FUW-INTERNATIONAL JOURNAL OF MANAGEMENT AND SOCIAL SCIENCES.
Volume 8, No. 1, 2023 ISSN: 2384-6224

MARKETING TOURISM DESTINATIONS FOR SOCIO- ECONOMIC DEVELOPMENT OF CALABAR METROPOLIS

Donald O. EWANLEN[1*]
[1]Department of Entrepreneurship and Marketing,
Email: ewanlendo@fuotuoke.edu.ng

&

Felix Tounbra Bodmas[2]
[2] Department of Business Administration,
Federal University Otuoke, Bayelsa State.
Email: felixtombee@gmail.com.

***Corresponding email: ewandon4@gmail.com**

ABSTRACT

Tourism destinations are centers of attraction to tourists in quest for leisure and recreation. Due to the socio- economic benefits associated with tourists visits, nations are compelled to devise strategies to enhance the patronage of these destinations. This paper sought to examine marketing of tourism destinations for socio-economic transformation. The specific objectives of this study are, to ascertain the roles of government in marketing tourism destinations and establish the influence of private investors in the promotion of tourism destinations. The study adopted survey research design. The population of study are the entire small business owners in Calabar metropolis, Cross River state, Nigeria. Three hundred and fifty (350) copies of semi structured questionnaire were administered to respondents in their various offices. Out of this, two hundred and eighty (280) were found usable. This represents 80 % return rate. The collected data were analysed with simple percentage, mean and standard deviation. With the aid of SPSS version 24, the formulated hypotheses were tested with simple linear regression at 5% level of significance. The study report that safety and security rank the most important indicator of socio- economic development. In the same vein, foreign direct investment exhibit the least importance indicator of socio-economic development. The study further report that government and private investors marketing activities of tourism destinations show a significant relationship with socio- economic development. This paper canvasses that all the stakeholders in the tourism business should create enabling environment for tourism to thrive in their immediate communities.

KEYWORDS: Calabar Carnival, Destination Marketing, Events Marketing, Socio-Economic Development.

FUW-INTERNATIONAL JOURNAL OF MANAGEMENT AND SOCIAL SCIENCES.
Volume 8, No. 1, 2023 ISSN: 2384-6224

INTRODUCTION

Goge Africa, a television program in digital satellite cable channel expose viewers to plethora of cultural destinations in Africa. These cultural destinations have made the various communities centers for tourists' attractions. Interestingly, Nigeria is blessed with several world renowned cultural crafts that range from the Benin bronze casting and the popular basket weaving in Eastern Nigeria. These crafts are located in communities that could serve as tourists' destinations. Moreover, Nigeria is rated third among comity of nations that constantly celebrate annual cultural carnival and festivals (Essien & Anthony, 2019).

Literature acknowledge that cultural tourism serves as a unifying force. To the common man, carnival is the most popular and unifying event that is both cultural and creative in nature. Indeed and oftentimes, cultural extravaganza are celebrated in pageantry. Interestingly, the Calabar cultural carnival celebrated in December of every year in Nigeria share similar popularity among tourists with the Rio de Janniro carnival in Brazil.

As a matter of fact, tourism is commonly regarded as a vehicle that facilitate the cultural integration of nations. In fact, the promotion of dominant culture of a people is aimed at fostering unity among nations and citizens. The cultural diversity of nations necessitate its promotion. The essence of promoting culture is that it facilitate exchange in language learning and cultural immersion. Furthermore, government all over the world considers the promotion of culture an important tool for national integration. Globally, tourism is a major source of income to every nation. It is strongly believed that when the tourism industry is developed, it serves as a foreign exchange earner.

Arising from the benefits associated with annual cultural festival, it is expedient on the stakeholders in the tourism industry to develop plans and deploy strategies that would sustain its continuity. One of such strategy, is the engagement of marketing principles. In short, any nation desirous of enhancing the popularity and economic development of it often embrace the promotion albeit marketing of its cultural diversity. Tourism' centers are globally visible. The attractive features of the centers enhances the image and popularity of the communities. The truth is that marketing tourism destinations serve as a vehicle for nurturing and retaining centers popularity.

In pursuant of Nigeria's quest for increase in non- oil revenue, embracing and enlarging the activities in the tourism industry would be a wise path to tread. Globally, tourism is considered a major source of foreign exchange. In fact, formulating policies that promote investment in tourism and encourage tourists' attraction is germane in the midst of declining revenue from oil. A review of extant literature shows that there is paucity of research in tourism marketing in Nigeria. In fact, the very few research are from divergent perspectives. Akenbor (2014) study was on hospitality marketing and customers patronage while Awuri and Opigo (2018) study was an examination of the determinants of customer patronage of tourism destinations in Rivers and Bayelsa states. In spite of the importance of tourism to the socio-economic development of a nation, to the best of the researcher's knowledge there are scanty study on the influence of marketing tourism destinations on the socio- economic development of the host communities. This is the gap in literature this study fills.

