labour and advanced technology, rather tourism has the capacity to provide employment opportunities, thereby improving the living standard of the local population as well as increased infrastructural amenities of the host communities. From the foregoing, he opined that tourism has a catalytic effect for the springing up of other mother industries and their subsidiaries to help in creating employment.

Kreag, (2001), stated that; "For decades, tourism industry growth has been a major contributor to increased economic activity throughout the world. It has created jobs in both large and small communities and is a major industry in many places."

Economic growth and job creation have been the major component of the tourism industry as the sector does not only create jobs for the teaming unemployed individuals but also directly or indirectly influence other sectors and boosting their capacity towards finance services, export and import trading, retailing services, telecommunication amongst others of host communities. A significant economic connection or reliance with the industry and other industries or sectors such as agriculture and small enterprises often improves turnover effect

which helps most often in enhancing revenue stability through job creation for host communities. The nexus between tourism and economic development often heightens the quest and demand for better services such as creation of jobs and other opportunities for the improvement of small scale businesses for the local people.

Ryan (2000) adds that, the impact of tourism on employment can be considerable for many small countries. He also points out that in some countries in the Caribbean, 50 percent of the workforce is employed in the tourism sector. The tourism industry or sector has a significant impact on nations GDP which helps in employment for a number of years (Agency Reporter, 2012).

The impact of tourism in job creation varies from one country to another, how jobs are created in Nigeria on grounds of tourism may differ from how they are created in other nations of the world. Example of these is in Rwanda, where employment opportunities are offered to people through national parks, guides, trackers and anti-poaching agent. This method of job creation differs from that of Nigeria where individuals are employed to manage tourism sites, enrolled into government payroll and others contracted to manage tourist events. People are empowered under tourism by tourists through either voluntary services offered to host communities or other related humanitarian services. (Nielson et al, 2011).

According to Uwingeli (2009), in Rwanda tourist sites like Volcanoes National Park (VNP) have in the last decades employed up to 180 individual's to work as guides, trackers of gorilla usually in groups comprising of tourist and research groups and poaching groups or teams recruited in the five protected sectors of the economy were deployed in the five protected sectors of the Park. Furthermore, about 800 members of the host community participated in every ongoing activities in the park and also many were employed as temporal staff. The management of the Volcanoes National Park (VNP) has continually help in forming a dual association-conservative activity association and the community development association to help protect the park. With the formation of these tour associations, a large number of individuals work as volunteers either as crop rangers, conservationists, porters, and community awareness personnel.

THEORETICAL FRAMEWORK

Functionalist Theory

The proponents of this theory are Auguste Comte, Emile Durkheim, Herbert Spencer, Arthur Radcliffe Brown and Bronislaw Malinowski cited in Charles, (2005). The functionalist theory is the theoretical foundation that is of the view that the social system which is the society demands a complexity of need to make the society survive. For these elements in the society to survive,

and develop, many activities must be put in place to meet these basic needs by individuals in the society.

Functionalism addresses or sees the society's survival as a collective entity that demands the total functioning of all the institutions in the society such as the norms, traditions, institutions and customs for survival.

The tenets of the functionalist theory are: Every human society is seen as a system with interrelated, interconnected and interdependent parts with emphases on how these various parts (institutions and structures) work collectively to better the system whole and maintain equilibrium and homeostasis. In other words, they believe that without collective conscience or shared values and beliefs, achieving social order is impossible and social order is crucial for the well being of society.

The theory is faulted for its negligence to see change as an instrument that is necessary for the survival of every social system. Most of the scholars see the theory to be biased in its perspective most especially dehumanizing humanity into category of needs.

The theory by application implies that tourism development together with other societal institutions and structures act as one of the collective means to meet individual and social needs of Cross River State. Tourism development is an integral component of Cross River State working with other complex sub systems to promote solidarity, stability and progress.

