

Spatio -Temporal Variation of Patronage: Cross River State Carnival Scenario

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Abstract

This paper present the impact of tourist in the sustainability of the hotel industry with specific reference to Calabar carnival. The study was conducted using secondary data obtained from the various hotels. The study revealed that tourist inflow during the Calabar carnival have contributed greatly towards the growth of the hotel industry in Calabar. This result was evidence in the tested hypothesis which shows a calculated F-value of 2.40 and a low tabulated F-value of 1.74 at .05 level of significant. Therefore, the Cross River State Tourism Bureau and other stakeholders in the industry must provide a framework that would keep the season longer and keep more services and programmes that would guarantee tourist safety and comfort in Calabar.

Key Words: Carnival, hotel industry, tourist, growth.

Introduction

Events are an important motivator of tourism, and figure prominently in the development and marketing plans of most destinations. The roles and impacts of planned events within tourism have been well documented and are increasing importance for destination competitiveness (Prentice, 2003). Today, events have become an important engine for tourism development especially in countries with great tourism potentials and socio-cultural activities (Felsenstein, 2003). In most cases, event and festival constitute a source of revenue generation to the hospitality industry such as hotels which provide the needed comfort for tourist (Eja, 2008). According to Aniah (2010) in his empirical study of the Obudu ranch resort, state that hotels and other recreational facilities have the potentials of boosting the economy of the locals especially to industries operating within potentials zone and which provide auxiliary services to tourist. According to him during the Calabar Carnival almost 80 percent of the hotels are full to capacity by both domestic and international tourist irrespective of the accommodation rate.

Awake (2005) explains that over 600 million people travel internationally, hundreds of millions make journey within their home country, doing so for both work and pleasure. However, as a result of the high rate tourism activities in world, hotel industry is making heavy investment in new facilities for already existing ones such as parking areas, swimming pools to help encourage patronage (Gray, 2004). According to World Tourism Organization (WTO, 1997) hotel room inventory grows by about 2.5 percent per annum in the world. In 1999, WTO (1997) estimates that there were about 12.2 million rooms worldwide to cater for visitors or tourists that travel for leisure and for recreation purposes . In Cross River State and Calabar particularly, the level of tourist inflow during carnival is overwhelming, this has necessitated to the rapid growth of the hospitality industry especially the hotel in Calabar, one is unable to assess the level of their patronage in the various categories of hotels in Calabar. Beside, most of the hotels seem not to be highly patronized by visitors or tourists and as a result, they suffered from seasonality and in most cases majority of them are folded up due to the inability to meet financial obligations.

Therefore, this paper seek to evaluate the spatio temporal variation of hotel patronage with specific reference to the level of patronage in the various categories of hotels, to categorized the hotels using the facilities available in each of the hotel, assess both international and domestic tourist in the hotel industry during the carnival festival, estimated amount generated and the problems associated with spatio-temporal patronage in the hotel industry in Calabar.

Methodology and Analysis

The study was conducted in Calabar, Cross River State between 2006 to 2010 during Cross River state carnival which occurred once every year in Calabar. Hotels and Guest houses used for this research were obtained from the Cross River State Tourism Bureau change with the responsibility of registration and supervision of all hotels in Calabar. However, one hypothesis was stated which was to evaluate if there is or not any variation in the annual patronage in the various categories of hotel using the Pearson's Moment Product Correlation. The research was basically to assess variation in terms of tourist patronage in the hotel industry. The key issues was to identify the various international and domestic tourist in the different hotels and the revenue generation in the industry during the carnival. Information such as the yearly tourists arrival and origin of tourist were obtained from customer registration form in the various hotel. The estimated revenue generated from each of the hotels were obtained from the hotel operators and managers financial records. The percentage values in figure 1 and 2 were derived from the total number of hotels in each local government area under investigation.