This paper explores the influence of marketing Calabar Carnival on the socio economic development of Calabar metropolis albeit Cross River State, Nigeria. Some of the pertinent questions this study seeks answer to are, what are the roles of government in marketing tourism destination? Does the private sector play significant roles in the marketing of tourism destinations? Arising from these questions, this study explores the imperatives of marketing tourism destinations on the socio- economic development of host community. The specific objectives of the study are, (i) to ascertain the role of government in marketing tourism destinations and (ii) assess the efforts of private investors in the marketing of tourism destinations.

The formulated hypotheses stated in the null form and tested in this study are;

Ho_1: Government marketing activities of tourism destinations does not significantly affect the socio-economic development of host communities.

Ho_2: Private investors' marketing efforts of tourism destinations does not significantly affect the socio –economic development of host communities.

FUW-INTERNATIONAL JOURNAL OF MANAGEMENT AND SOCIAL SCIENCES.
Volume 8, No. 1, 2023 ISSN: 2384-6224

EMPIRICAL REVIEW OF LITERATURE

Concept of Tourism Destinations

The concept tourism is commonly associated with travelling for leisure or recreation purposes. However, the concept now encompass religious, space, eco, cultural, sports, medical tourisms (Balogun, 2018). Matheson and Wail (2012) conceive tourism as the temporary movement of people to destinations outside their normal places of work and residence. Such temporary movement in most cases are recreational in nature. In actual fact, recreational travel implies travels embarked upon solely for leisure. As a matter of fact recreational travel can be by any means of transportation. In fact, the activities and facilities undertaken in those destinations are created to cater for the tourists needs.

According to the National Tourism Development Board (2019), there are over 200 tourism sites in Nigeria. Interestingly, Cross River state is a host to one of the twelve most visited tourists' sites in Nigeria. Cross River state is globally associated with the Calabar carnival and festival as well as the Obudu cattle ranch resort. Tourism destination, Calabar, like every product comes in varieties. The tourist product Calabar is branded carnival Calabar. This is regarded as Africa's biggest street party (Esekong & Ibok 2012).This event began in 2005. It holds annually on the 26th and 27th December. The idea to hold the carnival was conceived in 2000 when the state government started celebrating the annual Christmas festival now renamed Calabar Festival. In the spirit of internationalization, the present carnival is a fusion of Trinidad and Tobago and Rio de Janniro in Brazil carnivals best practices.

The Calabar carnival has continue to grow in terms of participation as it has continuously attracted numerous visitors within and without the country during this period. With respect to funding, majority of the fund are sourced from the private sector. In fact, corporate sponsors are responsible for the various aspects of the carnival through their publicity programs. True to type, the State Carnival Commission, a government regulatory agency moderate corporate sponsors' activities. In addition to private investors' initiatives, the commission seeks for among others sponsorship and technical partnership, marketing rights, generates publicity, provides logistics, as

well as themes, In order to engrain the culture of the carnival into the next generation, government and indeed the organizers have to ensure the inclusion of children in the carnival scheme of events.

The aesthetics of the carnival is displayed as the procession moves through a 12 kilometre route in the city of Calabar, The Calabar carnival is supported by allied activities that include a beauty pageant, essay writing competition and football matches. Prizes are awarded to winners at the end. To further enrich the event, components of the Calabar festival are included in the celebration. In short, the package entails guarded tours to numerous tourist centres that include but not limited to visit to Obudu ranch resort, Tinapa business resort and watching the traditional boat regatta among several others.

Marketing Tourism Destinations

Tourism destinations like every other product can be marketed. In fact, the fundamental marketing principles of pricing, promotion, placement and packaging are applicable. Tourism destination passes through a life cycle. The marketing strategies applicable to these centres differs. In short, the popularity of the centre among other factors to a great extent influences the strategy to adopt. The onus of promoting tourism destinations lies with the various organizations responsible for tourism development and promotion. These organizations are noted for planning and organizing events designed to bring visitors to host communities. Oftentimes, most of these events take the form of festival that occurs annually.

Kotler, Bowen and Makens (2010) advised promoters of tourism centers to pay attention to the pertinent factors that attract tourists. The attraction of a tourist to a destination is contingent upon cost, convenience and timeliness. Tourists like all customers often weigh the cost of travel against the benefits derivable from visit to specific destinations. Also, of great consideration is the investment of time, effort and resources compared against return on education, experience, fun, relaxation and memories. To the tourists, convenience entails the time involved in travelling, language barriers, cleanliness and sanitary concerns, access to tourism sites and other special needs. In the same vein, timeliness encompass risk related matters. These are in the form of civil disturbance, political instability, currency fluctuations and safety among others. In fact, it is

expected that adequate security is provided. This can be guaranteed through noticeable police presence prior to and during the festival proper. A well secured car parking lots with modern safety measures is therefore a sine nun quo non.

