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Residents' Perception in the Impact of Tourism Support Services on Poverty Alleviation in Calabar, Cross River State, Nigeria

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Abstract

This paper is anchored on residents' perception in the impact of tourism support services on poverty alleviation in Calabar, Cross River State. The major confectionaries in Calabar were used as the tourism support services for this work. Questionnaire and interviews were the methods used in data collection. One hypothesis was stated to examine the perception of residents in the rate of income generation before and after the establishment of the tourism support services in the area. This hypothesis was tested using the student t-test. The questionnaires were randomly distributed to owners of small scale businesses around the major confectionaries used for the research. The research findings shows that the existing tourism support services have tremendously contributed to the socio-economic development of Calabar as evidenced in the residents' perception of the socio-economic impact of tourism support services in Calabar. The data collected also revealed that the establishment of tourism support services have resulted to the emerging businesses in the area. Furthermore, it was discovered based on the opinion of the sampled population, that more income were generated in the area as a result of the presence of tourism support services in the area as evidenced in the result obtained from the tested hypothesis which shows that more income were generated in the area due to the presence of tourism support services. Therefore, an effective mechanism must be put in place to ensure effective operation of tourism support services in the area.

Keywords: Impact, Perception, Residents, Support, Tourism

Introduction

The development and establishment of the Carnival Calabar and the existing tourism potential have led to the rapid growth of tourism support services in Calabar. Tourism development has become a more and more complex phenomenon whose socio-political, cultural and economic implications are bigger and becoming the main engine of local economy at the level of certain territorial systems (Seetenah *et al*, 2011). According to Panasiok (2007), tourism support services are hotels, resort and also attractions in a destination that offer service delivery to visitors. Most tourism support services are potential determinants of the attractiveness of any given tourism destination (Inskeep, 1991). Tourism support services such as resorts, hotels and super markets play a significant role in destination development and at the same time encouraging the inflow of visitors to a given destination (2012). The rich culture, the agreeable climate and the establishment of the bigger festival event in Cross River State have encouraged the rapid development of tourism support services and inflow of visitors to Cross River State in general and Calabar in particular (Eja, 2011).

The emerging tourism support services in Calabar have not only increased visitors around but has sustained the tempo of tourism development hence enhancing the image of Calabar as a tourism hub in Nigeria. Although, many researchers such as Eja (2012), Aniah (2005) in his analysis of a tourism destination, focused seriously on the socio-economic impact of tourism in Cross River State. According to him, tourism has tremendously impacted on tourism support services which at the same time offer great opportunities to residents in Calabar. However, even though much have been done with respect to the impact of tourism support services in Calabar, little or nothing has been discussed on the residents' perception of the impact of tourism support services on poverty alleviation in Calabar which is the basis of this research, to assess "the residents' perception on the impact of tourism support services on poverty alleviation in Calabar, Cross River State, Nigeria."

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Literature Review

Government and private sector involvement in tourism

Tourism has the ability to promote better standard of living the host community through wealth creation, innovation, choice and competition. For tourism to achieve the aforementioned, both the private and public sector must form a partnership with each other (Udumo, Arikpo & Ekpo-Eloma, 2013). Wale (2002) believes that the private sector and the government share some responsibility in tourism development. The business of tourism has been neglected, according to him, because of non-participation of the private sector substantially. Governments of developing nations adopt several initiatives, such as ease in money transfers, tax incentives to investors, etc, in order to foster the development of the tourism industry (Eja, Otu & Ewa, 2011). The private sector provides funds that are used to build hotels and other tourism support services.

Okunbawa (2001), cited in Nwakanma (2002), stated that despite private sector involvement in developing tourism, the government needs to provide certain infrastructure as the permissive situations for tourism development. Okunbawa (2001) believes that the first pre-requisite 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 needs to be improved for high classed 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 tourist. Elem (2004) opines that the government provides the necessary infrastructure that creates permissive conditions for the private sector to operate in. The private sector functions as a galvanizing medium to create employment, thereby expanding the economy through the production of goods and services, which improve general social well being of the citizen of a nation. This is the premise of the project Tinapa vision.

Anani (2004), stating the relevance of tourism sector in the economy of Cross River State, outlined centres being developed and to be developed. To be developed included; Obudu Cattle Ranch, Kwa Falls, Agbokim Water Falls, Ebom Ox Bow lake, Cross River State National Park, Mary Slessor tomb and the Project Tinapa. Ejom (2004), on his assessment of the Tinapa business resort project, 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. Ejom (2004) explains that the complex is "meant to provide international standard wholesale emporiums, integrated shopping complex and product distribution element supported by business tourism and entertainment facilities".

