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## **Volumetric Analysis of Tourist Arrivals in Ecotourism Sites of Cross River State, Nigeria**

### **Abstract**

This study examined tourists' arrivals in ecotourism sites and events within Cross River state, Nigeria. Data for the study were collected through questionnaire survey, interviews, field inventory and participatory rural appraisal methods. The data generated were analyzed using descriptive statistics such as mean, percentages, averages, graphs, charts, frequencies and maps while analysis of Variance was employed to determine the difference in the annual arrivals in the area. The findings reveal that a total of 27,326 tourists' visited the study locations between 2005 and 2015 and out of this number, the months of January, September and December have the highest recorded number of tourists' arrivals with 3015, 2549 and 3920 respectively. The participatory research appraisal shows that the variation in the number of tourists' arrivals in some of the months was attributed to the availability of traditional events. Based on this finding, it is recommended that more effort be made to organize more events in the state so that more tourists' would be attracted to visit the state and this will eliminate or reduce the effect of tourism seasonality in the state.

**Keywords:** *Arrivals, ecotourism, tourist, events, seasonality.*

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## 1. Introduction

Tourism is one of the world's largest industries adopted by most developed countries to achieve economic advancement (Scheyvens and Momsen, 2008). It is also employed as a means for rapid development due to its immeasurable economic implications on foreign exchange generation, employment creation and stimulation of local economies (Sindiga, 2005). Indeed, government of most countries perceive tourism as a tool used to supplement their internally generated income, acquisition of foreign exchange, provision of job opportunities and an easy means of achieving sustainable economic and infrastructural advancement (Dieke, 2003; Gartner, 2004). Tourism plays a vital role in the socio-economic advancement of most countries in the world (Nzama, 2008; Amalu and Ajake, 2012; Morakabati, 2007; Alshemeili, 2014). It is one of the largest providers of job opportunity (Muangyai, 2008) and its services vary from travel, accommodation, catering and upholding of local products like handcrafts and preservation of the ecosystem (Mbaiwa, 2008). In recent times, Nigeria and Cross River State in particular have experienced a tremendous development of the tourism sector leading to a large influx of tourists' to the region. Cross River State is one of the highly patronized tourism hotspots in Nigeria (Amalu et al., 2016; Eja et al., 2012). It is enriched with numerous tourism activities such as the marina boat regatta, new yam festivals, wrestling festivals, Obudu Mountain race, Ekpe festivals, Leboku cultural festival and the Cross River State Christmas festival. From these few, the Cross River State Christmas festival which involves of the Calabar carnival, Children carnival and several other activities are the most popular and widely celebrated event within the State and country in recent times (Ajake and Amalu, 2012). These activities have increased the tourists' arrivals to the destination. Also, the State is endowed with numerous ecotourism potentials and natural attractions like; waterfalls (Agbokim and Kwa-fall) rich virgin forests reserves (Afi and the protected forest areas of the Cross River National Park at Akamkpa, Oban and Okwango) mountain ranges and scenic hills (Obudu mountain resort and environs) (Ajake and Amalu, 2012b).

Recently, studies in Nigeria and Cross River State have reported that since 1999 (the beginning of tourism boom) till date, there have been an observed steady raise in the number of tourists' visiting the region to attend events such as business summits, cultural festivals, convention, new yam festivals, marriages, conferences and crusades, sports competitions, seminars (Amalu and Ajake 2012b; Eja et al., 2012). Others visited for the purposes of spending their holidays or to have a direct experience of the natural and cultural attractions across the State (Ajake and Amalu, 2012b; Eja et al., 2012). Indeed, the Christmas and carnival festivals attract tourists from all over the world to the State to enjoy the peaceful, natural and cultural features across the State. Moreover, several studies have touted that tourism industry in Cross River State has positively influenced the economy of the host communities through the provision of foreign exchange, employment, job opportunities, infrastructural development, provision of some basic amenities in the State (Aniah et al., 2009; Amalu and Ajake, 2014; Eja et al., 2012), however, little or no study have been carried out to investigate the arrival pattern of tourists' to the State. It is from the foregoing that this research seeks to assess the number and origin of tourists' visits to the State between 2005 and 2015 to enable us understand the volumetric trend of tourists' visitation to the area.

## 2. Literature Review and Hypotheses

### *2.1 Tourists Arrivals and Duration of Stay in Destination Areas*

The uniqueness and richness of most tourism destinations across the world have played a vital role in the success of the tourism industry in the nineteenth century (Lundberg et al., 2009). Wahab and Pigram, (2005) described the term "destination" which can be traced to originate

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from a Latin word “*destinatio*,” “*onis*” and a synonym for “a place” as an end of a journey. Tourism destination in recent times is seen as a segment of space or a whole of it, called the “tourist destination zone” or “tourist destination area”. It is said to be a place adequately equipped with facilities that could ensure that a tourist visit and stay is pleasant (Ujang, 2014). Such a space must be able to satisfy the great variety quest of its visitors which always are as heterogeneous as their age, nationality, social or professional attitudes (Alshemeili, 2014). Pike (2010) defined destination as a place including continents, countries, and regions; villages, communities, purposely built resort areas which attracts visitors for temporary stay. Wahab and Pigram (2005) emphasized that tourist quest to include, seeking new experience such as authenticity of destinations, learning about different cultures, learning about the history of the destination and understanding the lifestyle of the host community.

Dallen and Gyan (2009) also pointed out that the tourism industry has been facing increasing challenges arising from the changes in environmental conditions and this has prompted a corresponding change in tourist behavior and that the current trend must be considered when planning tourism destination development.

Several studies indicate that tourism worldwide has developed in relatively restricted areas and that the uniqueness, diversity and quality of available tourists’ resources in these areas form the basis which determines the rate of tourists’ visits and patronage to the area (Alshemeili, 2014; Morachat, 2003; Yeo, 2013). At times, distance has been noticed to play a key role in influencing and determining which attractions and resorts are accessible or most visited by tourists (Dallen & Gyan, 2009). Amalu and Ajake (2012) points out that resources which attract tourists’ are numerous and varies but attractions are generally rather limited in number, distribution, degree of development (Morakabati, 2007) and the extent to which they are known to the tourist are seen as determinants of their level of patronage (Jenelle, 2004; Kotlinski, 2004; McDonald, 2006).