It is rather sad to note that due to global insecurity, economic meltdown and the current pandemic, the Calabar carnival now attract few foreign visitors. In fact, concerted government effects at promoting the annual festival have lead successive organizers to invite notable celebrities as special guests. The essence is to leverage on their social media coverage for the event. As a matter of fact, this coverage is expected to create awareness of the carnival while eliciting global following of the carnival.

Participants in Tourism Destinations Marketing

A cursory review of literature shows that the promoters of tourism destinations consist of government, private investors in tourism and all participants in the hospitality industry. Ultimately, the principal actors are the government and its agency, the Nigeria Tourism Development Board (NTDB) and private investors in tourism.

The role of Government: The primary role of government is essentially the provision of enabling business environment. This role government perform through its regulatory agencies that exercise oversight functions on the other participants in the industry. The government plays an important role in the tourism industry. Government agencies have to provide legislations, regulations and controls for tourism in order to ensure that the industry can sustain its level and compete with other tourist destinations globally (Babatunde, 2012). In this regard, government regulate tourism activities through the ministry of tourism and its agency, the Nigeria Tourism Development Board (NTDB). Specifically, the board plays a crucial role in coordinating and supplementing the efforts of state and local governments, catalyzing private investment, strengthening promotional and marketing efforts and in providing trained manpower resources. In addition, the board is mandated to encourage, promote and develop tourism as a major socio-economic activity to generate foreign currency and local employment and to spread the benefits of tourism to a wider segment of the population with the support, assistance and cooperation of both private and public investors.

The state and local government as an independent arm complement the federal government efforts through its regulatory agency. In actual fact, the state's tourism development thrust has a sustainable framework and its implementation is overseen by the state tourism bureau. This bureau is established by an act of the state assembly. It is properly positioned to become a permanent institution for tourism development. Over time, the bureau has identified and developed tourism sites, co-ordinates and promotes activities in the tourism sector.

Private Investors: The private investors in this context refers to all the stakeholders except government in the tourism industry. This group include but not limited to owners of hotels, tours and travel organizers, providers of means of transportation be it air, land and sea. Similarly, for private investors in tourism to be effective in promoting tourism destinations, they are expected to possess the requisite experience in planning, organizing and marketing of events. Organizing events is not an all comers thing. Requisite experience in tourism is necessary as events differ considerably in complexion.

As an organization, the Calabar chamber of commerce and industry serves as the umbrella body for private sector investors in tourism. The chamber of commerce and industry is a local organization of businesses and corporations in Calabar with the purpose of developing and furthering the interests of its members in Nigeria. The membership encompass both local and international corporations operating in Calabar. The group is rich with a large array of professions with diverse background and expertise. The group comprise of several professionals such as property developers, tourism companies, airlines, manufacturing companies, import and export businesses, banks among others. The Chambers of Commerce main activities among others are, safeguarding business interests and sharing business experiences and interests, contact with governments, civil society, local media and the press and organizing trade shows and events. In sum, private investors are not just participants in the marketing of tourism destinations, they are rather the sponsors and promoters of events associated with the marketing of tourism destinations.

FUW-INTERNATIONAL JOURNAL OF MANAGEMENT AND SOCIAL SCIENCES.
Volume 8, No. 1, 2023 ISSN: 2384-6224

Drivers of Tourism Destinations Marketing

For meaningful tourism destinations marketing, it is essential for certain critical factors to be guaranteed. Literature and personal observation reveals that the safety and security of tourists is paramount. In short, the organizers should be able to provide adequate security that guarantee the safety and security of lives and properties. In fact, the organizers should be able to make proper arrangements with both private and public security agencies. Equally important is the provision of hotels for tourists to stay. It is however important that varieties of hotels comparable to meeting international standards are readily available. In fact, there should a wholesome mix of 3 stars, 4 stars and 5 stars hotels for tourists to make choice. It will be an unpleasant experience for a tourist not to find suitable accommodation in a chosen destination.

Without doubt the ultimate purpose of a tourist visit is to acquire knowledge about the culture of a place. This knowledge can only be obtained from visits to several tourism centers. The availability of several tourist sites in a particular destination enhances the popularity and marketability of the destination. Another critical factor that can influence the marketability of tourism destinations is clement weather. In fact, the ambience of the place must be friendly for it to attract visitors. It is a given fact that the weather condition of a place to a large extent determines the length of visitors stay. For a meaningful enjoyment to visitors, the weather condition of a place must be friendly, inviting and warm.

