

ERADICATING YOUTH RESTIVENESS THROUGH TOURISM FOR ENHANCED EMPLOYMENT AND INFRASTRUCTURAL DEVELOPMENT IN RURAL COMMUNITIES IN CROSS RIVER STATE, NIGERIA

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Abstract

The study focused on eradicating youth restiveness through tourism for enhanced employment and infrastructural development in rural communities in Cross River State, Nigeria. The study adopted a survey design and the population comprises of self-employed, gainfully employed, students, civil servants, farmers, and industrialists. The sample for the study was drawn from the population. The sample for this study was made up of 300 respondents, purposively drawn from five (5) local government areas from the eighteen (18) local government areas of the state. These local government areas selected are Obanlikwu, Obudu, Ikom, Etung, and Calabar Municipality. The main instrument of this study was a 22-item questionnaire. The instrument was designed by the researcher with the assistance of the two supervisors. The questionnaire was a 4-point Likert-type scale questionnaire tagged "Tourism Industry and Socio-economic Development Scale (TIASDS)". The instrument was subdivided into 3 units: A, B, and C. Section "A" was developed to collect the participants' personal information such as sex, age, educational level, occupation, and local government area of origin. Sections "B" and "C" were items on a 4-point Likert-type scale designed to measure the effect of tourism on the socio-economic development of Cross River State. Each item required the respondents to indicate the degree or frequency under "Strongly Agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD)". Section "C" of the instrument was used to measure indices of socio-economic development, the dependent variables. The results of the Cronbach alpha reliability indices ranged from 0.58 to 0.88. Therefore, the reliability coefficient was considered high enough to validate the use of the scale in the study. According to Kerlinger and Lee (2000), a reliability coefficient of 0.70 and above is suitable for any measuring scale, it implies that the subscales in the instrument are seen to be reliable and valid to be used for the investigation under consideration. findings from the study revealed that the tourism industry significantly relates to employment creation in Cross River State. also, the tourism industry has a significant relationship between the tourism industry and infrastructural development in areas of electricity, roads, pipe-borne water, and telecommunications facilities. based on the findings, it was recommended that tourism's potential to create employment opportunities is high, and the government should encourage the public-private sector partnership, especially in the area of the hospitality industry and other cultural entertainment.

Keywords: Youth Restiveness, Tourism, employment, and Infrastructural Development

INTRODUCTION

Youth unemployment has been a serious problem in the country today because they make up 75% of the teeming population in Nigeria. In Nigeria, most youths are seen on the street roaming around without any source of livelihood. this has affected the general growth of development across the country. not planning for the youths who are regarded as leaders of tomorrow is doomed to slow the economic and social development of the nation. To this end, the tourism industry has been globally adjudged the major catalyst for a growing economy in such a manner that it generates employment opportunities as well as other basic social amenities for the consumption of the people. The trade requires more labour and supports private enterprise. Under its scope, nations of the world evolve the practice of engaging in a risky adventure which

forms the basis of development. Tourism offers an improved lifestyle for individuals who are engaged in it. Pragma Deepa (2015) posited that like other business ventures, it improves the competitiveness of the economy. “Trade does so because it stimulates local suppliers to match the quality and variety of imported goods. Tourism does so because returning travelers to a destination carry with them the goods and services seen in other countries” (Elliot, 2001).

Elaborating further, “Godfrey and Clarke (2000) stated that tourism induces socio-cultural change that relates to local quality of life and sense of place”. Significant adjustments in the standard of living can be as follows: “personal income increases, helps to improve living standards for those more directly involved in the industry, supports the diversity of hospitality service and other cultural entertainment, influences the assortment of goods for commerce that would not be available in the same amount if tourism did not exist to support them, park areas are often improved, street furniture and design criteria introduced, greater care and attention placed on overall environmental quality, new opportunities and so on”.