In addition, Yeo (2013) reported that there are three dimensions of heritage attributes that prompt tourists’ destination attractiveness namely, heritage product representativeness, heritage product attractiveness and facilities and services. Ajake and Amalu (2012) also explained that all these three dimensions of attributes contribute significantly to tourist experience satisfaction, with heritage product attractiveness contributing the most. Glover (2006) also emphasized that the degree at which a tourist is emotionally attached to a heritage destination affects their experience satisfaction. Ivanovic and Baldigara (2007) and Huang et al. (2007) indicate that heritage motivation have no direct influence on determining tourist satisfaction or destination attractiveness but rather has mediating effect on destination attributes assessment and tourists emotional attachment to a destination. Hence, Scott et al. (2008), Schweitzer (2007), and Seliger (2002) noted that the contribution of heritage motivation towards satisfaction becomes significant in destination attractiveness. Horridge and Wittwer (2008) and Kamauro (2007) assert that motivation can positively influence heritage destination satisfaction only when tourist’s expectations of a heritage experience are being met and the tourists are involved in tourism activities.

Similarly, Ujang (2014) and Dallen and Gyan (2009) stressed that destination uniqueness, iconic image of buildings, traditional activities, cultural products (food, local cultural exhibition) and traditional shopping place are major tourists assets that play a key role in destination attractiveness and influences tourists’ walking experience and greater potential for return visit to places of interest to tourists. Furthermore, Morachat (2003) retorted that tourists rated cost and price, cultural features and infrastructure as most relevant when considering regions to be visited. Several studies (Alshemeili, 2014; Brida and Zapata, 2012; Mohammadi et al., 2010; Simoni and Mihai, 2012; Spitzer, 2007; Taylor Jr and McGlynn 2009) indicated that the factors of travel motivation, travel purpose, infrastructure, cultural features, reception,

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age, services, marital status, income category, accessibility has significant influence on tourists destination determination and attractiveness.

However, Jin (2011) reported that venue facilities, accommodation, economic environment and existence of manufacturing clusters are important factors that influence exhibitor's preference, satisfaction and attraction to an exhibition brand. Morakabati (2007) explained that incidents occurrences; natural disasters (Tsunamis, hurricanes) or man-made (acts of terrorism, war) possess travel risk to tourists and could influence travel preferences to destinations. BarOn (1999), Capo et al. (2007) Lasanta et al. (2007) Lim and McAleer (2001) and Butler (1994) also reported that tourists' patronage of a destination could be seasonal in nature and this seasonality may be due to natural or institutional factors. William and Lawson (2001) also suggested that the seasonality factors may also be due to social pressures, sport seasons, tradition or events. (Hinch and Jackson, 2000; Higham and Hinch, 2002) also stated that the rules and social practices can generate seasonality. According to Getz and Nilsson (2004), Koc and Alinay (2007), Mitchell and Hall (2003), Fernandez-Morales (2003), Fernandez-Morales and Moyorga-Toledano (2008), Cuccia and Rizzo (2011), seasonality in tourism is a universal problem that appears in varying degrees of importance and depends on the destination. However, Baum and Landtorp (2001), Lim and McAleer (2001), Jang (2004), Koenig and Bischoff (2005), Spencer and Holecek (2007) stressed that strategies employed to reduce seasonality must focus towards extending seasons or introduce new seasons and encourage the development of new products and markets to attract tourists during the off-season. Napal (2007) and Pike (2010) have therefore suggested a proper planned destination marketing strategies as a panacea for a sustainable tourism development.

More so, WTTC (2014) and UNEP (2012) indicate that destination marketing has to do with the act of bringing sellers and buyers together, its focus is on competitive positioning as well as reacting to consumer demands. Hall (2004) also described it as a set of uninterrupted organized activities which is associated with distributing products to high potential markets and it comprises of decision making about the marketing mix (product, price, place and promotion), market segmentation and branding (WTO, 2004). According to Sia (2011) tourists' attractions comprises of various constituents including recreational activities, local scenery, services and entertainments. Ambedkar (2012) also highlight that tourists' attractions can be divided into three main categories namely; nature attraction which consists of the environment and natural resources such as wildlife, viewpoints, national parks and outstanding natural phenomena such as the water falls, monoliths; culture attraction which consists of entertainments and human activities; and unique attractions.

In addition, Kamauro (2007) states that information serves as a major motivational factor to tourist in helping them determine where to visit as the kind of information they receive about a destination go a long way to guide their decision making process on where to and not to visit. Brida and Zapata (2012) and Moyle et al. (2010) points out that there exist two main factors that influences motivation in tourists namely; push and pull factors. Brida and Zapata (2012) stressed that the push factors consists of socio-economic factors of the tourists and the pull factors are the information received and available tourism resources in a destination.

Furthermore, Spanon (2007) and McLennan (2005) confirmed that image forms a vital part in the consumer's process of selecting a destination. Schweitzer (2007) and Sergeyer and Moscardini (2006) state that destination image have a strong influence on travel behavior as it represents the destination in a tourist's mind and provides tourists with a pre-taste of the destination. Goosling et al. (2008) defined destination image as the distinctiveness of a destination which encourages tourists' decision to visit a particular destination than the other. Similarly, Sairinen and Kask (2008) and Napal (2007) posit that destination images consist of the perception of respondents and their affective assessment of the destination, and that the way the tourists feel about the destination and its physical attributes are very important in

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determining a destination's image. The tourist's choice for a destination depends on his or her image of the destination (Alshemeili, 2014; Morakabati, 2007; Morachat, 2003; Yeo, 2013).

According to Ujang (2014) destination image consist of three cognitive sets namely, organic, induced and modified induced images. Organic images consist of information about a destination such as information derived from newspapers, books and radio which are developed over a long period of time (Alshemeili, 2014). Induced images are formed through a destination marketing program such as magazines and brochures in order to attract visitors (Yeo, 2013). The induced image can be modified through the actual experience of the tourist at the destination (Jin, 2011). Although Ujang (2014), Yeo (2013), Alshemeili (2014) and Jin (2011) highlight that destination image positioning plays a vital role in the success of a destination as tourists' are likely to look for the destination with the most unique images. Eja et al. (2012) emphasized that the main motivator of the tourism destination is the uniqueness and attractiveness of its products and facilities because people will not be attracted to spend their resources and time to visit a place with no significant contribution or satisfaction to them. Njar (2012) explained that when unique experience of expected art and cultural attributes are met, there is an added satisfaction to prompts the desire to make them repeat the visits. Douglas (2011) suggest that a well organized and managed stages of tourism planning, implementation and benefits sharing would propel a transparent and sustainable environment for more investments and visits which will definitely have corresponding effects on family and regional income, employment facilities and opportunities for both foreigners and local people as well as increasing the influx of foreign exchange generation by the government through tax.