In the same vein, the accessibility of a place is equally important. It is necessary for a destination to be easily accessible. This implies that the place should be accessible by air, sea and land. It is also important to ensure that commuting within the place is not a herculean task. In fact, the roads are expected to be motor able, there should be varieties of vehicles to facilitate intercity movement. Although tourism activities are strictly leisure, most visitors to a destination are further motivated to visit when there are available investment opportunities. These investment opportunities are deliberately created by government and in most cases private investors in search of foreign partners. In short, the creation of investment opportunities serves as a veritable tool to attracting foreign direct investment. Similarly, experience has shown that tourists are attracted to destinations were rare works of arts are readily available. Indeed tourists that are art collectors are

easily attracted to places that serve as market for work of arts. To tourists that are not dealers in the works of art, visits to such places facilitate the purchase of these works of art as souvenirs.

The marketability of a tourism destination is largely determined by the activities of its corporate sponsors. In short, the efficiency of sponsors in packaging the center goes a long way in determining the acceptability of the destination. This therefore implies that the choice of corporate sponsors is a serious matter. Indeed, corporate sponsorship of annual events that have national and international appeal should not be left to inexperienced agencies or to agencies with questionable competence.

Interestingly, Awuri and Opigo (2018) study of the determinants of customer patronage of tourism destinations in Rivers and Bayelsa states found that the physical ambience of the destination is the most crucial determinant of tourist visit to destinations. Closely following are safety and security, ease of accessibility and distance to the destination. The authors identified other determinants as destination image, previous travel experience, social interactions, family and peers influences, the tourist life style, motives for travel, and confidence in the travel agency.

Tourism for Socio- Economic Development

The concept socio –economic development to Todaro (2015) implies improvement in the quality of human life. To the author, the major indicators of social economic development include but not limited to income, job creation, consumption habits, education, health status, provision of basic infrastructure among others. In the view of Smith and Rees (2008), socio-economic development refers to sustainable increase in living standards. This suggests increase in per capital income, better education and health as well as environmental protection. It is pertinent to remark that for any meaningful socio-economic development, the entire society should acknowledge an improvement in the quality of life.

Globally, several studies have found that mega events contribute to the socio- economic development of the society. Specifically, Burnett and Hollander (2007) Brazil study of mega events revealed that sport events are capable of enhancing the development of business opportunities and provision of infrastructure. In the same vein, Saayman, Saayman and Di Plessis (2005) report that major events in arts, culture and sports are often defined in terms of their

potential positive impact on the society. Furthermore, Gibson, Watt, Warmsley and Cornell (2005) acknowledge the economic benefits of cultural festival in the East midlands. In the same vein, the Essien and Anthony (2019) Nigeria study found that carnival activities significantly influence the economic development of Cross River State. Consequently, the authors recommend that the Calabar annual carnival should not be restricted to the southern senatorial district of the state alone. Instead the carnival activities could be extended to other parts of the state with the intent of reaping the gains associated with tourism development. Jimmy (2005) remarked that carnivals has contributed immensely to the growth of micro, smaller and medium enterprises (SMEs). On the other hand, Adams (2011) posits that carnival has the capacity to promote job creation, revenue generation, foreign exchange earnings in addition to enabling cultural integration and skills development. It is worth noting that the promotion of annual festival has the capacity to generate business opportunities. Apart from the generally more noticeable businesses, the carnival can enhance the emergence of artistes in different genre.

Tourism like every other business activity has the potential to solve societal problems. As a matter of fact, activities in the tourism industry when well-developed contribute to uplifting and meeting the needs of the host communities and their citizens. Literature acknowledge that tourism activities has the capacity to uplift people's standard of living, provide employment and contribute to the provision of social amenities in the host communities among others.

The economic importance of tourism cannot be overemphasised. In fact, tourism can serve as a veritable source of revenue for developed and developing economies. Spending of international tourists as well as from local visitors generate income for both public and private sectors. Basic economics tenet consider income as the monetary benefits realized from engaging in economic activities. People's engagement in tourism be it full time or part time yield income. With increase in the number of visitors to a tourism location, there will be a corresponding increase in the number of persons or organisations that provide services directly or indirectly to these army of tourists. Consequently, income are earned. With increased earnings, the peoples' standard of living are enhanced. In fact, Amalu and Ajake (2012) study of the Calaber festival report that there was a steady increase in the number of tourists' visits to Cross River state during the period. The

study further report that there was a corresponding increase in the number of people involved in tourism related activities with business owners recording highest income during the period.

Furthermore, tourism and its activities has the capacity to influence the expansion and modernization of infrastructure. As a matter of fact, the availability of basic infrastructure in the form of community accessibility, steady power supply, clean and portable water among others facilitate the socio- economic development of the place. Consequently, the provision and indeed improvement on these facilities would further boost the tourism potential of the place. It is however regrettable to note that the absence of basic infrastructure in a place have denied majority of regions globally to harness the benefits of tourism. The foregoing suggests that there is a close relationship between the extent of a community infrastructural transformation and its tourism potential.