Agbo (2004) also affirmed government's commitment to providing both super structures and infrastructures 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 (2001), in Nwakanma (2002), opines "that the private sector needs to

be encouraged to invest in the tourism industry not just in hotels and travel agency business, but also in the establishment of amusement parks, family vacation resort and outdoor games facilities". The encouragement could be in forms 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 auxiliary 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. Ejom (2004) opined that 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. Uhuegbu (2002) stressed on the need for private sector participation in tourism development. The private sector's role in tourism development should be encouraged, so as to enhance the growth of tourism facilities such as game reserves, resorts, etc. Tourism, according to Anijah-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.

Elem (2004), affirming the works of Anijah-Obi (2001), in his analysis of the private sector participation at the different developmental levels of tourism in any nation, believes that the private sector is a dominant key player in the operation of tourism globally. It is recognized that the sector has created trust within the industry in various service market, which is beneficial to their countries. Elem (2004) believes the relationship between the industries and the sector should be kept and expanded. Also, the private sector is encouraged to involve stakeholders in the community and other organizations in tourism planning and implementation. The private sector's contributions may include capital investment management expertise, transfer skill etc.

Aremu (2001), in evaluating government's contribution to promoting tourism, believes "a great deal of people is yet to be aware of what tourism is and the gain derivable from it". He therefore recommends that campaign awareness should be undertaken and tourism should be introduced at all levels of school curriculum. On the effectiveness of tourism industry, Aremu (2001) recommends and concludes that for effective domestic and international tourism, there is need for security of life and property, for example Airports and hotels could be made more secure. Agbo (2004) in a paper titled "Community Based Tourism", highlighted that for effective management of tourism resources, which he termed "success factors" the local people must be made aware of actual participation in tourism programmes within their locality.

Economic impacts

Tourism has contributed enormously to the economies of most of the host areas. It also, both internationally and domestically, promotes interaction of people from diverse ethnicity, and also brings in large monetary resources that benefit the destination area. Many scholars in the discipline (Torres & Momsen, 2005; McIntosh & Goeldner, 1984;

Dincer & Ertugral, 2003) have focused on tourism's economic impacts. (Caneday & Zeiger, 1991; Milman & Pizam, 1988; Liu & Var, 1986) asserts its contribution to income and standard of living (Sebastian & Pajagopalan, 2009; Ross, 1992) asserts its employment creation while Milman and Pizam (1988) affirm its increase in tax revenues. Ross (1992) distinguishes its contribution to the real estate industry in terms of influence in prices of properties.

Early studies on tourism economics all explained the economics of tourism and investigated the wider economic impacts of tourism, which modern tourism research have acknowledged. Wall and Mathieson (2006:70) noticed that "the provision and development of tourist facilities and recreational opportunities has often been viewed as stimulating a major positive contribution to the national balance of payments, as a means of remedying regional disparity in income and employment, as responsible for revenues gained from direct tourism expenditures and through taxes and levies". It has been noticed that over the years, only few studies appraise the indirect costs to destination areas, the bulk expenditure of joining the tourist market and the economic expenditure of tourism (Jafari, 1974; Turner, 1976).

Wall and Mathieson (2006) affirms the following reasons responsible for the economic studies of the impact of tourism; Firstly, economic impacts are relatively easy to measure as against others. Secondly, due to the availability of data on the economic aspect of tourism, like data on employment, expenditure, tax revenues and income, research on economic impact of tourism is usually studied in the tourism discipline. Thirdly, private and public sector investors suppose that tourism can be used in remedying several economic setbacks these host countries face. This is the reason businesses usually encourage and fund research aimed at studying the economic benefits only. However, Sharpley (2000) points out that the outcome of tourism returns should be considered cautiously.

Archer (1973:42) in his analysis of the tourism industry explains that, "the tourist industry consists of a heterogeneous group of establishments which provide a wide range of goods and services for tourist consumption". The economic impact of tourism relies on the visitors spending power; which is money injected into the local economy, and it's linkage in the economy (Fletcher, 1994; Frechtling, 1987). Tourism has contributed in increased government revenues, increased income and employment opportunities, foreign exchange earnings and stimulates regional growth. Cater (1987:202) opines that "for developing countries, tourism seems an attractive proposition in earning much needed foreign currency".

Shivji (1973), Torres and Momsen (2005) argue in favour of the negative consequence of the economic impact of tourism. Shivji (1973, cited in Lea, 1988:37) argues that "the justification for tourism in terms of it being economically good completely fails to appreciate the integrated nature of the system of underdevelopment". His alteration follows thus; "while assessing the economic benefits of tourism, it pays no attention to perceived social

and environmental costs created by the tourism industry". Torres and Momsen (2005:261) stated that "tourism growth, more typically, results in increased dependency on foreign imports which, in turn, compete with or inhibit the development of local agriculture and small industry, while also draining precious foreign exchange reserves". Tourism benefits, in most times, do not trickle down to the locals in most less developed countries. Rather, these benefits go to the national or regional governments, foreign entrepreneurs' and international corporations. (Britton, 1991; Mowforth & Munt, 1998).