Study area

Calabar developed from an ancient slave port and its location on the Calabar River, a tributary of the Cross River, which is lined up to the main river by many navigable creeks, gave it its greatest advantage as a trading port. Soon after the British treaty with the chiefs of Old Calabar, abolishing the slave trade in 1841, the Efik traders were quick to make a transition from the slave economy to one that came to be supported by palm oil trade (Noah, 1978). Since then Calabar became not only a legitimate trade centre but also a missionary and administrative centre. At one time (1901 - 1906), Calabar was national capital, before it was removed to Lagos (Jennings and Oduah, 1996). The eastern regional capital was also located here before it was transferred to Enugu (Udo, 1978). The locational lag on the part of Calabar was the lack in (especially land) transportation development in the hinterland.



Fig. 1.1 Map of Cross River State showing study area

Frameworks for event tourism strategy making

Theoretical models for events tourism strategy making are few in number and these mostly reflect strategic planning (Getz, 1991). As in other tourism domains, insights to the patterns and processes that accompany strategy making remain developmental.

Three different frameworks for strategic events tourism planning are depicting alternative in the literature. These frameworks reflect a marriage of the corporate and community approaches to stakeholder engagement identified by Flagestad and Hope (2001) and Weaver's (2000) market-led (tourist demand focused) and product-led (destination resource based) approaches to sustainable tourism. In practice, if event agencies adopt a market-led mindset in which sustaining visitor numbers or market growth dominates, they will mostly collaborate with stakeholders who foster this perceptive. This philosophy is congruent discussed earlier and aligns with the corporate, market-led framework. In contrast, Weaver's (2000) product-led perspective focuses upon sustaining the destination on economic, social, cultural and environmental criteria. This perspective is more closely aligned with a community orientation in strategy making and underpins the community, destination-led framework. Finally, a synergistic approach based on Hall's (2000) planning theories was purpose-built for this research to provide a third framework between the two extremes.

The corporate, market-led framework: Events tourism strategy making in this framework could focus on major event bidding and local events that are significant tourist generators, given the primacy of the economic impacts of events.

With regard to organizational *structures* for strategy making, decisions are more likely to be taken by one or two agencies (corporate and/or government) that adopt a strong leadership role (in line with Flagestad & Hope, 2001). Politicians, government officials, private sector business leaders and venue managers would generally constitute a powerful, but often small group of *stakeholders* with corporate-driven events tourism agenda. Minimal involvement of parties outside this immediate circle is much more likely where an atmosphere of intense market competition exists. Rather than a collaborative decision-making *process*, agencies adopting this framework could favor internal idea generation and research to expedite the implementation of strategy. Thus, the process of strategy making may be more likely to be informal within an 'inner circle' of confidants or restricted to meetings at the small group level. Decision criteria of agencies would emphasize potential tourist numbers, media exposure and dollars generated by events more than non-monetary criteria.

The community, destination-led framework: At the other extremity is the community, destination-led framework. Here, the *focus* may be on a mix of events, but where community constituents play a strong role, the development and economic support for local events and festivals could be pivotal. The organizational *structure(s)* in which a public the strategy process occurs could be one in which a public sector events 'and 'or tourism agency seeks to maximize the engagement of *community stakeholders* such as interest groups and/or individuals with strong community representation. A consensus-based or collaborative *process* could be orchestrated through community round tables (Jamal & Getz, 2000) and other participatory mechanisms. Decision criteria would include economic, social, cultural and environmental impacts. However, economic criteria might be given less emphasis. Critics of this framework might disagree that this could ever be the case in events tourism given the strength of interest in economic out- comes. However, social benefits derived from new event reventies and greater community cohesion are gaining recognition (e.g. O'Sullivan & Jackson, 2002). In particular, small towns that are generally not engaged in competitive event bidding, but have a greater incidence of festivals, could provide the most fertile ground for this framework.