RESEARCH METHOD

Research Design

This study employed the survey research design as well as quantitative and qualitative approaches to obtain data for analyses. The survey design was chosen because it helps to describe widespread variables with common characteristics needed for the study. Furthermore, the design was adopted for its reliability to help the researcher design a questionnaire and interview schedule for the collection of quantitative and qualitative data. This research design is chosen because it was most appropriate for a study interested in examining the impact of tourism development on socio economic well being translated into income generation and job creation. It involved the use of questionnaire as a research instrument which was administered on respondents to enable the researcher collect quantitative data. Also the qualitative aspect was through focus group discussion (FGD) and in-depth interview. This in-depth interview method was carried out to obtain first hand information to further strengthen data analysis.

Population, Sample and Data collection

Although the population of Cross River State according to the National Population Census (2006) is three million three hundred and thirty seven thousand five hundred and seventeen people (3,337,517), the population, one million, eight hundred and eighty thousand, three hundred and ninety people (1,880,390) of the selected Local Governments with tourism potentials was used as the base point. It is from this study's population, a sample of 400 respondents was drawn for the study. To get this sample size, the Taro Yamane's (1967) sample size determination technique (statistical Formula) was adopted. Data collection employed quantitative and qualitative approaches. The quantitative approach involves a structured questionnaire administered directly to the respondents by the researcher with the help of an assistant. The questionnaire was structured based on the variables developed from the objectives and were administered and retrieved with usable data.

The qualitative approach was focus group discussion (FGD) comprised of males and females aged between 24- 60yrs of the active population who are mostly productive and always prepared to be engaged in tourism venture and in-depth interview with a structured interview guide to collect information from stakeholders based on the variable under study. FGD required participants with at least a qualification of a First School Leaving Certificate (FSLC) with occupation as civil servant, farmer, politician, student and trader while in-depth interview (IDI) required the Secretary, Council of Chiefs, Yakurr local government area, the custodian of the policy framework of the festival to examine the impact of lebuku festival as an aspect of cultural tourism on the socio economic well being of the people.

On the same strength, the chairman of Cross River State Tourism Board was selected from his advantaged position in directing the overall management programme of the festival at the State level. He initiates all the planning process for the festival to take place and has records of past events at his disposal. These qualitative data gathered, compliment the quantitative data from the instrument.

Sources of data

Two sources of data were explored for the study. These were: Primary sources and Secondary sources. Primary sources consisted of the first-hand information obtained from respondents in the process of field work. In this study, the questionnaire, personal interview and focus group discussion with the host communities made up the primary sources. The secondary sources involved research journals and existing literature of the works of other scholars related to the concept under study.

Research instrument and Reliability

The data were generated from a 29-item instrument designed by the researcher. The instrument was divided into two sections. In section A, the researcher highlighted the purpose of the study and solicited for understanding of the respondents. The researcher, in section B requested the respondents to respond, in an honest manner, to all the items by placing a tick (✓) on any column of their choice particularly the ones that best satisfied them.

Reliability is known as a degree of consistency which an instrument measures what it is supposed to measure over time (Osuala, 1993). To ascertain reliability of the research instrument, trial test was conducted by researcher.

Testing of research hypotheses

The testing was done hypothesis by hypothesis using relevant statistical technique to test each one at 0.05 level of significance. Descriptive statistics was used to answer the research questions, while Pearson product-moment correlation coefficient (PPMCC); tool was used to test the hypotheses.

Hypothesis one

There is no significant relationship between tourism development and income generation of the people of Cross River State.

Independent Variable: Tourism Development

Dependent Variable: Income generation

Statistical technique adopted: Pearson product moment correlation coefficient (PPMC)

Hypothesis two

There is no significant relationship between tourism development and job creation of the people of Cross River State.

Independent Variable: Tourism development

Dependent Variable: Job creation

Statistical technique adopted: Pearson product moment correlation coefficient (PPMC)