However, Cretu (2011) pointed out that destination positioning and branding is a vital factor that helps to distinguish a destination from others and can be used to obtain competitive advantage by improving the image of a destination area. Yan (2008) and Anholt (2005) believe that an equitable representation could enhance the destination's image, restore international reliability and improve a country's status more than any marketing or branding crusade and that it is imperative to note that a nation with good character could enhance its competitiveness, economic, political and social development (Anholt, 2009). Based on the reviewed literature, this study will investigate the trend of tourists' visitation to the study area, their origin and their main purpose of visit and to achieve this, the following hypothesis was proposed;

Ho: There is no significant variation in the annual tourists' arrivals between 2005 and 2015 in the area

H<sub>1</sub>: There is a significant variation in the annual tourists' arrivals between 2005 and 2015 in the area

## **2.2 Study Area**

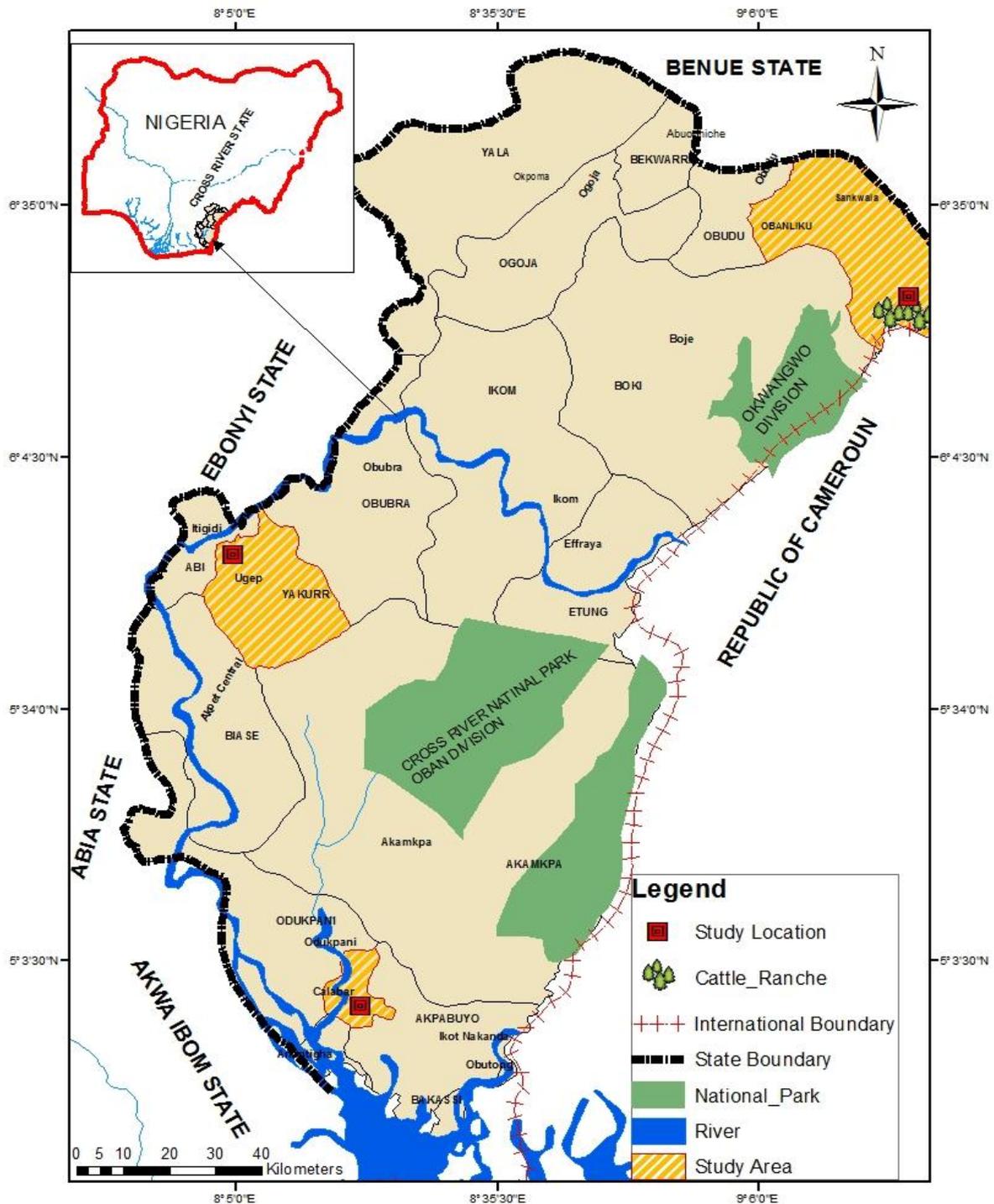
The study will cover the three senatorial districts of Cross River State with three locations within the State being selected for the study namely; Obanliku (Obudu Mountain resort area) in the north, Yakuur (Ugep) in the central; Calabar municipality and Calabar South (Calabar metropolis) in the southern part of the State. Cross River State lies between latitudes 4°57<sup>1</sup> N and 4°95<sup>1</sup> N of the equator and longitudes 8°19<sup>1</sup> E and 8°32<sup>1</sup> E of the Greenwich Meridian. The State occupies 20,156 square kilometers and bounded by Benue State to the north, Enugu and Abia States to the west, to the east by Cameroon Republic and to the south by Akwa-Ibom and the Atlantic Ocean (Figure 1) (Ohen and Ajah, 2015). The region is characterized by two main climatic seasons namely; the rainy and dry seasons. While the rainy season spans from April to October and the dry season spans from November to March, the climate is

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tropical-humid with average temperature ranging between 15°C and 30°C and annual rainfall between 1500 - 3000 mm. The climate of the region is a major subject of influence to the tourism industry (Umoh et al., 2009) as the movement of people could be prompted and controlled by the nature of the prevailing climate conditions of a region (Ayotunde and Ada, 2013). The climate of Cross River State have been observed as one of the main causal factor of tourism seasonality in State as more visitors are observed to visit the State during the dry season period of November through March (Aniah et al., 2009).



**Figure 1:** Cross River State and the study local government areas.

Source: Department of cartography, Cross River State Ministry of Lands and Survey (2016).

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### 3. Method of Study

This study is concerned with data on tourists' arrivals, their origin and their purpose of visit. Data for the study were obtained from the register of the State Tourism Bureau, various tourists' sites and major hotels within the area where information on the number of tourists' arrivals, their origin and their purposes of visit were elicited. A check-list was prepared and used by the researcher to elicit tourists' data from the various tourism related outfits. The data collected were presented with tables, charts and graphs while descriptive statistical techniques like mean, simple percentages and standard deviation were used to interpret data from the field. Inferential statistics (One way analysis of variance (ANOVA)) was used to analyze the study hypothesis which strived to establish the difference in the number of tourists' arrivals over the years and within the months within the period of investigation.