There are some common but very beneficiary tourist sites in Cross River State which are

The Ranch Resort: According to the Department of Tourism, Cross River State (2005), Obudu Ranch Resort, which is presently sited in Obanlikwu Local Government Area of Cross River State, was discovered in the year 1948. The ranch resort has an altitude of 1,716 meters. It is the highest peak in the state. The resort which was established as a Cattle Ranch in 1948 is now located in Obanlikwu Local Government Area in the Northern senatorial district of Cross River State. It is about 332 kilometers from Calabar and takes about five hours drive (Department of Tourism, Cross River State, 2005).

The Resort is located on a plateau of about 1,575.76 meters above sea level. The last 11 kilometers of winding road with its 22 bends make driving into the Ranch quite exhilarating. One of the most exciting bends is the “devil’s elbow” (elbow-like bend located at the most dangerous and highest point on a steep hill) which is halfway through the stretch (Department of Tourism, Cross River State, 2005). The Ranch has hot weather which is 26^oC and 32^oC towards the end of the year and cold weather which is 4^oC to 10^oC. Cattle are bred on the ranch for their fresh milk, butter, meat, and cheese, and these are available in the dairy section. Other animals reared on the ranch are birds and pigs on a large scale (Department of Tourism, Cross River State, 2005).

The Ranch possesses a tall and amazing height which is breathtaking and the air is unsullied. There is also the spectacular grotto (a natural swimming pool) with its sparkling pure water and a clear view of the long winding waterfall. There are also special breeds of life stocks on the ranch. The ranch, which also has a hotel with chalets, a health center, a mini-golf course, a squash hall, and a tennis court, is currently managed by Protea Hotel of South Africa (Department of Tourism, Cross River State, 2005).

Agbokim waterfalls: These waterfalls are located about 37 kilometers from the main town and about 315 kilometers from Calabar Town. These falls are close to the Cameroon border where there is a very high traffic of tourists. There is a good road to the falls. The falls have seven streams, which empty into the Cross River. The tourist site is surrounded by valleys and steep hills. It is possible to climb down a rough path to the bottom of the valley where one can see underneath the overhang of the falls. The falls are capable of generating electricity sufficient to meet the domestic and commercial needs of the people of the eastern states of Nigeria if properly harnessed. The temperature and atmospheric conditions of the area change according to the rise and fall of the vapour from the foaming pool, hence the uncommon vegetation around the falls (World Travel and Tourism Organization, 2010).

Mary Slessor’s Residence: Mary Mitchell Slessor came to Nigeria in 1876, under the sponsorship of the United Church of Scotland now the Presbyterian Church Mission. She resided in Akpap Okoyong in the Odukpani local government area, where she vehemently fought for the abolition of the ancient custom of killing twin children and their mothers. Mary Mitchell Slessor, while in Odukpani local government area, lived in a two-bedroom mud house with a veranda, a store and a parlor which she built for herself. She called it a Caravan while the villagers called it fine pass all (Department of Tourism, Cross River State, 2005).

A new structure more befitting was built for the missionary in the year 1889. The building was constructed by a carpenter who was her contemporary in the missionary field. The building was constructed with sheets, wood and wooden railing. Long after her demise, the Odukpani local government council dedicated the building as a place of rest for other missionaries and a healthcare center. Most recently, the structure has been converted into a tourist site (Department of Tourism, Cross River State, 2005).

The Stone Monoliths: Of the many historical monuments in the state, the stone carvings at Alok and Nkarassi are the most outstanding. Identified as monoliths, they are widely scattered over the region and are reminiscent of the ancient Nnam people who lived in the area and were noted and identified by their tattoos and marks of the stone circles. Only the Alok and Nkarassi have been developed as tourist sites.

The stone carvings which have survived for over two thousand years still tell the story, not only of the origin of the people and the significance of their facial tattoo marks but also of the belief systems of their time, especially as those involved in procreation and fertility. The Phallic shape of the carvings illustrates this (Department of Tourism, Cross River State, 2005).