Methodology

The research which was based on residents' perception in the impact of tourism support services on poverty alleviation in Calabar was conducted taking into consideration major existing confectionaries such as Mr. Fans, Crunches, Fiesta Fries located in both Calabar South and Calabar Municipality. Owners of small-scale businesses such as mobile phone operators, retail stores, laundry services were used as respondents in this research work. In order to select these small scale business that are found within the tourism support services, purposive sample technique was used due to the nature of the data needed and also because they are the small-scale business that are located around the existing tourism support services in the area. However, one hundred and twenty questionnaires were randomly distributed to the owners of the small scale business which are located within the tourism support services in the area. Information such as the socio-demographic characteristics of the respondents, income generation before and after the establishment of the tourism support services, the residents' perception in the socio-economic impact of tourism support services and the residents' perception in the problems associated with the establishment of tourism support services in the area were captured in the questionnaire. Furthermore, one hypothesis was stated and was tested using the students' t-test which try to confirm the residents' perception in the rate of income generation before and after the establishment of tourism support services in Calabar.

Socio-demographic characteristics of the sampled residents

The socio-demographic characteristics of the sampled residents presented in table 1 shows that majority of the sampled residents were male with value of 68 percent compared to female with a value of 32 percent. It was also observed in Table 1 that majority of the sampled residents were single constituted the major respondents used in this study with a value of 59 percent followed by those who are married with a value of 24 percent while divorce constitute only 17 percent. The study further revealed that most of the sampled residents used for this study have attained their Senior Secondary Certificate followed by those with Ordinary National Diploma and Ph.D with values of 55 and 25 percent respectively. While only 20 percent respondents were those who have obtained their First School Leaving Certificate.

Table 1: Socio-demographic characteristics of the sampled residents

	Item	No. of respondents	Percentage (%)
Sex	Male	77	64.1
	Female	43	35.8
	Total	120	100
Marital Status	Married	31	25.8
	Single	69	57.5
	Divorced	20	16.6
	Total	120	100
Educational Qualification	FSLC	26	21.6
	SSCE	65	54.1
	OND/PhD	29	24.1
	Total	120	100

Source: Author’s fieldwork (2016)

Residents’ perception on the emerging businesses

The residents’ perception on the emerging businesses around the tourism support services presented in table 2 indicate that majority of the sampled residents agreed to the fact that mobile phone operators and rental shops that supply wedding and ceremonial accessories are the major tourism support services that have increased in the area with values of 24 percent and 19 percent compared to the pre-era of the tourism support establishment with a value of 4 percent and 10 percent respectively.

It was also noticed that laundry services and hotel services have also increased in the area as observed in the residents’ opinion with values of 18 percent and 7 percent as compared to when tourism support services were not established. Furthermore, it was observed by the residents’ opinion in table 2 that other emerging businesses in the area such as restaurant, barbing and hair dressing saloon as tourism support services have not been impacted significantly in the area.

Table 2: Emerging businesses before and after the tourism support services establishment

S/N	Business before	No. of respondents	Percentage (%)	Business after	No. of respondents	Percentage (%)
1	Hotels	3	2.5	Hotels	10	8
2	Laundry services	8	6.6	Laundry services	21	17.5
3	Barbing/hair dressing salon	53	44	Barbing/hair dressing salon	18	15
4	Companies	6	5	Companies	12	10
5	Mobile phone operators	8	6.6	Mobile phone operators	30	
6	Rental shops	15	12.5	Rental shops	21	19.5
7	Restaurants	27	22.5	Restaurants	8	6.6
	Total	120	100	Total	120	100

Source: Author’s fieldwork (2016)

Residents’ perception of income generation from tourism support services

The residents’ perception in income generation before and after the establishment of the tourism support services presented in table 3 shows that majority of the sampled residents generate more income from the tourism support services due to the establishment or the presence of the tourism support services. It indicates that out of the 100 sampled residents, over 27 percent agreed that they generated up to twenty three to twenty eight thousand naira (N23,000 to N28,000) as their monthly income as a result of the presence of the tourism support services in the area as compared to the period before the support services were

established in the area. This result shows that more income was generated by the indigenes in the area due to the presence of the tourism support services. Accordingly, it was observed that over 25 percent against 15 percent of the respondents generated twenty nine thousand naira (N29,000) and above as their monthly income as a result of the establishment of the tourism support services in the area. Table 4 also indicate that over 27 percent of the residents in the area generate eleven to sixteen thousand naira (N11,000 – N16,000) which shows that less income was generated by the residents in the area before establishment of the tourism support services.