### 4. Result and Analysis

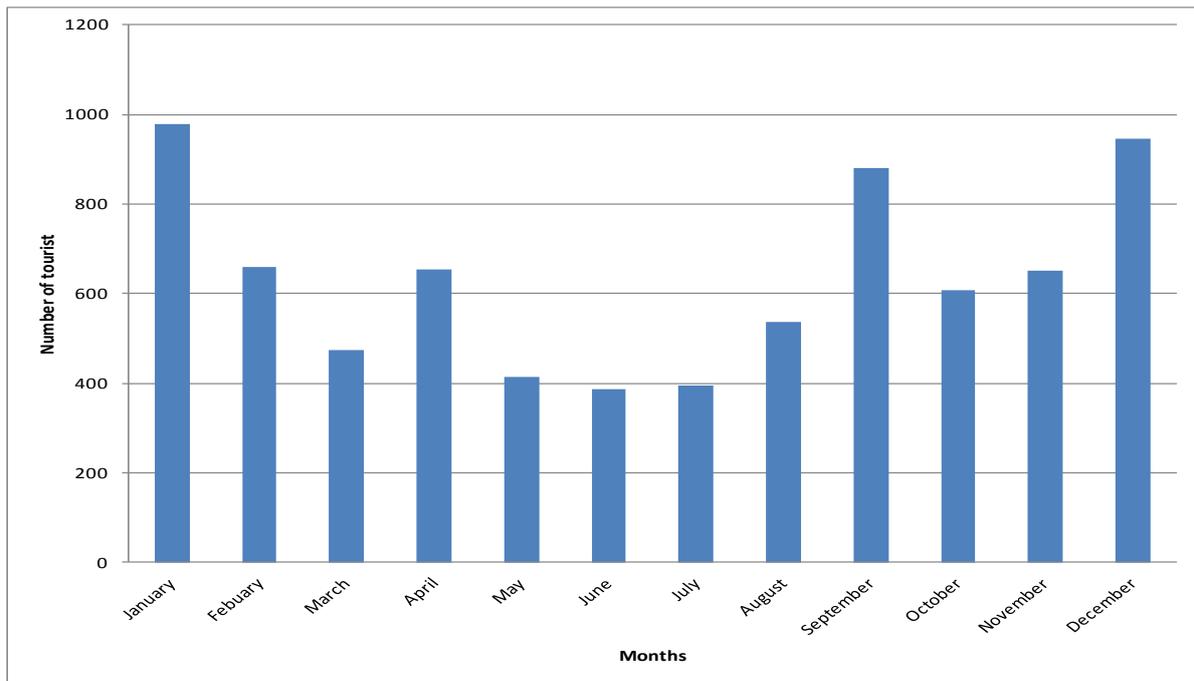
#### 4.1 Tourists Arrivals and Their Origin

The study examined the number of tourists' arrivals to the study area and their origin. Hotels within the study areas were investigated and their records analyzed to ascertain the number of tourists' visiting the area and their originating countries (Tables 1 to 4). Result on Table 1 show that a total of 7,584 tourists arrived in Obanliku from 2005 and 2015 while Table 2 shows that a total of 5, 635 tourists visited Ugep within 2005 and 2015 and Table 3 shows that 14,107 tourists visited Calabar metropolis within 2005 and 2015 making a total visits of tourists in the study area as shown in Table 4 as 27,326 within the time under investigation being 2005 and 2015. Meanwhile, information on Table 1-4 is also illustrated on Figure 2-5 below.

**Table 1:** Tourists' arrivals in Obanliku Local Government Area (Obudu Ranch area).

Month/Year	2005 (F)	2006 (F)	2007 (F)	2008 (F)	2009 (F)	2010 (F)	2011 (F)	2012 (F)	2013 (F)	2014 (F)	2015 (F)	Total (F)	(%)
January	91	96	87	52	72	120	98	121	84	91	66	978	13
February	52	54	991	41	61	56	85	51	61	62	46	660	9
March	31	41	66	32	46	32	79	29	47	43	29	475	6
April	47	29	52	72	32	69	116	56	66	55	61	655	9
May	28	38	41	42	22	32	71	31	35	29	44	413	5
June	32	44	69	22	26	21	65	22	27	31	28	387	5
July	22	52	55	28	18	27	64	16	30	44	39	395	5
August	36	36	32	19	32	43	172	47	18	36	66	537	7
September	40	39	71	29	27	39	158	101	117	102	157	880	12
October	28	22	50	44	38	44	117	62	42	70	92	609	8
November	66	49	58	57	56	59	881	48	32	63	81	650	9
December	92	108	91	78	64	89	97	83	72	88	90	945	12
Total	565	608	763	516	494	631	1203	667	631	707	799	7584	100
%(Total)	7	8	10	7	7	8	16	9	8	9	11	100	0

