

***Tourism Education and Moral Standards of Urban Dwellers in Calabar Municipality, Cross River State, Nigeria***

**John Okpa Ukwetang, Ph.D**

*Department of Curriculum and Teaching  
University of Calabar, Calabar  
[okpajohhnn@gmail.com](mailto:okpajohhnn@gmail.com)*

**Peter Ogar**

*National Institute for Hospitality and Tourism  
Abuja  
[ogarpeterelam@gmail.com](mailto:ogarpeterelam@gmail.com)*

**Maidugu Yama E. M.**

*National Institute for Hospitality and Tourism  
Abuja  
[yamanaidugu@gmail.com](mailto:yamanaidugu@gmail.com)*



**Abstract**

*The purpose of this study was to ascertain how tourism has contributed to breakdown of moral standards of urban dwellers in Calabar Municipality of Cross River State. To achieve this, two null hypothesis were formulated to direct the study. Literatures related to the variables were reviewed. Survey research design was adopted for the study. A total of two hundred (200) respondents were randomly selected for the study. The selection was done through the simple random sampling technique. The instrument for data collection was the questionnaire. To test the hypotheses, Pearson Product Moment Correlation analysis was used. All hypotheses were tested at 0.05 level of significance. The results of the analyses revealed that tourist' attitude and prostitution significantly related with urban moral behaviour. Based on these findings, appropriate recommendations were made.*

**Keywords:** Tourism, Education, Moral, Standards, Urban, Dwellers

**Introduction**

It has been widely acknowledged that tourism is one of the world's largest industries. This can be seen in sustained growth of revenues of countries with active tourism sites; the huge number of travellers to tourist sites, and other such indicators. As the saying goes, travelling is part of education; information exchanged from the host dwellers and the visitors can go a long way and play a role in the tourism industries.

Tourism education is a collection of educational activities and services, attitude, awareness of belief and experiences about a particular location and their cultural and

economic activities. The educational aspect of tourism services can take the form of information about the location, people, cultural belief, lifestyles, traditional behavioural attitudes, norm, marriage pattern, sexual behaviour, eating and drinking, establishment, accommodation and entertainment, hospitality services including the community's likes and dislikes.

Educational tourism has been an age long activity in the Western world. However, in Nigeria and in Calabar municipality, it has been a new development. It was not until recently, under president Olusegun Obasanjo's administration (1999 - 2007), that the federal level and the Governors at the state level gave attention to tourism education, by creating awareness to boost the tourism industry with the establishment and refurbishment of Museum and Libraries and establishment of disciplines to boost the tourism industries; such attention also includes the introduction of tourism in secondary schools and establishment of tourism and hospitality department in universities.

In Cross River State, the then Governor, Mr. Donald Duke established and maintained a lot of tourism sites such as Obudu cattle ranch resort and Tinapa business resort alongside festivities like Calabar carnival and Leboku yam festival which gained international recognition and boosted the tourism development of the state. The development of these tourism sites goes along with the educational services they render to visitors that come to the state. For example, the Calabar zoo, old residence, and Mary Slessor's residence, educate the visitors about the history of the state and its people, the slave trade and its effect on the people of Calabar and its environs, the opportunity lost and gained, mistakes made in the past and possible solutions. Tourism development has conspicuous effects on the value and norms of the society, especially the people in the area. It is on this premise that this research sought to find out whether tourism education can reduce the negative effect of tourism on the people of Calabar municipality.

The notion of community development has already been indicated as one of the important criteria in tourism development thus, the need for promoting the tourism industry in any modern country. This community development is achieved through improving tourism attractions and related activities. As such, without these attractions, tourism industry would not flourish (Bennett & George, 2004).