A synergistic framework: Between the two extremes, the synergistic framework straddles the corporate, market-led and community, destination-led approaches. Reflecting the concept of synergistic tourism planning (Hall, 1998), it does not assume that only a 'planning' paradigm of strategy is adopted. Instead, this formwork integrates different agendas and goals for events tourism. The organisational *structure* in this framework would be one that seeks to achieve an equitable balance of input from government, business and community constituents. The *focus* of the strategy making might be to achieve more of a balanced portfolio of acquired events as well as existing community events. Accordingly, systematic strategy *processes* with a built-in consultation process could be adopted with decision-making reflecting both economic and non- economic factors. Importantly, the three frameworks developed for this study (based on theories of Flagestad & Hope, 2001; Hall, 2000; Weaver, 2000) provide generic categories or scenarios for investigation, rather than alternatives that have clear and measurable boundaries. Thus, the frame works are suited to interpretive research where thick description can be used to illustrate viewpoints about which of these applies to events tourism strategy making in a particular state or territory. Note that Table 1 looks at the general focus of strategy content, the organizing structures, the processes, the people or stakeholders and decision criteria in framing the three frameworks. The form or school of strategy adopted to shape events tourism is not stated or implied in this table.

However, several other schools also offer environments conducive to stakeholder engagement. These include the planning perspective and some behavioral model (fitting strategy to situations) and the political perspective where politics demands some community input. Where strategy is cognitive in the mindset of a leader, or, the vision of a single entrepreneur dominates, stakeholder input to strategy schools employed and the stakeholder orientation of strategy makes simply remain a matter of conjecture without research.

Variation of tourist in hotel industry

The spatio-temporal variation of tourist in the hotel industry was presented in table 1 revealed that "one star" hotels recorded a high level of (17,425) patronage between 2006 to 2010 compared to the level of patronage in other categories of hotels under investigation. However, "No star" hotels suffered a serious set backs in tourist patronage as it had five thousand one hundred and ninety two tourists between 2006 to 2010. Nevertheless, table 1 shows that "five star" hotels had low annual patronage on individual with a total number of six thousand seven hundred and twenty five tourists (6725) compared to one star, two star, three star and four star respectively with high level of tourists patronage.

The tested hypothesis which was to evaluate if or not there is a significant variation in hotel patronage in the various categories of hotel revealed that the calculated F-value of 2.40 was less than the tabulated F-value of 1.74 at .05 level of significance. With this result the null hypothesis was accepted. This shows that, the annual patronage of various categories of hotels does not significantly vary from one hotel to another in Calabar.

Table 1: Spatio-temporal variation of tourist (2006-2010) in Calabar

S/N	Categorization of hotels	Tourists arrival					Total
		2006	2007	2008	2009	2010	
1	No star	665	920	895	311	2,401	17425
2	One star	3,201	4,671	2,965	3,011	3,577	21748
3	Two star	5,321	5,621	4,713	2,290	3,803	21588
4	Three star	2,956	6,951	4,841	2,895	3,945	14360
5	Four star	2,841	3,091	3,712	1,805	2,851	6725
6	Five star	1,000	969	2,131	995	1,630	5192
	Total	1,5984	22,223	19,257	11,307	18,227	87038

Source: Field Survey (2011)

International tourist in the hotel industry in Calabar

The international tourist that visited Calabar during the carnival presented in table 2 indicate that majority of the tourist that visited Calabar came from Cuba with an average arrivals of 17.40% compared to tourist from India and Cameroon with values 15.0% and 14.10%. Table 2 revealed that 2007 and 2008 recorded a high inflow of tourists in the hotel industry as both year had values of three hundred and sixty seven and two hundred and eighty two tourists respectively. It was noticed that tourist from Irish and Germany were on the least side on individual notes with an average arrivals of 1% and 0.63% respectively. Nevertheless, table 2 shows that tourist from Brazil, Kenya, Canada and Irish were not found in the hotel industry during 2009 Calabar carnival. However, 2009 and 2010 recorded the least inflow of tourists in Calabar during the carnival with values of ninety five and sixty four tourists.