National Park: The Cross River National Park is located at Oban and Boki/Okwango in Cross River State. It is a virgin tropical forest with an area of unique endowment, offering many benefits to mankind. It plays a very important role in ecological processes and life support systems. It aids in environmental protection and plays an invaluable role in education and science and preserves indigenous genetic resources and local technology and craft. It also assists in environmental and developmental practices in the conservation of nature and culture. The rainforest of this region covers a space of 4000 square kilometers, and it is relatively intact. It is the premier region of eco-tourism in the country (Wilson, 2001).

Amazing Grace Marina at Freedom Bay: The Marina serves as a memory of the intensely human episode that unfolded on these shores hundreds of years ago, namely, slavery. Over 30 percent of the Atlantic slave trade passed through this point in Calabar. This was the largest number from any of the slave ports of West Africa including Ghana and Senegal. It was also here that John Newton, a Scottish slave trader and author of the song "Amazing Grace", conceived and jotted down the lyrics of this song into his diary, in thanksgiving to God for saving his life during a near shipwreck off the coast of Calabar. The song was later published into a church hymn book when he returned to Liverpool (Adalikwu, 2006). Thus, the backdrop of this study was to conduct a study on eradicating youth restiveness through tourism for enhanced employment and infrastructural development in rural communities in Cross River State, Nigeria.

Statement of the problem

The problem of infrastructural development has been of concern to scholars especially development sociologists, administrators and policymakers. The challenge of socioeconomic development manifest in inadequate infrastructure, an unmotorable road network, and a dearth of learning amenities resulting in a low level of literacy, insufficient water supply, and an unimaginable level of joblessness (Ebong, 1991). In addition, it is easy to observe the dilapidated health amenities, inadequate nutrition and inadequate accommodation. To deal with these problems, the Nigerian government at all levels has promulgated several strategies for addressing these deficiencies.

Some of these programmes were encapsulated in different National Development Plans. In the past and most recently, the government has embarked on the following programmes/policies in a bid to address issues of socio-economic development: Operation Feed the Nation (OFN) 1976, the Green Revolution (GR), 1980; the Directorate for Food, Roads, and Rural Information (DFRRI) 1985, Better Life Programme (BLP) 1986, Family Economic Advancement Programme (FEAP) 1988; National Directorate of Employment and so on. In 1999, National Poverty Eradication Programme (NAPEP) was established. All these programmes have been ostensibly concerned with improving the socioeconomic well-being of people, particularly in the areas of improved livelihood, self-employment, health, agriculture, literacy, providing alternative means of income, and wealth creation, among others. This study is posed, first, to bridge the gap of empirical evidence on the effect of the tourism industry on the socio-economic advancement of the study area, as well as aid policy decisions in the state.

Objectives of the study

The study focused on eradicating youth restiveness through tourism for enhanced employment and infrastructural development in rural communities in Cross River State. Specifically, the study seeks, to:

- (i) Examine whether the tourism industry significantly relates to employment creation in Cross River State.
- (ii) Determine whether a relationship exists between the tourism industry and infrastructural development (in terms of electricity, roads, pipe-borne water, and telecommunication facilities) in Cross River State.

Research questions

The following research questions were posited to guide the study:

- (i) To what extent does the tourism industry impact employment creation in Cross River State?
- (ii) To what extent does the tourism industry relate to infrastructural development (in terms of electricity, roads, pipe-borne water, and telecommunication facilities) in the study area?

Statement of hypotheses

Two research hypotheses were tested in this study.

- (i) Tourism industry does not significantly relate to employment creation in the study area.
- (ii) Tourism industry does not significantly influence infrastructural development (in terms of electricity, roads, pipe-borne water, and telecommunication facilities) in Cross River State.