Theoretical Review

Tourist Area life Cycle (TALC) Theory

The theory that provide an understanding of tourism destination marketing is the Tourists Area Life Cycle (TALC). In 1980, Butler propounded the TALC theory. This theory provide a basis for the understanding of sustainable planning, proper maintenance and management of tourism infrastructure. The theory explains how a place emerges as a tourist destination after passing through several stages. The theory posits that, a tourism destination develops over time as a result of constant investment, creation of awareness among other criteria. Truth be told, tourists destination is a crucial element in tourism. In fact, destination is a product in tourism industry. Just like every other product, tourism destinations passes through a life cycle. To provide an understanding of the product life cycle, Butler propounded the model that depicts the progression of destinations. In particular, the model demonstrated the progression of a destination from being relatively unknown to becoming a popular centre of attraction. The truth is that at the beginning of every destination, the centre is characterised by low patronage, poor facilities, lack of access and awareness. Furthermore, the theory asserts that no tourism destination lasts forever unless it is cared for and maintained. The consequence is that governments need to imbibe the culture of maintenance of all tourist destinations, constantly upgrading the infrastructure and services to

sustain tourists flow to the destinations. This simply implies that government should continually improve the centre so as to guarantee the continuous inflow of visitors and consequently steady flow of revenue thereby facilitating the socio- economic development of host communities.

METHOD

This study adopted the survey method as its research design. The method enabled the researcher obtain relevant information suitable for the study. The population of the study consist of the entire small business owners in Calabar, Cross River state capital. According to the National Bureau of Statistics (2022), there are 1072 registered small businesses in Calabar city. Using Krejcie and Morgan (1970) method, three hundred and fifty (350) was obtained as sample size. A pilot survey was conducted to assist in the development of the research instrument. Modifications were made to the draft questionnaire to incorporate the findings of the pilot survey. A test re-test was done to ascertain the validity and consistency of the research instrument. The Cronbach alpha coefficient shows .718. This implies that the research instrument is about 72% reliable in consistently reporting its findings Three hundred and fifty(350) copies of the semi structured questionnaire was self –administered assisted by two research assistants resident in Calabar to conveniently selected small business owners in Calabar metropolis. The drop and pick later method was used in the administration to the small business owners in their offices. Out of the 350 copies administered, 300 copies were retrieved, 20 were found incomplete while 280 were found usable. This represents about 80% return rate. The questionnaire consists of Sections A and B. Section A elicit answers concerning respondents demographics while Section B sought information on the roles of government in promoting and developing tourism in the state, private investors activities in marketing tourism in the city and the contributions of tourism to the socio- economic development of Calabar. Typical issues responses were sought include but not limited to government effects at attracting both local and foreign visitors, provision of adequate security, portable drinking water, among others while to the private investors respondents are expected to respond to issues such as available hotels and its facilities, proper choice of tourists centers and ensuring adequate publicity among several others. The respondents are expected to indicate their extent of agreement or

FUW-INTERNATIONAL JOURNAL OF MANAGEMENT AND SOCIAL SCIENCES.
Volume 8, No. 1, 2023 ISSN: 2384-6224

otherwise using a five point Likert type of scale of (1) Strongly disagree, (2) Disagree, (3) Neither agree nor disagree, (4) Agree and (5) Strongly Agree, The collated data were analyzed with descriptive statistics mean and standard deviation . With the aid of SPSS version 24, the formulated hypotheses was tested with simple linear regression at 5% level of significance.

RESULTS/DISCUSSION OF FINDINGS

Table 1: Bio Data of Respondents

Dimension	Frequency	Percent
Gender		
Male	125	44.6
Female	155	55.4
Age		
Below 30 years	35	12.5
30- 39 years	45	16.8
40-49 years	72	25.7
50- 59 years	75	26.8
Above 59 years	53	18.9
Marital Status		
Married	123	43.9
Single	98	35.0
Separated	59	21.1
Highest School Attended		
Primary	34	12.1
Secondary	45	16.1
Polytechnic	58	20.7
University	143	51.1
Annual Income(# million)		
Below 5	34	11.8
5.1- 9.9	29	10.4
10.0-14.9	51	18.2
15.0-19.9	42	15.0
20-24.9	47	16.8
Above 25	77	27.5
Nature of Business		
Advertising	28	10.0
Clothing/beauty shops	43	15.3
Event Security Services	24	8.6
Medical Services	39	13.9
Events Planners/Décor	36	12.8
Hospitality/Tours Services	48	17.1
Others	62	22.1
Years of Business Existence		
Below 5 years	84	30.0
6- 10 years	88	33.4
Above 10 years	118	36.6

