



The Catalytic Role of Hotel Industry in Sustainable Tourism Development in Calabar, Nigeria

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Abstract. Today, the need for tourism development has been advocated by the various stakeholders and scholars in this great industry. The driving mechanism towards this challenge is predicated upon the in availability of other sub-systems that will pilot this laudable industry and make it more viable. This paper critically focus on the hotel industry as a panacea for sustainable tourism development in Calabar. A total of one hundred and twenty seven (127) hotels were assessed and the data were analyzed using the Pearson' Moment Correlation and the correlation coefficient of 0.89 and coefficient determination of 0.62 were obtained. This means that 62% of the variation in the growth of hotels is contributed to the increase in the number of tourist influx in Calabar. This result therefore, shows that the hospitality industry vis-à-vis the hotel industry is capable of shouldering the challenges and also boosting the image of tourism in Cross River State in general and Calabar in particular. Therefore, if hotel industry and tourism

must be sustained, a mechanism must be put in place that would ensure tourism related activities all year round in Calabar.

Keywords: Tourism, Hotel Industry, Hotel Growth and Tourists Arrivals.

Introduction

Sustainable tourism strives to harmonies and reconcile issues of intergenerational equity, and the goals of economic growth, environmental protection and social justice Mason (2005) it recognizes the need for fairness between local individuals and groups, and between hosts and guest Mathieson (2005). In the last decade, the development of tourism potentials in countries such as Kenya, Brazil, South Africa, Taiwan, Nigeria among others has necessitated the rapid growth of the hospitality industry in general and hotels in particular (Pazim, et al, 2003). In an attempt to boost the hotel industry in Nigeria, the government and private sector have strengthened this sector by providing basic facilities and amenities such as roads, electricity and water (Agu, 2002). Today, Calabar provides a good case study of a developing country that has embraced tourism as a tool for socio-economic development. For instance, the development and rehabilitation of the existing spectacular and unique tourism potentials such as the Tinapa Business Resort, Marina Resort, Museum, Obudu Ranch Resort, Waterfalls, National Parks among others and the provision of enabling environment for tourism to drive in the state has necessitated towards the rapid growth of hotel industry in the state in general and Calabar in particular. More so, the tourism industry is an important engine of economic growth that is capable of stimulating opportunities for residents to make profit especially those in the hotel industry and other related tourism enterprises. This potentials however, have great influence and capacity of generating multiplier effect in the area through income generation, influx of visitors, investment opportunities among others in the area. However, despite this effort by the government and the laudable tourism ponytails in Calabar. The level of tourist influx is nothing to right home and as a result the hostility

Industry (hotels) suffered series of setbacks (Larry, 2009). To this end can one said the tourism is the major engine in the sustainability of the hotel industry in Calabar, what role is sustainable hotel growth with respect to the various tourism potentials and attraction, impact of tourists arrivals in the hotel industry between 1999 to 2009 and the origin of international tourists in the hotel industry in Calabar.

Study Area

The study area is Calabar which lies between latitude $50^{\circ} 32^1$ and $40^{\circ} 22^1$ North and longitude $70^{\circ} 50^1$ and $90^{\circ} 28^1$ East it is about 21, 481sqkm in size. It is situated within the tropics sharing a common boundary with the Republic of Cameroon in the East, Odukpani Local Government Area in the North, while Akwa Ibom in the south. The penninsular of Calabar is moderately undulating with land descending rather abruptly to Calabar River at the Western boundary while the slope is gradually towards the kwa River to the east. However, the scope of this research is limited to the hotel industry as sub system of the hospitality industry and the tourism potentials within the area. The climate of the study area is of the semi-equatorial (monsoonal) type with normal heavy downpours. The rainfall regime is divided into types-dry and wet season- The movement of our mass northward and southward determines the beginning and end of dry and wet season in the study area. Rainy season starts in March and ends in November, while the dry season sets in December and ends in February. Annual rainfall range from 2500mm to 3000mm. The variations in the intensity and reliability of rainfall coupled with high temperature throughout the year affect the influence of tourist and visitors in the area. The vegetation of the study area was typical tropical rainforest, and it was characterized by three layer canopy with the emergent trees. It is a closed canopy forest and made up of layer of broad leaf evergreen tree species (60-100 species per sq km) with 3- 4 layers. The canopy height of this forest was between 25-50m tall with emergent trees up to 100m high. The trees had buttress smooth bark and columnar boles. Thick-stemmed woody climbing plants (Lianas) were common as well as