ANALYSIS AND DISCUSSION OF FINDINGS

Data presentation

Data in table 1 showed the socio-demographic characteristics of respondents in respect to age revealed that majority 47.5 percent (N = 190) were between 36-40 yrs, respondents between the ages of 30-35 yrs were 32.5 percent (N = 130), respondents in the group of those between

the ages of 41 above yrs were 20.5 percent (N = 80). This implied that respondents 36-40 years were higher in percentage than other description. The distribution of respondents by educational qualification showed that majority of 48.3 percent (N=193) respondents had primary education, 32.3 percent (N=129) had the SSCE, while 19.5 percent (N=78) had tertiary education. This implies that amongst the study population, those with primary education were higher than other educational description. The spread of respondents in terms of occupational status shows that majority 37.5 per cent (N= 150) were politicians, 30.0 percent (N =120) were trade/business, 24.0 percent (N = 96) were students; while 8.5 percent (N = 34) were civil servants. This implied that majority of the respondent were politicians. The distribution of respondents by marital status showed t that majority of the respondents 49.0 per cent (N = 196) were single; 36.8 percent (N = 147) were married while, 14.3 per cent of the respondents (N = 57) were divorced/ separated. It is evidenced that majority of the respondents were singles followed by singles.

Table 2 shows the responses of respondents to the sub-scale on Tourism development and income generation, with five options of either “strongly agree, agree, undecided, disagree or strongly disagree”. As presented in Table 2 most of the respondents either strongly agreed or agreed to all the seven items in this subscale. For item 1 which seeks to examine ‘if Business activities have increased tremendously since the inception Of tourism in Cross River State.’, from the item, 127 (28.0) strongly agreed, 92 (23.0) agreed, 42 (10.5) did not decide, 89 (22.0) disagreed, while 65 (16.3) strongly disagreed. Item 2 which examine ‘if tourists do bring a lot of money from their countries to tourism sites for Site seeing’, the result showed that 109 (27.0) strongly agreed, 100(25.0) agreed, 54(13.5) did not decide, 82 (20.5) disagreed while 55 (13.8) strongly disagreed. Item 3 examine ‘If Site seeing has brought money exchange in terms of goods and Services’, the result showed that 114(28.5) strongly agreed, 76 (19.0) agreed, 41 (10.3) did not decide, 97 (24.3) disagreed while 72(18.0) strongly disagreed. Item four examine ‘if the level of commercialization and social interaction amongst different Groups in and outside the state has expanded’, result showed that 123 (30.8) strongly agreed, 112 (28.0) agreed, 21 (5.3) did not decide, 79 (19.8) disagreed while 65 (16.3) strongly disagreed. item five determine ‘to what extent Tourism development does not contribute positively to the socio- Economic well being of the people of CRS’, the result showed that 116 (29.0) strongly agreed, 186 (46.5) agreed, 30 (7.5) did not decide, 35 (8.8) disagreed while 33 (8.3) strongly disagreed. Item six examine ‘the level of patronage from tourists help to generate income from Tourism development’, result showed that 127 (31.8) strongly agreed, 125 (31.3) agreed, 8 (2.0) did not decide, 72 (18.0) disagreed while 68 (17.0) strongly disagreed. Item seven determine the extent ‘Tourism development has been observed as a source of income and Improvement of well being of the people in destination area,’ the result showed that 126 (31.5) strongly agreed, 119

(29.8) agreed 18 (4.5) did not decide, 63 (15.8) disagreed while 74 (18.5) strongly disagreed.. This implies that the independent variable (Tourism development) affects the dependent variable (income generation).

Table 3 shows the responses of respondents to the sub-scale on tourism development and job creation, with five options of either “strongly agree, agree, undecided, disagree or strongly disagree”. As presented in the table most of the respondents either strongly agreed or agreed to all the four items in this subscale. For item 1 which seeks to examine ‘if Tourism development is a source of job creation to the host communities with tourism potentials,’ the result showed that, 101 (25.3) strongly agreed, 113 (28.3) agreed, 18 (4.5) did not decide, 105 (26.3) disagreed, while 63 (15.8) strongly disagreed. Item 2 which examine ‘if Tourism industry is sustained in Cross River State because it has met the basic needs of the people,’ the result showed that 99(24.8) strongly agreed, 98(25.4) agreed, 48(12.0) did not decide, 87 (21.8) disagreed while 68 (17.0) strongly disagreed; Item 3 examine ‘If Tourism industry has improved the quality of lives of the people of Cross River State,’ the result showed that 109 (27.3) strongly agreed, 97 (24.3) agreed, 29 (7.0) did not decide, 79(19.8) disagreed while 86 (21.5) strongly disagreed. Item four examine ‘if Due to tourism development, the teeming youths have employment opportunities,’ result showed that 111 (27.8) strongly agreed, 98 (24.5) agreed, 28 (7.0) did not decide, 68 (17.0) disagreed while 95 (23.8) strongly disagreed. This implies that the independent variable (Tourism development) affects the dependent variable (job creation).