RESEARCH METHODS

The study adopted a survey design and the population comprises of self-employed, gainfully employed, students, civil servants, farmers, and industrialists. Others are a hotel, motels, bars, restaurants, and other hospitality operators. The sample for the study was drawn from the population. The sample for this study was made up of 300 respondents. This sample comprises people (citizens from all walks of life) ranging from heads of households, managers of hospitality industries, farmers, tourism operators, students, and senior civil servants who were purposefully selected from the study area. One hundred and eighty (180) persons representing 60 percent of the sample were males, and 120 representing 40 percent of the total sample were females. The main procedure that was adopted in this study is the purposive sampling method. A purposive sampling technique was used to select five (5) local government areas from the eighteen (18) local government areas of the state. These local government areas selected are Obanlikwu, Obudu, Ikom, Etung, and Calabar Municipality. Again, based on the presence of tourism sites in the five (5) selected local governments areas, the purposive sampling technique was used to sample two (2) communities each; thus, 10 communities were purposively sampled from the five (5) selected local government areas for the study. To draw the respondents, a purposive sampling technique was employed. This involved the enumeration of the living houses in each sampled community and purposively selecting respondents from them. Thirty (30) respondents were drawn from each of the 10 communities bringing the total number of respondents to three hundred (300). The main instrument of this study was a 22-item questionnaire. The instrument was designed by the researcher with the assistance of the two supervisors. The questionnaire was a 4-point Likert-type scale questionnaire tagged "Tourism Industry and Socio-economic Development Scale (TIASDS)". The instrument was subdivided into 3 units: A, B, and C. Section "A" was developed to collect the participants' personal information such as sex, age, educational level, occupation, and local government area of origin. Sections "B" and "C" were items on a 4-point Likert-type scale designed to measure the effect of tourism on the socio-economic development of Cross River State. Each item required the respondents to indicate the degree or frequency under "Strongly Agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD)". Section "C" of the instrument was used to measure indices of socio-economic development, the dependent variables.

A trial test was conducted with thirty (30) participants selected from the study area who were not given a second chance of taking part in the study. The test-retest approach of reliability was adopted to establish the reliability of the questionnaire and FGD guide. Participants were given copies of the questionnaire to fill and after one-week intervals; the same group was again given the same questionnaire to complete. The scores derived from the two sets of administration were coded, scored, and subjected to PPMC analysis. The results of the Cronbach alpha reliability indices ranged from 0.58 to 0.88. Therefore, the reliability coefficient was considered high enough to validate the use of the scale in the study. According

to Kerlinger and Lee (2000), a reliability coefficient of 0.70 and above is suitable for any measuring scale, it implies that the subscales in the instrument are seen to be reliable and valid to be used for the investigation under consideration. In analyzing the data, each hypothesis was restated as in chapter one. The variables of each hypothesis were identified followed by the statistical tool employed.

Data Presentation

Descriptive and inferential statistical analysis were used to present the results of the study as shown below.

TABLE 1
Distribution of respondents’ responses on the tourism industry and employment creation

S/N	ITEM	RESPONSES	
		POSITIVE (%)	NEGATIVE (%)
1.	Local Enterprise is stipulated.	235 (78.3)	65 (21.7)
2.	It is not possible for local handicrafts and other small-scale industries to develop.	66(22)	234 (78)
3.	Tourism does not disperse development to non-industrial sectors in the economy.	87(29)	213 (71)
4.	The hospitality industry has received a boost.	285 (95)	15 (5)
5.	Tourism encourages the acquisition of small and medium-scale enterprise knowledge.	215 (71.7)	85 (28.3)
6.	Acquired skills have not enabled youths to be self-employed.	83(27.7)	217 (72.3)
	Total	971 (53.9)	829 (46.1)

Table 1 showed the sample distribution of respondents’ responses on tourism and employment creation. The responses to question number 1 indicated that 235 (78.3 percent) respondents supported that local enterprises are stipulated while 65 (21.7 percent) respondents did not. The responses to question number 2 showed that 234 (78 percent) respondents did not support the view that it is not possible for local handicrafts and other small-scale industries to develop while 66(22 percent) respondents asserted positively. Responses to question number 3 showed that 213(71 percent) respondents responded negatively that tourism does not disperse development to non-industrial sectors in the economy while 87(29 percent) respondents asserted positively. In question number 4 285(95 percent) respondents agreed that the hospitality industry has received a boost in their communities while 15(5 percent) respondents did not. Responses to question number 5 showed that 215(71.7 percent) respondents agreed that they have acquired small and medium-scale enterprise knowledge through tourism development in Cross River State while 85(28.3 percent) respondents did not. Finally, the responses to question number 6 showed that 217(72.3 percent) respondents responded negatively that acquired skills have not enabled youths to be self-employed in their communities while 83(27.7 percent) respondents asserted positively.