FUW-INTERNATIONAL JOURNAL OF MANAGEMENT AND SOCIAL SCIENCES.
Volume 8, No. 1, 2023 ISSN: 2384-6224

Number of Employees		
Below 10	75	26.8
11-20	95	33.9
Above 20	110	39.3

Source: Researcher's Field Survey (2022)

Table 1 shows the demographic characteristics of respondents. The report shows that male respondents were 125(45%) while female was 155(55%). Similarly, the most frequent (27%) age bracket of respondents was 50- 59 years. Closely following (26%) is 40-49 years. However, the least frequent (13%) are respondents below 30 years. On the basis of respondents' marital status, the married are 123 representing 44%. Single respondents are 98 (35%) while the separated are 59(21%). In the same vein, respondents' highest school attended reveals that university education was the commonest (51%) while primary school attendees were the least (12%).

Furthermore, the annual income of the respondents shows that about 25% (77) earns above 25 million naira while about 10% (29) of the respondents earns between 5.1 – 9.9 million naira. Similarly, with respect to the nature of business ownership, 17 % (48) of the respondents are in the hospitality/tours services while about 9% (24) of the respondents are in the management of events security services. In order to ascertain respondents experience in business ownership, the study reports that 118(37%) have managed the organization for above 10 years while 84(30%) of the respondents have managed the firm for less than 5 years. Finally, on the number of full time employees in the respondents firms, 39% (110) have above 20 employees while 73(27%) respondents have below 10 employees.

Table 2: Rating the Indicators of Socio- Economic Development

Indicators	Mean	Standard Deviation	Rank
Job Creation	3.245	0.935	6th
New Businesses	3.341	0.541	5th
Road Infrastructure	3.597	0.012	4th
Electricity Supply	4.017	0.112	2nd
Cleanliness/Sanitation	4.001	0.289	3rd
Safety/Security	4.027	0.117	1st
Foreign Direct Investment	2.976	0.086	7th

Source: Researcher's Field Survey (2022)

Table 2 show respondents rating of the influence of tourism on the socio-economic development of host communities. A cursory look reveals that the respondents consider matters connected with safety/ security as the most important influence of tourism on the socio economic development of the society. This is evident as the variable safety and security obtained the highest mean score (4.027). In the same vein, foreign direct investment was rated the least with a mean score of 2.976. Quite unexpected was the respondents rating of job creation as the penultimate variable among the indicators of socio- economic development.

Table 3: Descriptive Statistics and Pearson Correlation Coefficients of the Participants in Tourism Marketing and Socio- economic Development

Variables	Mean	Standard Dev.	1	2
Socio-economic Dev.	3.946	.754	1	
Government efforts	3.413	.617	.521**	1
Private Sector	4.031	.772	.878**	.801**

Table 3 reveals that private sector (4.031) has the highest mean score. Closely following is socio- economic development (3.946) while government efforts (3.413) shows the least mean score. Similarly, Table 3 reports standard deviation of 0.617 to .772. The Pearson correlation coefficient was used to ascertain the strength of the relationship between the participants in marketing tourism destinations and socio- economic development. The result shows a positive relationship between the dependent and independent variables. Specifically, the Pearson test reveals that private sectors involvement report a strong relationship with socio-economic development while government efforts show a moderate relationship with socio- economic development of host communities.

Test of Hypotheses

In order to test the formulated hypotheses, simple linear regression analysis and ANOVA test were conducted.

FUW-INTERNATIONAL JOURNAL OF MANAGEMENT AND SOCIAL SCIENCES.
Volume 8, No. 1, 2023 ISSN: 2384-6224

Hypothesis One

Ho_1: Government marketing activities of tourism destinations have no significant influence on the socio- economic development of host communities

Table 4: Summary of Results

R= .509 R^2 =. 491 F= 4.237 Sig. F.=.000			
Variable	Beta	T	Sig.
Socio-Economic Dev.	.621	2.911	.001
Regression Model Y= 1.005+.621(Government Efforts)			

As seen in Table 4, the ANOVA test reports an F value of 4.237, while the coefficient of determination R=.509 and the adjusted R^2 =.491 in the simple linear regression analysis. The finding of the adjusted R^2 in the linear regression analysis implies that the model can explain about 51% variation in the dependent variable while the F value 2.911 in the ANOVA test indicate the ability of the model to estimate the relationship. Also Table 4, reveals a p value of .001 which is below the tolerable limit of .005. This indicates the existence of significant relationship between job satisfaction and employee retention. A mathematical expression of the relationship between the independent and dependent variables is as presented in Table 4.