Table 4: Residents’ perception in the monthly income of respondents before and after establishment of tourism support services

S/N	Before Tinapa business resort			After Tinapa Business Resort		
	Monthly income	No. of respondents	Percentage (%)	Monthly income	No. of respondents	Percentage (%)
1	5,000 – 16,000	29	24.1	5,000 – 16,000	12	10.0
2	11,000 – 16,000	33	27.5	11,000 – 16,000	22	18.0
3	17,000 – 22,000	16	13.3	17,000 – 22,000	26	21.6
4	23,000 – 28,000	23	19.0	23,000 – 28,000	29	24.0
5	29,000 and above	19	15.8	29,000 and above	31	25.8
	Total	120	100	Total	120	100

Source: Author’s fieldwork (2016)

Furthermore, the result from the analysis of the tested hypothesis which tries to assess if or not exist a difference

in the income generated before and after the establishment of tourism support services presented in table 5 shows a

significant value of 0.91 (2-tailed) greater than 0.05. We therefore conclude that there is no statistical difference in income generated by the residents in the area before (M=20.00; SD=5.83) and after (M=20.00; SD=7.00) the

establishment of tourism support services in the area. The magnitude of the differences in the mean was small (eta squared = 0.020 or 2 percent). However, the result of the analysis presented in table 5.

Table 5: Analysis of residents’ perception on income generation before and after the development of the tourism support services

Groupings	N	Mean	Std. deviation	Std. Error Mean
Income	1.00	5	20.0000	5.83095
	2.00	5	20.0000	7.00000
				2.60768
				3.13050

Source: Data analysis (2016)

Residents’ perception on socio-economic impact of the tourism support services

Residents’ perception in the socio-economic impact of the resort on the people presented in table 6 reveals that increase in income generation and housing development were the residents’ perception in the socio-economic impact of the development of tourism support services in

the area with values of 22 percent and 14 percent followed by increase in electricity supply with a value of 13 percent. However, the study also indicates that the establishment of the tourism support services in the area contributed to the emergence of hotels and restaurants and cottage industries as witnessed with values of 10 and 9 percent respectively.

Table 6: Residents’ perception on the impact of the tourism support services on poverty alleviation

S/N	Socio-economic benefits	No. of respondents	Percentage (%)
1	Employment	8	6.6
2	Housing development	15	12.5
3	Increase in revenue	16	13.0
4	Water supply	11	9.0
5	Increase in income generation	25	20.8
6	Improvement in power supply	8	6.6
7	Good communication system	9	7.5
8	Cottage industries	10	8.0
9	Hotels and restaurants	12	10.0
10	Good road network	6	5.0
	Total	120	100

Source: Author’s fieldwork (2016)

Residents’ perception on the socio-economic problems of tourism support services

The residents’ perception in the socio-economic problems associated with the development of tourism support services in the area presented in table 8 shows that over 25 percent and 21 percent of the residents agreed that the establishment of the tourism support services in the area has increased the cost of land acquisition and at the same

time caused loss of cultural heritage. It was also noticed in table 7 that increase in house rent and transportation were socio-economic problems associated with the establishment of the tourism support services in the area as observed in the residents’ opinion with values 18 percent and 14 percent, while inflation, burglary and increase in road accidents were on the least side with values of 4 percent and 2 percent.

Table 7: The socio-economic problems of the Tinapa business resort

S/N	Socio-economic benefits	No. of respondents	Percentage (%)
1	Inflation	5	4.0
2	Violence	8	6.6
3	Prostitution	7	5.8
4	Increase in house rent	20	16.66
5	Increase in transportation	16	13.0
6	Loss of cultural heritage	26	21.6
7	Burglary/stealing	6	5.0
8	High cost of land acquisition	29	24.0
9	Increase in road accident	3	2.5
	Total	120	100

Source: Author’s fieldwork (2016)

Conclusion

The development of tourism support services in Cross River State has yielded benefits in the state. However, the above assertion was evidenced in the impact of tourism support services on poverty alleviation in Calabar. The research findings shows that tourism development has impacted significantly on the socio-economic wellbeing of the people especially as it relates to employment

generation, emergence of other business and also it has enhanced the rate of income generation as evidenced in the tested hypothesis. Therefore, effective measures are required to supplement the existing tourism support services in the area.

Recommendations

The development of tourism support services in Calabar has become a blessing to the residents in the area.

However, despite the significant impact of tourism support services, it is also not devoid of problems in the area. It is in this premise that the following recommendations are put forward as gleaned from this study:

- The government should provide adequate security in the area so as to safe guide the lives and properties of the people.
- The government and other stakeholders in the industry must provide machinery that would ensure tourism related activities all-year round.
- The government should encourage stakeholders to invest in tourism development in the area.
- The government should provide incentives to private or estate developers so as to enable them invest in tourism industry.
- The government should provide alternative sources of livelihood to indigenes whose sources of sustenance have been affected during tourism support services development.

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