TABLE 2
DISTRIBUTION OF RESPONDENTS' RESPONSES ON INFRASTRUCTURAL DEVELOPMENT

S/N	ITEM	RESPONSE	
		POSITIVE (%)	NEGATIVE (%)
7	My community benefits from electrification projects as a result of tourism development.	227(75.7)	73 (24.3)
8.	Existing electricity lines have been rehabilitated.	268 (89.3)	32 (10.7)
9.	The provision of rural road infrastructure has spread welfare gains to rural areas.	255 (85)	45 (15)
10.	New hotels have been built in my locality.	216 (72)	84 (28)
11.	Basic services such as water have not improved.	88 (29.3)	212 (70.7)
12.	Tourism development has enhanced telecommunications operations in my community.	226 (75.3)	74 (24.7)
	Total	1128 (62.7)	672 (37.3)

Table 2 showed the sample distribution of respondents' responses on the tourism industry and infrastructural development in Cross River State. Responses to question number 19 showed that 227 (75.7 percent) respondents responded positively that the communities have benefited from electrification projects while 73(24.3 percent) respondents did not. The responses to question number 8 showed that 268 (89.3 percent) respondents agreed that existing electricity lines in their communities have been rehabilitated while 9 (10.7 percent) respondents did not. Responses to question number 9 showed that 255(85 percent) respondents responded positively that the provision of rural road infrastructure has spread welfare gains to rural areas while 45(15 percent) respondents did not. In question number 10, 216 (72 percent) respondents responded positively that new hotels have been built in their locality while 84(28 percent) respondents did not. Responses to question number 11 showed that 212(70.7 percent) respondents disagree with the fact that basic services such as water have not improved in their communities while 88(29.3 percent) respondents asserted positively. Finally, the responses to question number 12 showed that 74(24.7 percent) respondents responded negatively that tourism development in Cross River State led to increasing in telecommunications operations; while 226(75.3 percent) respondents asserted positively.

Data analysis (Test of Hypotheses)

Hypothesis one

The tourism industry has no pronounced relationship with employment creation in the study area. The predicting variable involved in this hypothesis was the tourism industry while the dependent variable was employment creation. To test this hypothesis, PPMC (rxy) was used. The findings of the analysis are presented in table 3. “The result in table 3 shows that the calculated r-value of 0.751 is greater than the critical r-value of 0.196 needed at 0.05 alpha level of significance at 298 degrees of freedom. “With this result, the null hypothesis is rejected while the alternate hypothesis is retained”. The interpretation of this result is that the tourism industry has a significant relationship with employment creation in the study area.

TABLE 3: PPMC ANALYSIS OF THE RELATIONSHIP BETWEEN THE TOURISM INDUSTRY AND EMPLOYMENT CREATION (N=300)

Variables	$\sum x$	$\sum x^2$	$\sum xy$	r-cal
	$\sum y$	$\sum y^2$		
Employment creation (X)	6780	171625	144195	0.751
Tourism industry (y)	6120	128180		

*Significant at 0.05 level; $df = 298$, $crit-r = 0.196$

Hypothesis two

The tourism industry does not significantly influence infrastructural development (in terms of electricity, roads, pipe-borne water, and telecommunication facilities) in Cross River State.