Table 2: International tourists arrival in Calabar carnival in 2007 to 2010

S/N	Origin of tourists	(2006)	(2007)	(2008)	(2009)	(2010)	Total	Average arrivals
1	Cuba	48	59	55	19	10	133	17.40
2	South Africa	27	31	21	7	2	59	8.01
3	Brazil	21	38	35	0	1	73	8.64
4	Cameroon	43	50	46	7	9	103	14.10
5	Ghana	24	40	31	8	5	79	11.37
6	India	50	55	34	17	10	106	15.10
7	China	30	35	25	23	19	83	12.0
8	U.S.A	15	27	19	9	3	55	6.64
9	Kenya	7	12	7	0	1	19	2.45
10	Canada	6	12	9	0	2	21	2.63
11	Irish	2	8	0	0	1	8	1.00
12	Germany	1	0	0	5	1	5	0.63
	Total	274	367	282	95	64	1099	100

Source: Field Survey (2011)

Domestic tourist in the hotel industry

However, the domestic tourist that lodged in the various hotels during 2006 to 2010 Calabar carnival presented in table 3 shows that domestic tourist from Akwa Ibom dominated the entire hotel industry with a total number of four thousand, nine hundred and forty four (4,944) and with average carnival arrivals of 52.65% compared to tourists from Abia and Rivers with values of 10.44% and 8.45% arrivals.

Table 3 revealed that 2007 recorded the highest number of domestic tourists with a total number of three thousand, six hundred and fifty one (3,651) domestic tourist compared to 2008 to 2009 with total number of three thousand, four hundred twenty four (3,424) and two thousand eight hundred and sixty five (2,865) domestic tourist, while 2000 was on the least side with a value of one thousand, seven hundred and eighty tourists. It was noticed in table 3 that domestic tourists from Sokoto, Kano and Kaduna that lodge in the hotel industry were on the least side with values of seventeen (17), thirty four (34) and twenty nine (29) respectively.

Table 3: Domestic tourists arrival during Calabar carnival from 2006 to 2010

S/n	Tourists origin	No. of tourists arrivals					Total	Av arrivals
		(2006)	(2007)	(2008)	(2009)	(2010)		
1.	Abia	260	377	335	265	220	1457	10.42
2.	Akwa Ibom	1301	1801	1555	1588	1112	7357	52.65
3.	Abuja	73	207	165	58	29	532	3.80
4.	Lagos	64	121	96	106	51	432	3.14
5.	Rivers	94	245	482	295	65	1181	8.45
6.	Ebonyi	51	130	125	41	18	366	2.61
7.	Benue	25	55	72	34	17	203	1.45
8.	Jos	19	81	73	53	36	262	1.87
9.	Kogi	12	76	75	31	23	217	1.55
10.	Anambra	102	215	165	171	95	748	5.35
11.	Imo	123	158	129	112	67	589	4.21
12.	Delta	111	141	132	95	51	530	3.79
13.	Sokoto	2	6	0	11	2	22	0.16
14.	Kano	1	17	17	0	0	35	0.25
15.	Kaduna	4	21	3	5	1	34	0.24
	Total	2243	3651	3424	2865	1788	13971	100

Source: Field Survey (2011)

Estimated revenue generation in hotel industry

The estimated revenue generated by hotels during the carnival festival presented in table 4 shows that majority of hotels between 2006 to 2010 generated an average revenue of 41.73%, while about 2.55% hotels generated N360,000 above. This shows that only a few hotels were able to break even during the carnival periods. This however could be attributed to high cost of accommodation rate, low facilities and service delivery. Carnival periods are peak periods where hotels with good facilities and service delivery generate more revenue with high accommodation rate (Yuksel, 2003). This assertion was evident in (Eja, 2008) in his study on the patronage of Obudu ranch resort in which his finding shows that visitors and tourists preferred accommodation with good facilities and services irrespective of the accommodation rate. However, tables indicate that despite level of inflow of tourist in Calabar during the carnival majority of the hotels revenue generations falls within N60,000 and N150,000 with an arrival revenue generation of 41.73% and 19.84% respectively.