Source: Author's field survey, 2016

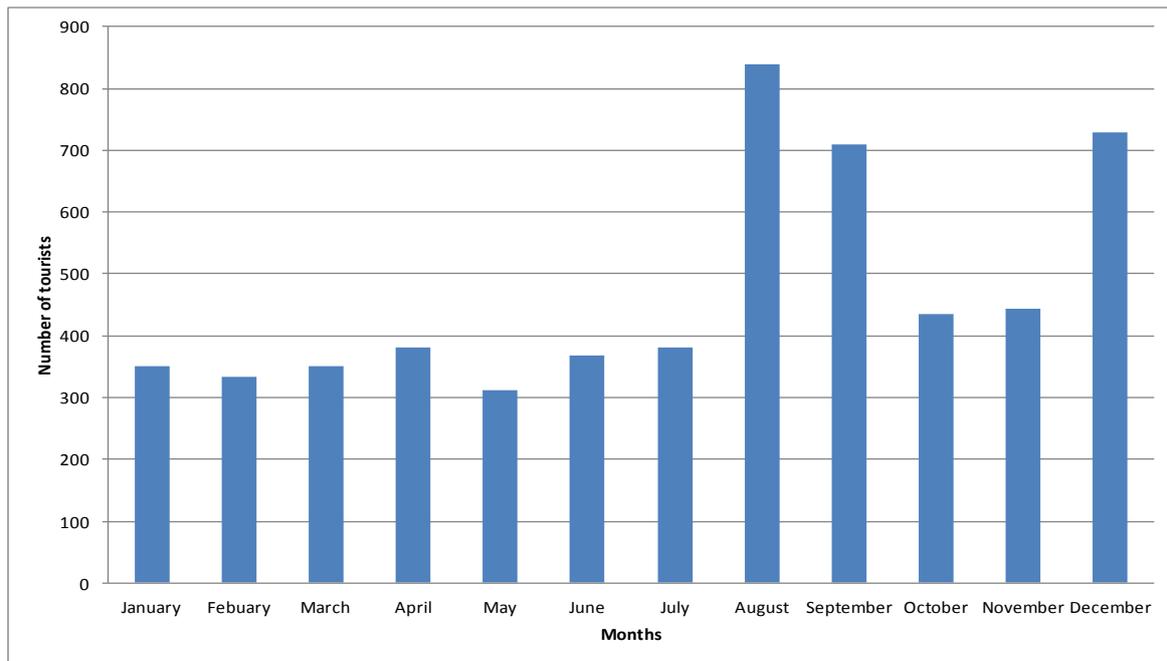


**Figure 2:** Average monthly arrivals in Obudu Ranch area between 2005 -2015.  
Source: Author’s field survey, 2016.

**Table 2:** Tourists’ arrivals in Yakuur Local Government Area (Ugep)

Month/Year	2005 (F)	2006 (F)	2007 (F)	2008 (F)	2009 (F)	2010 (F)	2011 (F)	2012 (F)	2013 (F)	2014 (F)	2015 (F)	Total (F)	Total (%)
January	23	18	32	41	34	33	34	31	34	32	38	350	6
February	16	24	19	39	31	22	32	29	43	35	44	334	6
March	18	32	28	25	30	24	27	35	48	34	49	350	6
April	24	44	39	29	31	29	39	39	32	38	38	382	7
May	18	22	30	22	28	33	22	32	32	29	44	312	6
June	22	25	33	31	35	42	34	30	30	38	49	369	7
July	30	29	41	43	21	31	52	24	33	31	47	382	7
August	69	64	73	66	53	69	79	59	79	94	134	839	15
September	38	31	71	52	74	52	81	63	66	81	101	710	13
October	18	22	26	33	500	32	48	48	49	50	59	435	8
November	29	19	29	41	29	36	51	38	43	57	72	444	8
December	49	46	49	55	41	68	79	82	66	95	98	728	13
Total	354	376	470	477	457	471	578	510	555	614	773	5635	100
Total (%)	6	7	8	8	8	8	10	9	10	11	14	100	0

Source: Author’s field survey, 2016.

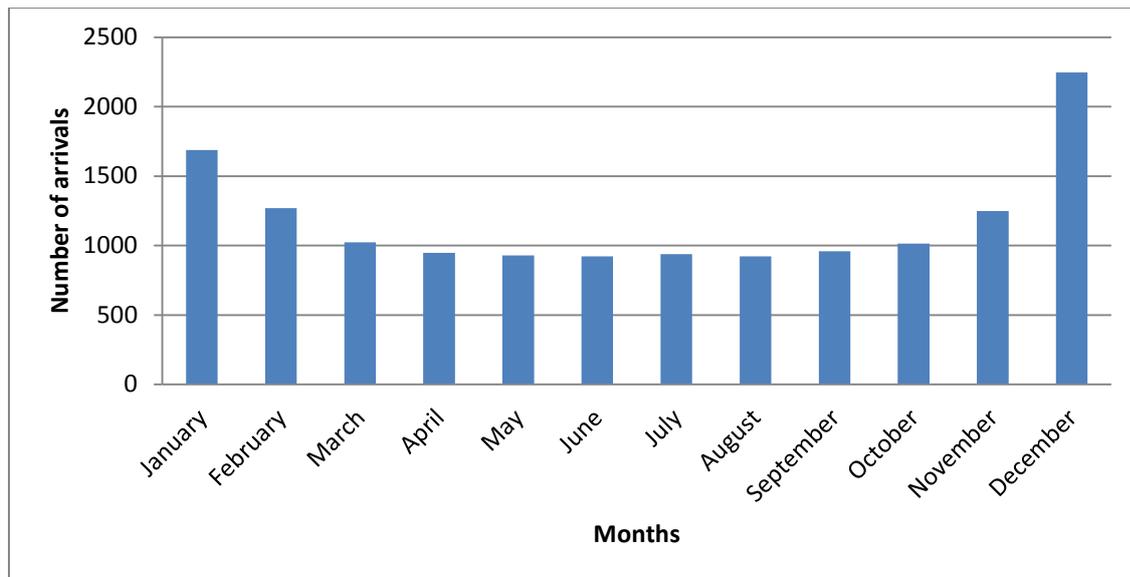


**Figure 3:** Average monthly arrivals within the months between 2005 and 2015 in Yakuur local government Area (Ugep).  
Source: Author’s field survey, 2016.

**Table 3:** Tourists’ arrivals in Calabar metropolis (2005-2015).

Month/Year	2005 (F)	2006 (F)	2007 (F)	2008 (F)	2009 (F)	2010 (F)	2011 (F)	2012 (F)	2013 (F)	2014 (F)	2015 (F)	Total (F)	(%)
January	201	198	176	101	121	136	145	182	119	197	111	1687	12
February	133	92	98	92	101	111	125	161	103	162	90	1268	9
March	109	81	74	84	92	97	115	98	100	92	81	1023	7
April	113	92	86	64	84	81	92	94	97	70	74	947	7
May	98	74	91	69	73	88	84	104	90	102	56	929	7
June	112	66	95	55	71	92	64	91	72	114	91	923	7
July	91	56	76	48	78	90	75	82	88	160	94	938	7
August	74	52	71	74	59	89	93	64	94	132	121	923	7
September	77	64	77	98	66	116	101	55	108	91	106	959	7
October	81	92	82	101	70	112	98	89	121	74	94	1014	7
November	97	111	91	109	84	131	121	108	146	99	152	1249	9
December	212	184	191	168	174	202	257	189	221	198	251	2247	16
Total	1398	1162	1208	1063	1073	1345	1370	1317	1359	1491	1321	14107	0
Total (%)	10	8	9	8	8	10	10	9	10	11	9	100	

Source: Author’s field survey, 2016.



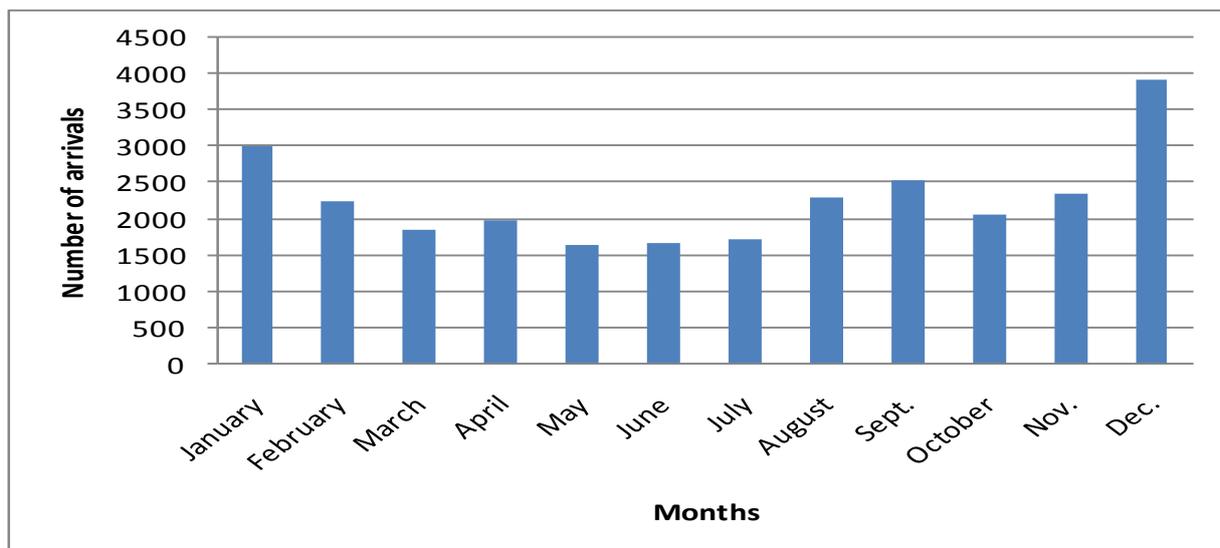
**Figure 4:** Average monthly arrivals within the months between 2005 and 2015 In Calabar Metropolis.