Independent variable: Infrastructural development (in terms of electricity, roads, pipe-borne water, and telecommunication facilities)

Dependent variable: Employment creation

Statistical technique: PPMC

TABLE 4: PPMC ANALYSIS OF THE RELATIONSHIP BETWEEN TOURISM INDUSTRY AND INFRASTRUCTURAL DEVELOPMENT (N = 300)

Variables	$\sum x$	$\sum x^2$	$\sum xy$	r-cal
	$\sum y$	$\sum y^2$		
Infrastructural development (X ₃)				
X _{3,1} Electricity	6748	171726	144162	0.797
X _{3,2} Roads	6886	171824	144185	0.548
X _{3,3} Pipe-borne water	6725	171880	144235	0.840
X _{3,4} Telecommunication	6894	171682	144116	0.523
Tourism industry (y)	6120	128180		

*Significant at 0.05 level; $df = 298$, $crit-r = 0.196$

The tourism industry does not significantly influence infrastructural development (in terms of electricity, roads, pipe-borne water, and telecommunication facilities) in the study area. The predicting variable involved in this hypothesis was the tourism industry while the dependent variable was infrastructural development. To test this hypothesis PPMC analysis (rxy) was used. The result of the analysis is presented in table 4. “The result of the analysis in table 4.9 shows that the calculated r-value of 0.797 (Electricity), 0.548 (Roads), 0.840 (Pipe borne water), 0.523 (Telecommunication) was greater than the critical r-value of 0.196 needed at 0.05 alpha level of significance at 298 degrees of freedom”. “With this result, the null hypothesis is rejected while the

alternate hypothesis is retained". The interpretation of this result is that there is a significant relationship between the tourism industry and infrastructural development in the study area.

Tourism development and employment creation

The finding of hypothesis two revealed that tourism development has a significant relationship with employment creation in Cross River State. From the analysis, the value was positive which indicated that the more tourism is encouraged the more employment would be created for young school leavers. It would also create room for moonlighting or more alternative employment would be available.

This finding is consistent with Ashley (2007) who stated that recent years have seen many declarations of poverty reduction and socio-economic development potentials of the tourist industry by a diverse range of institutions and scholars. Ashley argued that "tourism creates large numbers of jobs (equivalent to around 2-6 percent of jobs in Africa, depending on definitions) and is labour intensive. These include jobs for women (around 50 percent of the workforce) and unskilled and informal sector workers". The result of this study is also in support of Morrison (2004) who argued that the tourism sector alone is capable of providing not less than 15, 000 jobs annually to boost Nigeria's economy arising from the various hospitality outfits, eco-tourism resorts comprising the national parks, game reserves, zoos, music and entertainment sector, transportation sub-sector and provides accommodation services such as motels, guest houses, camp houses, restaurant operators, snack bar operators, dealers on souvenir shops etc. Thus, tourism helps to reduce unemployment and enhance a better standard of living.

The effect of tourism industry on infrastructural development

The result of the statistical analysis of hypothesis three revealed that tourism industry has a significant relationship with infrastructural development. From the analysis, the value was positive, which indicated that the more tourism is advanced, the more Cross River State would experience radical infrastructural development. This finding is in support of the Overseas Development Institute (2007) that tourism growth can facilitate infrastructure and public service delivery, human resource development, private sector development, changes in the productive sector of the economy and other externalities. According to it, innovative general equilibrium modelling in Tanzania demonstrated that the provision of rural road infrastructure can transform the distributional impact of tourism from an urban bias to one where rural households experience a level of welfare gains compared with urban households. The findings support Kunwar (2002) that the infrastructural potential of tourism has been recognized as a means of improving the living standard of the host environment. It is a major vehicle to produce, create and distribute wealth, generate employment, earn foreign exchange and develop infrastructure. In Sri Lanka, tourism development has enhanced the development of ecotourism centres, development of tourism properties, luxury tourist trains, development of a Biotechnology park, among others. Overall, Kunwar stressed that tourism has helped to make life more meaningful for the citizens.