Table 1: Demographic information of respondents

Variables	Frequency	Percentage%
Sex distribution	Frequency	Percentages
Male	163	4.8
Female	237	59.3
Total	400	100
Age distribution	Frequency	Percentages
30-35 years	130	32.5
36-40 years	190	47.5
41 and above	80	20.0
Total	400	100
Level of education	Frequency	Percentages
Primary education	193	48.3
Secondary education	129	32.3
Tertiary education	78	19.5
Total	400	100

Occupational attainment	Frequency	Percentages	Table 1...
Civil servant	34	8.5	
Politician	150	37.5	
Trade/business	120	30.0	
Students	96	24.0	
Total	400	100	
Marital status	Frequency	Percentages	
Single	196	49.0	
Married	147	36.8	
Divorced/divorcee	57	14.3	
Total	400	100	

Table 2: Tourism developments and income generation

S/N	ITEM	SA	A	UD	D	SD
1	Business activities have increased tremendously since the inception of tourism in CRS.	112(28.0)	92(23.0)	42(10.5)	89(22.0)	65(16.3)
2	Tourists bring a lot of money from their countries to tourism sites for site seeing	109(27.0)	100(25.0)	54(13.5)	82(20.5)	55 (13.8)
3	Site seeing has brought money exchange in terms of goods and services	114(28.5)	76(19.0)	41(10.3)	97(24.3)	72(18.0)
4	The level of commercialization and social interaction amongst different groups in and outside the state has expanded.	123(30.8)	112(28.0)	21(5.3)	79(19.8)	65(16.3)
5	Tourism development does not contribute positively to the socio-Economic well being of the people of CRS	116(29.0)	186(46.5)	30(7.5)	35(8.8)	33(8.3)
6	The level of patronage from tourists help to generate income from Tourism development	127(31.8)	125(31.3)	8(2.0)	72(18.0)	68(17.0)
7	Tourism development has been observed as a major source of income generation	26(31.5)	119(29.8)	18(4.5)	63(15.8)	74(18.5)

Table 3: Tourism developments and job creation

S/N	ITEMS	SA	A	UD	D	SD
8	Tourism development is a source of job creation to the host communities with tourism potentials	101(25.3)	113(28.3)	18(4.5)	105(26.3)	63(15.8)
9	Tourism industry is sustained in CRS because it has met the basic needs of the people	99(24.8)	98(24.5)	48(12.0)	87(21.8)	68(17.0)
10	Tourism industry has improved the quality of lives of the people of CRS	109(27.3)	97(24.3)	29(7.0)	79(19.8)	86(21.5)
11	Due to tourism development, the teeming youths have employment opportunities	111(27.8)	98(24.5)	28(7.0)	68(17.0)	95(23.8)

Hypotheses Testing

Hypothesis One:

H₀: There is no significant relationship between tourism development and income generation of the people of Cross River State.

H_i: There is significant relationship between tourism development and income generation of the people of Cross River State.

Decision Rule:

Accept the null hypothesis (H₀) if the critical value is greater than the calculated value at 0.05 level of significance and 1 degree of freedom. Otherwise reject the H₀ and accept the H_i. To test hypothesis one, the Pearson product moment correlation coefficient analytical tool was used in testing the hypothesis to determine the effect of tourism development on the income generation capacity of the people of Cross River State.

Decision:

Since, the calculated r-value of 0.221* is greater than the critical r-value of 0.086 we hereby reject the H₀ and accept the H_i, this therefore implies that there is significant relationship between tourism development and income generation of the people of Cross River State.

Hypothesis Two

H₀: There is no significant relationship between tourism development and job creation of the people of Cross River State.

H_i: There is significant relationship between tourism development and job creation of the people of Cross River State.