The tourism industry has to benefit the local communities. Alternatively, the survival of the tourism industry is in danger if the local communities do not benefit from it in a direct way (Aaronson, 2000; Lubbe, 2003). Tourism is affecting the lives of rural people across the world. For some communities, tourism is a driving force for promotion and development; for others, tourism is perceived to mainly have negative impacts. In the same context, Saayman, (2002) argues that if tourism is to benefit community, it is essential for developers and planners to make a just and proper analysis of the economic, socio-economic, political and environmental impact of such development and also to understand the impacts thereof. Lack of planning can have a negative impact on the socio-economic environment. The upliftment of local

communities thus has an important role in reaching sustainable community development (Miligan, 1979).

Fennel (1999) highlighted the principles which must be followed in order to keep the cooperative efforts of the stakeholders. The co-operative efforts should focus on the following:

- i. Build on the foundation of local culture
- ii. Civic responsibility to local people
- iii. Consider returning some of the protected areas of indigenous people
- iv. Involve local people in preparing management plans
- v. Link government development programmes with protected areas.

Community development through tourism initiative have a better chance of being accepted by local people if developers begin to acknowledge that different groups within the community want different things from the tourism industry. Indigenous people are also owners and managers of natural resources, cultural artifacts and other facilities. This fact should be acknowledged by project planners in any community-based tourism. The emphasis on community based tourism is to ensure even development of tourist sites to ensure tourist flow to such localities with a bid to creating the much desired local self-empowerment of the people in rural communities; to facilitate the discouragement of rural urban drift; to attract the provision of social amenities to the rural communities and to generate employment opportunities for the rural dwellers.

Awake (2005) also observed that tourists from developed countries such as United State of America and Europe often visit developing country for pleasure, sight-seeing holidays and festivals. Though this has economic advantage for the community, but often times, it equally leaves some hidden effect on morals and health hazard of the local people.

According to Moony and VanZye (2002), a tourist is a person travelling or visiting a place for pleasure. It includes any person travelling outside his or her community or residence to engage in activities for pleasure, business, educational or personal reasons which are not part of that person's routine or activity. Tourism has been responsible for the recognition or growth of many settlements that previously were unknown. Tourism has an important social and cultural significance. It brings into context people of different races, nationalities, and background. Inyang (2004) commented that one most noticeable feature of African urban areas is the high degree of mixture of people of diverse ethnic backgrounds. He further observed that the heterogeneous nature of city dwelling offers great opportunities for impersonality and anonymity.

According to Ashley and Jones (2001), tourism has a lot of impact on the empowerment of rural communities; local community benefits derived from the tourism industry ought to enhance community development. This development has its impact on communication in terms of social, economic and financial benefits,

local empowerment, job creation and impact on small business development. An individual can benefit from tourism by being employed in the tourism industry or by being tourists themselves.

A white paper on tourism (Deat, 1996) highlights some of the local community benefits derived from the tourism industry to include: continued and exhaustive access to biological resources of the protected areas for sustainable purpose; provision of technical and professional training opportunities relating to positions in tourism and conservation agencies; priority status in hiring programmes undertaken by tourism interest and conservation agencies; priority status in licensing business to be operated in the unprotected areas; compilation of traditional knowledge and heritage value of the aboriginal societies by conservation jurisdiction, for the use of both the communities themselves in strengthening its societal traditions, and by conservation agencies in managing the protected areas in giving to its visitors a heightened appreciation of the traditional society (Deat, 1996).

In contrast to the above cited impacts, Mahony and Vanzye (2002) further asserted that the non-economic and non-financial developmental impacts is worthy of consideration. This includes the following: the extent of capacity of building and trimming within the community; the extent to which the local community is involved in decision making; the social and cultural impact of the initiative, and the types and applicability of policies and strategies that are in place to direct process in community development.

Furthermore, in the non-economic and non-financial benefit, Moony and VanZye (2002) state that government views capacity building and skills development, as the key element of empowerment of local communities. The assessment of these initiatives indicates that tourism projects benefitted members and neighboring communities of Agbokim Waterfall through the non-economic element. There is also an indication that the local communities benefit by participation in decision-making and management of the nature services. Finally, tourism is affecting the lives of rural people across the world.