epiphytes and other herbs. However, due to the nature of the forest, there is a reasonable presence of wild animals and birds, these animals include reptiles such as crocodile, alligator, snake-python, and iguana, bush fowls, birds such as parrots, hawks and kites. The tree species found in this region are achy, opepe, cedar etc. The area also contains some forest snacks and fruits like bush mango, bitter kola and other medicinal trees and herbs which are usually attractive and patronized by tourist .

Fig 1: Map of Cross River State showing study area

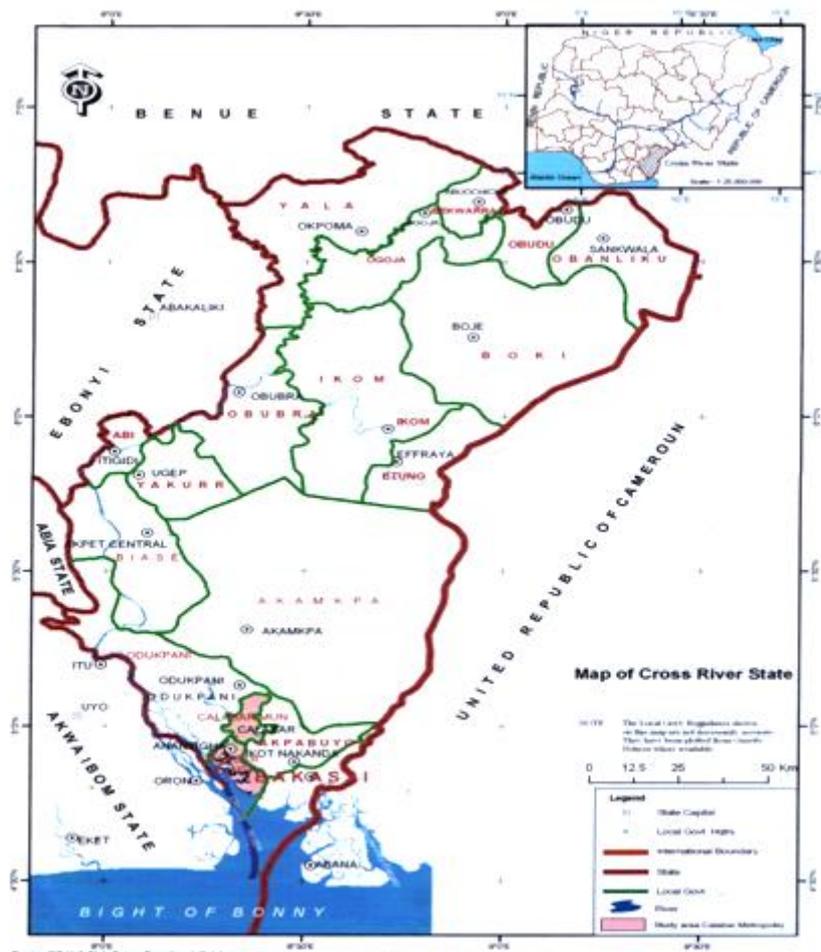


Fig. 1.1 Map of Cross River State showing study area

Source: GIS Unit, State Survey Department, Calabar

Methodology

This research was conducted in Calabar, Cross River State. It was carry out to assess tourism as an indicator for hotel growth in Cross River State and Calabar in particular. In this regard, assessment of the number established hotels and growth rate between 1999 to 2009 were assess in conjunction with the number of tourists arrivals in each successive year in the hotel industry. This was achieved through the data collection and the interaction with Ministry of Tourism Bureau, management of the various hotels and hotel operators.