Decision Rule:

Accept H₀ if calculated r value is greater than the critical r value at 0.05 level of significance and 2 degrees of freedom. Otherwise, reject the H₀ and accept the H_i. To test hypothesis two above, the Pearson product moment correlation coefficient analytical tool was employed to test the hypothesis – tourism development and job creation for the people of Cross River State.

Decision:

From the result as presented in the table above, the calculated r-value of 0.251* is greater than the critical r-value of 0.082 with 2 degree of freedom. This result therefore implies that the null hypothesis which states that, Tourism development has no significant relationship to job creation of the people of Cross River State was rejected while the alternate hypothesis was accepted. It therefore means that there is significant relationship between tourism development and job creation of the people of Cross River State

Table 4: Pearson product moment correlation coefficient analysis for tourism development and income generation of the people of cross river state (N=400)

Variables	M	SD	$\sum x$ $\sum y$	$\sum x^2$ $\sum y^2$	$\sum xy$	r.value	Sig.
Tourism development	14.13	5.14	5426	86724		0.221*	0.00
Income generation	13.14	2.14	5156	71452	74102		

**significant at 0.05 level, df = 398, critical r .0.086

Table 5: Pearson product moment correlation coefficient analysis of the relationship between tourism development and job creation of the people of cross river state, (N=400)

Variables	M	SD	$\sum x$ $\sum y$	$\sum x^2$ $\sum y^2$	$\sum xy$	r.value	Sig.
Tourism development	14.13	2.14	5726	86826		0.251*	0.00
Job creation	13.43	2.14	5156	71452	74102		

**significant at 0.05 level, df = 398, critical r .095.

Discussion of findings

Tourism development and income generation in Cross River State

Hypothesis one was tested to determine the relationship between tourism development and income generation of the people of Cross River State. To test the hypothesis the Pearson product moment correlation coefficient analytical tool was employed. From the analysis, it followed that since, the calculated r-value of 0.221* is greater than the critical r-value of 0.082, the study rejected the H_0 and accept the H_1 , This therefore implies that There is significant relationship between tourism development and income generation of the people of Cross River State. In line with the above findings Aniah, Eja, Out, and Ushie, (2009) observed that the tourism sector or industry have the potentials to generate income to local residents through the activities of tourists in the area..

According to Aniah, Eja, Otu, and Ushie (2009) the tourism industry and efficiency of any business operation relies on the income generating mechanism. They further reiterated that the degree of income generation in a tourist location depends on the level of patronage of communities involvement and active participation in creating a conducive atmosphere for relaxation and drinking at a very significant value of 27 percent to visitors or tourists in the area compared to when there is a non-conducive atmosphere for relaxation with a statistical value of 7 percent of the tourists for rock climbing. This shows that a higher degree of patronage will be rated at 13 percent to pool swimming, 21 of viewing games while in area or horse riding and site seeing ranges between 9 to 22 percent in that other. Furthermore, that patronage of any tourism potential depends of the facilities available and provided to the comfort of the tourists.

Tourism, so far observed in Cross River State has been observed to be a channel of generating income and creating jobs for the host communities where these site are located. It improves the revenue based of the state and improves foreign investment. It has also helps in reducing stress and on the contrary improves leisure activities as well as entertainment to tourists. In the state, the sector has a significant impact in improving infrastructural development to the host communities of the tourist attraction or centers. As an important sector, it helps to promote the culture of the host community and enhance sustainable development. According to World Commission on Environment and Development (1987) Sustainable development, is that aspect of development that is durable and with potentials to impact the generations to come. This development must be centered on fostering futuristic impact in which the wellbeing of future generation is secured to problems like ecological integrity and diversity, meets the basic human needs, fight against injustices and increase self- determination or self esteem. In other to ensure that situation come to futility, the nation in which the tourism take place must ensure an absolute revival of her economy, change the quality of growth; meet the basic need of the

citizenry such as food clothing job energy generation portable water, a clean environment and a significant revival of technology and good legislature (Wall & Mathieson, 2006).