Source: Author’s field survey, 2016.

**Table 4:** Total tourists’ arrival in the study area (2005-2015).

Month/Year	2005 (F)	2006 (F)	2007 (F)	2008 (F)	2009 (F)	2010 (F)	2011 (F)	2012 (F)	2013 (F)	2014 (F)	2015 (F)	Total (F)	Total (%)
January	315	312	295	194	227	289	277	334	237	320	215	3015	11
February	201	170	208	172	193	189	242	241	207	259	180	2262	8
March	158	154	168	141	168	153	221	162	195	169	159	1848	7
April	204	165	177	165	147	179	247	189	195	163	173	1984	7
May	144	134	162	133	123	153	177	167	157	160	144	1654	6
June	166	135	197	108	132	155	163	143	129	183	168	1679	6
July	143	137	172	119	117	147	191	122	151	235	180	1715	6
August	179	152	176	159	144	201	344	170	191	262	321	2299	8
Sept.	165	134	219	179	167	207	340	219	291	274	364	2549	9
October	127	136	158	178	158	188	263	199	212	194	245	2058	8
Nov.	192	179	178	207	169	226	253	194	221	219	305	2343	9
Dec.	353	338	331	301	279	334	433	354	359	374	439	3920	14
Total	2317	2146	2441	2056	2024	2447	3151	2447	2545	2812	2893	27326	100
(%)	8	8	9	8	7	9	12	9	9	10	11	100	0

Source: Author’s field survey, 2016.



**Figure 5:** Total monthly arrivals within the months (January to December) between 2005 and 2015 in study area.

Source: Author’s field survey, 2016.

The analysis of tourists’ arrivals shows that tourists actually visited the area in a number capable of influencing or have significant effect on the host community in terms of their economy, social and cultural characteristics. The result on Figure 5 revealed that more tourists’ visited in the month of January, March, April, September and December based on the organization and hosting of events which were more during this periods of the year.

Furthermore, information on Table 1 shows that more tourists visited the area in January, September and December with 13 percent, 12 percent and 12 percent respectively while the months of May, June and July recorded the least arrivals of five percent each. Findings from the participatory research appraisal highlight that the reason for this variation in the number of tourists’ visiting the area was due to the fact that more events were organized and hosted within the area at the time of high arrivals showing that the tourism industry in the region was observed seasonality in its operations. It was also revealed that more tourists visited in 2011, 2015 and 2007 with 16 percent, 11 percent and 10 percent respectively while 2005, 2008 and 2009 recorded the least number of tourists’ visits of seven percent each. The result on figure 5 also revealed that more tourists’ visited in the month of January, March, April, September and December based on the organization and hosting of events which were more during this periods of the year.

The study observed that arrivals of tourists’ to the destination increased the viability of the area. Information on Table 2 illustrates that the months of August, September and December recorded more tourists’ visits to the area with 15 percent, 13 percent and 13 percent respectively while the months of January, February, March and May recorded the least tourists’ visit of six percent each. This was evidenced from the participatory research appraisal carried out during the study, to be caused by the rate of events at the time (Figure 3). It further showed that in (Figure 4) that more tourists’ visited in 2015, 2014 and 2012 with 14 percent, 11 percent and 10 percent of the total visits respectively. The study also revealed that across the months that more tourists visited the destination area during eventful periods of August, September and December.

The study examined the volume of arrivals of tourists’ to the destination as it had corresponding influence on the people’s economic status and lifestyle. Information on Table 3 shows that more tourists visited Calabar metropolis in the months of December and January with 16 percent and 12 percent of the total visits to the area respectively (Figure 4). It also

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showed that more tourists’ visited the area in 2013 with 115 of the total visits while the least number of visits was recorded in 2004, 2006 and 2007 with eight percent each (Figure 5). This implied that more tourists’ visited the area during eventful periods and this period recorded greater impacts on the people’s socio-economic and cultural values based on the degree or level of interaction which took place between the tourists and the host people.

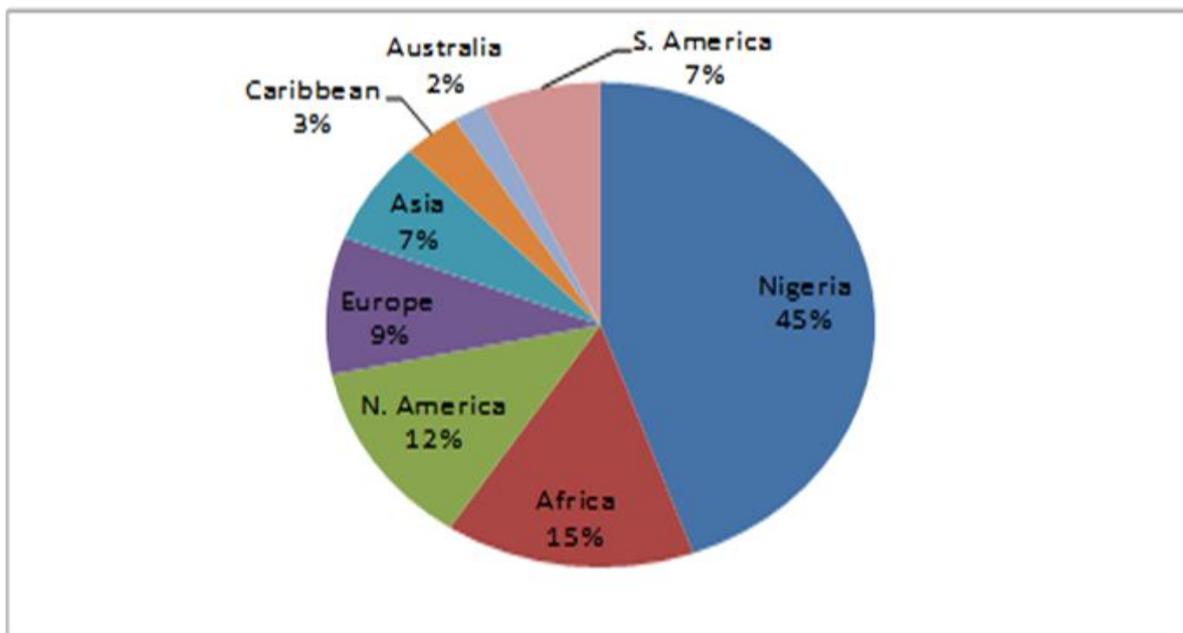
In summary, the study revealed on Table 4 that December and January recorded the overall highest number of tourists’ visits within the three study locations of Obanliku, Ugep and Calabar metropolis with 14 percent and 11 percent respectively. Evidence from the participatory research appraisal indicates that this is due to the number of tourists’ that visited the area during eventful months (Figure 5). It was also revealed that more tourists’ visited the location in 2009 and 2013 with 12 percent and 11 percent level of tourists’ visits respectively while 2007 recorded the least year of tourists’ arrivals with seven percent of tourists’ visits (Figure 5). The study further observed that more of the visits were recorded in 2009 when the area hosted international events (the world beauty pageant contest, the 2009 junior world cup and the State carnival festival).