Butler (1991) is of the view that as one of the key leading industries in the 21st century, it is important to examine possible impact of tourism on the host communities. The social impact of tourism is capable of changing the collective and individual value system, individual behaviour, pattern of community structures, lifestyle or quality-of-life of tourist or host communities.

Robertson (1992) expressed his view on the social impact of tourism as the manner in which tourism effects change in collective and individual value system, behavioural patterns, community structure, lifestyle and quality of life. When people travel to tourist centres, they sometimes travel with their culture. They always meet other people's culture at tourist centres. Page and Hardyman (1996) explained that tourist acts as inappropriate role models for an unrealistic lifestyle. They also opined

that tourist can arouse, among their host, jealousy because their values, behaviours and spending patterns are often emulated and adopted by the host population.

Obong (2007) points out that in addition, tourist's spending behaviours are affecting the way in which native people wish to live like westerners, spending lots of money for luxury items on their vacation, as the tourists pump more wealth into the local economy. As a result, local people have been seen to acquire the western desire for expensive things leading to major changes in the lifestyle of these people who have lived in a simple and traditional lifestyle for centuries.

When we relate prostitution and the development of tourism, it seems that prostitution is increasing because of the supra-structures of tourism industry. Development of tourist supra-structures such as hotel facilities and entertainment night clubs, steam baths, billiard centers among others, seem to become supporting factors for developing prostitution practices.

According to Obong (2007), festivals, carnivals, recreation centres, amusement park, hotels, relaxation spots etc. draw some form of travel for refreshment and relaxation. The events and place often lead young people in host communities into sexual perversion and immorality. For some different reasons, it is worthy of note that there are pre-conditions in place for sex tourism and sexual exploitation to thrive, including weak local economics and unemployment and the high turnover of tourists, some of whom see beach holiday at an exotic locale as being incomplete without sexual encounters with the local population. The sexual transaction between tourist and sex worker (professional or not) is the meeting point of different needs. He further postulates that transactional sex, the rendering of social service in exchange for money, foods or other payment in kind, is well understood to play a major role in community and household economy in the region. Accessing tourists and the venues where most tourists are, requires investment in a number of areas including hair and clothing, money for entry into clubs and bribes to internal security personnel and money to purchase food and drink at the venues. Hence, many young girls begin in local bars to gain experience and money to allow them access the tourists.

The presence of "outsiders" operating in the sex tourist market changes the habits and the mores of the local communities. Children who would exercise caution in their dresses if they were living near their extended families will be aggressively seductive in their manner and dress when looking for clients. Though tourism is not the cause of exploitation, it provides the necessary manpower to improve on easy access to it. Tourism also brings consumerism to many parts of the world who previously were denied access to luxury commodities and services. The lure of this easy money has caused many young people including children to trade their bodies in exchange for T-Shirts, personal stereos, bikes and even air tickets out of the country. In other situations, children are trafficked into the brothels on the margins of the tourist areas and sold into sex slavery; very rarely earning enough money to escape. The United Nations (1999) defines child sex tourism as "tourism organized with the primary purpose of facilitating the effect of commercial sexual relationship with a

child". Certain tourism destinations have become centers for this illegal trade, frequented by pedophiles and supported by networks of pimps, taxi drivers, hotel staffs, brothel owners, entertainment establishment and tour operators who organize/package sex tours. Errings (2001) opines that it is now difficult to estimate how many people are working in prostitution because so many women working as waitresses, hotel aides, sales clerks, bar girls and golf caddies are forced into prostitution as part of their work.

In Thailand, it has been estimated that at least 200,000 women and children work in prostitution. A policy Document of United Nations Department of State (1999) reported that at least one-third of Thailand's prostitutes are under the age of 18 and most adult prostitutes started when they were only children. The Department also states that prostitutes in Thailand are primarily women and girls, although some men and boys also work in prostitution. These alone are gradually crippling the Thailand tourism industry. Many of the children who work in prostitution come from extremely poor families; the child who works as a prostitute may feed her entire family as a result of the job. Some of them might be immigrants who were deceived for a secured job in the country they were going to not knowing that it is prostitution. Their families at their home country may think that they are doing a genuine job and as such depend on them for livelihood.