This sustainable development under the auspices of tourism must need a long-term planning that will enhance equity with individuals and with all professionals. This also must require empowerment of individuals to be actively involved in decision making that will help give them a sense of belonging. Undoubtedly, the preservation of indigenous culture has over the years been of major importance as this can make the economy viable and the environment sensitive in the development process. An efficient development from tourism according to Butler (1993) is that which is help to maintained in a community or environment in a way that it measures development over a period but do not affects the physical environment where tourist site is located that its forbid the successful development and wellbeing of individuals and a host of other activities. From this dimension, it connotes that efficient and sustainable development needs to offer a remedial solution that accounts for economic, environmental and socio-cultural aspects of the development of any nation like Nigeria. in other for the tourism sector to be sustainable and efficient, it must help promote economic and social development of any nation like Nigeria to the benefit of all the stakeholders in business such as the investors, communities business men/women, government, financial institution as well as other interest groups. This should help ensure that the World Tourism Organization (WTO, 1996) recommendations be adopted in Nigeria. The Sub-Saharan Africa recommendation and the WTO noted that a good consideration must be given to local authorities in other to develop tourism in those regions which will include the following:

- Protection and preservation of natural settings and their related paleontological/archaeological biodiversity and /historic of sites in many places.
- Prioritizing the development of urban tourist sites
- Increasing the value of tourist facilities, its services, the health sector and infrastructural development in many places.
- To mentally support active participation and involvement of individuals in the host communities.
- To guarantee the availability of land in areas where needed at all times for tourism development.
- To give more attention to education and personnel training to bring about increase productivity in tourism development and awareness creation
- And lastly, to improve institutional development framework which will assist in providing necessary finances for the management and development tourism.

From the forgoing, it assumes that the above mentioned suggestion and observation if properly implemented, and tourism professionals and stakeholders who have their different roles to lie in the realm of tourism development and business will surely harness improved socio-economic development of the host communities. In other words, if square pecks are fixed properly on square holes, the National Income (NI) or the value of Gross Domestic Product (GDP) of the country, the three tiers of government, their agencies, the general public, private individuals, investors, multi-national corporations, financial institutions, the medial and other interest groups will be affected positively.

Tourism development and job creation in Cross River State

The second hypothesis was also tested using the Pearson product moment correlation coefficient analytical tool. This tool was employed to test the relationship between tourism development and job creation for the people of Cross River State. From the result as presented in the table above, the calculated r-value of 0.251* is greater than the critical r-value of 0.082 with 2 degree of freedom, this result therefore implies that the null hypothesis which states that, There is no significant relationship between tourism development and job creation of the people of Cross River State was rejected, while the alternate hypothesis was accepted. It therefore means that, there is significant relationship between tourism development and job creation of the people of Cross River State

In view of these, Inskeep, (1991), observed that tourism industry as a valuable source of employment generation is an industry with a high intensive labour. Tourism when compared to the ordinary manufacturing industries is responsible in providing or making available a higher range of employment opportunities or job creation intended from unskilled to highly specialized one because a wide variety of services ranging from restaurants, transport agencies, gift shops, drivers, guide car and rickshaw travel agents hotel accommodation hotels, motels, tour operators, etc. thrive from tourism. Within this scenario, there exists a lot of competition in all areas of endeavors from the large number of existing industries both small and large with a common goal of providing for the needs of tourists in their different locations. These include services or activities like Public transportations, Food service, Entertainment, Travel arrangers Entertainment and Accommodation,.

Ogundele (2002), in contrast, reiterated that the tourism industry does not require high intensive labour, advanced technology, rather tourism has the capacity to provide employment opportunities, thereby improving the living standard of the local population as well as increased infrastructural amenities of the host communities. From the foregoing, he opined that tourism

has a catalytic effect for the springing up of other mother industries and their subsidiaries to help in creating employment.

Tourism has been found to be a major channel and catalyst for economic growth with many other positive impacts, like income generation, creating employment stimulating local domestic consumption and also generation significant foreign exchange earnings (Modeste, 1995; Durbarry, 2002; Steiner, 2006). Many researches among third world countries showed that there is a significant relationship between tourism development and economic growth of those nations. (Durbarry, 2002; Croes & Vanegas, 2008; Shan & Wilson, 2001). Kreag, (2001), stated that; "For decades, tourism industry growth has been a major contributor to increased economic activity throughout the world. It has created jobs in both large and small communities and is a major industry in many places."