Table 4: Estimated revenue by hotel industry during Carnival festival 2006 – 2010

Estimated revenue (N)	2006	2007	2008	2009	2010
60,000-100,000	58	61	59	9	78
110,000-150,000	41	32	40	7	6
160,000-200,000	7	8	6	75	11
210,000-250,000	5	9	8	11	15
260,000-300,000	8	7	4	15	7
310,000-350,000	7	8	6	6	5
360,000 and above	1	2	4	4	5

Source: Field survey (2011)

Categorization and spatial distribution of hotels in Calabar

The categorize and spatial distribution of hotels in Calabar presented in table2. Table 5 shows that majority of the hotels in Calabar belong to a “No star” categories while only a few hotels belong to “three, four and five star” hotels. This indicate that majority of the hotels in Calabar are sub-standard with low standard facilities and services. However, table 5 also revealed that hotels in Calabar are not evenly distributed in Calabar as majority of the hotels are highly concentrated in Calabar Municipal Local Government Area as compared to Calabar South Local Government Area. Table 5 indicate that “five star” and “No star” hotels were found to be more in number in Calabar Municipality Local Government Area. However, only few of the “No star” and “One star” hotels were found in Calabar South Local Government Area. Nevertheless, the study also revealed that virtually all the various categories of the hotels were found in Calabar Municipality Local Government Area as compared to Calabar South Local Government Area with “No star” and “One star” categories dominating the entire area. This affirm (Nwakanma, 2002) assertion which according to her, the physical environment influences the state of development and investment. Calabar south is usually an area associated with poor power supply, sanitation, flooding among others. These should abstain most businessmen to invest in the area. However, the spatial distribution of hotels in Calabar municipality and south was presented in figure 1 and 2.

Table 5: Categorization of hotels and guest houses in Calabar

No star		One star I	Two star II	Three star III	Four star IV	Five star V
Adikom Guest House	Kings Court Guest House	Adrian’s Hotel	Bowman Hotel Limited	Axari Hotel	Brow Land Hotel	Channel View Hotel
Amex Hotel	Lasmoto Guest House	Akai Guest House	Cross Road Hotel	Pyramid Hotel	Marian Hotel	Metropolitan Hotel
ATC Hotel	La Mour Suites Hotel	Basin Guest House	Essien Guest House	Hotel De Archives	Millennium Guest House (Annex)	Mustard Suite
Ayimo Luxury Hotel	Let’s Try Hotel	Bliss Mansion Hotel	Forest Hotel	Unical Hotels and Conf. Centre	Mirage Parkway	
Ballet Guest House	Livingstone Hotel	Chalsma Hotel	Formarc Hotel	Doris ‘O’ Hotel	Mirage Regency	
Beebosco Hotel	Marvelous Guest House	Davy Hotel and Apartment	Habour-La Guest House	Mkebre Guest House		
Blue Sea Hotel	Mega Hilton Hotel	Design 2000 Lodge and Hotel	Home Life Garden	Serengeti Hotels		
Camp David hotel	Melisa Lodges	Domwill Guest House	Jo-Terris Lodges (Hotel)	Kalvegas Hotels		
Cedar Guest House	Millennium Guest House	Flauodrs Hotel Guest House	Jevic Hotels			
Cross Bee Guest Hotel	Mosang Guest House	Forest Hotel Annex	Le Chateau Hotel (Annex)			
Delimit Hotel	Nelbee Exec. Guest House	Harmony Guest (Forest) Annex	Lisatex Hotel			
Total	22	11	11	8	5	3

Source: Field Survey (2011)