### **Hypotheses**

**Ho1:** There is no significant relationship between tourists' attitude and urban dwellers' behaviours.

**Ho2:** There is no significant relationship between prostitution and moral behaviour of urban dwellers.

### **Methodology**

The research design adopted for this study is survey research design. Isangedighi (2102) asserts that survey research is a method of having a systematic, intense, accurate and purposeful observation of behaviour, trait or opinion and describing same as precisely as possible. Studies that make use of this approach are employed to obtain a picture of the present conditions of a particular phenomenon. Survey research is a research method which is directed towards determining the nature of the situation that exists at the time of investigation. He describes that it is a type of research that studies large and small population to discuss the relative incidence distribution, or interrelations of sociological and psychological variables.

Survey research design is therefore very useful for opinion and attitude studies. It depends basically on questionnaire as means of data collection. The survey research design was considered appropriate for this study because it allowed the researchers to make inference about the population by studying the sample for the study. The sample of this study is made up of two hundred men and women randomly selected from eight communities in Calabar Municipality

The collection of data for this study was done through the use of questionnaire as the main instrument. It was supplemented by personal observation and experience. The questionnaire has two sections, Section A and B. Section A contained items on “tourism”. The tourism section made use of 12 items generated from the independent variables of the two hypotheses (that is one hypothesis carries six items). The Section B contained items on “Moral Standards”. This section made use of 18 items generated for the dependent variables. The approach used in section A and B has strongly Agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD) in determining their responses about the items.

To determine the reliability of the instrument, a trial testing was done using twenty (20) respondents drawn from the population area. Test retest method of reliability was used to determine the reliability estimate of the instrument. Here, the researcher gives the same group of respondents to complete and after two weeks interval, they were again given the same questionnaire to complete. The scores for the sets of administration were correlated. This produced a reliability estimate of the questionnaire.

The questionnaire being the main instrument for data collection in this study was personally administered by the researchers. Appropriate information by way of orientation was given to the respondents as regards to the essence of the exercise and the need for them to give unbiased response to the items. Respondents were assured of the confidentiality of the information given as it is to be used for the purpose which this study is meant. Copies of the questionnaire were then collected instantly at the end of the exercise. The generated data was analyzed using Pearson product moment correlation.

### **Presentation of results**

**Ho1:** There is no significant relationship between tourists’ attitude and urban dwellers’ behaviours.

The result is presented in table 1.

**Table 1:** Pearson product moment correlation analysis of the relationship between tourists’ attitude and Urban dwellers’ behavior

<b>Variable</b>	$\Sigma X$	$\Sigma X^2$	$\Sigma XY$	<b>r-value</b>
	$\Sigma Y$	$\Sigma Y^2$		
Tourist Attitude (X)	3390	6894		0.52*
		77836		
Urban dwellers behaviour (Y)	3148	5466		

Significant at 0.05 level, critical – r= 0.138, df = 198.

The result calculated reveals that the r-value of 0.52 is higher than critical r-value of 0.13 at 0.05 level of significance with 198 degree of freedom. This implies that the result is significant.

**Ho2:** There is no significant relationship between prostitution and moral behaviour of urban dwellers.

**Table 2:** Pearson product moment correlation analysis of the relationship between prostitution and moral behaviour of urban dwellers

Variable	$\sum X$	$\sum X^2$	$\sum XY$	r-value
	$\sum Y$	$\sum Y^2$		
Tourist Attitude (X)	3390	6894		
		77836		0.52*
Urban dwellers behaviour (Y)	3148	5466		

Significant at 0.05 level, critical – r= 0.138, df = 198.