Literature review

The phenomenon associated with tourism is wide spread and it incorporates many fields of geography. Only a handful of geographers, however, devote themselves to the geography of tourism. Nevertheless, Fred (2007) explains that tourism differs from travels, as leisure differs from labour. People travel for any number of reasons, from business to war or religious trips. Tourism therefore, if travel undertaken for pleasure. It involves rest and relaxation, sports, cultural exchange, educational and aesthetic experience or eating and shopping, depending on individual taste. Tourism can be categorized into two, domestic international tourism (Okpoko, 2007). Domestic tourism describes travel within the country of residence, while international tourism deals with travels to other countries. Eboka (1999) describes tourism to be a movement of people to destinations outside their normal abode on a temporary, or short-term visit as well as the services industries created to satisfy the need arising from these movements within or across international boundaries. According to the United Nations Statistical Commission and the World Tourism Organization in Osamwonyi (2004), "tourism includes activities of people travelling away from their usual environment for leisure, businesses, and other purposes and affecting in various ways the natural and social environment". Pearce (2007) opined that, "tourism is essentially about people and places, the places one group of people leave, visit and pass through, the other group who make their trip possible and those they encounter along the way". He went further to stress that tourism

may be thought of as the relationship and phenomena arising out of the journeys and temporary stay of people traveling primarily for leisure or recreational purposes.

Hotel as a tourism industry

The development of the hotel industry has been rapid and wide spread in the last half century. Hotel business is an important service industry in most countries of the world, especially those attracting a large tourist trade. The industry is making heavy investment in new facilities for already existing hotels, including more parking areas, swimming pools, and more new buildings with larger guest rooms being constructed. Gray and Liquor, (2004), in their attempt to provide a definition of hotel opined that the word hotel is derived from the French word meaning host, which referred to a French version of a “town house” or any other building seeing frequent visitors, rather than a place offering accommodation. The World Tourism Organization (WTO, 1998) estimates that the world hotel room inventory grows by about 2.5 percent per annum. In 1999, the WTO (1998) estimated that there were about 12.2 million rooms worldwide. According to World Tourism Organization (WTO) occupancy rates vary, but they average about 65 percent overall. Such places as London, Beijing, New York, San Francisco, Hawaii, the Caribbean area, and the city of Las Vegas are noted for higher occupancy rates. In United State between 1986 and 1992 the hotel industry lost about \$14 billion as a result of over building caused by tax laws that encouraged construction as a tax shelter. The law was changed in 1986, ending the tax shelter, but construction could not be ended in Midstream due to the fact that in most tourist destinations, the creation of new lodging facilities is striking a better balance (Angelo 2003). In Eastern Europe and the former Soviet Union there is now a considerable amount of new hotel construction to serve an anticipated growing demand (GeI, 2005). Hotel accommodations are heavily concentrated in Europe and North America, with Europe accounting for 44.7 percent of the world’s room supply and the United States accounting for 27 percent for a total of over 71 percent while East Asia and the pacific region

account for 12.7 percent, Africa 3.1 percent, middle East 1.5 percent, and South Asia 1.2 percent (Griffin 2004). According to the America Hotel and Motel Association (AH & MA) analysis, the lodging industry in Eastern Europe and former Soviet Union which includes hotels, motels, suites and resort properties enjoyed its most successful and profitable year in 1997, and expectations are that performance will be strong through the remainder of the decade. They further urge that the industry numbered 49,000 properties 3.8 million rooms and \$85 billion in sale in 1997. Lawson (2004) opined that in 1997 the hotel industry in U.S pretax profits were \$17.0 billion, nearly 40 percent more than the industry's \$12.5 billion in 1996 and double the amount earned in 1995. Nixon (2003) agreeing with Lawson pointed out that hotel industry revenue increased from an estimated \$71 billion in 1995 to over \$85 billion in 1997.