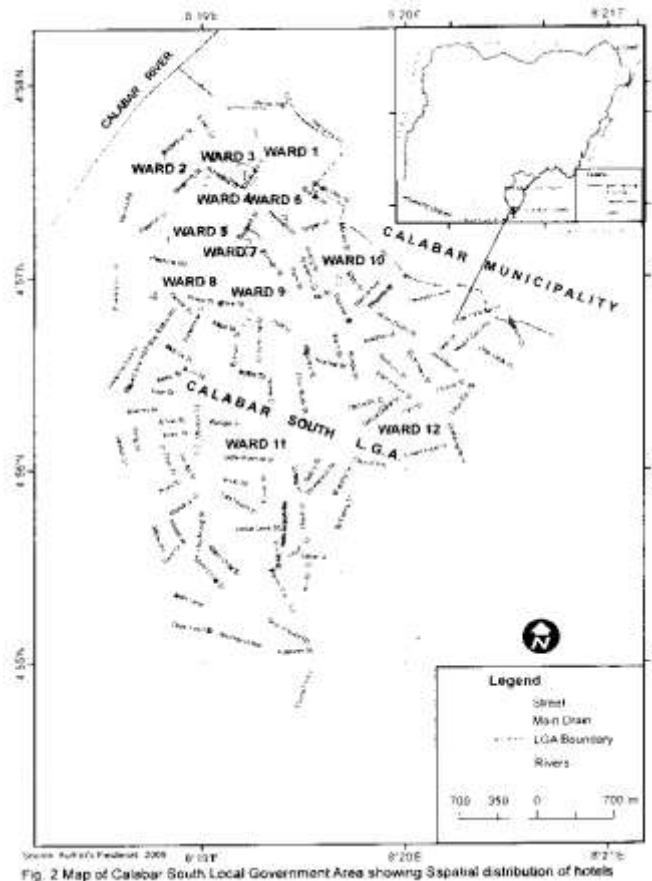
Spatial variation of hotels in the area

The spatial variation of hotels in Calabar South and Municipality Local Government Area presented in figure 1 and 2 shows that over 74.80% of the hotels were established in Calabar Municipality as presented in figure 1 with ward 8 having the highest concentration followed by ward 6 with values 12.5% and 10.24 respectively. However, it was observe that only few hotels were established in Calabar South Local Government Area with a least value of 25.20% hotels in the area. Figure 2 which shows the number of hotels established in Calabar South revealed that only ward 12 and 8 have highest number of hotels with values of 3.93% and 3.15 ward 10, 5 and 11 have the same value of 2.36% while hotels established in other wards were on the least side.

Fig 1: Map of Calabar Municipality showing the spatial distribution of hotel



Source: Field Survey (2011)

Fig 2: Map of Calabar South showing the spatial distribution of hotel

Source: Author's Fieldwork, 2009
 Fig. 2 Map of Calabar South Local Government Area showing 3spatial distribution of hotels

Recommendations

The Cross River State carnival has become an important tool for the smooth functioning of the hotel industry in Calabar. However, inspite of it impact on the hotel industry much is still needed to be done if the industry must be sustained. Therefore, the following recommendations are put forward:-

- The locals must be involved and committed in the decision making as regards the organization of the carnival. This would help encourage community participate in carnival festival, hence boosting the moral of different visitors or tourists.
- The sustainability of the hotel industry would be guarantee if the tourism bureau change with the responsibility of organizing event come up with a framework that would ensure tourism related activities all year round.
- Hotel rate should be regulated so as to encourage domestic and international tourist to visit the destination especially during the carnival periods.
- Hotel industry should be able to provide good service delivery to different tourist during the carnival.
- The government and other agencies should provide adequate security network that would guarantee tourist safety and comfort while their stay during the carnival.

Conclusion

Today, the Calabar carnival has attained international recognition which was observed based on the number of both domestic and international attendees during the event. Carnival are often used as an important tool for destination branding and enhancing the destination images (Getz, 2008). The tourism season of Cross River State especially in Calabar ceases simultaneously with the Christmas carnival. Therefore, it would be important to make the high season\ longer and keep more services and program available for tourists, especially foreigners, who travel in November and December to Calabar. This would help to sustained the tempo of the hotel industry since the industry depends on tourist patronage.

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