The study also investigated the origin of tourists’ that visited the study location. Data on Table 5 shows that a total of 12,164 tourists visited the study area from other States in Nigeria, 4,028 tourists visited from within other African countries while 503 tourists’ visited from Australia. This shows that more domestic tourists visited the study location than international tourists’.

Information on figure 6, further illustrated that 45 percent of the total visits originated from Nigeria, 15 percent of the visits came from other African countries and 7 percent of the tourists each from South America and Asia, 3 percent from the Caribbean and 2 percent from Australia respectively. It was also realized that 2011 and 2015 recorded the highest number of tourists’ visit to the area (Figure 5). Several reasons were identified for tourists’ choice of their destination area. These reasons include, visits to family and friends, marriage ceremonies, holiday, business, Christmas carnival, new yam festivals among others (Table 6).

**Table 5:** Origin of tourists’ that visited the study area between 2005 and 2015.

Origin	2005 (F)	2006 (F)	2007 (F)	2008 (F)	2009 (F)	2010 (F)	2011 (F)	2012 (F)	2013 (F)	2014 (F)	2015 (F)	Total (F)	(%)
Nigeria	1020	990	970	892	912	1072	1341	973	1252	1129	1613	12164	45
Africa	486	268	451	396	281	394	281	391	401	388	291	4028	15
North America	310	410	302	184	201	312	345	282	388	367	302	3403	12
Europe	195	107	311	168	194	254	312	299	181	302	181	2504	9
Asia	149	111	206	117	106	115	393	172	98	212	197	1876	7
Caribbean	59	90	51	68	81	60	143	135	45	94	87	913	3
Australia	32	41	22	42	40	55	69	94	30	52	53	530	2
South America	66	129	128	189	209	185	267	148	150	268	169	1908	7
Total	2317	2146	2441	2056	2024	2447	3151	2494	2545	2812	2893	27326	100
(%)	8	8	9	8	7	9	12	9	9	10	11	100	



**Figure 6:** Origin of tourists' visits in the study area (2005-2015).  
 Source: Author's field survey, 2016.

Information on table 6 and Figure 7 shows that a total of 27,326 tourists' visited the area within 2005 and 2015 and amongst this number, 7,640 tourists' representing 28 percent of the tourists visited the area to attend the Christmas festival. This is closely followed by visits for the holidaying with 25 percent while a few tourists representing 3 percent visited for business purposes. The study further observed that the high population of tourists' who visited the area during Christmas carnival was attributed to the level of publicity and uniqueness of the event. Holidaying which also attract tourists' is a recent phenomenon due to the development of ecotourism sites and other attractions in the destination areas.

**Table 6:** Purpose of tourists' visitation to the study area from 2005 to 2015.

Purposes Of visits	2005 (F)	2006 (F)	2007 (F)	2008 (F)	2009 (F)	2010 (F)	2011 (F)	2012 (F)	2013 (F)	2014 (F)	2015 (F)	Total (F)	(%)
Visiting Friends and Family	188	216	224	219	177	259	285	245	218	251	251	2533	9
Christmas Carnival	727	638	614	506	434	774	844	721	758	877	747	7640	28
Marriage	137	177	181	177	157	181	202	189	156	175	193	1925	7
Holiday	489	548	770	477	580	523	919	520	599	610	791	6826	25
Seminar/Conference	146	123	102	159	120	105	209	149	185	189	207	1694	6
Business	52	72	54	48	56	80	68	84	79	73	76	742	3
Academic	156	68	102	135	151	137	140	153	165	211	171	1589	6

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Sports	248	122	158	129	121	180	254	226	207	189	195	2029	7
New Yam festival	174	182	236	206	228	208	230	207	178	237	262	2348	9
Total	2317	2146	2441	2056	2024	2447	3151	2494	2545	2812	2893	27326	100
(%)	8	8	9	8	7	9	12	9	9	10	11	100	