The result reveal that calculated r-value of 0.49 is greater than critical r-value of 0.138 at 0.05 level of significance with 198 degree of freedom. This implies that, the result is significant.

### **Discussion of the findings**

The result of the first hypothesis of this study revealed that tourists’ attitude and urban dwellers behaviour relate significantly. The finding of this hypothesis is in line with the view of Awake (2005) that relative affluent Western tourists visiting developing countries can have latent effect on local people.

The result of the second hypothesis revealed that prostitution and moral behaviour of urban dwellers relate significantly. The finding of this hypothesis is in line with the view of Obong (2007) who asserted that festivals, carnivals, hotels, relaxation spots, encourage refreshment and relaxation. These event centres led young people in host communities into sexual perversion and immorality.

### **Conclusion**

Based on the findings of the study, it is be concluded that tourism has contributed to the breakdown of moral standards of urban dwellers in Calabar, Calabar Municipality of Cross River State. Two major hypotheses were formulated and tested on the course of this study. Based on the results of the analysis it was concluded that tourists’ attitude significantly relate with urban dwellers’ behaviour, and that prostitution significantly relate with moral behaviour of urban dwellers.

## **Recommendations**

Based on the findings of the study, the following recommendations were made:

1. Measures aim at redirecting and changing people's mindset from pursuing unhealthy patterns of behaviours and lifestyles should be put in place.
2. The Government should stipulate and enforce measures that would eliminate, or atleast reduce, prostitution within the State.
3. Host communities should be adequately enlightened on the benefits of tourism, to enhance their active and positive participation in the value chain.
4. Protocols should be put in place with regards to tourism and tourists to guide activities and limit negative effect on host population.

## **References**

- Aaronson, C. K. (2009). *Tourism Satellite Account*, UNESCO.
- Ashley, O. R. & Jones, V. A. (2001). Impact of tourism on local dwellers. *Journal of social change and conservation*, vol. 8.
- Awake (2005). Negative effect of tourism on host community
- Bennett, P. A. & George, J. K. (2004). *Anthropocentric theory of conservation of Ecosystem*. Washington DC: U.S.A.
- Butler, R. W. (1991). Tourism, Environment and sustainable development. *Environmental conservation*, 18(3), 201-209.
- Deat, C. (1996). *Peace Tourism*. Brazil: Lee John Press.
- Errings, S. (2001). *Introduction to history of social thought and social order*. Calabar, Nigeria: Clear Lines publication.
- Fennel, C. (1999). *Principals and practice of Tourism* (3<sup>rd</sup> ed.). New York Press: U.S.A.
- Inyang, J. (2004). *The society of Juvenile delinquency: the social problem and its control* (1<sup>st</sup> ed.). Uyo, Nigeria: Fahaile and bros. printing and Publishing Co.
- Isangedighi, A. J. (2012). *Essentials of research and statistics in education and social sciences* (1st ed.). Calabar, Nigeria: Etinwa Publishers.
- Lubbe, C. C. (2003). Resource conservation and sustainable development.
- Mahony, P. P. & Vanzye, N. P. (2002). *The practice of tourism* (2<sup>nd</sup> ed.). Washington: Sonian Institute Press.
- Miligan, F. (1979). *Principle and Practice of Tourism* (2<sup>nd</sup> ed.). New York.
- Moony, O. P. & VanZye, W. A. (2002). Government capacity building and skills development.
- Obong, L. (2007). *Understanding the environment: concepts, principles and applications*. Calabar, Nigeria: Pervile publishers.
- Page, S. & Hardyman, R. (1996). Plan Urban revitalization cities. *The international Journal of Urban policy and planning*, vol.19.
- Robertson, R. (1992). *Globalization: Social theory and Global culture*. London: Sage.
- Saayman, K. (2002). *Buffer Zone Agro Forest in Tropical Forest Region*. New York, Dalo.
- United Nations (1999). A policy Document of United Nations Department of State.