Hypothesis Two

Ho_2: Private sector marketing initiatives of tourism destinations have no significant influence on the socio- economic development of host communities

Table 5: Summary of Results

R= .794 R^2 =. 699 F= 4.178 Sig. F.=.003			
Variable	Beta	T	Sig.
Socio-Economic Dev.	.432	0.432	.000
Regression Model Y= 1.005+.432(Private Sector Efforts)			

Table 5, reports an ANOVA value of F=4.178. It also reports R= .794 and adjusted R^2= .699 in the simple linear regression analysis. Also Table 5, reports a p value = .000.This value is however below the tolerable limit of .005. This finding suggests a significant relationship. Also, the adjusted R^2 =.699 implies that the independent variable can account for about 80% changes in the dependent variable. The F value 4.178 attests to the ability of the model to estimate the relationship. The mathematical expression of the model is as represented in Table 5.

FUW-INTERNATIONAL JOURNAL OF MANAGEMENT AND SOCIAL SCIENCES.
Volume 8, No. 1, 2023 ISSN: 2384-6224

Discussion of Findings

A cursory look at the nature of businesses common in the tourism destination Calabar closely resonates with the tourism business. In fact, the study reveals that apart from other sundry businesses, hospitality / tours services was the most dominate business in Calabar. The possible explanation for this finding aligns with the basic economic principles of availability of resources as a perquisite for the location of industry. In this case, Calabar, indeed Cross River state is endowed with abundant natural cultural resources that serves as objects of attraction. These abundant cultural resources confer on the city the potential of being a tourist centre. Equally revealing is the fact, majority of the respondents' report that their organisation provide employment to residents of the city. In fact, only full time employees was considered in the study. This paper believes that the magnitude of employees would be greater when part time/causal employees are aggregated with the full time staff. With the employment of city residents income are earned and consequently the standard of living of the citizenry are enhanced. This finding affirms Odok and Etefia (2014) earlier assertion that the Calabar fiesta influences the economic development of Calabar metropolis. In particular, Adams (2011) study found evidence of new job creations in host communities with tourism attractions

Furthermore, this study reports on respondents' perception of tourism influence on the socio- economic developments of destinations. In particular, the respondents attached outmost importance to security of lives and properties. This finding contradicts Awuri and Opigo (2018) study that report ambience as the greatest determinant of tourist desire to patronise destinations. The most probable explanation for this finding may not be far- fetched from the present realities. In fact, the present security situation in Nigeria is extremely difficult to classify. The truth is that businesses can only thrive in an atmosphere of peace. This suggests that whether foreign or local can only visit places when there is assurance of safety. Though it is government constitutional responsibility to guarantee the safety and security of lives and properties, it is expedient that all the stakeholders in the tourism industry put in concerted efforts at assuring visitors of their safety. In addition, this study reports that the respondents perceive tourism has little or no effect in attracting foreign direct investment in the destination. The most plausible explanation for this

findings is associated with the present global insecurity, economic meltdowns and the pandemic. The truth is these incidence have limited the extent of travels and consequently investments in nations outside ones domicile. Also this finding exacerbates, Ewanlen and Gabriel (2021) reports that every form of distortion to the business environment negatively affect the inflow of foreign investment into a country.

On the tests of hypotheses, the study reveals that government marketing activities positively enhance the tourism potential of host communities. In specific terms, the study shows that government activities can contribute about 88% to the development of the host communities. Similarly, the study report that private investors plays a significant role in the advancement of the potential of tourism destinations. Specifically, the study reports that private investors marketing activities can contribute about 78% to harnessing the capacity of tourism in the socio- economic development of host communities. The implication is that there are about 12% and 22% other factors respectively that account for the socio- economic development of communities. These findings are as expected. In fact, this result affirms Todaro (2015) assertion that there are several factors that contribute to the socio- economic development of a nation.

CONCLUSION AND RECOMMENDATIONS

It is a known fact that search for leisure/recreation is the sole purpose of people embarking on tourism. Historically, one major activity that attracts tourists to destinations is participation in cultural festivals. Cultural festivals are celebration of unity among people and nations. Cultural festivals are celebrated with pageantry. The truth is that all activities associated with the ceremony are designed to enhance the festival popularity. Literature recognize tourism as an agent for socio-economic transformation of communities. It also serves as a veritable source for revenue. As a matter of fact, when the tourism potential of a nation is developed it has the capacity to become its major source of revenue. This suggest that any nation desirous of enhancing the popularity and economic development of it should embrace the promotion albeit marketing of its cultural diversity.

A review of literature and industry practice reveals that government and indeed private investors play pivotal roles in the marketing of tourism destinations. These tourism promotion activities have spiral effects on the socio- economic development of host communities. This study examines the roles of government and private sector investors in the promotion of tourism destinations. The study found that safety and security of lives and properties is the ultimate indicator of tourism contribution to socio-economic development of a destination. In the same vein, the study reports that foreign direct investment was visibly negligible in the destination. This is evident as it was rank the least indicator in the socio- economic development of the destination. This scenario could be accounted for by the declining number of foreign tourists to the centre. This decrease in number of foreign tourists could be attributed to the recent global insecurity, economic meltdowns and restrictions in travels occasioned by the recent pandemic. In short, the absence of foreign tourists ultimately translates to a decline in foreign direct investment in the economy. Equally important is that the study reports that government through its agency as well as private investors marketing activities of tourism destinations significantly facilitates the socio- economic transformation of host communities. In the light of the foregoing, this paper canvasses that all the stakeholders not excluding the host communities should create enabling environment that would be attractive to both national and international tourists.