Economic growth and job creation have been the major component of the tourism industry as the sector does not only create jobs for the teaming unemployed individuals but also directly or indirectly influence other sectors and boosting their capacity toward finance services, export and import trading, retailing services, telecommunication amongst others. Regional employment and income generation are all the positive indirect impact ushered by tourism though it varies depending on the region visited and the amount of tourist present in that region (Constantin, 2000). According to Akama & Kieti, (2007), the cumulative economic impact of tourism is often heightened through the connection or interdependence with domestic economic of host communities. A significant economic connection or reliance with the industry and other industries or sectors such as agriculture and small enterprises often improves turnover effect which helps most often in enhancing revenue stability through job creation for host communities. The nexus between tourism and economic development often heightens the quest and demand for better services such as creation of jobs and other opportunities for the improvement of small scale businesses for the local people.

Hawthorne (1999) observed that the significant changes that took place in south Africa in the year 1990 offers the countries and economic and political liberation. This implies that tourism development potentials put the country to an international tourism travel country which increased the number of regional visitors in the country in 1994 to a significant increase by 50 percent which also increased more than 5 million visitors in a year. Through the impact of these international tourism travels to south Africa, business firms such as travel agents, tour operators, hotels, restaurants, car and rickshaw drivers, transport agencies, motels gift shops amongst others sprang up from international tourist travels. The impact of these international travels to South Africa also aided employment opportunities in many areas of specialization. It

also supported small scale businesses which is a multiplier effect such travels to host communities derived from tourist's expenditure.

Food service, Entertainment, Accommodation, Automobile transportations, Public transportations and Travel arrangers under tourism ranks various business during a tourist festival of visitation. Tourism industry since 1994 has drawn the attention of the public sectors such as the government and private business investors. World Tourism Organizations in (1999) survey in South Africa ranks the country 25th as a competing nation among the high 40 destination site of world tourism statistics which was also ranked 55th in 1990. From these statistic, the South African now leads all other countries in Africa followed by other countries such as Tunisia 29th, Egypt 34th and Morocco, ranked 38th (Jordan, 1999).

International experience demonstrates that tourism accounts for about one tenth of the labor market in Spain, representing 686 000 direct and 487 000 indirect jobs. Further it is confirmed that the sector is of immense importance as generator of employment in Sweden, where it accounts for some 200 000 full-time or part-time jobs, Siles (in World Tourism Organization, 1998)

Focus Group Discussion Analysis

FGD interview was schedule with civil servants, farmers, politicians, students and traders who must have been affected with the various impact of tourism development. In order to conduct the FGD, the researcher and his research assistant conducted the interview starting with an introduction (introducing the topic under discussion and the aim of the research). The introduction was followed by the composition of the interview to include, a moderator, time keeper (research assistant), note taker with a recording phone, photographer and the selected participants: (10-12 participants).

In-Depth Interview Analysis

To present the in-depth interview result, the researcher contacted the secretary, council of chiefs; Yakurr Local Government area to examine the impact of lebuku festival as an aspect of cultural tourism on the socio-economic well being of the people. Furthermore, the researcher interviewed the chairman Cross River State Tourism Board, to determine the extent to which the sector has contributed to the socio-economic well-being of the people of Cross River State. For ethical consideration of confidentiality, names of participants were not mentioned.

From the interview guideline provided for respondents or participants, respondents responded differently to each of the items with the follow-up probing questions. The researcher contacted the secretary, council of chiefs; Yakurr Local Government area to examine the impact

of lebuku festival as an aspect of cultural tourism on income generation and socio-economic well being of the people which appears to be the first item in the interview guideline.

Comparison of Quantitative and Qualitative Analyses

From the foregoing, both analyses are responses from participants within the study area, who have direct impact on the contribution of tourism development on the socio economic well being of the people of Cross River State. Though it was observed that, there are variations in their individual opinion on the concept of tourism development, the quantitative analysis has placed people's options as they responded to each item to be their opinions.