Tourism potentials and attraction in the study area

Cross River State and Calabar in particular is overwhelmed by the beautiful landscape, colorful forks, an agreeable climate which attract tourist into the city of Calabar. Tourism ponytails and attraction in Calabar are both natural and man-made which are highlighted and discussed below:-

- **Tinapa Business Resort:** In a resolve to continue blazing the trail in the world of tourism and leisure, the Tinapa Business Resort in Calabar, Cross River State was developed. This is conceived to be a world class business resort. The project when completed will provide international standard, wholesale and integrated shopping complex and product distribution elements supported by business. Tinapa is structured to meet the requirement of a new partnership for Africa Development (NEPAD) Project aimed developing a world class retail and tourist attraction to serve the domestic, regional and the international market
- **Calabar Free Trade Zone:** It is situated close to Calabar seaport, Calabar. The CFTZ was officially commissioned by President Olusegun Obasanjo in the year 2001. This give rise to an increase in business

activities in the complex. This has also attracted many tourists to the port for either business or recreation

- **Old residency (museum):** The old residency Calabar building was created in the 19th century. The building remains one of the finest examples of early colonial architectural places in Nigeria. Its walls and entire top floor are made of Scandinavian red pine wood, which was considered to have strong resistance to termites attacks. It is used to preserve antiquities, artifacts and relics of historical importance dating back thousands of years. Example of such relics were the then legal tender, items used in the slave trade and by the rulers of that age
- **Mary Slessor and tombstone:** Mary Mitchelle Slessor arrived Nigeria in 1878, under the auspices of the United free church of Scotland now the Presbyterian Church museum. She resided in Akpap Okoyong. Odukpani Local Government Area where she vehemently fought for the abolition of the ancient custom of killing of twin children and their mothers. She built herself a two bedroom mud house with a veranda, a store and a parlour. In 1889, a missionary carpenter, Mr. Owens, was made to put up a more permanent structure while the doors and windows were made of wood. The staircase leading to the first floor had 21 steps and was supported was supported two pillars and wooden railings. Since her death, the building have been a guest house for other missionaries and as a primary health care centre. Today, it is restored as a tourist site. Mary Slessor was buried in a cemetery located at Anderson street in Old Calabar. The tombstone is situated in the cemetery where many other missionaries were also buried.
- **The cultural centre Calabar:** The cultural centre Calabar is located in the heart of the city between Mary Slessor Street and Barracks Road Calabar. The building is a monument that catches the sight of tourists with admiration. The cultural centre provide accommodation conferencing, cultural fairs, cultural displays, theatre performances etc. It is headed by a

Director General. It attracts both local and foreign tourist annually. It is one of the best in Nigeria.

Findings

The Impact of tourists on the growth of hotels in Calabar

It was observed that in 2010 and 2011 there was an increase in the number of new hotels established in Calabar. During that year, a total number of nineteen (19) and twenty eight (28) hotels, and a corresponding increase in the number of tourists arrivals from fifteen thousand nine hundred and eighty four (15,984) to twenty two thousand, two hundred and twenty three (22,223) tourists was recorded. It was noticed that in 2002 there was a decrease in the number of new hotels established and the number of tourists arrivals as both variable had a value of four (4) hotels and four thousand nine hundred and fifty seven (4,457) tourists compared to other years . However, table 1 revealed that in 2008 the highest number of new hotels with a corresponding increase in the number of tourists arrivals as both had value of twenty eight (28) hotels and twenty thousand two hundred and twenty three (22,223) tourists arrivals as compared to other years under investigation. The number of hotels increased to forty seven (47) showing that more hotels have been added to the existing ones which indicate hotel growth in the area. However , it was observed that out of the one hundred and twenty seven new hotels established in Calabar between 2002 to 2011, the number, increase to two hundred and twelve (212) hotels in 2003 to 2011 as a result of tourism. This indication shows that in every year in Calabar more hotels were added to the already established ones but without a corresponding increase in the number of tourists arrivals as presented in the table below.