Modi (2000)'s findings have been supported by this study. It observed that tourism infrastructural provisions in the Philippines have enhanced socio-economic development. Tourism promotes destination clusters for major Island groups where each cluster is supported by at least one major international gateway and tourism estates/zones connected to a variety of satellite destinations; promotion of history, culture and arts. It enhanced the promotion of mixed destinations and products for various tourist segments; established and strengthened linkages and networking to ensure the provision of adequate infrastructural facilities and services in tourism areas, as well as the development, enhancement and promotion of existing and potential tourist attractions.

Conclusion

The study has demonstrated that tourism industry is a viable tool for socioeconomic development. Tourism industry has the potential of generating income for the host communities, promote employment opportunities, developing and provide a source for foreign exchange earnings in Cross River State. This has a multiplier effect, which could translate to socio-economic development especially in the areas of the improved household, food security, providing access to basic needs; stimulating local entrepreneurial activities and providing income for the government to support its social welfare programmes. Tourism is

one of the largest and most dynamically developing sectors of economies all over the world. Its high growth and development rates, as well as its capacity/potential of generating exchange earnings, stimulating infrastructure development, and introducing of a new management and educational experience, could actively contribute to the socio-economic development of Cross River State, Nigeria if properly developed and managed.

- (i) Tourism industry significantly relates to employment creation in Cross River State. That is, the more tourism is encouraged, the more jobs would be created for the unemployed as well as alternative employment would be made available for moonlighters.
- (ii) Tourism industry has a significant relationship between tourism industry and infrastructural development in areas of electricity, roads, pipe-borne water, and telecommunications facilities. The implication is that the more tourism is developed in Cross River State, the more the citizenry would witness radical infrastructural transformation in the state; and this could stimulate other sectors' development and the general welfare of the society.

Recommendations

Based on the problem, the objectives and the findings of the study, the following recommendations are made to government and communities benefitting from tourism:

- (i) Since tourism's potential to create employment opportunities is high, the government should encourage the public-private sector partnership, especially in the area of the hospitality industry and other cultural entertainment.
- (ii) As tourism industry continues to expand in Cross River State, the government should invest more resources in the development of social infrastructures such as health facilities, water supply, electricity supply, communication facilities and other physical infrastructures such as transportation facilities. These will help to make tourism investment in the state more socio-economic viable.

The implication of the study in enhancing peace among stakeholders

This study will be of great relevance to different individuals including community development experts, the government, students, Non-Governmental Organizations (NGOs), and researchers. It will be of benefit to communities selected for the study, tourism outfit operators in the study area, and Nigeria in general. The findings of this study will sensitize development experts and other stakeholders in the tourism industry on the need to base their decisions on empirical evidence provided by well-researched works/studies. The study will highlight the effect of the tourism industry on infrastructural development, employment creation, foreign exchange earnings, and income generation of host communities.

The study will bridge the empirical knowledge gap that exists in Cross River State on the effect of tourism industry on the socio-economic development of society. It will serve as a benchmark for policy decision-making in the tourism sector and other allied industries/sectors. In other words, government and social policymakers would appreciate the findings of this study, in that it would expose the effect of tourism on socioeconomic development. Government and social policymakers will understand that tourism has evolved into becoming an international source of revenue both for the locals and international agencies. They will realize that in many countries, tourism is the largest commodity in international trade; that tourism has indeed grown to become a major social and economic force in the world.

Non-Governmental Organizations (NGOs) will realize the significance of tourism development and the socioeconomic advancement of society. This will in turn stimulate and increase their advocacy on best practices in tourism development in the study area and the country at large. The findings will reveal to them that tourism is an economic activity that enables improvement in the well-being of those involved in it. Through the findings of this study, environmental NGOs will increase the tempo of their activities to

promote tourism awareness. Tourism encourages the spreading of the hospitality industry and other cultural activities, influences the assortment of goods for sale, and improves the social aesthetics of urban communities. The study will benefit future researchers. It will add to existing literature and expand knowledge in the field of tourism and strategies for tourism development. It will stimulate other researchers' interest to either improve on it or engage in future studies on those areas that are not substantially treated in this study.

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