Sequel to the findings of this study, the following recommendations are proffered.

(1)The organizers of the carnival /festival should properly package the tour and its activities in such a way that it is attractive, educative and entertaining. This can be achieved through the inclusion of other notable tourists' sites in the state. This would enable the host communities experience infrastructural transformation associated with tourism. Furthermore, it is envisaged that the inclusion of visit to Obudu cattle ranch and Oban Natural Park would spice up the activities associated with the Calabar carnival festivities.

(2) Government should make concerted efforts to encourage nationals to visit tourists' destinations within the country. This government can do through the provision of special incentives to citizens willing to visit such places. In fact, government at all levels could issue vacation vouchers to such persons.

(3)The federal government through its commercial attaches' in foreign nations should facilitate the processes involved in tourists visit to the country. This can be done through hustle free process in the issuance of visa and other travelling documents.

REFERENCES

Adam, S. H. (2011).Economic development: Theories and principles. Unicago: McGraw Hill.

Akenbor, C.O (2014). Hospitality marketing and customer patronage. *Unpublished Ph.D Dissertation*, Department of Business Administration, University of Benin.

Amalu, T. E. & Ajake, A. O. (2012) An assessment of the influence of Calabar carnival on the economy of the residents of Calabar metropolis, Cross River State, Nigeria. *Global Journal of Human Social Science, Geography & Environmental GeoSciences* 12 (10):65-74

Awuri, P. & Opigo H. (2018) Determinants of customer patronage of tourism destinations in Rivers and Bayelsa states.

Babtunde,J. (2012) Hotel business in Nigeria is attractive. *African Journal of Marketing Management* 4(1):17-29

Balogun,B.A.(2018).The decision making process of outbound medical tourists from Nigeria to India. *NIMN Journal of Marketing* 1(1):4-14.

Burnett, H. I., & Hollander, J. S. (2007). Tourism policies: principles and practice. Bournemonth: Beam House Printers.

Butler, R. (1980). The concept of a tourist area cycle of evolution: Implications for management of resources. Canadian: Geographer.

Esekong H. A. & Ibok E. (2012) Promoting culture and tourism in Nigeria through Calabar festival and *carnival Calabar Mediterranean Journal of Social Sciences 3 (3) September* Doi: 10.5901/mjss.2012.v3n3p287

Essien, C. K. & Anthony, G.B. (2019) Carnival activity and economic development of youths in Southern Senatorial District of Cross River State, Nigeria: Implication for environmental adult education. *Global Journal of Arts, Humanities and Social Sciences* 7(6):11-19

Ewanlen, D .O. & Gabriel J.M.O (2021) Nations quest for peace and alignment to the new normal: Any roles for the marketing profession? *Asian Journal of Business and Management.* 9 (5):121-127

Gibson, S. E., Watt, A. A., Warmsley, S. P. & Cornell, I. C. (2005). Museum and antiquities: A driving force for tourism development. *International Journal of Modernization*, 15 (2), 32-38.

Jimmy, G. A. (2005). Tourism at a glance: Contemporary issues in tourism and travels. Monograph. Ibadan: University Press.

Kotler, P, Bowen, J.T. & Makens, J.C. (2010) Marketing for hospitality and tourism 5th ed. Pearson Prentice Hall. New York

Krejcie, R.V& Morgan, D.W (1970) Determining sample size for research activities. *Educational and Psychological Measurement*, 30, 607-610

Matheson, T. I., & Wail, H. M. (2012). Application of statistics in tourism business: principles and operation. London: Rutledge.

National Bureau of Statistics (2021).Statistical bulletin Federal government Press.Abuja.

National Tourism Development Board (2019). The state of tourism in Nigeria.NTDB.ng.org.

Odok, A. O. & Etefia, T. E. (2014). Impact of Calabar carnival fiesta on economic development of Calabar Metropolis, Cross River State, Nigeria. *International Journal of Development*, 82 (4), 207-215.

Saayman, J. E., Saayman, E. E. & Di Plessis, J. (2005). Tourism: Gold mine untapped. New Jersey: Prentice Hall.

Smith, H. M. & Rees, G. I. (2008). The economic impact on the state summer Olympic games Athens, GA (Ed.), Mimograph of University of Georgia, Seliz Centre for Economic Growth.

Todaro, J. I. (2015). Understanding tourism in Nigeria. JIS Printing Press. Ibadan: Bodija.