Table 1: Hotel growth and tourist arrivals (2002-2011)

S/n	Year	No of tourists arrivals	Percentage	No. of new hotels	Percentage	Hotel growth	Percentage
1	2002	7,680	7.08	9	6.17	0	0
2	2003	10,920	3.93	5	8.78	14	6.60
3	2004	6,892	4.72	6	5.53	11	5.19
4	2005	4,957	3.14	4	3.98	10	4.72
5	2006	6,988	11.02	14	5.61	18	8.49
6	2007	15,984	14.96	19	12.84	13	6.13
7	2008	22,223	22.05	28	17.86	47	22.16
8	2009	19,257	11.81	15	15.48	43	20.28
9	2010	11,307	11.02	14	9.09	29	13.67
10	2011	18,227	10.23	13	14.65	27	12.73
	Total	124,435	100	127	100	212	100

Survey: Field survey (2012)

In order to ascertain whether there is a relationship between the increase in the number of tourists and hotels in Calabar, the stated hypothesis was tested.. The table 2 indicates that the Correlations Coefficient was 0.79. This means that there is strong positive relationship between the number of tourists and the growth of hotels in the study area. That is, as the number of tourists increases, the hotels continue to grow in size. The coefficient of determination yielded (0.62). This means that 62% of the variation in the growth of hotels was attributed to the increase in the number of tourists while 38% was attributed to other factors such as infrastructures, tourism potentials, Calabar carnival amongst others. However, since the calculated t-value of 3.64 is greater than tabulated t-value of 2.31 at 0.05 significance level under 8 degrees of freedom, the null hypothesis was rejected while the alternative hypothesis was accepted. It is, therefore, implies that “there is a significant relationship between the

increase in the number of tourists and hotel growth in Calabar.

**Table 2: Pearson's product moment correlation analysis ,
Increase in number of tourists and the growth of hotels in Calabar**

Variables	Mean	SD	Cal. t	rho	Tab.t.
Increase in Tourist Arrival	10	7.27	3.64	0.79	2.31
Growth of hotels	10	6064.28			

Source :Data analysis 2012

It was discovered in table 3 that majority of the tourists that visited Calabar came from Cuba. However, countries such as Brazil, South Africa, Ghana among others were also found to lodged in the various categories of hotels in Calabar. Table 3 revealed that international tourists from Cuba that visited Calabar between 2010-2011 were more in number with a total number of one hundred and thirty three (133) tourists compared to other countries of the world that came for the 2007 to 2009 Calabar carnival. Table 3 also indicates that only five (5) Germans came to Calabar for the 2010 to 2011 Calabar carnival. It was also noticed that tourists from Irish and Germany were on the least side on individual notes. Nevertheless, table 3 shows that tourists from Brazil , Kenya, Canada and Irish were not found in the hotel industry during 2011 Calabar carnival. It was observed in table 3 that Cuba recorded the highest number of tourists in the hotel industry between 2010-2011 in Calabar. The number of tourist from Germany and Irish were found to be on the least side compared to other countries that also visited Calabar in 2010 to 2011

Table 3: Origin of international tourists in the hotel industry in Calabar (2007-2009)

s/n	Tourists origin	No. of tourists arrivals (2010)	No. of tourists Arrivals (2008)	No. of tourists Arrivals (2011)	Total
1.	Cuba	59	55	19	133
2.	South Africa	31	21	7	59
3.	Brazil	38	35	0	73
4.	Cameroon	50	46	7	103
5.	Ghana	40	31	8	79
6.	India	55	34	17	106
7.	China	35	25	23	83
8.	USA	27	19	9	55
9.	Kenya	12	7	0	19
10	Canada	12	9	0	21
11	Irish	8	0	0	8
12	Germany	0	0	5	5
13	Togo	11	0	5	16
	Total	378(49.7%)	282(37.11%)	100(13.16%)	760

Source: Field survey (2012)

Recommendations

Due to the premature level of tourism development, there is ample opportunity for tourism in Calabar. In the light of the above the following recommendations were put forward, if the tempo of tourism and hotel industry must be sustained in Calabar.

1. The Cross River State Tourism bureau should provide a framework that would drive this laudable industry effectively
2. Indigenous entrepreneur should be motivated to participation in the development of the tourism industry so as to ensure smooth operation of the hotel industry
3. Effectively security should be provided by the government and other stakeholder so as to fight against crime rate and also motivate foreign investors to invest in the hotel industry
4. Hotel Industry should provide a sound service delivery that would help motivate foreign and domestic tourist to stay longer days in Calabar.
5. Hotel staff should be train and qualified staff should be employed in the industry so as to boost the image of the hotel industry in Calabar.

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