It was observed that, they are linked to qualitative responses as indicated in the guidelines thereby creating a harmonious consideration. The perception of the respondents on the variables under study from the qualitative view point seems reliable as the interaction was one on one with the participants. Here respondents spoke out their minds without fear or favor. But responses from the quantitative view point were lacking freedom of expression by participants due to limited or closed ended nature of the instrument.

Reactions and counter reactions from both analyses respondents centered on the relationship between variables under study with the majority carrying the upper hand claiming that, there is significant relationship as well as influence existing between the dependent sub variables that were identified from the major dependent variable namely; income generation; job creation; improved social status; increased educational opportunities and the independent variable being tourism development. However the two approaches were very useful in the study as they enabled the researcher to generate the relevant data for analysis.

SUMMARY, CONCLUSION AND RECOMMENDATIONS

Summary

The study examined the impact of Tourism development on the socio-economic well-being of the people of Cross River State, Nigeria. The specific objectives were to determine the relationship between tourism development and income generation as well as the relationship between tourism development and job creation. Relevant and related literatures were reviewed. The theory adopted was functionalist theory. The study adopted the survey design with the triangulation of qualitative (focus group discussion and in-depth interview) and quantitative approaches. The multi-stage sampling procedure was adopted. Data were obtained from 400 respondents derived through Taro Yamene's sample size determination formula.

Data sources were both primary and secondary. The obtained data were analyzed using simple percentages for socio demographic data, while the key variables were analyzed using Pearson product moment correlation coefficient. The analysis revealed that:

-Tourism development does significantly relate to income generation of the people of Cross River State.

-Tourism development has a significant relationship to job creation of the people of Cross River State.

Conclusion

From the result of this study, findings revealed that Tourism development has a significant effect on the socio-economic well-being of the people of Cross River State, Nigeria. A critical review and appraisal on the study show a significant relationship between variables such as tourism development and income generation as well as tourism development and job creation to host communities.

It was further observed that a disparity exist between the general perception of tourism and the level of its practical influence on the socio-economic well-being of individuals mostly host communities and a partial concordance between developmental strides brought in by tourism for a sustainable infrastructural development of tourist sites. Hence, while the pattern of perception, belief, knowledge, income and acceptance shows a high need for government intervention for sustainable development of host communities, there is still no significant impact of tourism on human development either by the host community members or Cross River State generally.

From the study, it was observed that in spite of the high recognition of the state as the tourist base of the nation, the multiplier effect on individuals, and socio-economic well being is still in doubt as the state continues to fluctuate in her internally generated revenue, high rate of youth unemployment, youth restiveness, poor road network and poor manpower development. It is from this growing concern, the study suggestively recommend that an improvement in income generation and job creation ushered by tourism can significantly improve the socio-economic well-being of the people of Cross River State, Nigeria

Recommendations

Based on the findings, the following recommendations are made:

1. As it was observed in the study that tourism development do significantly relate to income generation of the people of Cross River State, tourism should be considered a channel of generating income and creating jobs for the host communities, where these

sites are located through the activities of tourists. Tourism therefore has the potentials of improving the revenue based of the state and foreign investment. It helps in reducing stress and on the contrary improves leisure activities as well as entertainment to tourists. It is recommended that, the level of patronage of communities' involvement and active participation in creating a conducive atmosphere for relaxation to tourists enhances the degree of income generation in a tourist location. It has been observed that, instead of aiming at job creation, pro-poor policies should focus on income and working conditions. The government should place more emphasis on examining labor laws. These policies should be designed to maintain a positive, relaxed, harassment-free atmosphere; maintain the quality of the tourism experience; and essentially protect the overall tourism market.

2. According to the findings from the analysis on Tourism development having a significant relationship to job creation of the people of Cross River State, the Cross River State Government should intensify efforts towards entrepreneurial skill development taped from tourism potentials to enhance effective job creation or self employment to the teaming unemployed graduates in the state. Government of Cross River state should intensify efforts aimed at promoting the expansion of the tourism sector to other areas in dire need of tourism potential such as promoting cultural tourism. Since tourism industry is a valuable source of employment generation with a high intensive labour, infrastructural amenities should be created by government including essential services and activities to be improved like Public transportations, Food service, Entertainment, Travel arrangers, entertainment and accommodation.

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