Source: Author’s field survey, 2016

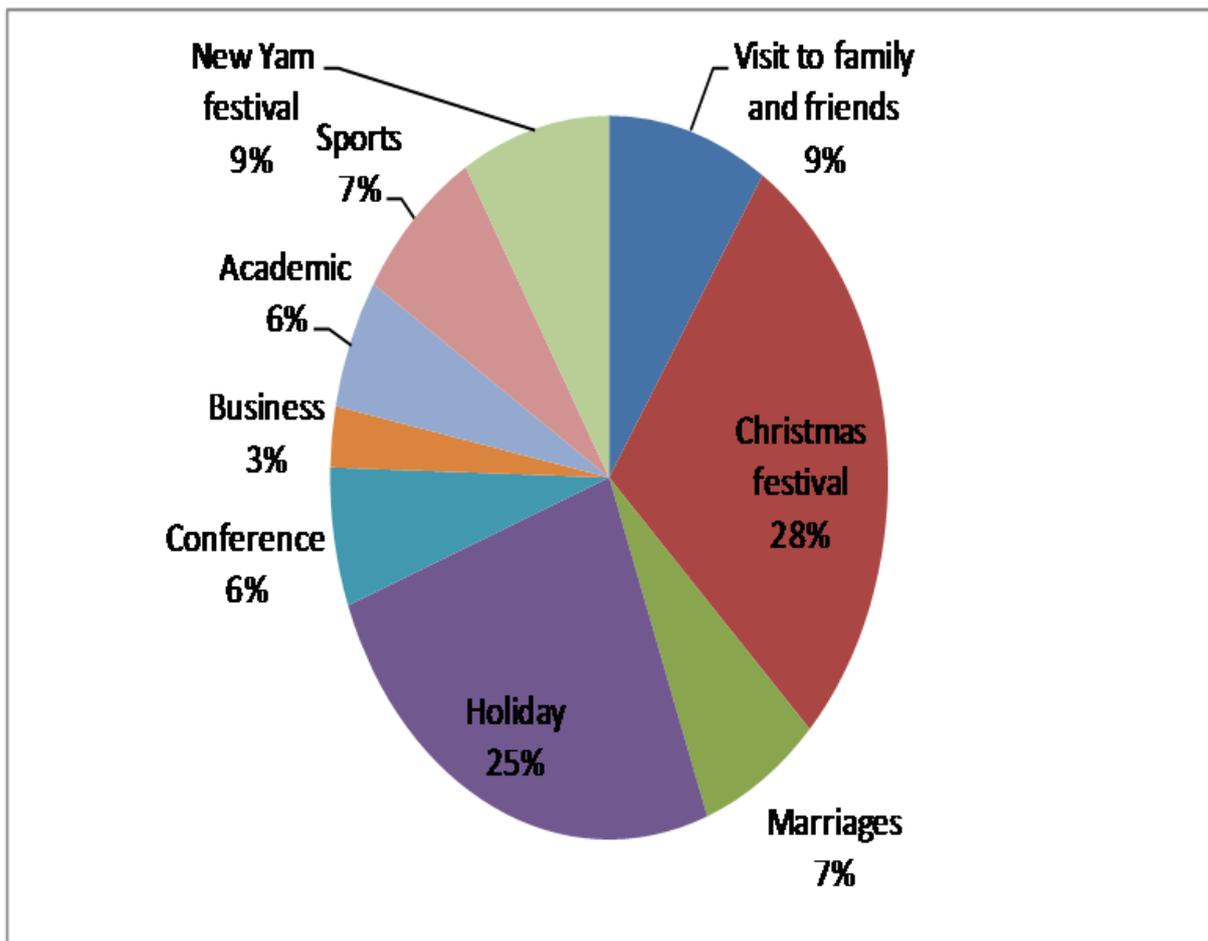


Figure 7: Purpose of tourists’ visits to the study area.

Source: Author’s field survey, 2016.

**4.2 Statistical analysis of tourists’ arrivals between 2005 and 2015**

The study considered tourists’ arrivals across the senatorial zones of the State and formulated hypothesis for testing using data in Tables 1-4. The hypothesis was tested using one way Analysis of Variance (ANOVA). This is because the study tried to compare two or more variable of the number of tourists’ arrivals, the years of arrivals and within the month’s relationship. The result in Table 7 revealed that the calculated F-value of 76.254 was found to be greater than the critical F-value of 2.84 at 0.05 level of significance. With this result, the null hypothesis is rejected; it therefore means that there existed a significant variation in the number of tourist that visited the different locations used in the study. This can be evidenced

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from the information on Tables 1-4 where it is clearly observed that tourist visitations to the area were premeditated by the availability of events within the time.

Furthermore, the significant F ratio a post hoc analysis using the Fishers Least Significant Difference (LSD) multiple comparison test was carried out. The result of the analysis is shown in Table 8.

The result presented in Table 7 shows the variation of tourist according to the different locations used in the study. The result revealed that the number of tourist that visited Calabar were significantly higher than the number of tourist that visited Obanliku (t=-8.25) and Ugep (t=-14.17). Similarly the number of tourist that visited Obanliku was significantly higher than Ugep.

**Table 7:** One way analysis of variance of the variation in the number of tourists' to locations in the study area.

	N	Mean	Std. Deviation	Std. Error	
Obanliku	11	689.4545	194.72974	58.71323	
Ugep	11	512.2727	116.57109	35.14750	
Calabar	11	1282.4545	137.49208	41.45542	
Total	33	828.0606	365.87258	63.69024	
	Sum of Squares	Df	Mean Square	F	
Between Groups	3579482.242	2	1789741.121	76.254	Sig.
Within Groups	704125.636	30	23470.855		.000
Total	4283607.879	32			

Source: Author's data analysis, 2016.

**Table 8:** Fishers' least significance difference (LSD) multiple comparison analysis of arrivals in the study localities.

	N	Obanliku	Ugep	Calabar
Obanliku	11	689.45 <sup>a</sup>	177.1818 <sup>b</sup>	-593 <sup>b</sup>
Ugep	11	2.59* <sup>c</sup>	512.27 <sup>a</sup>	-770.182 <sup>b</sup>
Calabar	11	-8.25* <sup>c</sup>	-14.17* <sup>c</sup>	1282.45 <sup>a</sup>
		MSW=23470.855		

Source: Author's data analysis, 2016.

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- a = Group means are placed along the diagonal  
 b = Difference between Group means are placed above the diagonal  
 c = Fishers' t-values are placed below the diagonal  
 \* = Significance at 0.05 level (critical  $t=1.96$ ).

This result means that tourists' visited Calabar more than Obanliku and Ugep, and visitors also visited Obanliku more than they did to Ugep. The reason for this behavior can be traced to the number and viability of events organized or held in the location within the time under investigation. This goes ahead to prove that volume and number of tourists visits to a destination is subject to the number and magnitude of events organized or hosted in the area.

## 5. Conclusion

Tourists' arrival was considered across the study locations (Calabar Metropolis, Ugep and Obanliku). It was realized that in Obanliku, 565 to 7,584 tourists' visited the area between 2005 and 2015, 354 to 5,635 tourists' visited Ugep and 1,398 to 14,107 tourists' visited Calabar Metropolis between 2005 and 2015. This implies that there has been a significant increase in the number of tourists' visiting the area. The increase number of tourists' in the area also meant a corresponding increase in the level of tourists' interaction with the host community and increase in socio-economic activities within the study area.

A total of 27,326 tourists' visited the study area within 2005 and 2015. International tourists' to the area recorded 55 percent of the total number of arrivals while domestic tourists' recorded the remaining 45 percent and it was observed that within the months where events were hosted or held within the area, there was a recorded increment in the number of tourists arrival at the time and this went forth to emphasis that seasonality in tourism can be eliminated by constantly hosting of events within a location and as such the study recommends that events should be hosted throughout the year to attract more arrivals and socio-economic benefits to the area.

The result of this study goes ahead to emphasize that volume or number of tourists' arrivals in a tourism destination is subject to the number of events and uniqueness of the tourism potentials and assets of the destination or that the tourism potentials or assets of a destination has a direct impact on the number of tourism expected to visit the destination. From the study results, it is observed that the study clearly supported the notion of scholars such as Ambedkar (2012), Dallen and Gyan (2009), Eja et al. (2012), and Sia (2011) and Ujang (2014) which stressed that destination uniqueness (tourism assets) and availability of events plays a major role in attracting tourists or visitors to a destination. Based on this result, the study hereby recommends that more events be organized throughout the year and that the tourism potentials be upgraded to meet-up with the expectations of visitors/tourists' to eliminate the issue of tourism seasonality within the study area.

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